

Regression with factor variables

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Key ideas

- Outcome is still quantitative
- Covariate(s) are factor variables
- Fitting lines = fitting means
- Want to evaluate contribution of all factor levels at once

Example: Movie ratings

The screenshot shows the Rotten Tomatoes website interface. At the top, there's a navigation bar with the Rotten Tomatoes logo, a search bar, and links for Movies, DVD, Celebrities, News, and Critics. Below the navigation bar, there's a featured banner for the movie "DIANA VREELAND THE EYE HAS TO TRAVEL". The main content area is divided into several sections:

- TOP BOX OFFICE:** A list of movies with their Rotten Tomatoes scores, titles, and box office earnings.

Score	Movie	Box Office
78%	Warm Bodies	\$20.4M
15%	Hansel and Gretel: Wit...	\$9.4M
92%	Silver Linings Playbook	\$7.7M
63%	Mama	\$6.6M
94%	Zero Dark Thirty	\$5.2M
48%	Bullet to the Head	\$4.5M
38%	Parker	\$3.3M
89%	Django Unchained	\$3.0M
70%	Les Misérables	\$2.4M
90%	Lincoln	\$2.4M
- OPENING:** A list of movies opening in theaters.

Score	Movie	Release Date
25%	Identity Thief	Feb 08
85%	Side Effects	Feb 08
54%	Top Gun: An IMAX 3D ...	Feb 08
17%	The Sorcerer and the ...	Feb 08
13%	A Glimpse Inside the ...	Feb 08
88%	Lore	Feb 08
90%	Caesar Must Die	Feb 06
50%	The Playroom	Feb 08
- Featured:** A section titled "100 Movies to See in 2013" with links to "Oscars Ballot Challenge", "Awards Tour 2013", and "Awards Leaderboard".
- Interview with the Side Effects Cast:** A video interview featuring Rooney Mara, Channing Tatum, and Jude Law.
- AdChoices:** A section titled "BIG DATA PLATFORM REQUIREMENTS" with a list of features: EASE OF MANAGEMENT, ABILITY TO SCALE, and FLEXIBLE ARCHITECTURE. It also includes a link to "DOWNLOAD TECH WHITE PAPER >>".
- Featured Movie Trailers:** A section with a "View All" link and a video player showing a trailer for "Side Effects".
- What's Hot on RT:** A section with a "View All" link and a video player showing a trailer for "Side Effects".

<http://www.rottentomatoes.com/>

Movie Data

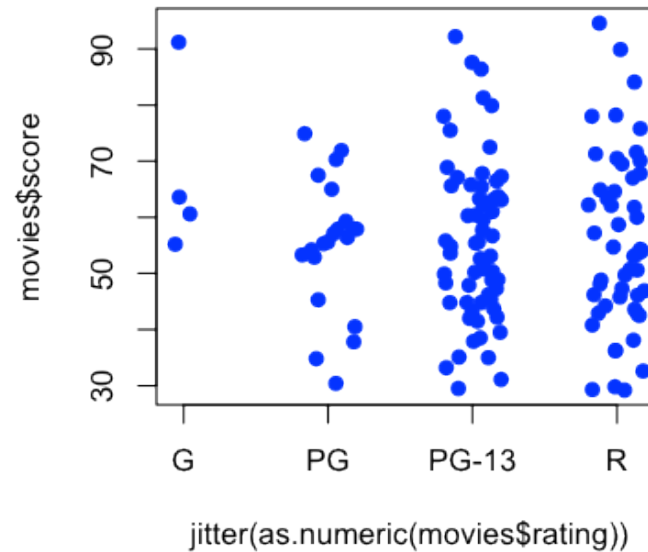
```
download.file("http://www.rossmanchance.com/iscam2/data/movies03RT.txt",destfile="./data/movies.txt")
movies <- read.table("./data/movies.txt",sep="\t",header=T,quote="")
head(movies)
```

				X	score	rating	genre	box.office	running.time
1	2	Fast 2 Furious	48.9	PG-13	action/adventure	127.15	107		
2		28 Days Later	78.2	R	horror	45.06	113		
3		A Guy Thing	39.5	PG-13	rom comedy	15.54	101		
4		A Man Apart	42.9	R	action/adventure	26.25	110		
5		A Mighty Wind	79.9	PG-13	comedy	17.78	91		
6		Agent Cody Banks	57.9	PG	action/adventure	47.81	102		

<http://www.rossmanchance.com/>

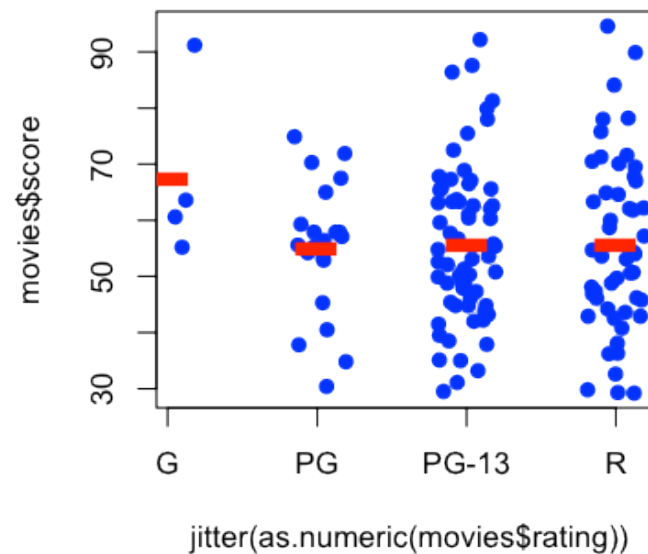
Rotton tomatoes score vs. rating

```
plot(movies$score ~ jitter(as.numeric(movies$rating)), col="blue", xaxt="n", pch=19)  
axis(side=1, at=unique(as.numeric(movies$rating)), labels=unique(movies$rating))
```



Average score by rating

```
plot(movies$score ~ jitter(as.numeric(movies$rating)), col="blue", xaxt="n", pch=19)  
axis(side=1, at=unique(as.numeric(movies$rating)), labels=unique(movies$rating))  
meanRatings <- tapply(movies$score, movies$rating, mean)  
points(1:4, meanRatings, col="red", pch="-", cex=5)
```



Another way to write it down

$$S_i = b_0 + b_1 \mathbb{1}(Ra_i = "PG") + b_2 \mathbb{1}(Ra_i = "PG-13") + b_3 \mathbb{1}(Ra_i = "R") + e_i$$

The notation $\mathbb{1}(Ra_i = "PG")$ is a logical value that is one if the movie rating is "PG" and zero otherwise.

Average values

b_0 = average of the G movies

$b_0 + b_1$ = average of the PG movies

$b_0 + b_2$ = average of the PG-13 movies

$b_0 + b_3$ = average of the R movies

Here is how you do it in R

```
lm1 <- lm(movies$score ~ as.factor(movies$rating))
summary(lm1)
```

Call:

```
lm(formula = movies$score ~ as.factor(movies$rating))
```

Residuals:

Min	1Q	Median	3Q	Max
-26.43	-9.98	-0.98	9.34	38.97

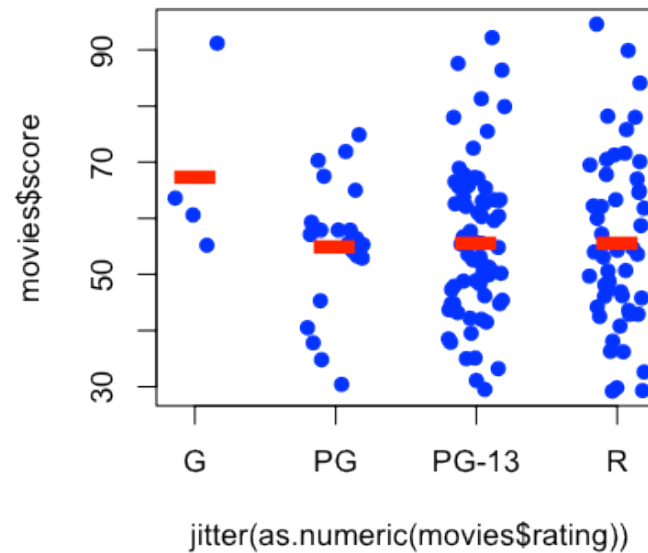
Coefficients:

	Estimate	Std. Error	t value	Pr(> t)
(Intercept)	67.65	7.19	9.40	<2e-16 ***
as.factor(movies\$rating)PG	-12.59	7.85	-1.60	0.11
as.factor(movies\$rating)PG-13	-11.81	7.41	-1.59	0.11
as.factor(movies\$rating)R	-12.02	7.48	-1.61	0.11

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

Plot fitted values

```
plot(movies$score ~ jitter(as.numeric(movies$rating)), col="blue", xaxt="n", pch=19)  
axis(side=1, at=unique(as.numeric(movies$rating)), labels=unique(movies$rating))  
points(1:4, lm1$coeff[1] + c(0, lm1$coeff[2:4]), col="red", pch="-", cex=5)
```



Question 1

Average values

b_0 = average of the G movies

$b_0 + b_1$ = average of the PG movies

$b_0 + b_2$ = average of the PG-13 movies

$b_0 + b_3$ = average of the R movies

What is the average difference in rating between G and R movies?

$$b_0 + b_3 - b_0 = b_3$$

Question 1 in R

```
lm1 <- lm(movies$score ~ as.factor(movies$rating))
summary(lm1)
```

Call:

```
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Residuals:

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Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

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Question 1 in R

```
lm1 <- lm(movies$score ~ as.factor(movies$rating))
confint(lm1)
```

	2.5 %	97.5 %
(Intercept)	53.42	81.875
as.factor(movies\$rating)PG	-28.11	2.928
as.factor(movies\$rating)PG-13	-26.47	2.842
as.factor(movies\$rating)R	-26.80	2.763

Question 2

Average values

b_0 = average of the G movies

$b_0 + b_1$ = average of the PG movies

$b_0 + b_2$ = average of the PG-13 movies

$b_0 + b_3$ = average of the R movies

What is the average difference in rating between *PG – 13* and *R* movies?

$$b_0 + b_2 - (b_0 + b_3) = b_2 - b_3$$

We could rewrite our model

$$S_i = b_0 + b_1 \mathbb{1}(Ra_i = " G ") + b_2 \mathbb{1}(Ra_i = " PG ") + b_3 \mathbb{1}(Ra_i = " PG - 13 ") + e_i$$

Average values

b_0 = average of the R movies

$b_0 + b_1$ = average of the G movies

$b_0 + b_2$ = average of the PG movies

$b_0 + b_3$ = average of the PG-13 movies

What is the average difference in rating between $PG - 13$ and R movies?

$$b_0 + b_3 - b_0 = b_3$$

Question 2 in R

```
lm2 <- lm(movies$score ~ relevel(movies$rating, ref="R"))
summary(lm2)
```

Call:

```
lm(formula = movies$score ~ relevel(movies$rating, ref = "R"))
```

Residuals:

Min	1Q	Median	3Q	Max
-26.43	-9.98	-0.98	9.34	38.97

Coefficients:

	Estimate	Std. Error	t value	Pr(> t)
(Intercept)	55.630	2.035	27.34	<2e-16 ***
relevel(movies\$rating, ref = "R")G	12.020	7.476	1.61	0.11
relevel(movies\$rating, ref = "R")PG	-0.573	3.741	-0.15	0.88
relevel(movies\$rating, ref = "R")PG-13	0.205	2.706	0.08	0.94

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

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Question 2 in R

```
lm2 <- lm(movies$score ~ relevel(movies$rating, ref="R"))
confint(lm2)
```

	2.5 %	97.5 %
(Intercept)	51.606	59.654
relevel(movies\$rating, ref = "R")G	-2.763	26.803
relevel(movies\$rating, ref = "R")PG	-7.971	6.825
relevel(movies\$rating, ref = "R")PG-13	-5.146	5.557

Question 3

$$S_i = b_0 + b_1 \mathbb{1}(Ra_i = "PG") + b_2 \mathbb{1}(Ra_i = "PG-13") + b_3 \mathbb{1}(Ra_i = "R") + e_i$$

Average values

b_0 = average of the G movies

$b_0 + b_1$ = average of the PG movies

$b_0 + b_2$ = average of the PG-13 movies

$b_0 + b_3$ = average of the R movies

Is there any difference in score between any of the movie ratings?

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Question 3 in R

```
lm1 <- lm(movies$score ~ as.factor(movies$rating))  
anova(lm1)
```

Analysis of Variance Table

Response: movies\$score

	Df	Sum Sq	Mean Sq	F value	Pr(>F)
as.factor(movies\$rating)	3	570	190	0.92	0.43
Residuals	136	28149	207		

Sum of squares (G movies)

```
gMovies <- movies[movies$rating=="G",]; xVals <- seq(0.2,0.8,length=4)
plot(xVals,gMovies$score,ylab="Score",xaxt="n",xlim=c(0,1),pch=19)
abline(h=mean(gMovies$score),col="blue",lwd=3); abline(h=mean(movies$score),col="red",lwd=3)
segments(xVals+0.01,rep(mean(gMovies$score),length(xVals)),xVals+0.01,
         rep(mean(movies$score),length(xVals)),col="red",lwd=2)
segments(xVals-0.01,gMovies$score,xVals-0.01,rep(mean(gMovies$score),length(xVals)),col="blue",lwd=
```

Tukey's (honestly significant difference test)

```
lm1 <- aov(movies$score ~ as.factor(movies$rating))
TukeyHSD(lm1)
```

Tukey multiple comparisons of means

95% family-wise confidence level

Fit: aov(formula = movies\$score ~ as.factor(movies\$rating))

\$`as.factor(movies\$rating)`

	diff	lwr	upr	p adj
PG-G	-12.5929	-33.008	7.822	0.3795
PG-13-G	-11.8146	-31.092	7.463	0.3854
R-G	-12.0200	-31.464	7.424	0.3776
PG-13-PG	0.7782	-8.615	10.171	0.9964
R-PG	0.5729	-9.158	10.304	0.9987
R-PG-13	-0.2054	-7.245	6.834	0.9998

http://en.wikipedia.org/wiki/Tukey's_range_test

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