**Thinkful Bootcamp 5.5.1: Distribution comparison tests: parametric**

Why use dependent groups? Come up with a few scenarios where getting repeated measures from the same people would be beneficial. Summarize them in your notebook and discuss with your mentor.

1. Dependent groups can be useful when comparing the effects of an advertising campaign. If a survey is given prior to introducing the campaign and subsequently after to the same group, the effect of the campaign will be easier to determine than if the surveys are given to separate groups as there are fewer potential confounding variables.
2. Pharmaceutical studies also typically use dependent groups. In order to determine efficacy of drugs, the same test subjects must be used.
3. When trying to determine a baseline, it can be useful to administer the same test multiple to account for possible outliers that might have occurred by chance on one occasion. By repeating tests, there should be lower variability in results and thus form a more accurate baseline.
4. Repeated measures can be useful when determining change over time. For example, athletes can compare performance while undergoing a training program and determine whether they can see a noticeable boost in performance as well as track if/when they see signs of changes.