

**Table 12.2** 2 × 2 ANOVA With Cell Means and Marginal Means

|                     |           | Factor A—Studying Method                            |                                                    |                                           |
|---------------------|-----------|-----------------------------------------------------|----------------------------------------------------|-------------------------------------------|
|                     |           | <i>Rereading</i>                                    | <i>Trying to Recall</i>                            |                                           |
| Factor B—Time Delay | 5 minutes | 8, 6, 11, 7, 5, 9, 10, 8<br>Cell mean = 8.00 (2.00) | 7, 5, 10, 6, 5, 9, 9, 7<br>Cell mean = 7.25 (1.91) | Marginal mean for 5 minutes = 7.63 (1.93) |
|                     | 2 days    | 5, 3, 7, 5, 2, 6, 6, 6<br>Cell mean = 5.00 (1.69)   | 7, 5, 8, 7, 4, 8, 9, 8<br>Cell mean = 7.00 (1.69)  | Marginal mean for 2 days = 6.00 (1.93)    |
|                     |           | Marginal mean for rereading = 6.50 (2.37)           | Marginal mean for trying to recall = 7.13 (1.75)   |                                           |