

Table 12.3Simple Effects for 2×2 ANOVA

	<i>Re-reading</i>	<i>Trying to recall</i>
5 Minutes	8.00	7.25
2 Days	5.00	7.00

Simple effect for 5 minutes: $8.00 - 7.25 = .75$

Simple effect for 2 days: $5.00 - 7.00 = -2.00$