

**FIGURE 15.1** Comparing Groups Means Versus the Correlational Method

(a)

Texting	
No	Yes
76	82
98	64
88	88
82	85
80	90
73	54
80	66
69	82
75	87
89	62
$M = 81$	$M = 76$

→ We observe two levels of one factor (texting).

→ We compare mean differences in one dependent variable (exam grades) at each level of the factor.

(b)

Participant	Texting	Exam Grades
A	0	88
B	4	80
C	6	78
D	2	84
E	0	90
F	6	79
G	7	70
H	12	56
I	6	76
J	0	92

→ We measure two factors for each participant: texting (number of texts sent) and class performance (exam grade out of 100 points). We then compare how changes in the values of one factor are related to changes in the values of the second factor.

(a) The approach used in hypothesis testing to compare group means. (b) The correlational method. Instead of comparing mean differences for one dependent variable between groups, the correlational method examines the extent to which two measured factors are related.