

TABLE 14.15 Analyzing the Interaction

Q1: Does greater exposure to sugars interfere with completing a computer task when the buffet is absent?

Q2: Does greater exposure to sugars interfere with completing a computer task when the buffet is present?

		Exposure to Sugars (Factor A)		
		Low	Moderate	High
Buffet of Sugary Foods (Factor B)	Absent	$M = 9$	$M = 10$	$M = 11$
	Present	$M = 6$	$M = 10$	$M = 14$

Q3: Does the presence or absence of the buffet interfere with completing the task among people with a low level of exposure to sugars?

Q4: Does the presence or absence of the buffet interfere with completing the task among people with a moderate level of exposure to sugars?

Q5: Does the presence or absence of the buffet interfere with completing the task among people with a high level of exposure to sugars?

A significant interaction indicates that at least one pair of cell means is significantly different. There are two ways to analyze the $A \times B$ interaction. Analyzing across the rows addresses two questions (Q1 and Q2). Analyzing down the columns addresses three questions (Q3, Q4, and Q5) in this example.