

TABLE 14.8

## Main Effects

		Factor A (Studied for Quiz)		
		1 (No)	2 (Yes)	
Factor B (Attendance)	1 (Low)	$M_{A_1B_1} = 2.0$	$M_{A_2B_1} = 3.0$	$M_{B_1} = 2.5$
	2 (High)	$M_{A_1B_2} = 4.0$	$M_{A_2B_2} = 5.0$	$M_{B_2} = 4.5$
		$M_{A_1} = 3.0$	$M_{A_2} = 4.0$	

**Main effect of Factor A.**

If significant, we state that students who studied earned higher quiz scores, regardless of their class attendance.

**Main effect of Factor B.**

If significant, we state that students with high attendance earned higher quiz scores, regardless of whether they studied for the quiz.

The main effect for each factor reflects the difference between the row and column means in the table. There are two main effects (one for Factor A and one for Factor B) in a two-way ANOVA.