Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Due:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Activity 9-2**

1. Sig. Testing \_\_\_\_\_ , \_\_\_\_\_

CI \_\_\_\_\_ , \_\_\_\_\_

Effect Size \_\_\_\_\_ , \_\_\_\_\_

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. Null (H0) =\_\_\_\_\_ ; Research (H1) =\_\_\_\_\_
10. \_\_\_\_\_

|  |  |  |
| --- | --- | --- |
| Pre-viewing | Post-viewing | Difference Scores (*D*) |
| 4 | 5 |  |
| 3 | 5 |  |
| 3 | 4 |  |
| 5 | 5 |  |
| 4 | 6 |  |
| 4 | 5 |  |
| 6 | 7 |  |
| 2 | 3 |  |
| 4 | 4 |  |
| 5 | 7 |  |
| *Mpre* = 4.00 *SDpre* = 1.15 | *Mpost* = 5.10 *SDpost* = 1.29 | *MD =*  *SDD =* |

1. \_\_\_\_\_
2. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. CI Before

CI After

1. The results of the pilot study indicated that approval ratings were significantly higher after watching the commercial (M = 5.10, SD = 1.29), *95% CI* [\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_] than before watching the commercial (M = 4.00, SD = 1.15), *95% CI* [\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_] , *t* ( \_\_\_\_\_\_) = \_\_\_\_\_\_\_, *p* = \_\_\_\_\_, *d* = \_\_\_\_\_\_\_, *95% CI* [\_\_\_\_\_\_\_\_ , \_\_\_\_\_\_\_\_]. These results suggest that the commercial may be effective because the change in attitude was statistically significant and we can be \_\_\_\_\_% confident that the true value of the attitude change is between \_\_\_\_\_\_ and \_\_\_\_\_\_. This is a large effect. Although these results are promising, we should be cautious in interpreting them because the sample size is too \_\_\_\_\_\_\_\_\_\_ to draw firm conclusions.
2. \_\_\_\_\_
3. \_\_\_\_\_
4. Pretest mean = \_\_\_\_\_\_\_\_\_\_

Posttest mean = \_\_\_\_\_\_\_\_\_\_

1. Previewing LB = \_\_\_\_\_\_\_\_\_

Previewing UB = \_\_\_\_\_\_\_\_\_

1. Postviewing LB = \_\_\_\_\_\_\_\_

Postviewing UB = \_\_\_\_\_\_\_\_

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. Null (H0) =\_\_\_\_\_ ; Research (H1) =\_\_\_\_\_
5. *t*(32) = \_\_\_\_\_\_\_\_, *p* = \_\_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_
14. \_\_\_\_\_
15. LB = \_\_\_\_\_, UB = \_\_\_\_\_
16. The results of the study indicated that approval ratings were significantly higher after watching the commercial (M = \_\_\_\_\_, SD = \_\_\_\_\_), 95% CI [\_\_\_\_\_,\_\_\_\_\_] than before watching the commercial (M = \_\_\_\_\_, SD = \_\_\_\_\_), 95% CI [\_\_\_\_\_,\_\_\_\_\_], t (\_\_\_\_\_) = \_\_\_\_\_, p \_\_\_\_\_, d = \_\_\_\_\_, 95% CI [\_\_\_\_\_,\_\_\_\_\_]. These results suggest that the increase in approval ratings is statistically significant and we are \_\_\_\_\_% confident that mean amount of attitude increase in the population is likely to be between \_\_\_\_\_ and \_\_\_\_\_. This is a \_\_\_\_\_\_\_\_\_\_\_\_\_\_ effect size. A larger sample size would still be preferable, but we are much more confident in these results than the results of the pilot study.
17. \_\_\_\_\_
18. \_\_\_\_\_
19. \_\_\_\_\_
20. \_\_\_\_\_
21. \_\_\_\_\_