

## SDS 220 - Lecture 3 Handout

1. In statistics, missing data refers to the scenario when—for whatever reason—data are not available for a particular variable or a particular observational unit. Consider, for example, a hypothetical study examining the relationship between self-reported marijuana use and blood cortisol levels (measured in mcg/dL) in a simple random sample of American college students. The dataframe below shows the available data for the first six study participants; variables with missing values are encoded as 'NA'.

	marijuana_use	cortisol_levels
1	No	NA
2	No	21.00
3	NA	6.00
4	Yes	12.00
5	NA	23.00
6	Yes	NA

2. **[IMS 1.7] Migraine and acupuncture.** A migraine is a particularly painful type of headache, which patients sometimes wish to treat with acupuncture. To determine whether acupuncture relieves migraine pain, researchers conducted a randomized controlled study where 89 individuals who identified as female diagnosed with migraine headaches were randomly assigned to one of two groups: treatment or control. Forty-three (43) patients in the treatment group received acupuncture that is specifically designed to treat migraines. Forty-six (46) patients in the control group received placebo acupuncture (needle insertion at non-acupoint locations). Twenty-four (24) hours after patients received acupuncture, they were asked if they were pain free. Results are summarized in the contingency table below. Also provided is a figure from the original paper displaying the appropriate area (M) versus the inappropriate area (S) used in the treatment of migraine attacks.

Group/Pain	Yes	No
Control	44	2
Treatment	33	10

3. **[IMS 2.15] Haters are gonna hate, study confirms.** A study published in the Journal of Personality and Social Psychology asked a group of 200 randomly sampled participants recruited online using Amazon's Mechanical Turk to evaluate how they felt about various subjects, such as camping, health care, architecture, taxidermy, crossword puzzles, and Japan in order to measure their attitude towards mostly independent stimuli. Then, they presented the participants with information about a new product: a microwave oven. This microwave oven does not exist, but the participants didn't know this, and were given three positive and three negative fake reviews. People who reacted positively to the subjects on the dispositional attitude measurement also

tended to react positively to the microwave oven, and those who reacted negatively tended to react negatively to it. Researchers concluded that "some people tend to like things, whereas others tend to dislike things, and a more thorough understanding of this tendency will lead to a more thorough understanding of the psychology of attitudes."

- (a) What are the cases?
- (b) What is (are) the response variable(s) in this study?
- (c) What is (are) the explanatory variable(s) in this study?
- (d) Does the study employ random sampling? Explain. How could they have obtained participants?
- (e) Is this an observational study or an experiment? Explain your reasoning.
- (f) Can we establish a causal link between the explanatory and response variables?
- (g) Can the results of the study be generalized to the population at large?

4. A study is designed to test the effect of light level on exam performance of students. The researcher believes that light levels might have different effects on people who wear glasses and people who don't, so they want to make sure both groups of people are equally represented in each treatment. The treatments are fluorescent overhead lighting, yellow overhead lighting, and no overhead lighting (only desk lamps).

- (a) What is the response variable?
- (b) What is the explanatory variable? What are its levels?
- (c) What is the blocking variable? What are its levels?