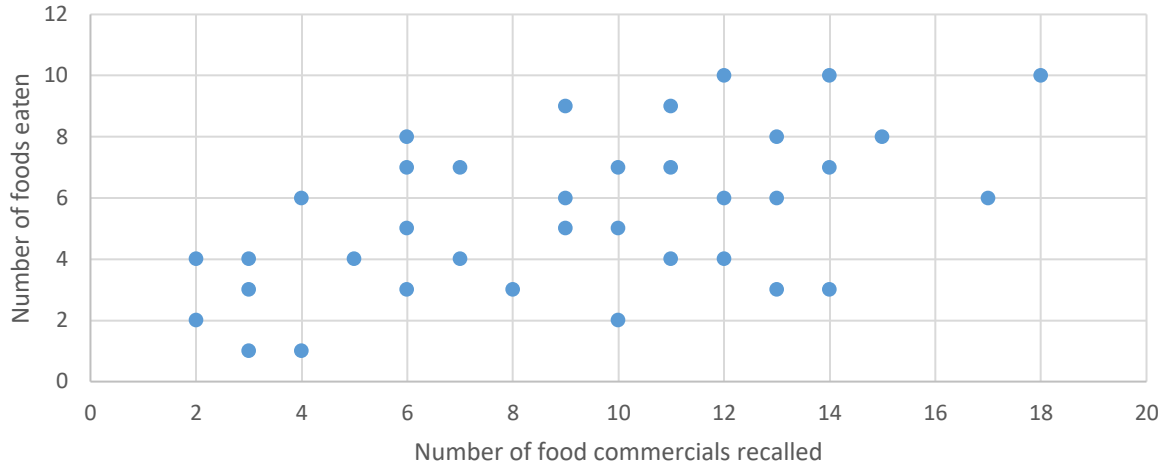
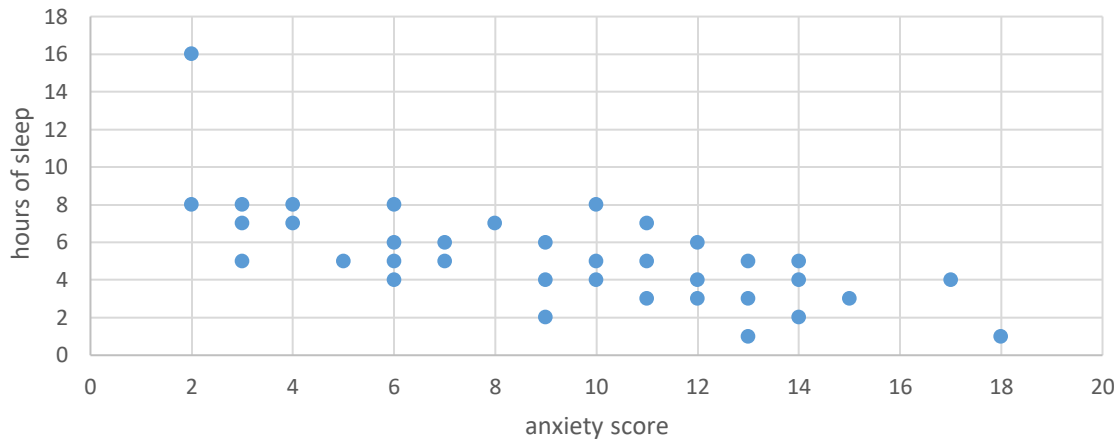


Figure 1. Scatterplot of the relationship between the number of food commercials recalled and the number of food eaten



1. What variable is on the x axis in figure 1? **Number food commercial recalled**
2. Looking at the scatterplot what would you say is the strength of the relationship? **moderate**
3. Looking at the scatterplot what would you say is the direction of the relationship? What does that mean in words? **Positive, as the number of commercials increase the number of foods eaten also increases**
4. Respondents remembering approximately 5 commercials consume how many foods? **4**
5. What would you estimate Pearson's r to be? **r between 0.3 to 0.5, moderate to medium effect**

Figure 2. Preop anxiety and sleep prior to surgery



6. Looking at the scatterplot (fig 2) what would you say is the strength of the relationship? **Large or strong**
7. Looking at the scatterplot what would you say is the direction of the relationship? What does that mean in words? **Negative, as preop anxiety increases the tendency to sleep before surgery decreases**
8. What would you guess the Pearson's r value to be from looking at this figure? **r between -0.5 to -1**
9. Any outliers? Why is it important to look at scatterplots? **Yes. Might want to check the value for the person who had the very low anxiety score who slept 16 hours. Perhaps he/she did sleep that much or maybe it was a data entry error, being it should be '6'. With this outlier data point and the corresponding biased mean, the estimated r would be lowered or weakened based on Pearson r formula. The plot lets you check on things like outliers that may influence the slope of the line and hence alter the correlation value.**