CHOCOLATE or COOKIES?

Do people prefer chocolate or cookies? Does reading an article about one or the other affect the choice? Let’s see!

|  |  |  |  |
| --- | --- | --- | --- |
| Article |  | Choice to EAT | |
|  | Chocolate | Cookie |
| Chocolate Article |  |  |
| Cookie  Article |  |  |
|  | Neither |  |  |

Does it appear that the articles influenced the choices? Explain.

Let’s look at some conditional distributions to answer that question. Let’s look at the conditional distribution for those who chose chocolate:

1. What percent of people that read the chocolate article chose chocolate? \_\_\_\_\_\_\_
2. What percent of people that read the cookie article chose chocolate? \_\_\_\_\_\_\_
3. What percent of the people that read neither article chose chocolate? \_\_\_\_\_\_\_
4. In this experiment, does it look like it mattered what article you read? In other words, does it look like there is an association reading one of the articles and what sweet you chose? Explain.

|  |  |  |  |
| --- | --- | --- | --- |
| Article |  | Choice to EAT | |
|  | Chocolate | Cookie |
| Chocolate Article |  |  |
| Cookie  Article |  |  |
|  | Neither |  |  |

Article Read

Chocolate

Cookie

Neither

100%

50%

In this experiment, does it look like it mattered what article you read? In other words, does it look like there is an association reading one of the articles and what sweet you chose? Explain.