

# Experimental Design

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***For Three Men  
The Civil War  
Wasn't Hell.  
It Was  
Practice!***



**CLINT EASTWOOD**

**"THE GOOD,  
THE BAD &  
THE UGLY"**

**LEE VAN CLEEF** ALDO GIUFFRÈ | MARIO BREGA

**ELI WALLACH**

**SERGIO LEONE** BASED UPON CHARACTERS BY

Screenplay by AGE SCARFELLI, EDUARDO VINCENZO and SERGIO LEONE. Directed by SERGIO LEONE. Produced by ALBERTO DIAMANTI for P.E.A. - Produzioni Europee Associate, Roma.

**TECHNISCOPE TECHNICALOR**



# Three scenarios

## • The Good

- You designed the experiment
- You have the data
- Now what?

## • The Bad

- Someone else designed the experiment
- They explain how they laid out the treatments
- You get the data
- Now what?

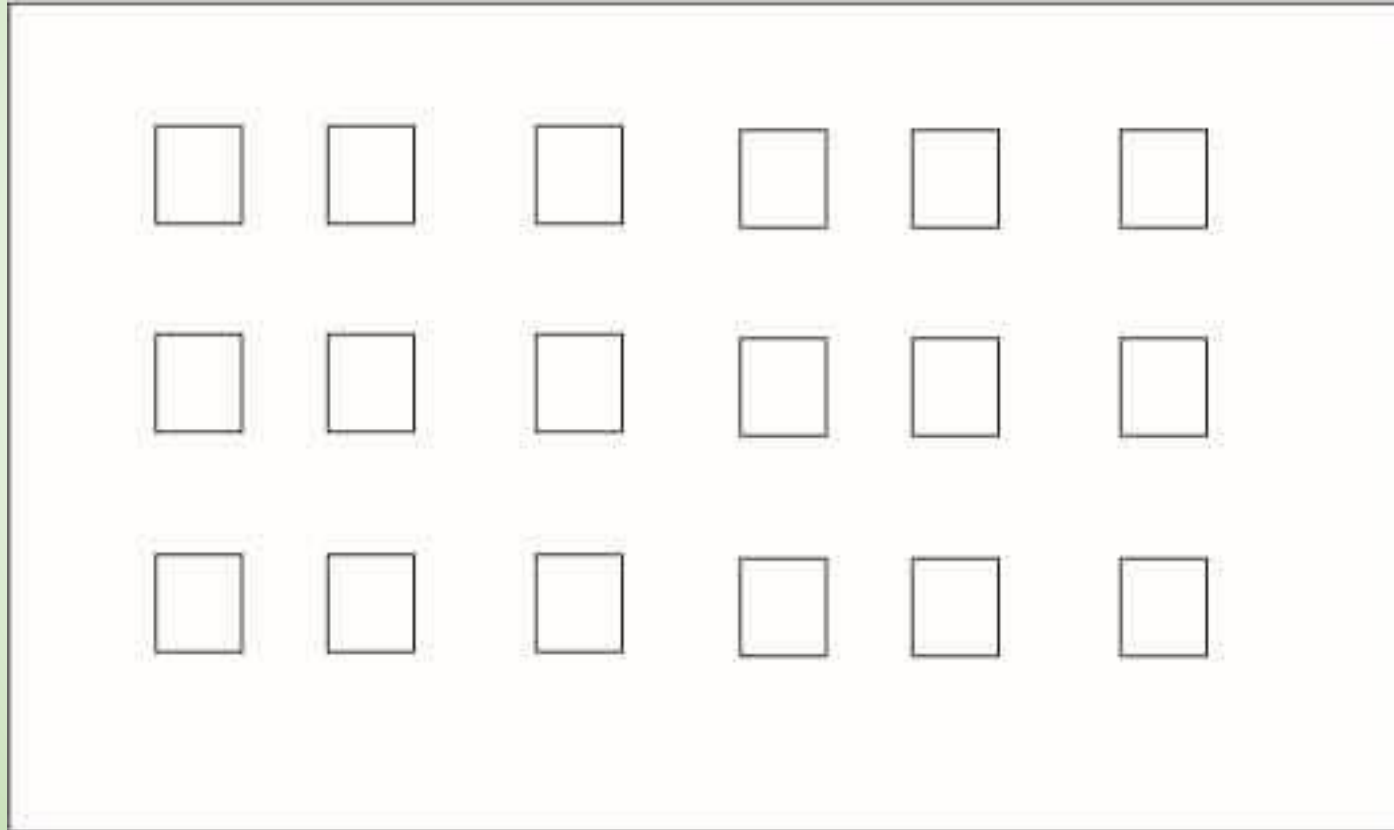
## • The Ugly

- Your boss hands you a file
- In the file is a map, a brief description of an experiment
- and.....  
the data sheets
- Now what?

# Experimental Design

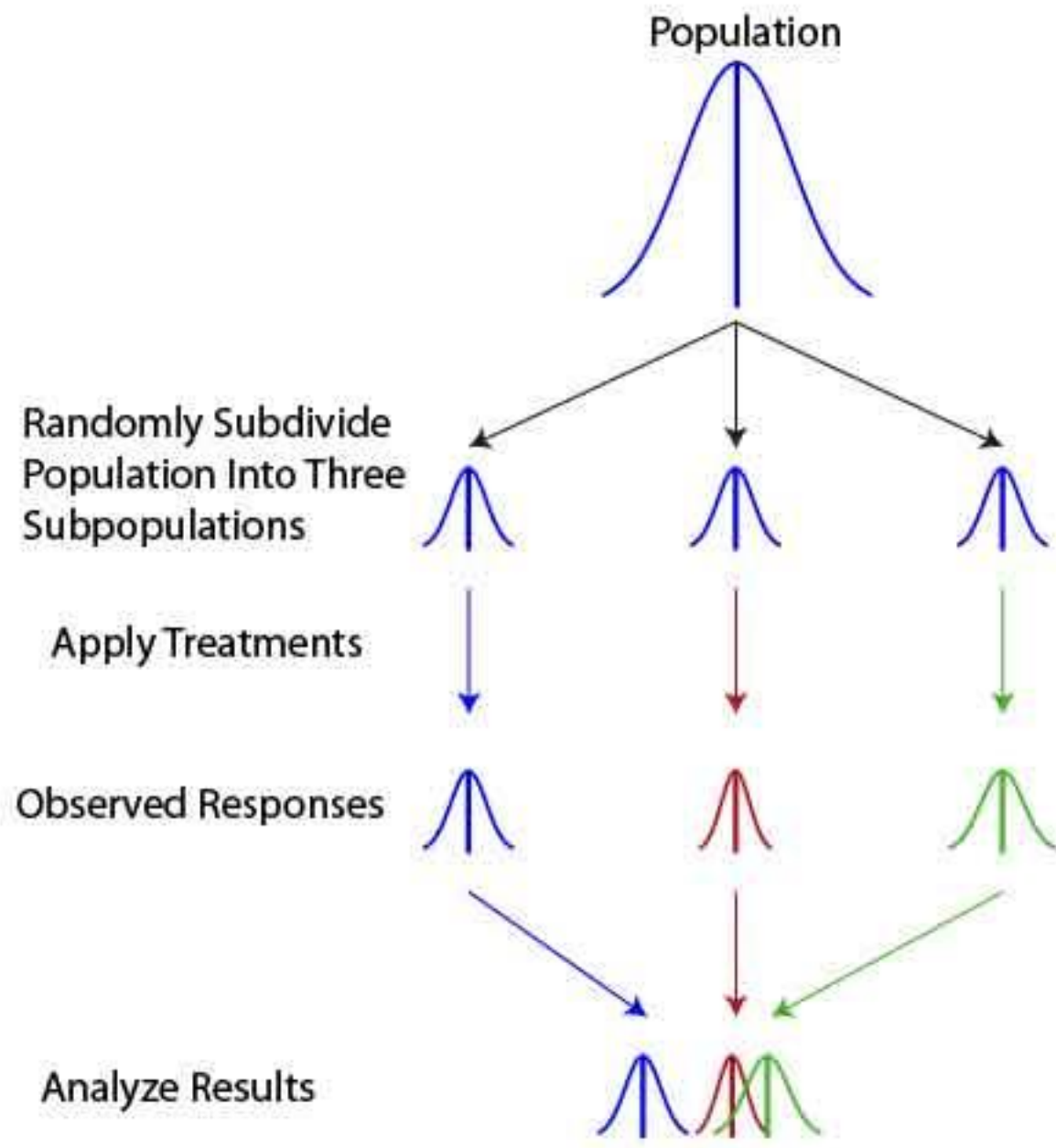
- Concerned with the analysis of data
- “Significant” effects are determined by comparing within group means and variation to between group variation
- In designing experiments, we attempt to minimize within group variation and maximize between group variation

# Our Experimental Population



# Our Experiment

- Treatment A is hypothesized to effect the response variable that is of interest
- 18 Experimental Units
- 3 Treatment levels:
  - A1 = 0 (Control)
  - A2 = X
  - A3 = 2X
- 6 Replicates



# Logic of Analysis of Variance

- We start with a uniform population
- Randomly divide it into subpopulations
- Apply a treatment that we expect to influence the subpopulations' means
- We measure effect by examining variation within each treatment to variation between each treatment
- If treatment has "No Effect" then the three means will have the same mean as the original population and the between treatment variation will equal 0
- So, if Treatment variation is small relative to Population variation, then there is no effect
- Conversely, if Treatment variation is large (ie, big differences between treatment means) relative to Population variation, then there is an effect
- Thus we test differences in means by assessing proportions of variation



# Statistical Hypotheses

- Null Hypothesis

- There is no differences between all of the means
- $\mu_1 = \mu_2 = \mu_3$

- Alternative Hypothesis

- At least one mean is different
- $\mu_1 \neq \mu_2 = \mu_3$
- $\mu_1 = \mu_2 \neq \mu_3$
- $\mu_1 \neq \mu_2 \neq \mu_3$

- Specific Hypothesis

- General Hypothesis

# Statistical Test

- We construct our “Test” statistic assuming the Null hypothesis is true
- If the Null hypothesis is true, the test statistic should be 0 (no difference)
- Most likely (and hopefully) our test statistic will be  $\gg 0$
- Because we have a sample we have sampling error
- We learned yesterday that the sampling error causes differences in our estimate of the mean

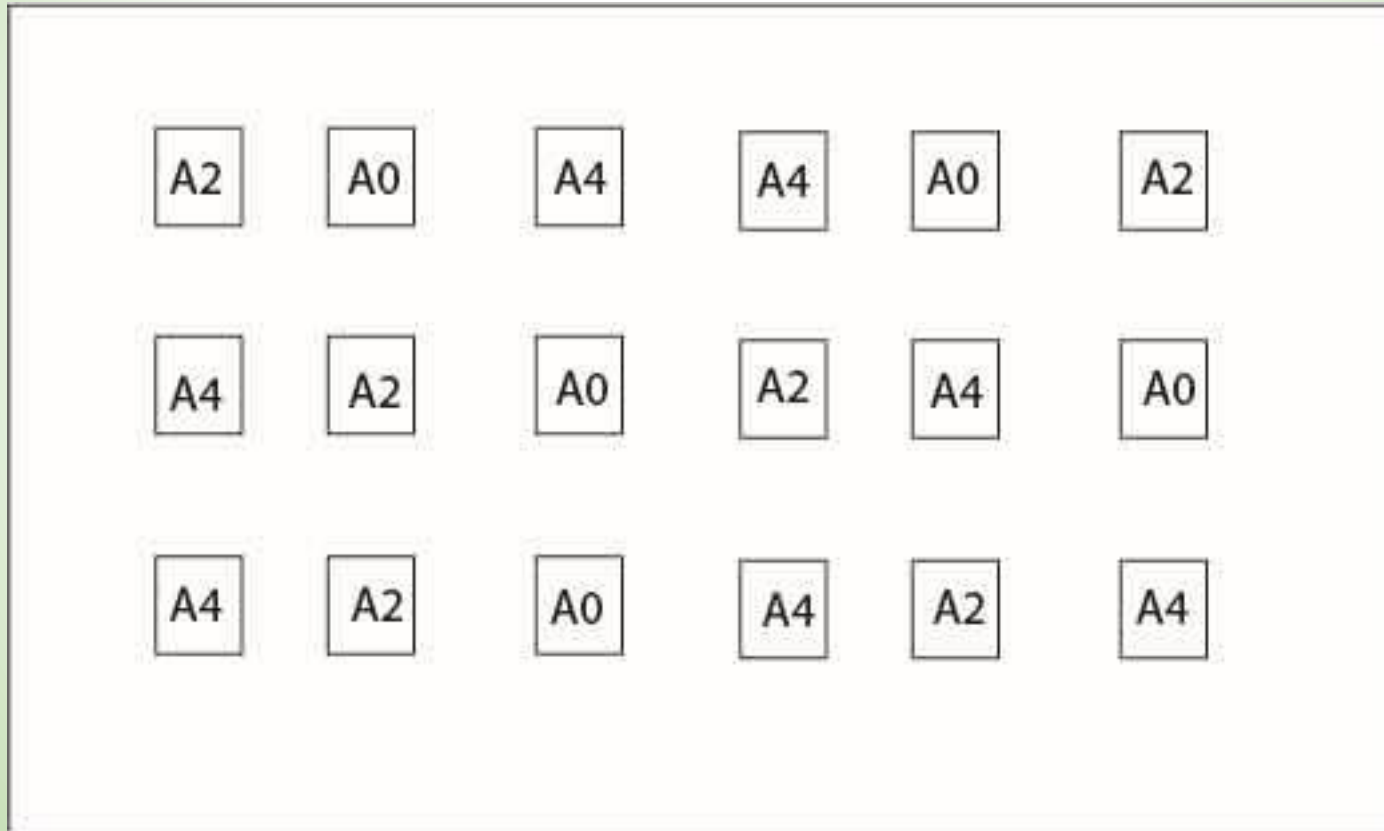
# Statistical Test

- So we could obtain a test statistic  $\gg 0$ , because of sampling error
- Therefore, we assess, given the variability in our population, what is the probability that a difference as large as we have observed, is due to sampling error
- If that probability is small, then we assume the difference is not due to sample error, but due to our treatment, and we conclude that we have significant treatment effects

# Experiment 1 – Simple One Way ANOVA

- 18 Experimental Units
- One treatment (A)
- Three treatment levels
  - A1 = 0 (Control)
  - A2 = X
  - A3 = 2X
- 6 Replicates
- Treatment level is randomly assigned to each experimental unit

# Experiment 1 – Layout Map



# The ANOVA Table

Source	DF	Sum of Squares	Mean Squares	F-statistic	P(F)
Between (treatment)	k-1	$r \sum_{i=1}^k (\bar{Y}_{i.} - \bar{Y}_{..})^2$	SST/(k-1)	MST/MSR	
Within (residual)	k(r-1)	$\sum_{i=1}^k \sum_{j=1}^r (Y_{ij} - \bar{Y}_{i.})^2$	SSR/(k(r-1))		
Total	kr-1	$\sum_{i=1}^k \sum_{j=1}^r (Y_{ij} - \bar{Y}_{..})^2$			

# The ANOVA Linear Model

- $Y(ij) = \mu + T(i) + e(ij)$
- The model implies expected mean squares
- If you can determine the expected mean squares, you can analyze any experimental design
- Fortunately there are a few “rules” that make this job relatively easy





# Expected Mean Squares – One way ANOVA

- Write the subscripts in the model as column headings; over each subscript write F if the factor levels are fixed, R if they are random. Also write the number of observations

	3	6		
	F	R		
	i	j		EMS
Variables				
$A_i$				
$e_{j(i)}$				

# Expected Mean Squares – One way ANOVA

- For each row (each term in the model) copy the number of observations under each subscript, providing the subscript does not appear in the row heading

		3	6		
	F	R			
	i	j		EMS	
Variables					
$A_i$			6		
$e_{j(i)}$					

# Expected Mean Squares – One way ANOVA

- For any bracketed subscripts in the model, place a 1 under those subscripts that are in the brackets

		3	6		
	F		R		
	i		j		EMS
Variables					
$A_i$			6		
$e_{j(i)}$		1			

# Expected Mean Squares – One way ANOVA

- Fill the remaining cells with 0 or 1, depending upon whether the factor is F (0) or R (1)

		3	6	
	F	R		
	i	j		EMS
Variables				
$A_i$	0	6		
$e_j(i)$	1	1		

# Expected Mean Squares – One way ANOVA

- Expected mean squares is found by covering the column(s) that contain non-bracketed subscript letters; multiply the remaining numbers in each row, these products are the coefficients for the factor contribution to EMS

		6	
	R		
	j		EMS
Variables			
Ai		6	$6\phi(T) + \sigma^2(e)$
ej(i)		1	

# Expected Mean Squares – One way ANOVA

- Expected mean squares is found by covering the column(s) that contain non-bracketed subscript letters; multiply the remaining numbers in each row, these products are the coefficients for the factor contribution to EMS

		3		
	F			
	i			EMS
Variables				
A <sub>i</sub>		0		$6\phi(T) + \sigma^2(e)$
e <sub>j(i)</sub>		1		$\sigma^2(e)$

# More complicated designs

- Two-way ANOVA fixed factors
- Two-way ANOVA fixed and random factors
- Randomized Block Design
- Nested Design

# Experiment 2: Two-way Anova with Fixed Factors

- 18 experimental units
- Treatment A
  - A0
  - A2
  - A4
- Treatment B
  - B0
  - B1
- 6 Treatment combinations
- 3 Replicates
- Linear model:  $Y = \mu + \emptyset(A) + \emptyset(B) + \emptyset(AB) + e$



# Expected Mean Squares – two way ANOVA

- Factors listed

	3	2	3	
	F	F	R	
Variables	i	j	k	EMS
Ai				
Bj				
Abij				
ek(ij)				

# Expected Mean Squares – two way ANOVA

- For each row (each term in the model) copy the number of observations under each subscript, providing the subscript does not appear in the row heading

	3	2	3	
	F	F	R	
Variables	i	j	k	EMS
A <sub>i</sub>		2	3	
B <sub>j</sub>	3		3	
A <sub>bij</sub>				
e <sub>k(ij)</sub>				

# Expected Mean Squares – two way ANOVA

- For any bracketed subscripts in the model, place a 1 under those subscripts that are in the brackets

		3	2	3	
	F	F	R		
Variables	i	j	k	EMS	
A <sub>i</sub>			2	3	
B <sub>j</sub>		3		3	
A <sub>bij</sub>					
e <sub>k(ij)</sub>		1	1		

# Expected Mean Squares – two way ANOVA

- Fill the remaining cells with 0 or 1, depending upon whether the factor is F (0) or R (1)

	3	2	3	
	F	F	R	
Variables	i	j	k	EMS
A <sub>i</sub>	0	2	3	
B <sub>j</sub>	3	0	3	
Ab <sub>ij</sub>	0	0	3	
ek(ij)	1	1	1	

# Expected Mean Squares – two way ANOVA

- Expected mean squares is found by covering the column(s) that contain non-bracketed subscript letters; multiply the remaining numbers in each row, these products are the coefficients for the factor contribution to EMS

		2	3	
		F	R	
Variables		j	k	EMS
Ai		2	3	$6\sigma^2(A) + 0\sigma^2(B) + 0\sigma^2(AB) + \sigma^2(e)$
Bj		0	3	
Abij		0	3	
ek(ij)		1	1	

# Expected Mean Squares – two way ANOVA

- Expected mean squares is found by covering the column(s) that contain non-bracketed subscript letters; multiply the remaining numbers in each row, these products are the coefficients for the factor contribution to EMS

		3		3	
	F			R	
Variables	i		k		EMS
A <sub>i</sub>		0		3	$6\phi(A) + 0\phi(B) + 0\phi(AB) + \sigma^2(e)$
B <sub>j</sub>		3		3	$0\phi(A) + 9\phi(B) + 0\phi(AB) + \sigma^2(e)$
Ab <sub>ij</sub>		0		3	
e <sub>k(ij)</sub>		1		1	

# Expected Mean Squares – two way ANOVA

- Expected mean squares is found by covering the column(s) that contain non-bracketed subscript letters; multiply the remaining numbers in each row, these products are the coefficients for the factor contribution to EMS

			3	
			R	
Variables			k	EMS
A <sub>i</sub>			3	$6\sigma^2(A) + 0\sigma^2(B) + 0\sigma^2(AB) + \sigma^2(e)$
B <sub>j</sub>			3	$0\sigma^2(A) + 9\sigma^2(B) + 0\sigma^2(AB) + \sigma^2(e)$
Ab <sub>ij</sub>			3	$0\sigma^2(A) + 0\sigma^2(B) + 3\sigma^2(AB) + \sigma^2(e)$
e <sub>k(ij)</sub>			1	

# Expected Mean Squares – two way ANOVA

- Expected mean squares is found by covering the column(s) that contain non-bracketed subscript letters; multiply the remaining numbers in each row, these products are the coefficients for the factor contribution to EMS

	3	2		
	F	F		
Variables	i	j		EMS
Ai	0	2		$6\sigma^2(A) + 0\sigma^2(B) + 0\sigma^2(AB) + \sigma^2(e)$
Bj	3	0		$0\sigma^2(A) + 9\sigma^2(B) + 0\sigma^2(AB) + \sigma^2(e)$
Abij	0	0		$3\sigma^2(AB) + \sigma^2(e)$
ek(ij)	1	1		$\sigma^2(e)$



# Experiment 3: Two-way ANOVA with A fixed and B random

- Same design as last time
- B is a nuisance factor that we cannot control, but only observe its level (ie, we have a “random” sample of levels of B)
- Linear model:  $Y = \mu + \sigma(A) + \sigma(B) + \sigma(AB) + e$

# Expected Mean Squares – Experiment 3

- For each row (each term in the model) copy the number of observations under each subscript, providing the subscript does not appear in the row heading

		3	2	3	
	F		R	R	
Variables	i	j	k		EMS
A <sub>i</sub>			2	3	
B <sub>j</sub>		3		3	
Ab <sub>ij</sub>				3	
e <sub>k(ij)</sub>					

# Expected Mean Squares – Experiment 3

- For any bracketed subscripts in the model, place a 1 under those subscripts that are in the brackets

	3	2	3	
	F	R	R	
Variables	i	j	k	EMS
A <sub>i</sub>		2	3	
B <sub>j</sub>	3		3	
Ab <sub>ij</sub>			3	
e <sub>k(ij)</sub>	1	1		

# Expected Mean Squares – Experiment 3

- Fill the remaining cells with 0 or 1, depending upon whether the factor is F (0) or R (1)

	3	2	3	
	F	R	R	
Variables	i	j	k	EMS
Ai	0	2	3	
Bj	3	1	3	
Abij	0	1	3	
ek(ij)	1	1	1	

# Expected Mean Squares – Experiment 3

- Expected mean squares is found by covering the column(s) that contain non-bracketed subscript letters; multiply the remaining numbers in each row, these products are the coefficients for the factor contribution to EMS

		2	3	
		R	R	
Variables		j	k	EMS
Ai		2	3	$6\sigma^2(A) + 6\sigma^2(AB) + \sigma^2(e)$
Bj		1	3	
Abij		1	3	
ek(ij)		1	1	

# Expected Mean Squares – Experiment 3

- Expected mean squares is found by covering the column(s) that contain non-bracketed subscript letters; multiply the remaining numbers in each row, these products are the coefficients for the factor contribution to EMS

		3		3	
	F		R		
Variables	i		k	EMS	
A <sub>i</sub>	0		3	$6\phi(A) + 6\phi(AB) + \sigma^2(e)$	
B <sub>j</sub>	3		3	$9\phi(B) + 0\phi(AB) + \sigma^2(e)$	
Ab <sub>ij</sub>	0		3		
e <sub>k(ij)</sub>	1		1		

# Expected Mean Squares – Experiment 3

- Expected mean squares is found by covering the column(s) that contain non-bracketed subscript letters; multiply the remaining numbers in each row, these products are the coefficients for the factor contribution to EMS

			3	
			R	
Variables			k	EMS
A <sub>i</sub>			3	$6\sigma(A) + 6\sigma(AB) + \sigma^2(e)$
B <sub>j</sub>			3	$9\sigma(B) + 0\sigma(AB) + \sigma^2(e)$
Ab <sub>ij</sub>			3	$3\sigma(AB) + \sigma^2(e)$
e <sub>k(ij)</sub>			1	

# Expected Mean Squares – Experiment 3

- Expected mean squares is found by covering the column(s) that contain non-bracketed subscript letters; multiply the remaining numbers in each row, these products are the coefficients for the factor contribution to EMS

	3	2		
	F	R		
Variables	i	j		EMS
A <sub>i</sub>	0	2		$6\sigma^2(A) + 6\sigma^2(AB) + \sigma^2(e)$
B <sub>j</sub>	3	1		$9\sigma^2(B) + 0\sigma^2(AB) + \sigma^2(e)$
Ab <sub>ij</sub>	0	1		$3\sigma^2(AB) + \sigma^2(e)$
e <sub>k(ij)</sub>	1	1		$\sigma^2(e)$