

#### Statistical Inference

Hypothesis testing is the second form of statistical inference. It also has greater applicability.

To understand the concepts we'll start with an example of *nonstatistical hypothesis testing*.



In the language of statistics convicting the defendant is called

rejecting the null hypothesis in favor of the alternative hypothesis.

That is, the jury is saying that there is enough evidence to conclude that the defendant is guilty (i.e., there is enough evidence to support the alternative hypothesis).

If the jury acquits it is stating that

there is not enough evidence to support the alternative hypothesis.

Notice that the jury is not saying that the defendant is innocent, only that there is not enough evidence to support the alternative hypothesis. That is why we never say that we accept the null hypothesis.

Nonstatistical Hypothesis Testing

There are two possible errors.

A Type I error occurs when we reject a true null hypothesis. That is, a Type I error occurs when the jury convicts an innocent person.

A Type II error occurs when we don't reject a false null hypothesis. That occurs when a guilty defendant is acquitted.

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The probability of a Type I error is denoted as  $\alpha$  (Greek letter *alpha*). The probability of a type II error is  $\beta$  (Greek letter *beta*).

The two probabilities are inversely related. Decreasing one increases the other.

#### Nonstatistical Hypothesis Testing

In our judicial system Type I errors are regarded as more serious. We try to avoid convicting innocent people. We are more willing to acquit guilty people.

We arrange to make  $\alpha$  small by requiring the prosecution to prove its case and instructing the jury to find the defendant guilty only if there is "evidence beyond a reasonable doubt."

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The critical concepts are theses:

- 1. There are two hypotheses, the null and the alternative hypotheses.
- 2. The procedure begins with the assumption that the null hypothesis is true.
- 3. The goal is to determine whether there is enough evidence to infer that the alternative hypothesis is true.
- 4. There are two possible decisions:

Conclude that there is enough evidence to support the alternative hypothesis.

Conclude that there is *not* enough evidence to support the alternative hypothesis.













## Concepts of Hypothesis Testing

Once the null and alternative hypotheses are stated, the next step is to randomly sample the population and calculate a *test statistic* (in this example, the sample mean).

If the test statistic's value is inconsistent with the null hypothesis *we reject the null hypothesis* and *infer that the alternative hypothesis is true*.

# Concepts of Hypothesis Testing

For example, if we're trying to decide whether the mean is not equal to 350, a large value of  $\overline{x}$  (say, 600) would provide enough evidence.

If  $\overline{x}$  is close to 350 (say, 355) we could not say that this provides a great deal of evidence to infer that the population mean is different than 350.

# Concepts of Hypothesis Testing (5)

**Two** possible errors can be made in any test:

A Type I error occurs when we reject a true null hypothesis and

A Type II error occurs when we <u>don't</u> reject a false null hypothesis.

There are probabilities associated with each type of error:

P(Type I error) =  $\alpha$ P(Type II error) =  $\beta$ 

 $\alpha$  is called the *significance level*.

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## Example 11.1

The manager of a department store is thinking about establishing a new billing system for the store's credit customers.

She determines that the new system will be cost-effective only if the mean monthly account is more than \$170. A random sample of 400 monthly accounts is drawn, for which the sample mean is \$178.

The manager knows that the accounts are approximately normally distributed with a standard deviation of \$65. Can the manager conclude from this that the new system will be costeffective?



| Example 11.1   | FY    |
|--|-------|
| What we want to show:<br>$H_0: \mu = 170$ (we'll <i>assume</i> this is true)<br>$H_1: \mu > 170$ |       |
| We know:<br>n = 400,<br>$\overline{x} = 178,$ and<br>$\sigma = 65$                               |       |
| What to do next?!  | 11.22 |











#### Standardized Test Statistic

An easier method is to use the standardized test statistic:

$$z = \frac{\overline{x} - \mu}{\sigma / \sqrt{n}}$$

and compare its result to  $z_{\alpha}$ : (rejection region:  $z > z_{\alpha}$ )

$$z = \frac{\overline{x} - \mu}{\sigma / \sqrt{n}} = \frac{178 - 170}{65 / \sqrt{400}} = 2.46$$

Since  $z = 2.46 > 1.645 (z_{.05})$ , we reject  $H_0$  in favor of  $H_1...$ 



#### p-Value of a Test

The *p-value* of a test is the probability of observing a test statistic at least as extreme as the one computed given that the null hypothesis is true.

In the case of our department store example, what is the *probability* of observing a sample mean *at least as extreme* as the one already observed (i.e.  $\overline{x} = 178$ ), given that the null hypothesis (H<sub>0</sub>:  $\mu = 170$ ) is true?

$$P(\bar{x} > 178) = P\left(\frac{\bar{x} - \mu}{\sigma/\sqrt{n}} > \frac{178 - 170}{65/\sqrt{400}}\right) = P(Z > 2.46) = .0069$$
  
p-value



# <text><text><text><text><text><text><text>



## Interpreting the p-value

Compare the p-value with the selected value of the significance level:

If the p-value is less than  $\alpha$ , we judge the p-value to be small enough to reject the null hypothesis.

If the p-value is greater than  $\alpha$ , we do not reject the null hypothesis.

Since p-value =  $.0069 < \alpha = .05$ , we reject  $H_0$  in favor of  $H_1$ 

| E> | Example 11.1 COMPUTE |                 |           |   |          |       |
|----|----------------------|-----------------|-----------|---|----------|-------|
|    |                      | Δ               | D         |   |          |       |
|    | 1                    | A<br>7 Teati Ma | D         | U | D        |       |
|    | 1                    |                 |           |   |          |       |
|    | 2                    |                 |           |   | Accounts |       |
|    | 4                    | Mean            |           |   | 178.00   |       |
|    | 5                    | Standard D      | Deviation |   | 68.37    |       |
|    | 6                    | Observatio      | ons       |   | 400      |       |
|    | 7                    | Hypothesiz      | ed Mean   |   | 170      |       |
|    | 8                    | SIGMA           |           |   | 65       |       |
|    | 9                    | z Stat          |           |   | 2.46     |       |
|    | 10                   | P(Z<=z) or      | ne-tail   |   | 0.0069   |       |
|    | 11                   | z Critical or   | ne-tail   |   | 1.6449   |       |
|    | 12                   | P(Z<=z) tw      | vo-tail   |   | 0.0138   |       |
|    | 13                   | z Critical tv   | vo-tail   |   | 1.96     |       |
|    |                      |                 |           |   |          |       |
|    |                      |                 |           |   |          |       |
|    |                      |                 |           |   |          | 11.35 |

## Conclusions of a Test of Hypothesis

If we reject the null hypothesis, we conclude that there is enough evidence to infer that the alternative hypothesis is true.

If we do not reject the null hypothesis, we conclude that there is not enough statistical evidence to infer that the alternative hypothesis is true.

**<u>Remember:</u>** The alternative hypothesis is the more important one. It represents what we are investigating.

#### Chapter-Opening Example SSA Envelope Plan

Federal Express (FedEx) sends invoices to customers requesting payment within 30 days.

The bill lists an address and customers are expected to use their own envelopes to return their payments.

Currently the mean and standard deviation of the amount of time taken to pay bills are 24 days and 6 days, respectively.

The chief financial officer (CFO) believes that including a stamped self-addressed (SSA) envelope would decrease the amount of time.

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#### Chapter-Opening Example SSA Envelope Plan

She calculates that the improved cash flow from a 2-day decrease in the payment period would pay for the costs of the envelopes and stamps.

Any further decrease in the payment period would generate a profit.

To test her belief she randomly selects 220 customers and includes a stamped self-addressed envelope with their invoices.

The numbers of days until payment is received were recorded. Can the CFO conclude that the plan will be profitable?







| SS  | SA Envelope Plan COMPUTE |                   |          |   |         |       |  |
|-----|--------------------------|-------------------|----------|---|---------|-------|--|
|     |                          |                   |          |   |         |       |  |
|     | А                        |                   | В        | С | D       |       |  |
| 1   | Z-Test                   | Z-Test: Mean      |          |   |         |       |  |
| 2   |                          |                   |          |   |         |       |  |
| 3   | 5                        |                   |          |   | Payment |       |  |
| 4   | Mean                     |                   |          |   | 21.63   |       |  |
| 5   | 5 Standa                 | rd D              | eviation |   | 5.84    |       |  |
| 6   | 6 Observ                 | /atio             | ns       |   | 220     |       |  |
| 7   | ' Hypoth                 | Hypothesized Mean |          |   | 22      |       |  |
| 8   | SIGMA                    | <b>۱</b>          |          |   | 6       |       |  |
| g   | z Stat                   |                   |          |   | -0.91   |       |  |
| 1   | 0 P(Z<=z                 | z) on             | e-tail   |   | 0.1814  |       |  |
| 1   | 1 z Critic               | Critical one-tail |          |   | 1.2816  |       |  |
| 12  | 2 P(Z<=z                 | P(Z<=z) two-tail  |          |   | 0.3628  |       |  |
| _1: | 3 z Critic               | al tw             | vo-tail  |   | 1.6449  |       |  |
|     |                          |                   |          |   |         |       |  |
|     |                          |                   |          |   |         | 11.42 |  |













#### Example 11.2

In recent years, a number of companies have been formed that offer competition to AT&T in long-distance calls.

All advertise that their rates are lower than AT&T's, and as a result their bills will be lower.

AT&T has responded by arguing that for the average consumer there will be no difference in billing.

Suppose that a statistics practitioner working for AT&T determines that the mean and standard deviation of monthly long-distance bills for all its residential customers are \$17.09 and \$3.87, respectively.

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#### Example 11.2

He then takes a random sample of 100 customers and recalculates their last month's bill using the rates quoted by a leading competitor.

Assuming that the standard deviation of this population is the same as for AT&T, can we conclude at the 5% significance level that there is a difference between AT&T's bills and those of the leading competitor?







Example 11.2COMPUTEFrom the data (Xm11-02), we calculate  $\bar{x} = 17.55$ Using our standardized test statistic:  $z = \frac{\bar{x} - \mu}{\sigma/\sqrt{n}}$ We find that:  $z = \frac{\bar{x} - \mu}{\sigma/\sqrt{n}} = \frac{17.55 - 17.09}{3.87/\sqrt{100}} = 1.19$ Since z = 1.19 is not greater than 1.96, nor less than -1.96we cannot reject the null hypothesis in favor of H1. That is"there is insufficient evidence to infer that there is adifference between the bills of AT&T and the competitor."



| Example 11.2 |                     |         | CC | OMPUTE |  |
|--------------|---------------------|---------|----|--------|--|
|              |                     |         |    |        |  |
|              | A                   | В       | C  | D      |  |
| 1            | Z-Test: Mean        |         |    |        |  |
| 2            |                     |         |    |        |  |
| 3            |                     |         |    | Bills  |  |
| 4            | Mean                |         |    | 17.55  |  |
| 5            | Standard Deviation  |         |    | 3.94   |  |
| 6            | Observations        |         |    | 100    |  |
| 7            | Hypothesized Mean   |         |    | 17.09  |  |
| 8            | SIGMA               |         |    | 3.87   |  |
| 9            | z Stat              |         |    | 1.19   |  |
| 10           | P(Z<=z) or          | ne-tail |    | 0.1173 |  |
| 11           | z Critical one-tail |         |    | 1.6449 |  |
| 12           | P(Z<=z) two-tail    |         |    | 0.2346 |  |
| 13           | z Critical tv       | vo-tail |    | 1.96   |  |
|              | •                   |         |    |        |  |
|              |                     |         |    |        |  |
|              |                     |         |    |        |  |



As is the case with the confidence interval estimator, the test of hypothesis is based on the sampling distribution of the sample statistic.

The result of a test of hypothesis is a probability statement about the sample statistic.

We assume that the population mean is specified by the null hypothesis.

We then compute the test statistic and determine how likely it is to observe this large (or small) a value when the null hypothesis is true.

If the probability is small we conclude that the assumption that the null hypothesis is true is unfounded and we reject it.

Developing an Understanding of Statistical Concepts

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When we (or the computer) calculate the value of the test statistic

$$z = \frac{\overline{x} - \mu}{\sigma / \sqrt{n}}$$

we're also measuring the difference between the sample statistic and the hypothesized value of the parameter.

The unit of measurement of the difference is the standard error.

In Example 11.2 we found that the value of the test statistic was z = 1.19. This means that the sample mean was 1.19 standard errors above the hypothesized value of.

The standard normal probability table told us that this value is not considered unlikely. As a result we did not reject the null hypothesis.

The concept of measuring the difference between the sample statistic and the hypothesized value of the parameter in terms of the standard errors is one that will be used frequently throughout this book

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## Probability of a Type II Error $\beta$

It is important that that we understand the relationship between Type I and Type II errors; that is, how the probability of a Type II error is calculated and its interpretation.

Recall Example 11.1...

 $H_0: \mu = 170$  $H_1: \mu > 170$ 

At a significance level of 5% we rejected  $H_0$  in favor of  $H_1$  since our sample mean (178) was greater than the critical value of  $\overline{x}$  (175.34).

# Probability of a Type II Error $\beta$

A Type II error occurs when a false null hypothesis is not rejected.

In example 11.1, this means that if  $\overline{x}$  is less than 175.34 (our critical value) we will **not reject** our null hypothesis, which means that we will not install the new billing system.

Thus, we can see that:

 $\beta = P(\overline{x} < 175.34 \text{ given that the null hypothesis is false})$ 

Example 11.1 (revisited)

 $\beta = P(\overline{x} < 175.34 \text{ given that the null hypothesis is false})$ 

The condition only tells us that the mean  $\neq 170$ . We need to compute  $\beta$  for some new value of  $\mu$ . For example, suppose that if the mean account balance is \$180 the new billing system will be so profitable that we would hate to lose the opportunity to install it.

 $\beta = P(\overline{x} < 175.34, \text{ given that } \mu = 180), \text{ thus...}$ 

$$\beta = P\left(\frac{\bar{x} - \mu}{\sigma / \sqrt{n}} < \frac{175.34 - 180}{65 / \sqrt{400}}\right) = P(Z < -1.43) = .0764$$

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# Effects on $\beta$ of Changing a

Decreasing the significance level  $\alpha$ , increases the value of  $\beta$  and vice versa. Change  $\alpha$  to .01 in Example 11.1.

Stage 1: Rejection region

$$z > z_{\alpha} = z_{.01} = 2.33$$
$$z = \frac{\overline{x} - \mu}{\sigma / \sqrt{n}} = \frac{\overline{x} - 170}{65 / \sqrt{400}} > 2.33$$
$$\overline{x} > 177.57$$





# Judging the Test

A statistical test of hypothesis is effectively defined by the significance level ( $\alpha$ ) and the sample size (n), *both of which are selected* by the statistics practitioner.

Therefore, if the probability of a Type II error  $(\beta)$  is judged to be too large, we can reduce it by

**Increasing** *α*,

and/or

increasing the sample size, n.

## Judging the Test

For example, suppose we increased n from a sample size of 400 account balances to 1,000 in Example 11.1.

Stage 1: Rejection region

$$z > z_{\alpha} = z_{.05} = 1.645$$
$$z = \frac{\overline{x} - \mu}{\sigma / \sqrt{n}} = \frac{\overline{x} - 170}{65 / \sqrt{1,000}} > 1.645$$
$$\overline{x} > 173.38$$

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The calculation of the probability of a Type II error for n = 400 and for n = 1,000 illustrates a concept whose importance cannot be overstated.

By increasing the sample size we reduce the probability of a Type II error. By reducing the probability of a Type II error we make this type of error less frequently.

And hence, we make better decisions in the long run. This finding lies at the heart of applied statistical analysis and reinforces the book's first sentence, "Statistics is a way to get information from data."

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# Judging the Test

The *power of a test* is defined as  $1-\beta$ .

It represents the probability of rejecting the null hypothesis when it is false.

I.e. when more than one test can be performed in a given situation, its is preferable to use the test that is correct more often. If one test has a higher power than a second test, the first test is said to be more powerful and the preferred test.

#### SSA Example Calculating $\beta$

Calculate the probability of a Type II error when the actual mean is 21.

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Recall that

 $H_0: \mu = 22$  $H_1: \mu < 22$ n = 220 $\sigma = 6$  $\alpha = .10$ 

SSA Example Calculating  $\beta$ Stage 1: Rejection region  $z < -z_{\alpha} = -z_{.10} = -1.28$   $\frac{\overline{x} - 22}{6\sqrt{220}} < -1.28$  $\overline{x} < 21.48$ 



# Example 11.2 Calculating $\beta$

Calculate the probability of a Type II error when the actual mean is 16.80.

Recall that

 $H_0: \mu = 17.09$   $H_1: \mu \neq 17.09$  n = 100  $\sigma = 3.87$  $\alpha = .05$ 

Example 11.2 Calculating 
$$\beta$$
  
Stage 1: Rejection region (two-tailed test)  
 $z > z_{\alpha/2}$  or  $z < -z_{\alpha/2}$   
 $z > z_{.025} = 1.96$  or  $z < -z_{.025} = -1.96$   
 $\frac{\overline{x} - 17.09}{3.87\sqrt{100}} > 1.96 \Rightarrow \overline{x} > 17.85$   
 $\frac{\overline{x} - 17.09}{3.87/\sqrt{100}} < -1.96 \Rightarrow \overline{x} < 16.33$ 

