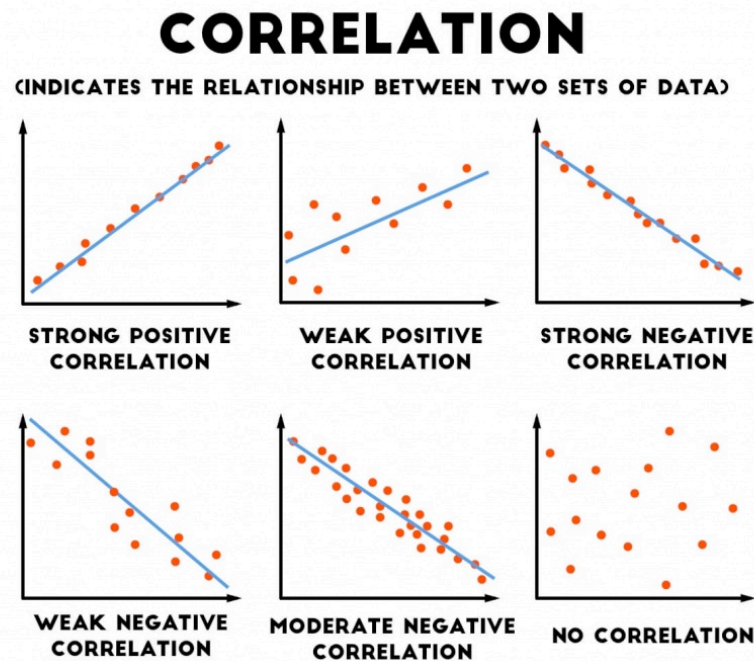


MODULE 6 - CORRELATION AND EXPERIMENTATION

1. Correlation

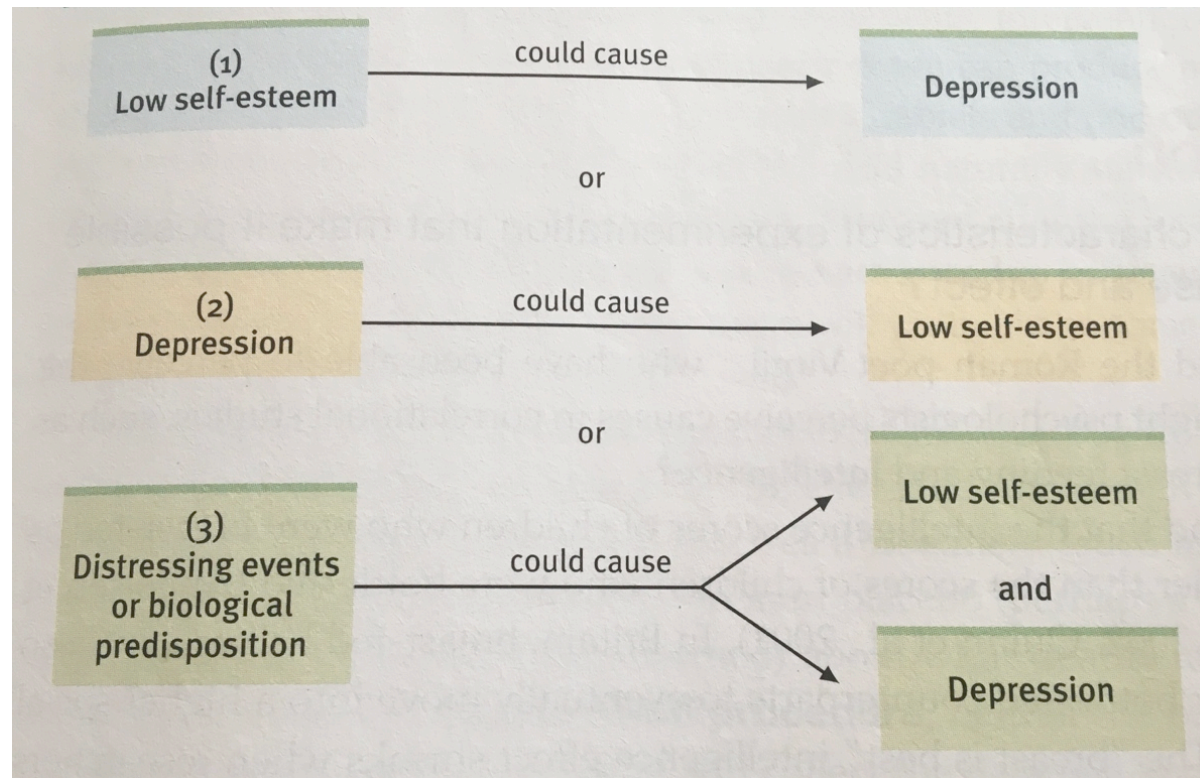
- Correlation - a measure of the extent to which two variables change together; indicates how well either variable predicts the other
- Correlation Coefficient - indicates how closely two things vary together...thus how well either variable can predict the other



Correlation = Scatterplots

- Correlation and Causation -- Association does NOT prove causation. Correlation indicates the possibility of a cause-effect relationship but does not prove such.

Three possible cause effect relationships:



2. Illusory Correlations

- Occurs when we overly rely on confirming evidence (examples of an occurrence) and ignore equally essential information
- Believing there is a relationship between two things makes you more likely to notice and recall instances that confirm our belief