

Homework Solutions

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Exercise 22

- (a) The experimental units are the viewers of the ads.
- (b) The response variables are (1) whether the viewer remembers seeing the ad, (2) the viewer's attitude towards the camera, and (3) whether the viewer intends to buy the camera.
- (c) The explanatory variables are the length of the commercial (30 seconds or 90 seconds) and the number of times it was repeated (once, three times, or five times).
- (d) If every combination is used, then there are $2 \times 3 = 6$ treatments.
- (e) The design-layout table:

		No. of repetitions		
		1	3	5
Length	30 sec	4 viewers	4 viewers	4 viewers
	90 sec	4 viewers	4 viewers	4 viewers