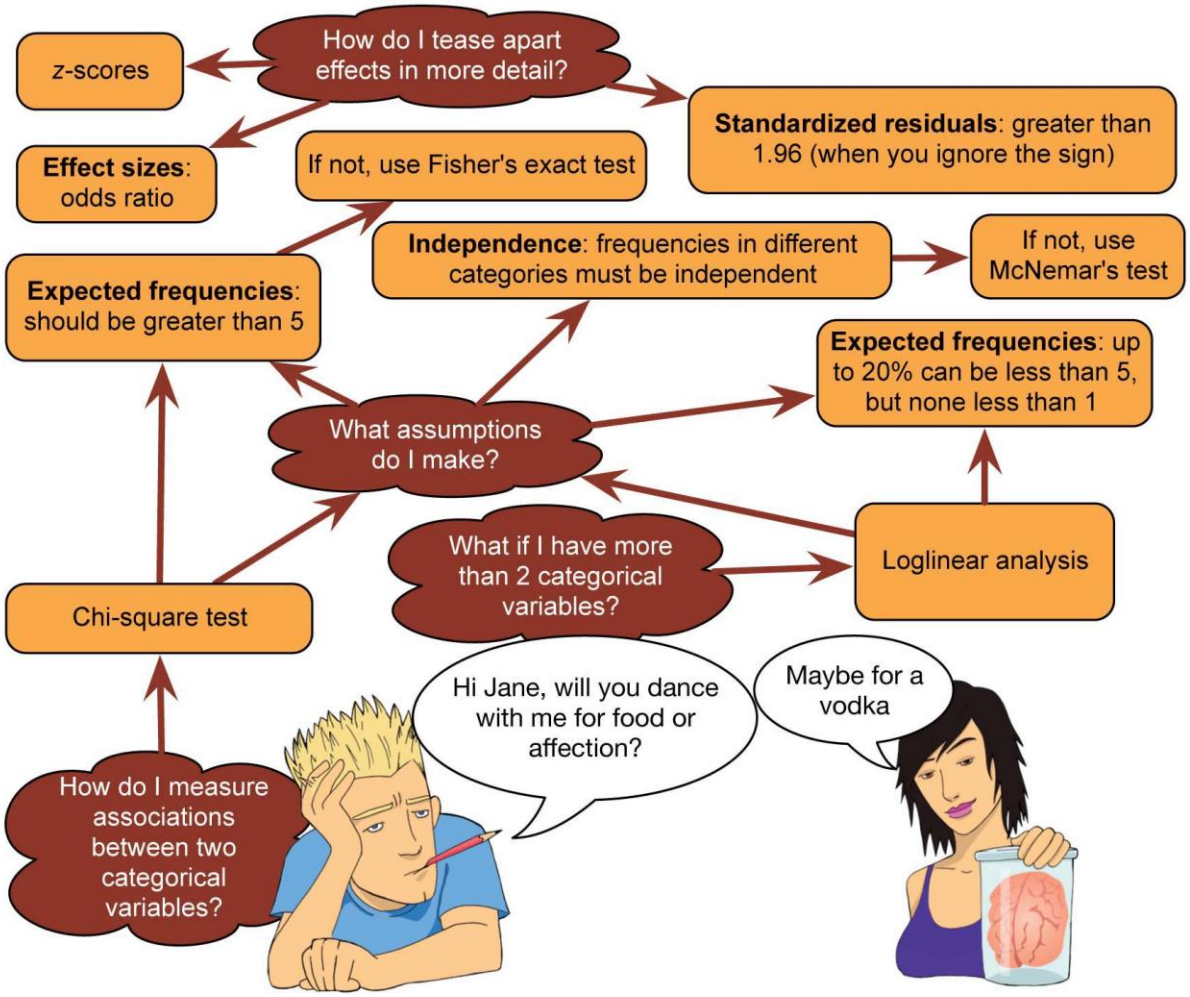
How do I tease apart effects in more detail?
z-scores
Effect sizes: odds ratio
Standardized residuals: greater than 1.96 (when you ignore the sign)
If not, use Fisher's exact test
Independence: frequencies in different categories must be independent
If not, use McNemar's test
Expected frequencies: should be greater than 5
Expected frequencies: up to 20% can be less than 5, but none less than 1
What assumptions do I make?
What if I have more than 2 categorical variables?
Loglinear analysis
Chi-square test
How do I measure associations between two categorical variables?
Hi Jane, will you dance with me for food or affection?
Maybe for a vodka