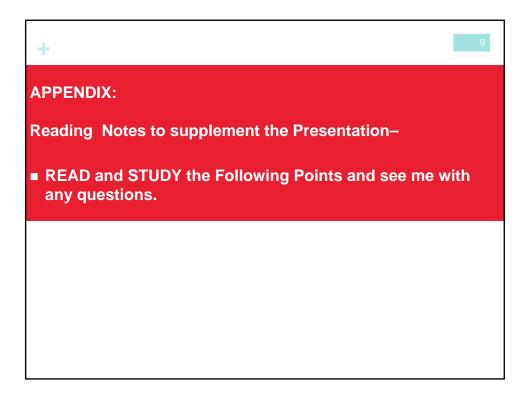




Bottles of a popular cola are suppose to contain 300 ml of cola. A consumer group believes the company is under-filling the bottles. (Assume  $\sigma$  = 50 with n = 30)

Find the power of this test against the alternative  $\mu$  = 280 ml. (Assume  $\alpha$  = .05)





Type I and Type II Errors				
When we draw a conclusion from a significance test, we hope our conclusion will be correct. But sometimes it will be wrong. There are two types of mistakes we can make. We can reject the null hypothesis when it's actually true, known as a <b>Type I error</b> , or we can fail to reject a false null hypothesis, which is a <b>Type II error</b> .				
Definition:				
If we reject $H_0$ when $H_0$ is true, we have committed a <b>Type I error</b> .				
If we fail to reject $H_0$ when $H_0$ is false, we have committed a <b>Type II error</b> .				
Truth about the population				
	$H_o$ true $H_o$ false $(H_a$ true)			
Conclusion based on sample	Reject H <sub>0</sub>	Type I error	Correct conclusion	
	Fail to reject <i>H<sub>o</sub></i>	Correct conclusion	Type II error	

## Example: Perfect Potatoes Consequence of Type I or II Error

A potato chip producer and its main supplier agree that each shipment of potatoes must meet certain quality standards. If the producer determines that more than 8% of the potatoes in the shipment have "blemishes," the truck will be sent away to get another load of potatoes from the supplier. Otherwise, the entire truckload will be used to make potato chips. To make the decision, a supervisor will inspect a random sample of potatoes from the shipment. The producer will then perform a significance test using the hypotheses

 $H_0: p = 0.08$  $H_a: p > 0.08$ 

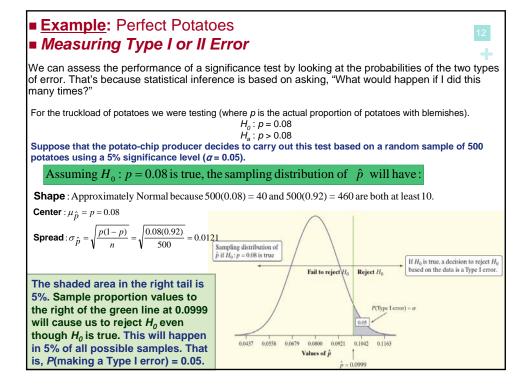
where p is the actual proportion of potatoes with blemishes in a given truckload.

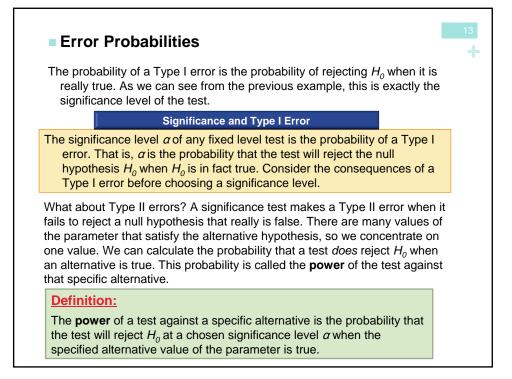
Describe a Type I and a Type II error in this setting, and

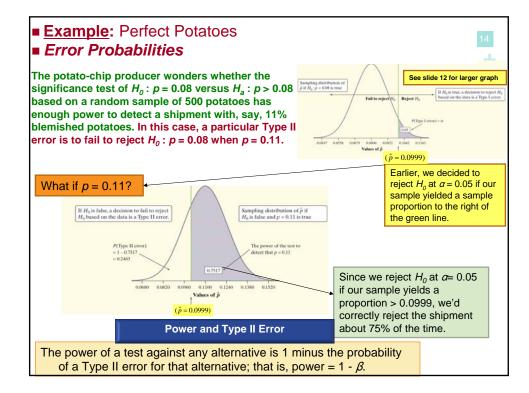
## explain the consequences of each:

• A **Type I error** would occur if the producer concludes that the proportion of potatoes with blemishes is greater than 0.08 when the actual proportion is 0.08 (or less). *Consequence*: The potato-chip producer sends the truckload of acceptable potatoes away, which may result in lost revenue for the supplier.

• A **Type II error** would occur if the producer does not send the truck away when more than 8% of the potatoes in the shipment have blemishes. *Consequence*: The producer uses the truckload of potatoes to make potato chips. More chips will be made with blemished potatoes, which may upset consumers.









How large a sample should we take when we plan to carry out a significance test? The answer depends on what alternative values of the parameter are important to detect.

Here are the questions we must answer to decide how many observations we need:

**1.<u>Significance level.</u>** How much protection do we want against a Type I error — getting a significant result from our sample when  $H_0$  is actually true?

**2.**<u>*Practical importance.*</u> How large a difference between the hypothesized parameter value and the actual parameter value is important in practice?

3. <u>Power.</u> How confident do we want to be that our study will detect a difference of the size we think is important?

Summary of influences on the question "How many observations do I need?"

•If you insist on a smaller significance level (such as 1% rather than 5%), you have to take a larger sample. A smaller significance level requires stronger evidence to reject the null hypothesis.

• If you insist on higher power (such as 99% rather than 90%), you will need a larger sample. Higher power gives a better chance of detecting a difference when it is really there.

• At any significance level and desired power, detecting a small difference requires a larger sample than detecting a large difference.

