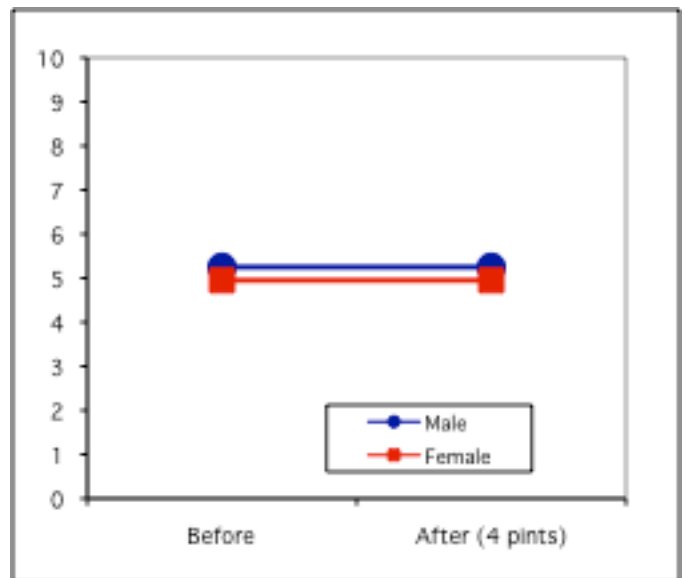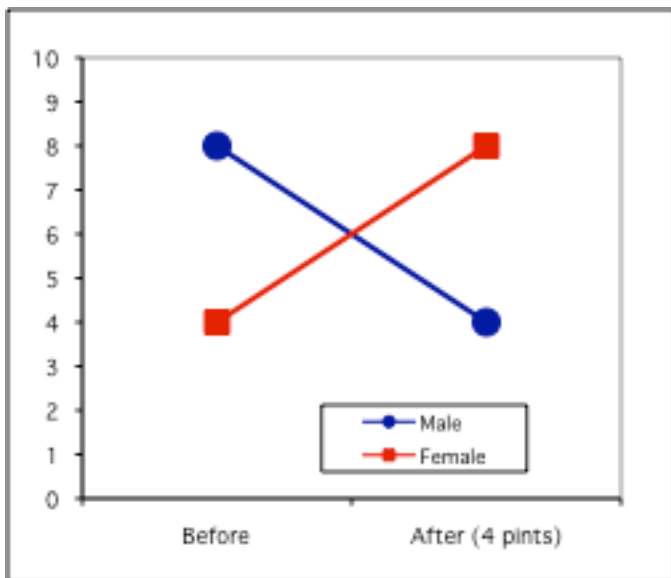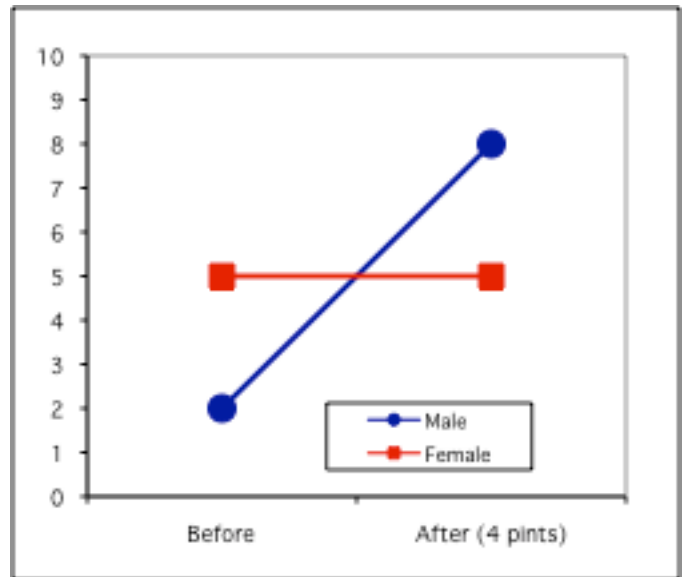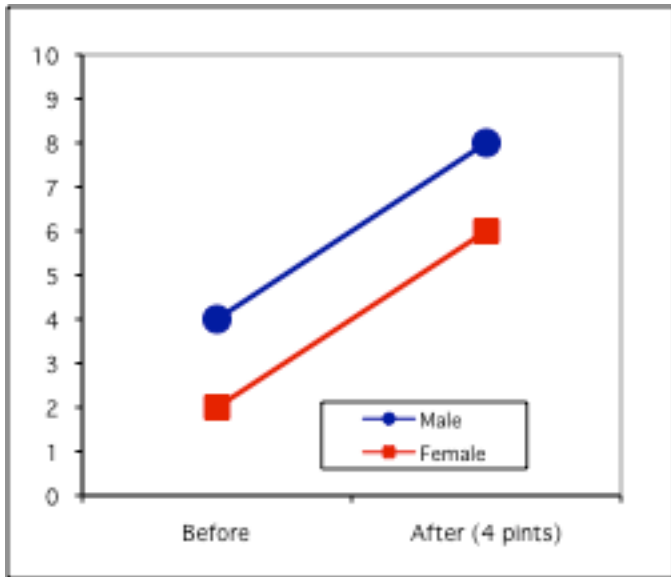# Main and Interaction Effects

A researcher was interested in how attractive a potential mate was related the amount of alcohol that the subject had consumed. Male and female subjects were asked to rate the attractiveness of a confederate (a person working with the experimenter) on a 10-point attractiveness scale (10 being very attractive). Approximately two hours later subjects rated the same confederate again (they had only changed to a different color shirt) after subjects had consumed 4 pints of alcohol. The researcher believed that males' ratings of attractiveness would be influenced by the alcohol, but not the females' ratings.

1. Describe the IVs and DV for the study above, within/between, corr/exp.
2. For each graph below, tell what effects from the ANOVA are likely to be significant and which graph is consistent with the researchers expected outcome.

Answers:

IV1 – gender – between, corr.
IV2 – time - within, exp
DV – Rated attractiveness – interval

Read right left – top bottom

1. gender and time
2. time and interaction (as predicted)
3. interaction
4. none.