

# Homework for YouTube video 3-27-20

## Modified version of 2016 #2

Product advertisers studied the effects of television ads on children's choices for two new snacks. The advertisers used two 30-second television ads in an experiment. One ad was for a new sugary snack called Choco-Zuties, and the other ad was for a new healthy snack called Apple-Zuties.

For the experiment, 75 children were randomly assigned to one of three groups, A, B, or C. Each child individually watched a 30-minute television program that was interrupted for 5 minutes of advertising. The advertising was the same for each group with the following exceptions.

- The advertising for group A included the Choco-Zuties ad but not the Apple-Zuties ad.
- The advertising for group B included the Apple-Zuties ad but not the Choco-Zuties ad.
- The advertising for group C included neither the Choco-Zuties ad nor the Apple-Zuties ad.

After the program, the children were offered a choice between the two snacks. The table below summarizes their choices.

Group	Type of Ad	Number Who Chose Choco-Zuties	Number Who Chose Apple-Zuties
A	Choco-Zuties only	21	4
B	Apple-Zuties only	13	12
C	Neither	22	3

(a) Write hypotheses for performing a chi-square test of homogeneity

(b) Check the conditions for doing a chi-square test of homogeneity