

Introduction to Scientific Research – Analysis

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BISC 104
Session 2

Scientific research probes deepest mysteries
of universe

The Experiment

- **Hypothesis:** More females than males buy cupcakes at Sprinkles ATM
- **Control Variables:** Weather,
- **Source of discrepancy:** 1-or-more cupcakes?; who's really buying?; price of cupcakes; flavors available; machine refill

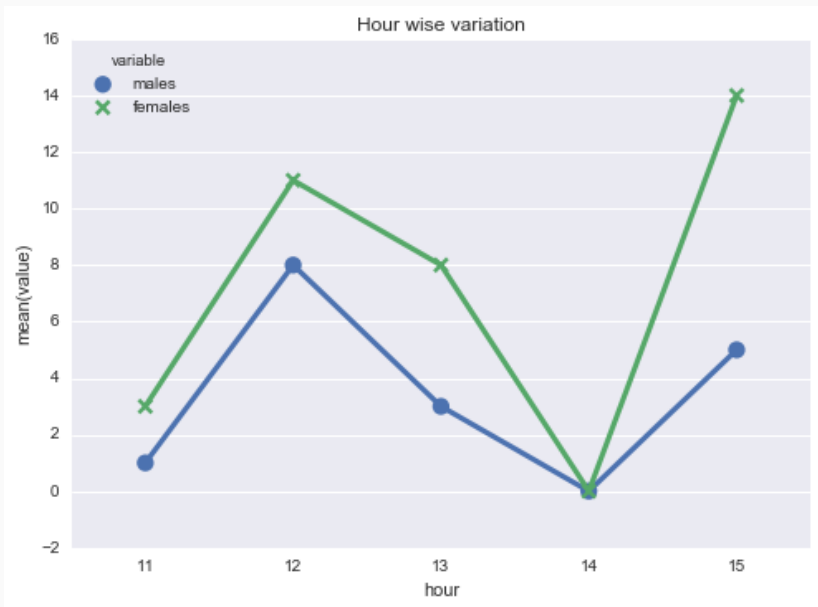
Possible improvements: Randomize time of visit; More number of visits; cameras

Additional

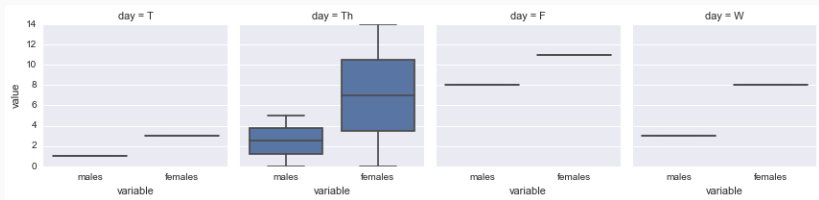


hour	day	males	females
11	T	1	3
15	Th	5	14
12	F	8	11
13	W	3	8
14	Th	0	0

Additional



Additional



- Quiz based on Session 1-2
- Please try to be on time