

Decision Processes Colloquia

Monday, March 27, 2017

Where: 260 JMHH

When: 12:00 – 1:15 pm

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BANOVA: Bayesian Analysis of Variance for Consumer Research

ABSTRACT:

In this presentation I review the limitations of classical hypothesis testing with ANOVA and explain the advantages of taking a Bayesian approach. I introduce R software for hierarchical Bayesian

ANOVA for the analysis of experiments. BANOVA alleviates the most important limitations of classical ANOVA, by including unobserved heterogeneity and allowing for dependent variables with a variety of distributions. The software accommodates (hierarchical) mediation, moderation, moderated mediation and floodlight analyses.