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get anywhere in your
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actual relationship between
the winner of your test and*

*the oute you're seeing
although you may be able
to look at your data and say
eh i reckon she be a right
winnin ad there is a degree
of assurance that es with a
quantitative process
deeming that ad to be in
fact a winner'*

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really mean many
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*improvement p 0 056
bordered on a statistically
significant value p 0 06'*

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'statistical significance
quick introduction

May 30th, 2020 -

statistical significance is
the probability of finding
a given deviation from the
null hypothesis or a more
extreme one in a sample
statistical significance is
often referred to as the p
value short for probability
value or simply p in

research papers"what is
statistical significance
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statistical significance is a
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used to determine whether the outcome of an experiment is the result of a relationship between specific factors or merely the result of chance this concept is mainly used in the medical field to test drugs and vaccines and to determine causal factors of disease" a refresher on statistical significance

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the likelihood that the
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chance a result of an
experiment is said to have
statistical significance or
be statistically significant
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examine the test s p value

if the p value is less than a specified significance level

? usually 0 10 0 05 or 0 01

you can declare the

'difference to be statistically significant and reject the test's null hypothesis'

'results should not be reported as statistically significant'

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2013 08 12 1 results should not be reported as statistically significant or statistically non significant statistical significance is so monly misreported and misinterpreted that we remend that terms such as not significant not

statistically significant significant'

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significance and validity
are not the same says laja
so how can you be assured
of getting reliable results
take your time one of the
deadliest sins in a b testing
is stopping the test too soon
even when the numbers
start to appear statistically
significant'*

'statistical significance'

definition

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significant sample it s the
result that can be
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making sure we have
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confidence in results is
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differences between practical significance and statistical significance and how to determine if your results are meaningful in the real world statistical significance'

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the null hypothesis to be rejected an observed result has to be statistically significant i e the observed p value is less than the pre'

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