

Factorial Design: An Example

- Factorial designs are appropriate when you suspect that 2 or more independent variables may 'interact.'
- **Suppose** that you suspect that the type of appeal (sexual vs. non-sexual) in a print ad and the reader's gender interactively affect brand attitude.
- What is the independent variable(s)?
- What is the dependent variable(s)?
- Design an experiment to test this hypothesis.

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- Gender and Ad Type are the independent variables.
- Brand attitude is the dependent variable.
- You create 2 ads – one with a sexually explicit image and one with no sexually explicit images, keeping ALL other factors equivalent (layout, font, color, production quality, etc.).
- You ask the same number of males and females to view each ad. Ss view only one ad.
- This is a 2 (male/female) x 2 (sexual/non-sexual) factorial design. A sample of about 120 will suffice (30 per cell).
- You then compare brand attitude scores across gender, across ad type, and for the gender x ad type interaction.