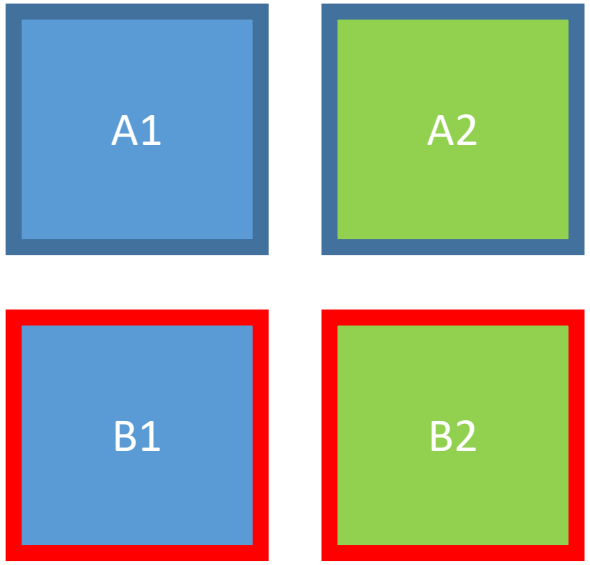
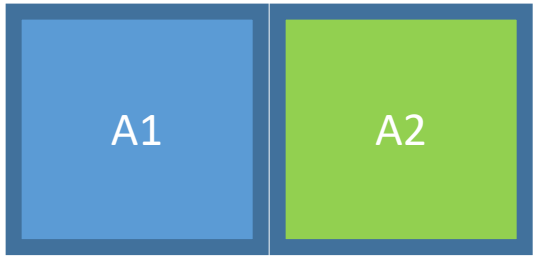
2 x 2 study design



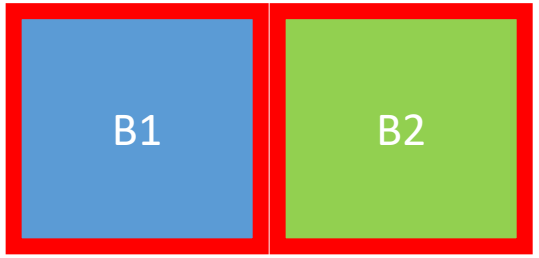
Main effect of A vs. B

Average of:

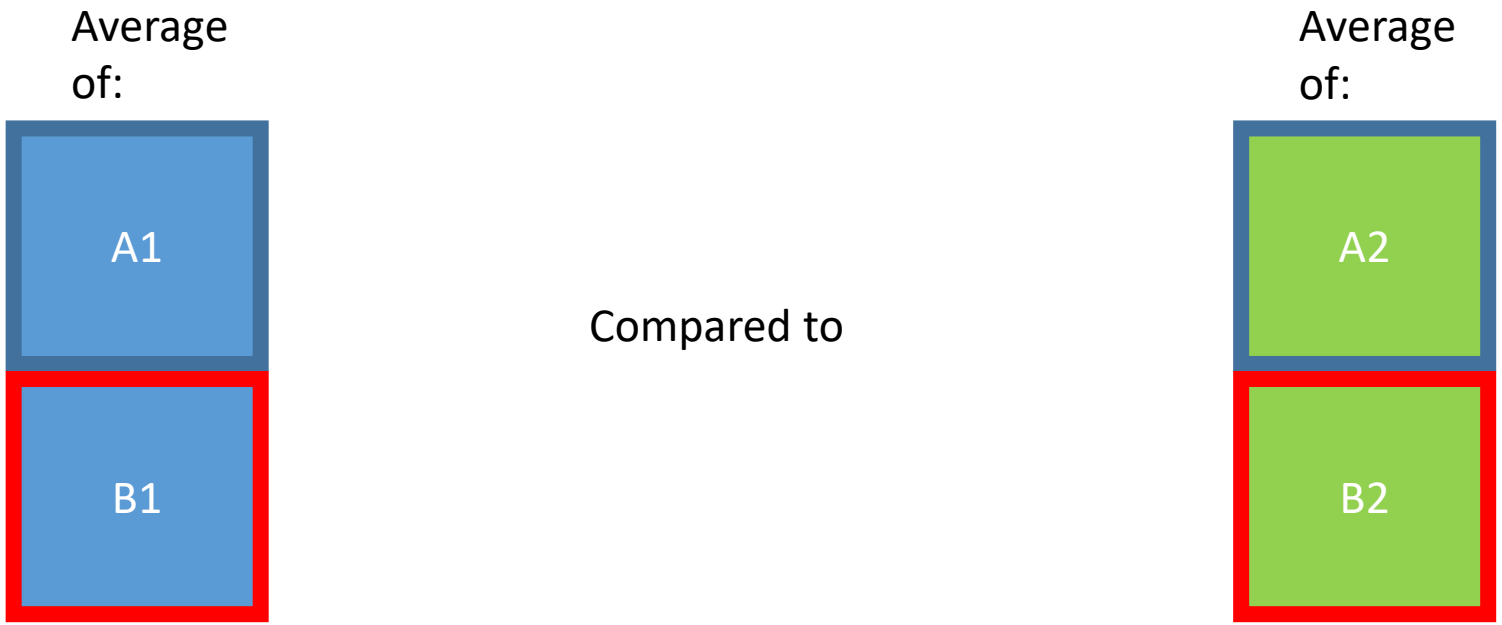


Compared to

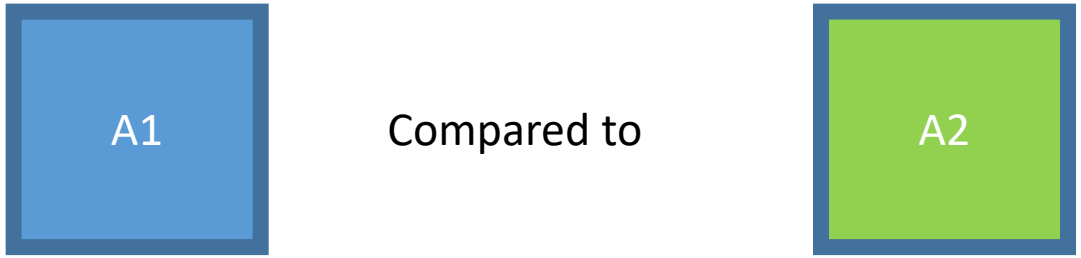
Average of:



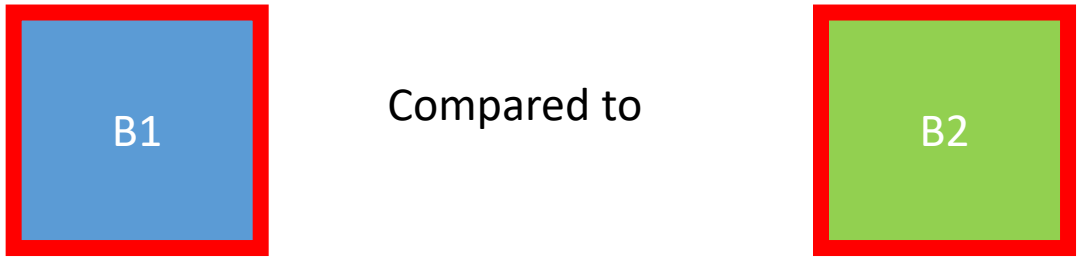
Main effect of 1 vs. 2



Simple effect of 1 vs. 2, within A

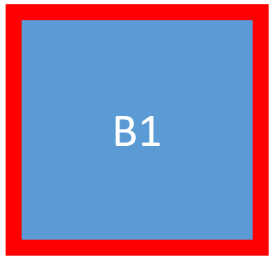


Simple effect of 1 vs. 2, within B



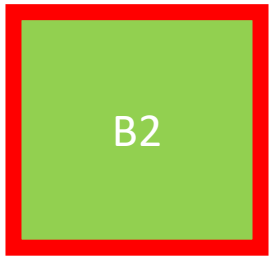
Simple effect of A vs. B, within 1

Compared to

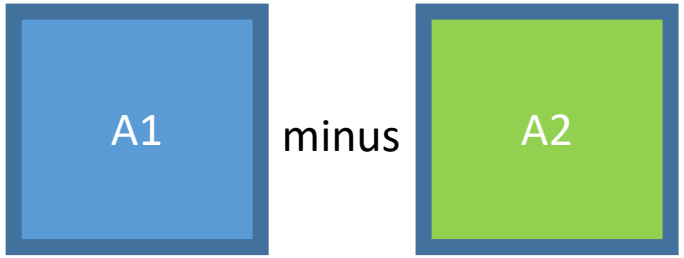


Simple effect of A vs. B, within 2

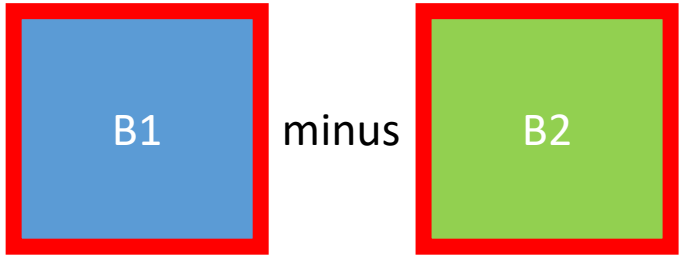
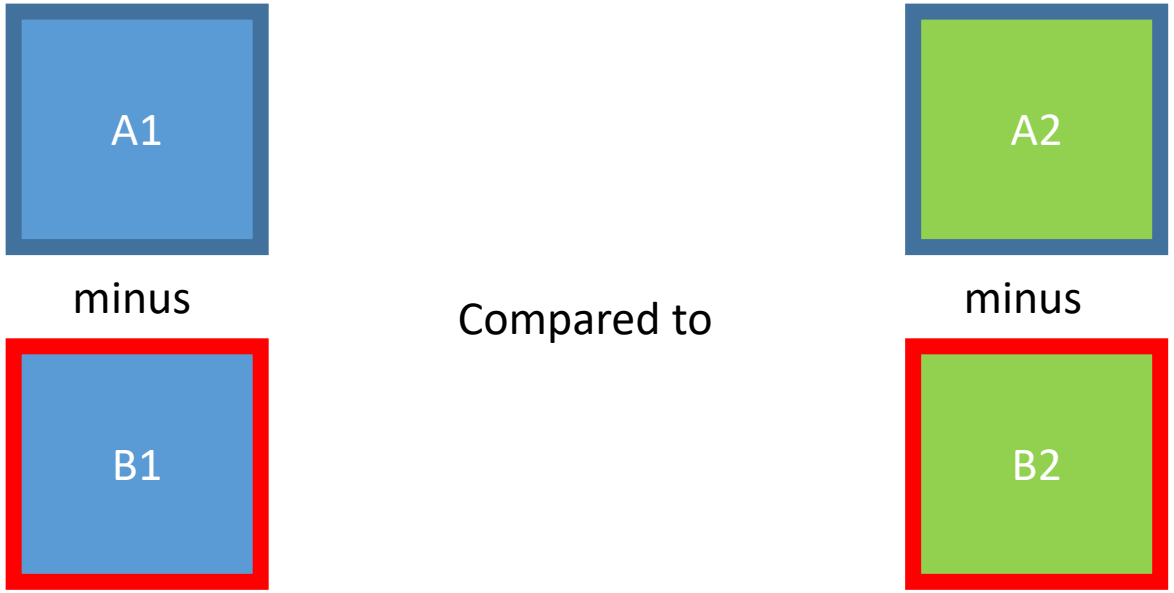
Compared to



Interaction: seeing if the simple effect of 1 vs. 2 is different between A and B



Compared to



Interaction: seeing if the simple effect of A vs. B is different between 1 and 2