

Homework 8

Due by class Wednesday, February 19th

- 1.** Read Chapter 5: Emotional of *Made to Stick* by C. Heath and D. Heath. (This Ch. is ~40pp.) We will discuss both Credible and Emotional in class on Wednesday since we didn't get to Credible in Monday's class. Use your summary from Hw7 to remind yourself about Credible before we begin class on Wednesday.
- 2. To turn in:** Close the book and write a one paragraph summary of the Emotional chapter. Use what you have of the SUCCESS framework to revise this paragraph. Submit the final version (no need to submit both the initial and the final versions).
- 3.** Take your list of 3 proposals for the Self Experiments. Do the tough work now of deciding to eliminate one of the options. **To turn in:** With both of the remaining two proposals do the mental contrasting exercise laid out on pp. 25-26 (in the PDF) of our [excerpt of Heidi Grant Halvorson's *Succeed*](#). Having done this exercise are you leaning more towards one of them the other?
- 4. To turn in:** Think of a random variable that you care to learn more about. Anything is fine, as long as you actually care about the result. Devise a hypothesis about this random variable. Explain the null hypothesis that a report claiming statistical significance about your hypothesis would use in evaluating their p -value.