

## About the Supplemental Text Material

I have prepared supplemental text material for each chapter of the 6<sup>th</sup> edition of *Design and Analysis of Experiments*. This material consists of (1) some extensions of and elaboration on topics introduced in the text and (2) some new topics that I could not easily find a “home” for in the text without disrupting the flow of the coverage within each chapter, or making the book ridiculously long.

Some of this material is in partial response to the many suggestions that have been made over the years by textbook users, who have always been gracious in their requests and very often extremely helpful. However, sometimes there just wasn't any way to easily accommodate their suggestions directly in the book. Some of the supplemental material is in direct response to FAQ's or “frequently asked questions” from students. It also reflects topics that I have found helpful in consulting on experimental design and analysis problems, but again, there wasn't any easy way to incorporate it in the text. Obviously, there is also quite a bit of personal “bias” in my selection of topics for the supplemental material. The coverage is far from comprehensive.

I have not felt as constrained about mathematical level or statistical background of the readers in the supplemental material as I have tried to be in writing the textbook. There are sections of the supplemental material that will require considerably more background in statistics than is required to read the text material. However, I think that many instructors will be able to use this supplement material in their courses quite effectively, depending on the maturity and background of the students. Hopefully, it will also provide useful additional information for readers who wish to see more in-depth discussion of some aspects of design, or who are attracted to the “eclectic” variety of topics that I have included.

## Contents

### Chapter 1

- S-1.1 More About Planning Experiments
- S-1.2 Blank Guide Sheets from Coleman and Montgomery (1993)
- S-1.3 Montgomery's Theorems on Designed Experiments

### Chapter 2

- S-2.1 Models for the Data and the  $t$ -Test
- S-2.2 Estimating the Model Parameters
- S-2.3 A Regression Model Approach to the  $t$ -Test
- S-2.4 Constructing Normal Probability Plots
- S-2.5 More About Checking Assumptions in the  $t$ -Test
- S-2.6 Some More Information About the Paired  $t$ -Test

### Chapter 3

- S-3.1 The Definition of Factor Effects
- S-3.2 Expected Mean Squares

- S-3.3 Confidence Interval for  $\sigma^2$
- S-3.4 Simultaneous Confidence Intervals on Treatment Means
- S-3.5 Regression Models for a Quantitative Factor
- S-3.6 More about Estimable Functions
- S-3.7 Relationship between Regression and Analysis of Variance

#### **Chapter 4**

- S4-1 Relative Efficiency of the RCBD
- S4-2 Partially Balanced Incomplete Block Designs
- S4-3 Youden Squares
- S4-4 Lattice Designs

#### **Chapter 5**

- S5-1 Expected Mean Squares in the Two-factor Factorial
- S5-2 The Definition of Interaction
- S5-3 Estimable Functions in the Two-factor Factorial Model
- S5-4 Regression Model Formulation of the Two-factor Factorial
- S5-5 Model Hierarchy

#### **Chapter 6**

- S6-1 Factor Effect Estimates are Least Squares Estimates
- S6-2 Yates's Method for Calculating Factor Effects
- S6-3 A Note on the Variance of a Contrast
- S6-4 The Variance of the Predicted Response
- S6-5 Using Residuals to Identify Dispersion Effects
- S6-6 Center Points versus Replication of Factorial Points
- S6-7 Testing for "Pure Quadratic" Curvature using a  $t$ -Test

#### **Chapter 7**

- S7-1 The Error Term in a Blocked design
- S7-2 The Prediction Equation for a Blocked Design
- S7-3 Run Order is Important

#### **Chapter 8**

- S8-1 Yates' Method for the Analysis of Fractional Factorials
- S8-2 Alias Structures in Fractional Factorials and Other Designs
- S8-3 More About Fold Over and Partial Fold Over of Fractional Factorials

#### **Chapter 9**

- S9-1 Yates' Algorithm for the  $3^k$  Design
- S9-2 Aliasing in Three-Level and Mixed-Level Designs

#### **Chapter 10**

- S10-1 The Covariance Matrix of the Regression Coefficients
- S10-2 Regression Models and Designed Experiments
- S10-3 Adjusted  $R^2$

- S10-4 Stepwise and Other Variable Selection Methods in Regression
- S10-5 The Variance of the Predicted Response
- S10-6 The Variance of Prediction Error
- S10-7 Leverage in a Regression Model

### **Chapter 11**

- S11-1 The Method of Steepest Ascent
- S11-2 The Canonical Form of the Second-Order Response Surface Model
- S11-3 Center Points in the Central Composite Design
- S11-4 Center Runs in the Face-Centered Cube
- S11-5 A Note on Rotatability

### **Chapter 12**

- S12-1 The Taguchi Approach to Robust Parameter Design
- S12-2 Taguchi's Technical Methods

### **Chapter 13**

- S13-1 Expected Mean Squares for the Random Model
- S13-2 Expected Mean Squares for the Mixed Model
- S13-3 Restricted versus Unrestricted Mixed Models
- S13-4 Random and Mixed Models with Unequal Sample Size
- S13-5 Some Background Concerning the Modified Large Sample Method
- S13-6 A Confidence Interval on a Ratio of Variance Components using the Modified Large Sample Method

### **Chapter 14**

- S14-1 The Staggered, Nested Design
- S14-2 Inadvertent Split-Plots

### **Chapter 15**

- S15-1 The Form of a Transformation
- S15-2 Selecting  $\lambda$  in the Box-Cox Method
- S15-3 Generalized Linear Models
  - S15-3.1. Models with a Binary Response Variable
  - S15-3.2. Estimating the Parameters in a Logistic Regression Model
  - S15-3.3. Interpreting the Parameters in a Logistic Regression Model
  - S15-3.4. Hypothesis Tests on Model Parameters
  - S15-3.5. Poisson Regression
  - S15-3.6. The Generalized Linear Model
  - S15-3.7. Link Functions and Linear Predictors
  - S15-3.8. Parameter Estimation in the Generalized Linear Model
  - S15-3.9. Prediction and Estimation with the Generalized Linear Model
  - S15-3.10. Residual Analysis in the Generalized Linear Model
- S15-4 Unbalanced Data in a Factorial Design
  - S15-4.1. The Regression Model Approach
  - S15-4.2. The Type 3 Analysis

S15-4.3 Type 1, Type 2, Type 3 and Type 4 Sums of Squares  
S15-4.4 Analysis of Unbalanced Data using the Means Model  
S15-5 Computer Experiments

## Chapter 1 Supplemental Text Material

### S-1.1 More About Planning Experiments

Coleman and Montgomery (1993) present a discussion of methodology and some guide sheets useful in the pre-experimental planning phases of designing and conducting an industrial experiment. The guide sheets are particularly appropriate for complex, high-payoff or high-consequence experiments involving (possibly) many factors or other issues that need careful consideration and (possibly) many responses. They are most likely to be useful in the earliest stages of experimentation with a process or system. Coleman and Montgomery suggest that the guide sheets work most effectively when they are filled out by a team of experimenters, including engineers and scientists with specialized process knowledge, operators and technicians, managers and (if available) individuals with specialized training and experience in designing experiments. The sheets are intended to encourage discussion and resolution of technical and logistical issues *before* the experiment is actually conducted.

Coleman and Montgomery give an example involving manufacturing impellers on a CNC-machine that are used in a jet turbine engine. To achieve the desired performance objectives, it is necessary to produce parts with blade profiles that closely match the engineering specifications. The objective of the experiment was to study the effect of different tool vendors and machine set-up parameters on the dimensional variability of the parts produced by the CNC-machines.

The master guide sheet is shown in Table 1 below. It contains information useful in filling out the individual sheets for a particular experiment. Writing the objective of the experiment is usually harder than it appears. Objectives should be unbiased, specific, measurable and of practical consequence. To be unbiased, the experimenters must encourage participation by knowledgeable and interested people with diverse perspectives. It is all too easy to design a very narrow experiment to “prove” a pet theory. To be specific and measurable the objectives should be detailed enough and stated so that it is clear when they have been met. To be of practical consequence, there should be something that will be done differently as a result of the experiment, such as a new set of operating conditions for the process, a new material source, or perhaps a new experiment will be conducted. All interested parties should agree that the proper objectives have been set.

The relevant background should contain information from previous experiments, if any, observational data that may have been collected routinely by process operating personnel, field quality or reliability data, knowledge based on physical laws or theories, and expert opinion. This information helps quantify what new knowledge could be gained by the present experiment and motivates discussion by all team members. Table 2 shows the beginning of the guide sheet for the CNC-machining experiment.

Response variables come to mind easily for most experimenters. When there is a choice, one should select continuous responses, because generally binary and ordinal data carry much less information and continuous responses measured on a well-defined numerical scale are typically easier to analyze. On the other hand, there are many situations where a count of defectives, a proportion, or even a subjective ranking must be used as a response.

**Table 1.** Master Guide Sheet. This guide can be used to help plan and design an experiment. It serves as a checklist to improve experimentation and ensures that results are not corrupted for lack of careful planning. Note that it may not be possible to answer all questions completely. If convenient, use supplementary sheets for topics 4-8

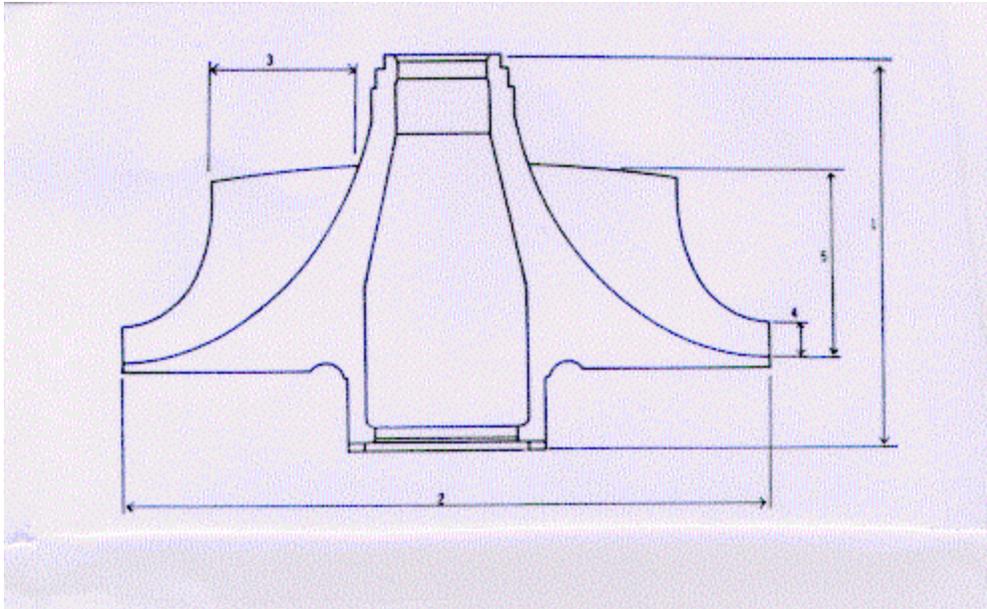
<p><b>1. Experimenter's Name and Organization:</b>  <b>Brief Title of Experiment:</b></p>
<p><b>2. Objectives of the experiment</b> (should be unbiased, specific, measurable, and of practical consequence):</p>
<p><b>3. Relevant background</b> on response and control variables: (a) theoretical relationships; (b) expert knowledge/experience; (c) previous experiments. Where does this experiment fit into the study of the process or system?:</p>
<p><b>4. List:</b> (a) each <b>response variable</b>, (b) the normal response variable level at which the process runs, the distribution or range of normal operation, (c) the precision or range to which it can be measured (and how):</p>
<p><b>5. List:</b> (a) each <b>control variable</b>, (b) the normal control variable level at which the process is run, and the distribution or range of normal operation, (c) the precision (s) or range to which it can be set (for the experiment, not ordinary plant operations) and the precision to which it can be measured, (d) the proposed control variable settings, and (e) the predicted effect (at least qualitative) that the settings will have on each response variable:</p>
<p><b>6. List:</b> (a) each factor to be "<b>held constant</b>" in the experiment, (b) its desired level and allowable s or range of variation, (c) the precision or range to which it can be measured (and how), (d) how it can be controlled, and (e) its expected impact, if any, on each of the responses:</p>
<p><b>7. List:</b> (a) each <b>nuisance factor</b> (perhaps time-varying), (b) measurement precision, (c) strategy (e.g., blocking, randomization, or selection), and (d) anticipated effect:</p>
<p><b>8. List and label known or suspected interactions:</b></p>
<p><b>9. List restrictions</b> on the experiment, e.g., ease of changing control variables, methods of data acquisition, materials, duration, number of runs, type of experimental unit (need for a split-plot design), "illegal" or irrelevant experimental regions, limits to randomization, run order, cost of changing a control variable setting, etc.:</p>
<p><b>10. Give current design preferences</b>, if any, and reasons for preference, including blocking and randomization:</p>
<p><b>11. If possible, propose analysis and presentation techniques</b>, e.g., plots, ANOVA, regression, plots, t tests, etc.:</p>
<p><b>12. Who will be responsible for the coordination of the experiment?</b></p>
<p><b>13. Should trial runs be conducted? Why / why not?</b></p>

**Table 2.** Beginning of Guide Sheet for CNC-Machining Study.

<p><b>1. Experimenter's Name and Organization:</b> John Smith, Process Eng. Group  <b>Brief Title of Experiment:</b> CNC Machining Study</p>
<p><b>2. Objectives of the experiment</b> (should be unbiased, specific, measurable, and of practical consequence):</p> <p>For machined titanium forgings, quantify the effects of tool vendor; shifts in a-axis, x- axis, y-axis, and z-axis; spindle speed; fixture height; feed rate; and spindle position on the average and variability in blade profile for class X impellers, such as shown in Figure 1.</p>
<p><b>3. Relevant background</b> on response and control variables: (a) theoretical relationships; (b) expert knowledge/experience; (c) previous experiments. Where does this experiment fit into the study of the process or system?</p> <p>(a) Because of tool geometry, x-axis shifts would be expected to produce thinner blades, an undesirable characteristic of the airfoil.</p> <p>(b) This family of parts has been produced for over 10 years; historical experience indicates that externally reground tools do not perform as well as those from the "internal" vendor (our own regrind operation).</p> <p>(c) Smith (1987) observed in an internal process engineering study that current spindle speeds and feed rates work well in producing parts that are at the nominal profile required by the engineering drawings - but no study was done of the sensitivity to variations in set-up parameters.</p>
<p>Results of this experiment will be used to determine machine set-up parameters for impeller machining. A robust process is desirable; that is, on-target and low variability performance regardless of which tool vendor is used.</p>

Measurement precision is an important aspect of selecting the response variables in an experiment. Insuring that the measurement process is in a state of statistical control is highly desirable. That is, ideally there is a well-established system of insuring both accuracy and precision of the measurement methods to be used. The amount of error in measurement imparted by the gauges used should be understood. If the gauge error is large relative to the change in the response variable that is important to detect, then the experimenter will want to know this *before conducting the experiment*. Sometimes repeat measurements can be made on each experimental unit or test specimen to reduce the impact of measurement error. For example, when measuring the number average molecular weight of a polymer with a gel permeation chromatograph (GPC) each sample can be tested several times and the *average* of those molecular weight reading reported as the observation for that sample. When measurement precision is unacceptable, a measurement systems capability study may be performed to attempt to improve the system. These studies are often fairly complicated designed experiments. Chapter 13 presents an example of a factorial experiment used to study the capability of a measurement system.

The impeller involved in this experiment is shown in Figure 1. Table 3 lists the information about the response variables. Notice that there are three response variables of interest here.



**Figure 1.** Jet engine impeller (side view). The z-axis is vertical, x-axis is horizontal, y-axis is into the page. 1 = height of wheel, 2 = diameter of wheel, 3 = inducer blade height, 4 = exducer blade height, 5 = z height of blade.

**Table 3.** Response Variables

<i>Response variable (units)</i>	<i>Normal operating level and range</i>	<i>Measurement precision, accuracy how known?</i>	<i>Relationship of response variable to objective</i>
Blade profile (inches)	Nominal (target) $\pm 1 \times 10^{-3}$ inches to $\pm 2 \times 10^{-3}$ inches at all points	$\sigma_E \approx 1 \times 10^{-5}$ inches from a coordinate measurement machine capability study	Estimate mean absolute difference from target and standard deviation
Surface finish	Smooth to rough (requiring hand finish)	Visual criterion (compare to standards)	Should be as smooth as possible
Surface defect count	Typically 0 to 10	Visual criterion (compare to standards)	Must not be excessive in number or magnitude

As with response variables, most experimenters can easily generate a list of candidate design factors to be studied in the experiment. Coleman and Montgomery call these control variables. We often call them controllable variables, design factors, or process variables in the text. Control variables can be continuous or categorical (discrete). The ability of the experimenters to measure and set these factors is important. Generally,

small errors in the ability to set, hold or measure the levels of control variables are of relatively little consequence. Sometimes when the measurement or setting error is large, a numerical control variable such as temperature will have to be treated as a categorical control variable (low or high temperature). Alternatively, there are errors-in-variables statistical models that can be employed, although their use is beyond the scope of this book. Information about the control variables for the CNC-machining example is shown in Table 4.

**Table 4.** Control Variables

<i>Control variable (units)</i>	<i>Normal level and range</i>	<i>Measurement Precision and setting error- how known?</i>	<i>Proposed settings, based on predicted effects</i>	<i>Predicted effects (for various responses)</i>
x-axis shift* (inches)	0-.020 inches	.001inches (experience)	0, .015 inches	Difference
y-axis shift* (inches)	0-.020 inches	.001inches (experience)	0, .015 inches	Difference
z-axis shift* (inches)	0-.020 inches	.001inches (experience)	?	Difference
Tool vendor	Internal, external	-	Internal, external	External is more variable
a-axis shift* (degrees)	0-.030 degrees	.001 degrees (guess)	0, .030 degrees	Unknown
Spindle speed (% of nominal)	85-115%	~1% (indicator on control panel)	90%,110%	None?
Fixture height	0-.025 inches	.002inches (guess)	0, .015 inches	Unknown
Feed rate (% of nominal)	90-110%	~1% (indicator on control panel)	90%,110%	None?

The x, y, and z axes are used to refer to the part *and* the CNC machine. The a axis refers only to the machine.

Held-constant factors are control variables whose effects are not of interest in this experiment. The worksheets can force meaningful discussion about which factors are adequately controlled, and if any potentially important factors (for purposes of the present experiment) have inadvertently been held constant when they should have been included as control variables. Sometimes subject-matter experts will elect to hold too many factors constant and as a result fail to identify useful new information. Often this information is in the form of *interactions* among process variables.

In the CNC experiment, this worksheet helped the experimenters recognize that the machine had to be fully warmed up before cutting any blade forgings. The actual procedure used was to mount the forged blanks on the machine and run a 30-minute cycle

without the cutting tool engaged. This allowed all machine parts and the lubricant to reach normal, steady-state operating temperature. The use of a typical (i.e., mid-level) operator and the use of one lot of forgings were decisions made for experimental “insurance”. Table 5 shows the held-constant factors for the CNC-machining experiment.

**Table 5. Held-Constant Factors**

<i>Factor (units)</i>	<i>Desired experiential level and allowable range</i>	<i>Measurement precision-how known?</i>	<i>How to control (in experiment)</i>	<i>Anticipated effects</i>
Type of cutting fluid	Standard type	Not sure, but thought to be adequate	Use one type	None
Temperature of cutting fluid (degrees F.)	100- 100°F. when machine is warmed up	1-2° F. (estimate)	Do runs after machine has reached 100°	None
Operator	Several operators normally work in the process	-	Use one "mid-level" operator	None
Titanium forgings	Material properties may vary from unit to unit	Precision of lab tests unknown	Use one lot (or block on forging lot, only if necessary)	Slight

Nuisance factors are variables that probably have some effect on the response, but which are of little or no interest to the experimenter. They differ from held-constant factors in that they either cannot be held entirely constant, or they cannot be controlled at all. For example, if two lots of forgings were required to run the experiment, then the potential lot-to-lot differences in the material would be a nuisance variable than could not be held entirely constant. In a chemical process we often cannot control the viscosity (say) of the incoming material feed stream—it may vary almost continuously over time. In these cases, nuisance variables must be considered in either the design or the analysis of the experiment. If a nuisance variable can be controlled, then we can use a design technique called **blocking** to eliminate its effect. Blocking is discussed initially in Chapter 4. If the nuisance variable cannot be controlled but it can be measured, then we can reduce its effect by an analysis technique called the analysis of covariance, discussed in Chapter 14.

Table 6 shows the nuisance variables identified in the CNC-machining experiment. In this experiment, the only nuisance factor thought to have potentially serious effects was the machine spindle. The machine has four spindles, and ultimately a decision was made to run the experiment in four blocks. The other factors were held constant at levels below which problems might be encountered.

**Table 6. Nuisance Factors**

<i>Nuisance factor (units)</i>	<i>Measurement precision-how known?</i>	<i>Strategy (e.g., randomization, blocking, etc.)</i>	<i>Anticipated effects</i>
Viscosity of cutting fluid	Standard viscosity	Measure viscosity at start and end	None to slight
Ambient temperature (°F.)	1-2° F. by room thermometer (estimate)	Make runs below 80°F.	Slight, unless very hot weather
Spindle		Block or randomize on machine spindle	Spindle-to-spindle variation could be large
Vibration of machine during operation	?	Do not move heavy objects in CNC machine shop	Severe vibration can introduce variation within an impeller

Coleman and Montgomery also found it useful to introduce an interaction sheet. The concept of interactions among process variables is not an intuitive one, even to well-trained engineers and scientists. Now it is clearly unrealistic to think that the experimenters can identify all of the important interactions at the outset of the planning process. In most situations, the experimenters really don't know which main effects are likely to be important, so asking them to make decisions about interactions is impractical. However, sometimes the statistically-trained team members can use this as an opportunity to *teach* others about the interaction phenomena. When more is known about the process, it might be possible to use the worksheet to motivate questions such as “are there certain interactions that *must* be estimated?” Table 7 shows the results of this exercise for the CNC-machining example.

**Table 7. Interactions**

<i>Control variable</i>	<i>y shift</i>	<i>z shift</i>	<i>Vendor</i>	<i>a shift</i>	<i>Speed</i>	<i>Height</i>	<i>Feed</i>
x shift			P				
y shift	-		P				
z shift	-	-	P				
Vendor	-	-	-	P			
a shift	-	-	-	-			
Speed	-	-	-	-	-		F,D
Height	-	-	-	-	-	-	

NOTE: Response variables are P = profile difference, F = surface finish and D = surface defects

Two final points: First, an experimenter without a coordinator will probably fail. Furthermore, if something can go wrong, it probably will, so he coordinator will actually have a significant responsibility on checking to ensure that the experiment is being conducted as planned. Second, concerning trial runs, this is often a very good idea—particularly if this is the first in a series of experiments, or if the experiment has high



**“Held Constant” Factors**

factor (units)	desired experimental level & allowable range	measurement precision How known?	how to control (in experiment)	anticipated effects

**Nuisance Factors**

nuisance factor (units)	measurement precision How known?	strategy (e.g., randomization, blocking, etc.)	anticipated effects

**Interactions**

control var.	2	3	4	5	6	7	8
1							
2	-						
3	-	-					
4	-	-	-				
5	-	-	-	-			
6	-	-	-	-	-		
7	-	-	-	-	-	-	

## S-1.2 Other Graphical Aids for Planning Experiments

In addition to the tables in Coleman and Montgomery's *Technometrics* paper, there are a number of useful graphical aids to pre-experimental planning. Perhaps the first person to suggest graphical methods for planning an experiment was Andrews (1964), who proposed a schematic diagram of the system much like Figure 1-1 in the textbook, with inputs, experimental variables, and responses all clearly labeled. These diagrams can be very helpful in focusing attention on the broad aspects of the problem.

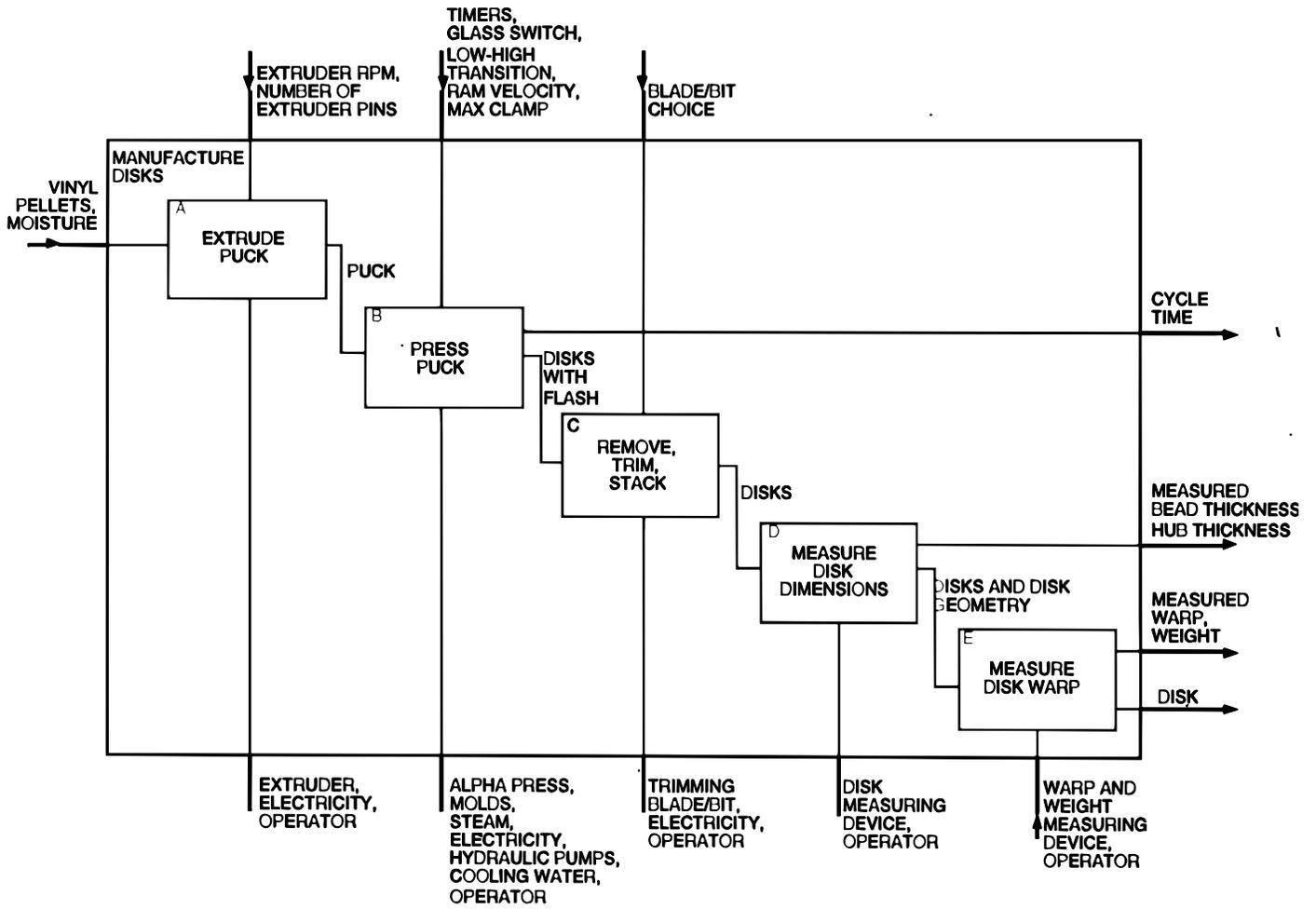
Barton (1997) (1998) (1999) has discussed a number of useful graphical aids in planning experiments. He suggests using IDEF0 diagrams to identify and classify variables. IDEF0 stands for Integrated Computer Aided Manufacturing Identification Language, Level 0. The U. S. Air Force developed it to represent the subroutines and functions of complex computer software systems. The IDEF0 diagram is a block diagram that resembles Figure 1-1 in the textbook. IDEF0 diagrams are hierarchical; that is, the process or system can be decomposed into a series of process steps or systems and represented as a sequence of lower-level boxes drawn within the main block diagram.

Figure 2 shows an IDEF0 diagram [from Barton (1999)] for a portion of a videodisk manufacturing process. This figure presents the details of the disk pressing activities. The primary process has been decomposed into five steps, and the primary output response of interest is the warp in the disk.

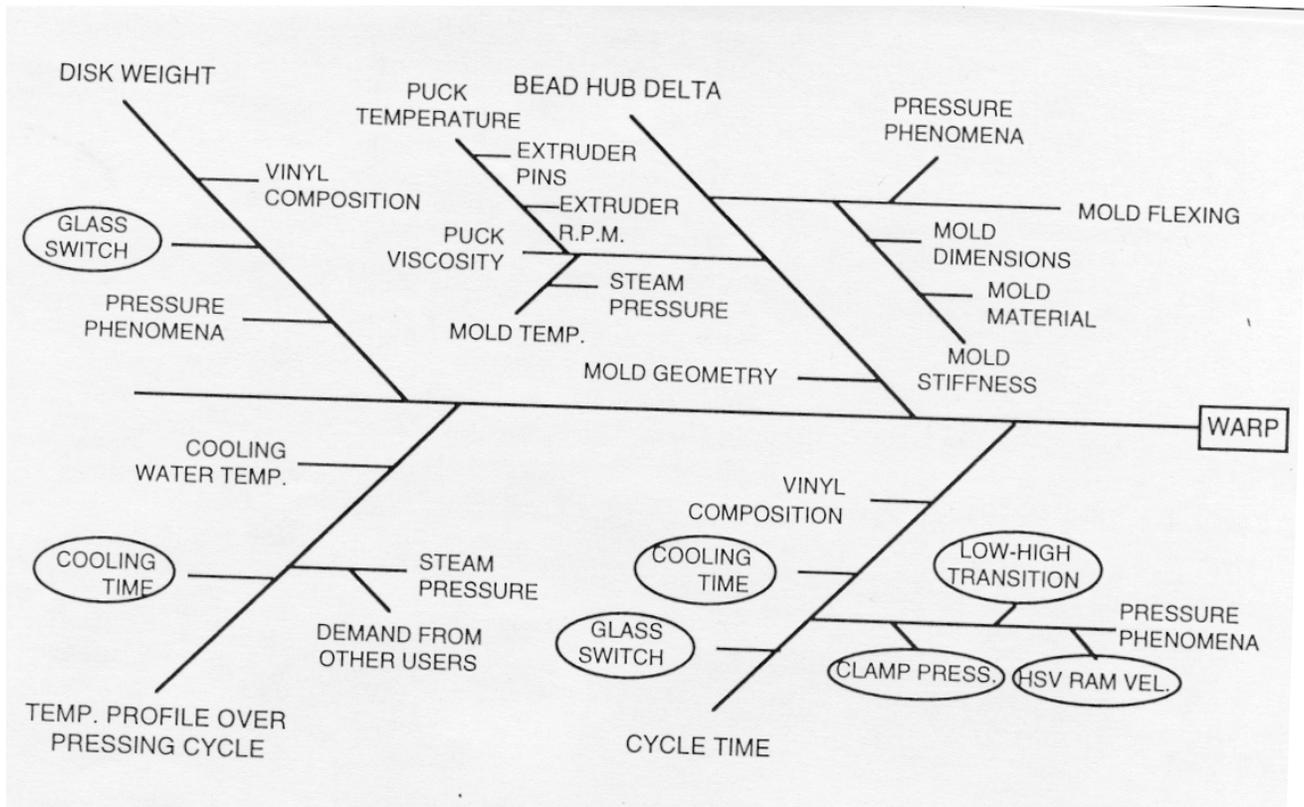
The **cause-and-effect diagram** (or **fishbone**) discussed in the textbook can also be useful in identifying and classifying variables in an experimental design problem. Figure 3 [from Barton (1999)] shows a cause-and-effect diagram for the videodisk process. These diagrams are very useful in organizing and conducting "brainstorming" or other problem-solving meetings in which process variables and their potential role in the experiment are discussed and decided.

Both of these techniques can be very helpful in uncovering **intermediate variables**. These are variables that are often confused with the directly adjustable process variables. For example, the burning rate of a rocket propellant may be affected by the presence of voids in the propellant material. However, the voids are the result of mixing techniques, curing temperature and other process variables and so the voids themselves cannot be directly controlled by the experimenter.

Some other useful papers on planning experiments include Bishop, Petersen and Trayser (1982), Hahn (1977) (1984), and Hunter (1977).



**Figure 2.** An IDEF0 Diagram for an Experiment in a Videodisk Manufacturing Process



**Figure 2.** A Cause-and-Effect Diagram for an Experiment in a Videodisk Manufacturing Process

### S-1.3 Montgomery's Theorems on Designed Experiments

Statistics courses, even very practical ones like design of experiments, tend to be a little dull and dry. Even for engineers, who are accustomed to taking much more exciting courses on topics such as fluid mechanics, mechanical vibrations, and device physics. Consequently, I try to inject a little humor into the course whenever possible. For example, I tell them on the first class meeting that they shouldn't look so unhappy. If they had one more day to live they should choose to spend it in a statistics class—that way it would seem twice as long.

I also use the following “theorems” at various times throughout the course. Most of them relate to non-statistical aspects of DOX, but they point out important issues and concerns.

**Theorem 1.** If something can go wrong in conducting an experiment, it will.

**Theorem 2.** The probability of successfully completing an experiment is inversely proportional to the number of runs.

**Theorem 3.** Never let one person design and conduct an experiment alone, particularly if that person is a subject-matter expert in the field of study.

**Theorem 4.** All experiments are *designed* experiments; some of them are designed well, and some of them are designed really badly. The badly designed ones often tell you nothing.

**Theorem 5.** About 80 percent of your success in conducting a designed experiment results directly from how well you do the pre-experimental planning (steps 1-3 in the 7-step procedure in the textbook).

**Theorem 6.** It is impossible to overestimate the logistical complexities associated with running an experiment in a “complex” setting, such as a factory or plant.

Finally, my friend Stu Hunter has for many years said that without good experimental design, we often end up doing PARC analysis. This is an acronym for

### Planning After the Research is Complete

What does PARC spell backwards?

#### Supplemental References

Andrews, H. P. (1964). “The Role of Statistics in Setting Food Specifications”, *Proceedings of the Sixteenth Annual Conference of the Research Council of the American Meat Institute*, pp. 43-56. Reprinted in *Experiments in Industry: Design, Analysis, and Interpretation of Results*, eds. R. D. Snee, L. B. Hare and J. R. Trout, American Society for Quality Control, Milwaukee, WI 1985.

Barton, R. R. (1997). “Pre-experiment Planning for Designed Experiments: Graphical Methods”, *Journal of Quality Technology*, Vol. 29, pp. 307-316.

Barton, R. R. (1998). “Design-plots for Factorial and Fractional Factorial Designs”, *Journal of Quality Technology*, Vol. 30, pp. 40-54.

Barton, R. R. (1999). *Graphical Methods for the Design of Experiments*, Springer Lecture Notes in Statistics 143, Springer-Verlag, New York.

Bishop, T., Petersen, B. and Trayser, D. (1982). "Another Look at the Statistician's Role in Experimental Planning and Design", *The American Statistician*, Vol. 36, pp. 387-389.

Hahn, G. J. (1977). "Some Things Engineers Should Know About Experimental Design", *Journal of Quality Technology*, Vol. 9, pp. 13-20.

Hahn, G. J. (1984). "Experimental Design in a Complex World", *Technometrics*, Vol. 26, pp. 19-31.

Hunter, W. G. (1977). "Some Ideas About Teaching Design of Experiments With  $2^5$  Examples of Experiments Conducted by Students", *The American Statistician*, Vol. 31, pp. 12-17.

## Chapter 2 Supplemental Text Material

### S2-1. Models for the Data and the $t$ -Test

The model presented in the text, equation (2-23) is more properly called a *means* model. Since the mean is a *location parameter*, this type of model is also sometimes called a *location model*. There are other ways to write the model for a  $t$ -test. One possibility is

$$y_{ij} = \mu + \tau_i + \varepsilon_{ij} \begin{cases} i = 1, 2 \\ j = 1, 2, \dots, n_i \end{cases}$$

where  $\mu$  is a parameter that is common to all observed responses (an overall mean) and  $\tau_i$  is a parameter that is unique to the  $i$ th factor level. Sometimes we call  $\tau_i$  the  $i$ th treatment effect. This model is usually called the *effects* model.

Since the means model is

$$y_{ij} = \mu_i + \varepsilon_{ij} \begin{cases} i = 1, 2 \\ j = 1, 2, \dots, n_i \end{cases}$$

we see that the  $i$ th treatment or factor level mean is  $\mu_i = \mu + \tau_i$ ; that is, the mean response at factor level  $i$  is equal to an overall mean plus the effect of the  $i$ th factor. We will use both types of models to represent data from designed experiments. Most of the time we will work with effects models, because it's the "traditional" way to present much of this material. However, there are situations where the means model is useful, and even more natural.

### S2-2. Estimating the Model Parameters

Because models arise naturally in examining data from designed experiments, we frequently need to estimate the model parameters. We often use **the method of least squares** for parameter estimation. This procedure chooses values for the model parameters that minimize the sum of the squares of the errors  $\varepsilon_{ij}$ . We will illustrate this procedure for the means model. For simplicity, assume that the sample sizes for the two factor levels are equal; that is  $n_1 = n_2 = n$ . The least squares function that must be minimized is

$$\begin{aligned} L &= \sum_{i=1}^2 \sum_{j=1}^n \varepsilon_{ij}^2 \\ &= \sum_{i=1}^2 \sum_{j=1}^n (y_{ij} - \mu_i)^2 \end{aligned}$$

Now  $\frac{\partial L}{\partial \mu_1} = 2 \sum_{j=1}^n (y_{1j} - \mu_1)$  and  $\frac{\partial L}{\partial \mu_2} = 2 \sum_{j=1}^n (y_{2j} - \mu_2)$  and equating these partial derivatives to zero yields the **least squares normal equations**

$$n\hat{\mu}_1 = \sum_{i=1}^n y_{1j}$$

$$n\hat{\mu}_2 = \sum_{i=1}^n y_{2j}$$

The solution to these equations gives the least squares estimators of the factor level means. The solution is  $\hat{\mu}_1 = \bar{y}_1$  and  $\hat{\mu}_2 = \bar{y}_2$ ; that is, the sample averages at each factor level are the estimators of the factor level means.

This result should be intuitive, as we learn early on in basic statistics courses that the sample average usually provides a reasonable estimate of the population mean. However, as we have just seen, this result can be derived easily from a simple location model using least squares. It also turns out that if we assume that the model errors are normally and independently distributed, the sample averages are the **maximum likelihood estimators** of the factor level means. That is, if the observations are normally distributed, least squares and maximum likelihood produce exactly the same estimators of the factor level means. Maximum likelihood is a more general method of parameter estimation that usually produces parameter estimates that have excellent statistical properties.

We can also apply the method of least squares to the effects model. Assuming equal sample sizes, the least squares function is

$$L = \sum_{i=1}^2 \sum_{j=1}^n \varepsilon_{ij}^2$$

$$= \sum_{i=1}^2 \sum_{j=1}^n (y_{ij} - \mu - \tau_i)^2$$

and the partial derivatives of  $L$  with respect to the parameters are

$$\frac{\partial L}{\partial \mu} = 2 \sum_{i=1}^2 \sum_{j=1}^n (y_{ij} - \mu - \tau_i), \quad \frac{\partial L}{\partial \tau_1} = 2 \sum_{j=1}^n (y_{1j} - \mu - \tau_1), \quad \text{and} \quad \frac{\partial L}{\partial \tau_2} = 2 \sum_{j=1}^n (y_{2j} - \mu - \tau_2)$$

Equating these partial derivatives to zero results in the following least squares normal equations:

$$2n\hat{\mu} + n\hat{\tau}_1 + n\hat{\tau}_2 = \sum_{i=1}^2 \sum_{j=1}^n y_{ij}$$

$$n\hat{\mu} + n\hat{\tau}_1 = \sum_{j=1}^n y_{1j}$$

$$n\hat{\mu} + n\hat{\tau}_2 = \sum_{j=1}^n y_{2j}$$

Notice that if we add the last two of these normal equations we obtain the first one. That is, the normal equations are not linearly independent and so they do not have a unique solution. This has occurred because the effects model is **overparameterized**. This