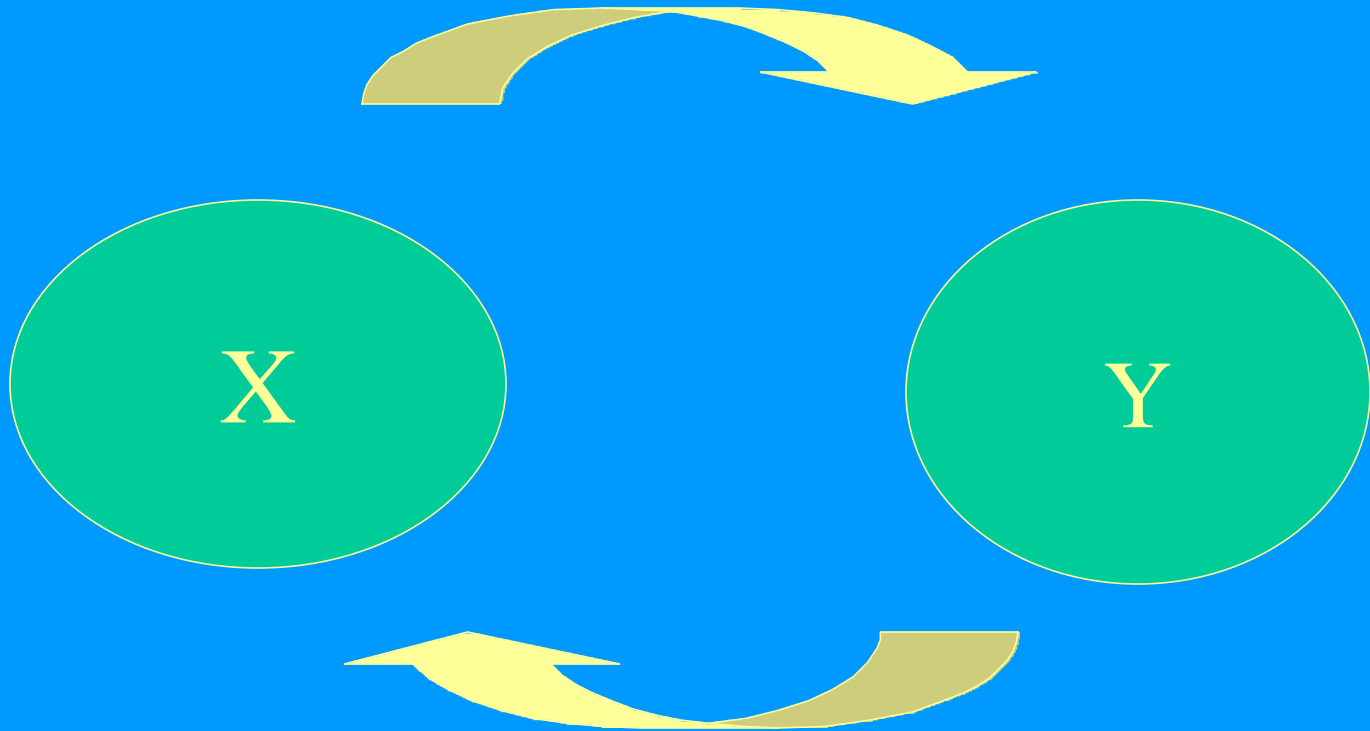
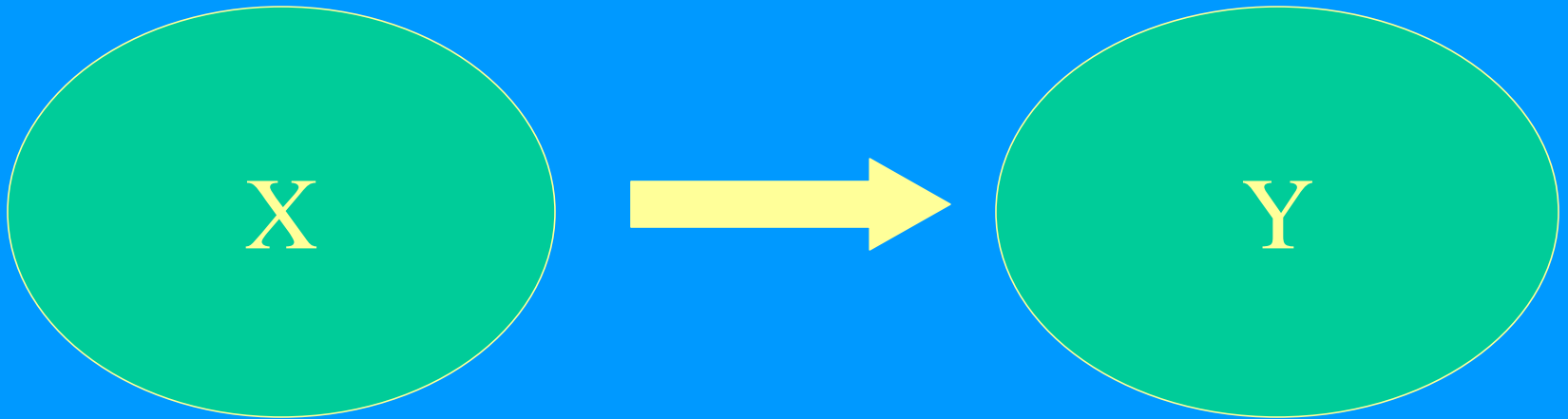


Association



Causality



Independence model (hypothetical)

Percentage Supporting Abortion, by Education Level		
	Low	High
Support	50	50
Oppose	50	50
Total	100	100
N	()	()

Positive association (hypothetical)

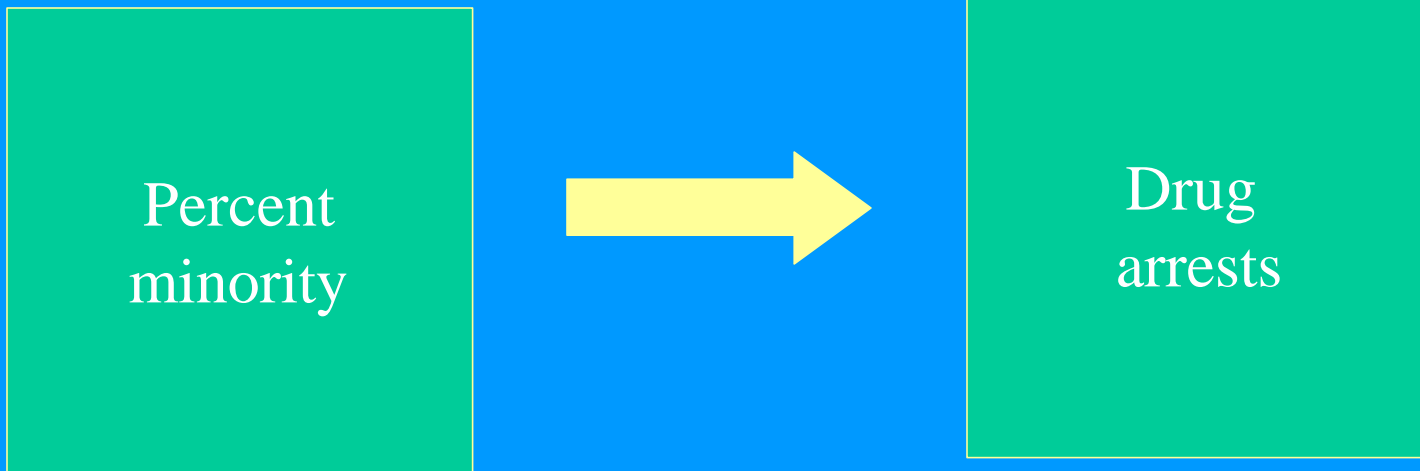
Percentage Supporting Abortion, by Education Level		
	Low	High
Support	40	80
Oppose	60	20
Total	100	100
N	()	()

Negative association (hypothetical)

Percentage Supporting Abortion, by Education Level		
	Low	High
Support	80	40
Oppose	20	60
Total	100	100
N	()	()

Ecological Fallacy (confounding units of analysis)

Unit of Analysis = social group (city)



Moral: Don't move down to lower unit of analysis and make causal argument.

Granovetter's findings (univariate statistics)

Frequency of contact with friend	
	%
1. Often	17
2. Occasionally	55
3. Rarely	28
Total	100
N	()

REMEMBER!

Effect = noun

Affect = verb