

Package ‘BANOVA’

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rstan(>= 2.15.1), methods

Suggests knitr, rmarkdown

VignetteBuilder knitr

Description It covers several Bayesian Analysis of Variance (BANOVA) models used in analysis of experimental designs in which both within- and between- subjects factors are manipulated. They can be applied to data that are common in the behavioral and social sciences. The package includes: Hierarchical Bayes ANOVA models with normal response, t response, Binomial (Bernoulli) response, Poisson response, ordered multinomial response and multinomial response variables. All models accommodate unobserved heterogeneity by including a normal distribution of the parameters across individuals. Outputs of the package include tables of sums of squares, effect sizes and p-values, and tables of predictions, which are easily interpretable for behavioral and social researchers. The floodlight analysis and mediation analysis based on these models are also provided. BANOVA uses 'Stan' and 'JAGS' as the computational platform.

License GPL (>= 2)

NeedsCompilation yes

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 BANOVA-package

BANOVA: Hierarchical Bayesian ANOVA Models

Description

This package includes several hierarchical Bayes Analysis of Variance models. These models are suited for the analysis of experimental designs in which both within- and between- subjects factors are manipulated, and account for a wide variety of distributions of the dependent variable. Floodlight analysis and mediation analysis based on these models are also provided. The package uses 'Stan' and 'JAGS' as the computational platform.

Details

Package: BANOVA
 Type: Package
 Version: 1.1.7
 Date: 2020-04-10
 License: GPL (>= 2)

Model:

$$E(y_i) = g^{-1}(\eta_i)$$

where $\eta_i = \sum_{p=0}^P \sum_{j=1}^{J_p} X_{i,j}^p \beta_{j,s_i}^p$, s_i is the subject id of data response i . Missing values (NAs) of y_i are allowed. The within-subjects factors and their interactions are indexed by p ($p = 1, 2, \dots, P$). Each index p represents a batch of J_p coefficients: $\beta_{j,s}^p, j = 1, \dots, J_p; s = 1, \dots, S$ indexes subjects. Note that if the subject-level covariate is continuous, $J_p = 1$, so that ANCOVA models are also accommodated (relaxing their "constant slope" assumption).

The population-level model allows for heterogeneity among subjects, because the subject-level coefficients $\beta_{j,s}^p$ are assumed to follow a multivariate normal distribution. The between-subjects factors and their interactions are indexed by q , ($q = 1, 2, \dots, Q$), $q = 0$ denotes the constant term. The population-level ANOVA can be written as:

$$\beta_{j,s}^p = \sum_{q=0}^Q \theta_{j,k_s}^{pq} + \delta_{j,s}^p$$

The population-level ANCOVA model can be expressed as a linear model with a design matrix Z that contains all between-subjects factors and their interactions and a constant term:

$$\beta_{j,s}^p = \sum_{k=1}^Q Z_{s,k} \theta_{j,k}^p + \delta_{j,s}^p$$

where $Z_{s,k}$ is an element of Z , a $S \times Q$ matrix of covariates. $\theta_{j,k}^p$ is a hyperparameter which captures the effects of between-subjects factor q on the parameter $\beta_{j,s}^p$ of within-subjects factor p . The error $\delta_{j,s}^p$ is assumed to be normal: $\delta_{j,s}^p \sim N(0, \sigma_p^{-2})$. Proper, but diffuse priors are assumed: $\theta_{j,k}^p \sim N(0, \gamma)$, and $\sigma_p^{-2} \sim \text{Gamma}(a, b)$, where γ, a, b are hyper-parameters. The default setting is $\gamma = 10^{-4}, a = 1, b = 1$.

Note that missing values of independent variables are currently not allowed in the package.

Author(s)

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References

Dong, C. and Wedel, M. (2017) *BANOVA: An R Package for Hierarchical Bayesian ANOVA*, Journal of Statistical Software, Vol. 81, No.9, pp. 1-46.

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Gelman, A. (2005) *Analysis of variance-why it is more important than ever*, Ann. Statist., Vol. 33, No. 1, pp. 1-53.

Rossi, P., Allenby, G., McCulloch, R. (2005) *Bayesian Statistics and Marketing*, John Wiley and Sons.

Gill, J. (2007) *Bayesian Methods for the Social and Behavioral Sciences*, Chapman and Hall, Second Edition.

Gelman, A., Carlin, J., Stern, H. and Dunson, D. (2013) *Bayesian Data Analysis*, London: Chapman and Hall.

Wedel, M. and Dong, C. (2016) *BANOVA: Bayesian Analysis of Variance for Consumer Research*. Submitted.

BANova

Function to print the table of effect sizes

Description

The analysis of variance is performed at level 1 (for the single level model) and level 2 equation of the Bayesian ANOVA see [BANOVA-package](#). This makes it possible to capture the effects of level-1 or level-2 variables on the heterogeneity distribution of subjects, and compute sums of squares and effect sizes.

Usage

BANova(x)

Arguments

x the object from BANOVA.*

Details

Measures of effect size in regression are measures of the degree of association between an effect (e.g., a main effect, an interaction, a linear contrast) and the dependent variable. They can be considered as the correlation between a categorical factor(effect) and the dependent variable. They are usually interpreted as the proportion of variance in the dependent variable that is attributable to each effect. In the package, partial Eta squared is calculated and displayed. It is defined as follows,

$$\eta^2 = \frac{(SS_{effect})}{(SS_{effect} + SS_{error})}$$

Where: SS_effect= the sums of squares for the effect of interest
 SS_error= the sums of squares for the error in the regression.

This equation is evaluated at each draw of the parameters, which allows for the calculation of not only the posterior mean, but also the credible interval of the effect size.

References

- Fox, J. (2008) *Applied Regression Analysis and Generalized Linear Models*, Second Edition. Sage.
- Fox, J. and Weisberg, S. (2011) *An R Companion to Applied Regression*, Second Edition, Sage.
- Lakens, D. (2013) *Calculating and Reporting Effect Sizes to Facilitate Cumulative Science: A Practical Primer for T-tests and ANOVAs*, *Frontiers in Psychology*, Vol. 4, pp.863.
- Gelman, A. and Pardoe, I. (2006) *Bayesian Measures of Explained Variance and Pooling in Multi-level (Hierarchical) Models*, *TECHNOMETRICS*, Vol. 48, NO. 2.

Examples

```
data(goalstudy)
res1 <- BANOVA.Normal(bid~1, ~progress*prodvar, goalstudy, goalstudy$id,
burnin = 1000, sample = 1000, thin = 2)
BANova(res1)

library(rstan)
# or use BANOVA.run based on 'Stan'
res2 <- BANOVA.run(bid~progress*prodvar, model_name = 'Normal',
data = goalstudy, id = 'id', iter = 1000, chains = 2)
BANova(res2)
```

BANOVA.Bernoulli

Estimation of BANOVA with a Bernoulli dependent variable

Description

BANOVA.Bernoulli implements a Bayesian ANOVA for binary dependent variable, using a logit link and a normal heterogeneity distribution.

Usage

```
BANOVA.Bernoulli(l1_formula = "NA", l2_formula = "NA", data,
id, l2_hyper = c(1, 1, 0.0001), burnin = 5000, sample = 2000, thin = 10,
adapt = 0, conv_speedup = F, jags = runjags.getOption('jagspath'))

## S3 method for class 'BANOVA.Bernoulli'
summary(object, ...)
## S3 method for class 'BANOVA.Bernoulli'
predict(object, newdata = NULL, ...)
## S3 method for class 'BANOVA.Bernoulli'
print(x, ...)
```

Arguments

l1_formula	formula for level 1 e.g. 'Y~X1+X2'
l2_formula	formula for level 2 e.g. '~Z1+Z2', response variable must not be included
data	a data.frame in long format including all features in level 1 and level 2(covariates and categorical factors) and responses
id	subject ID of each response unit
l2_hyper	level 2 hyperparameters, $c(a, b, \gamma)$, default $c(1,1,0.0001)$
burnin	the number of burn in draws in the MCMC algorithm, default 5000
sample	target samples in the MCMC algorithm after thinning, default 2000
thin	the number of samples in the MCMC algorithm that needs to be thinned, default 10
adapt	the number of adaptive iterations, default 0 (see run.jags)
conv_speedup	whether to speedup convergence, default F
jags	the system call or path for activating 'JAGS'. Default calls findjags() to attempt to locate 'JAGS' on your system
object	object of class BANOVA.Bern (returned by BANOVA.Bern)
newdata	test data, either a matrix, vector or a data.frame. It must have the same format with the original data (the same number of features and the same data classes)
x	object of class BANOVA.Bern (returned by BANOVA.Bern)
...	additional arguments,currently ignored

Details

Level 1 model:

$$y_i \sim \text{Binomial}(1, p_i), p_i = \text{logit}^{-1}(\eta_i)$$

where $\eta_i = \sum_{p=0}^P \sum_{j=1}^{J_p} X_{i,j}^p \beta_{j,s_i}^p$, s_i is the subject id of data record i . see [BANOVA-package](#)

Value

BANOVA.Bernoulli returns an object of class "BANOVA.Bernoulli". The returned object is a list containing:

anova.table	table of effect sizes BANova
coef.tables	table of estimated coefficients
pvalue.table	table of p-values table.pvalues
dMatrice	design matrices at level 1 and level 2
samples_l2_param	posterior samples of level 2 parameters
data	original data.frame
mf1	model.frame of level 1
mf2	model.frame of level 2
JAGSmodel	'JAGS' model

Examples

```

data(bernlogtime)

# model with the dependent variable : response
res <- BANOVA.Bernoulli(response~typical, ~blur + color, bernlogtime,
  bernlogtime$subject, burnin = 5000, sample = 2000, thin = 10)
summary(res)
# or use BANOVA.run
require(rstan)
res0 <- BANOVA.run(response~typical, ~blur + color, data = bernlogtime,
  model_name = 'Bernoulli', id = 'subject', iter = 100, thin = 1, chains = 2)
summary(res0)

```

BANOVA.Binomial

*Estimation of BANOVA with a Binomial dependent variable***Description**

BANOVA.Binomial implements a Hierarchical Bayesian ANOVA for a binomial response variable using a logit link and a normal heterogeneity distribution.

Usage

```

BANOVA.Binomial(l1_formula = "NA", l2_formula = "NA", data,
  id, num_trials, l2_hyper = c(1, 1, 0.0001), burnin = 5000, sample = 2000,
  thin = 10, adapt = 0, conv_speedup = F, jags = runjags.getOption('jagspath'))
## S3 method for class 'BANOVA.Binomial'
summary(object, ...)
## S3 method for class 'BANOVA.Binomial'
predict(object, newdata = NULL, ...)
## S3 method for class 'BANOVA.Binomial'
print(x, ...)

```

Arguments

l1_formula	formula for level 1 e.g. 'Y~X1+X2'
l2_formula	formula for level 2 e.g. '~Z1+Z2', response variable must not be included
data	a data.frame in long format including all features in level 1 and level 2(covariates and categorical factors) and responses
id	subject ID of each response unit
num_trials	the number of trials of each observation(=1, if it is bernoulli), the type is forced to be 'integer'
l2_hyper	level 2 hyperparameters, c(a, b, γ), default c(1,1,0.0001)
burnin	the number of burn in draws in the MCMC algorithm, default 5000

sample	target samples in the MCMC algorithm after thinning, default 2000
thin	the number of samples in the MCMC algorithm that needs to be thinned, default 10
adapt	the number of adaptive iterations, default 0 (see run.jags)
conv_speedup	whether to speedup convergence, default F
jags	the system call or path for activating 'JAGS'. Default calls findjags() to attempt to locate 'JAGS' on your system
object	object of class BANOVA.Bin (returned by BANOVA.Bin)
newdata	test data, either a matrix, vector or a data frame. It must have the same format with the original data (the same column number)
x	object of class BANOVA.Bin (returned by BANOVA.Bin)
...	additional arguments, currently ignored

Details

Level 1 model:

$$y_i \sim \text{Binomial}(n_{\text{trials}}, p_i), p_i = \text{logit}^{-1}(\eta_i)$$

where n_{trials} is the binomial total for each record i , $\eta_i = \sum_{p=0}^P \sum_{j=1}^{J_p} X_{i,j}^p \beta_{j,s_i}^p$, s_i is the subject id of response i . see [BANOVA-package](#)

Value

BANOVA.Binomial returns an object of class "BANOVA.Bin". The returned object is a list containing:

anova.table	table of effect sizes BANova
coef.tables	table of estimated coefficients
pvalue.table	table of p-values table.pvalues
dMatrice	design matrices at level 1 and level 2
samples_l2_param	posterior samples of level 2 parameters
data	original data.frame
mf1	model.frame of level 1
mf2	model.frame of level 2
JAGSmodel	'JAGS' model

Examples

```
data(colorad)

# mean center Blur for effect coding
colorad$blur <- colorad$blur - mean(colorad$blur)
res <- BANOVA.Binomial(y~typic, ~color*blur, colorad, colorad$id, as.integer(16),
burnin = 5000, sample = 2000, thin = 10)
summary(res)
# or use BANOVA.run
```



```

require(rstan)
res0 <- BANOVA.run(y~typic, ~color*blurfac, data = colorad, model_name = 'Binomial',
id = 'id', num_trials = as.integer(16), iter = 100, thin = 1, chains = 2)
summary(res0)
table.predictions(res0)
# only in-model variables(except numeric variables) will be used
predict(res0, c(1, 0, 8, 2, 1, 0.03400759))

```

BANOVA.build

Build BANOVA models

Description

BANOVA.build builds(compiles) BANOVA models.

Usage

```
BANOVA.build(BANOVA_model)
```

Arguments

BANOVA_model an object of class "BANOVA.model"

Value

BANOVA.build returns an object of class "BANOVA.build". The returned object is a list containing:

stanmodel	the compiled 'Stan' model
model_name	the model name
single_level	if the model is a single level model

Examples

```

model <- BANOVA.model('Poisson', single_level = FALSE)
Poisson_model <- BANOVA.build(model)
# visualize the model
cat(model$model_code)
# modify the model code and rebuild
# be careful to change any parameters
model$model_code <-"
data {
  int<lower=0> N;
  int<lower=0> J;
  int<lower=0> M;
  int<lower=0> K;
  matrix[N, J] X;

```

```

matrix[M, K] Z;
int<lower=0> id[N];
int y[N];
}

parameters {
matrix[J, M] beta1;
matrix[K, J] beta2;
vector<lower=0>[J] tau_beta1Sq;
}

model {
vector[N] y_hat;
matrix[M, J] mu_beta1;
vector[J] tau_beta1;
tau_beta1 = sqrt(tau_beta1Sq);
for (i in 1:N){
y_hat[i] = X[i,]*beta1[,id[i]];
}
y ~ poisson_log(y_hat);
mu_beta1 = Z*beta2;
for (i in 1:J){
beta1[i,] ~ normal(mu_beta1[,i], tau_beta1[i]);
}
tau_beta1Sq ~ inv_gamma(1, 1);
for (i in 1:J){
beta2[,i] ~ normal(0, 10);
}
}
"
Poisson_model_new <- BANOVA.build(model)

```

BANOVA.floodlight

Floodlight analysis based on BANOVA models

Description

BANOVA.floodlight conducts floodlight analysis based on various BANOVA models.

Usage

```

BANOVA.floodlight(sol, var_numeric, var_factor, flood_values = list())
## S3 method for class 'BANOVA.floodlight'
print(x, ...)

```

Arguments

sol	a BANOVA.* object
var_numeric	the numeric variable
var_factor	the factor variable
flood_values	a list of values of the other numeric variables which interact with var_factor and var_numeric, the floodlight analysis will be based on these values, default 0
x	a BANOVA.floodlight object
...	additional arguments, currently ignored

Details

A floodlight analysis (Spiller et al. 2013; Johnson and Neyman 1936) based on BANOVA models is conducted, which identifies regions of the numeric variable for which differences between the levels of the factor are significant. The endpoints of the 95% credible interval of the numeric variable provide the Johnson-Neyman points; for values outside of that interval there is 'strong' evidence that there is a difference between the levels of the factor.

Value

BANOVA.floodlight returns an object of class "BANOVA.floodlight". The returned object is a list containing:

sol	table of the floodlight analysis including the 95% credible interval
num_range	range of the numeric variable

References

Spiller, S., Fitzsimons, G., Lynch Jr., J. and McClelland, G. (2013) *Spotlights, Floodlights, and the Magic Number Zero: Simple Effects Tests in Moderated Regression*. Journal of Marketing Research, Vol. L, pp. 277-288.

Wedel, M. and Dong, C. (2016) *BANOVA: Bayesian Analysis of Variance for Consumer Research*. Submitted.

Examples

```
data(condstudy_sub)

library(rstan)
# use BANOVA.run
model <- BANOVA.model('Normal')
stanmodel <- BANOVA.build(model)
res <- BANOVA.run(att~cond+pict, ~type, fit = stanmodel, data = condstudy_sub,
                 id = 'id', iter = 500, thin = 1, chains = 2)
BANOVA.floodlight(res, var_factor = 'type', var_numeric = 'pict')
```

BANOVA.mediation *Mediation analysis based on BANOVA models*

Description

BANOVA.mediation conducts mediation/moderated mediation analysis based on various BANOVA models.

Usage

```
BANOVA.mediation(sol_1, sol_2, xvar, mediator, individual = F)
## S3 method for class 'BANOVA.mediation'
print(x, ...)
```

Arguments

<code>sol_1</code>	a BANOVA.* model based on an outcome variable, a causal variable, a mediator and possible moderators
<code>sol_2</code>	a BANOVA.Normal model for the mediator which includes the causal variable and moderators
<code>xvar</code>	the causal variable
<code>mediator</code>	the mediator variable
<code>individual</code>	whether to output individual level effects
<code>x</code>	a BANOVA.mediation object
<code>...</code>	additional arguments, currently ignored

Details

A mediation or moderated mediation analysis (Baron and Kenny 1986; Zao, Lynch and Chen 2010; Zhang, Wedel and Pieters 2008) based on BANOVA models is conducted, in which posterior distributions of the direct effect and indirect effect are calculated based on posterior samples. Means and 95% credible intervals are reported.

Value

BANOVA.mediation returns an object of class "BANOVA.mediation". The returned object is a list containing:

<code>dir_effects</code>	tables of the direct effect
<code>individual_direct</code>	the table of the direct effect at the individual level if <code>individual = T</code> and the causal variable is a within-subject variable
<code>m1_effects</code>	tables of the effect of the mediator on the outcome
<code>m2_effects</code>	tables of the effect of the causal variable on the mediator
<code>indir_effects</code>	tables of the indirect effect

individual_indirect	the table of the indirect effect at the individual level if individual = T and the mediator is a within-subject variable
xvar	the name of the causal variable
mediator	the name of the mediator
individual	the value of the argument individual

References

- Baron, R. M. and Kenny, D. A. (1986) *Moderator Mediator Variables Distinction in Social Psychological Research: Conceptual, Strategic, and Statistical Considerations*, Journal of Personality and Social Psychology, Vol. 51, No. 6, pp. 1173-82.
- Zhang, J., Wedel, M. and Pieters, R. G.M. (2009) *Sales Effects of Attention to Feature Advertisements: A Bayesian Mediation Analysis*, Journal of Marketing Research, Vol.46, No.5, pp. 669-681.
- Ying, Y. and MacKinnon, D. P. (2009) *Bayesian Mediation Analysis*, Psychological Methods, Vol. 14, No.4, pp. 301-322.
- Zhao, X., John G. L. and Chen, Q. (2010) *Reconsidering Baron and Kenny: Myths and Truths About Mediation Analysis*, Journal of Consumer Research, Vol.37, No.2, pp. 197-206.
- Wedel, M. and Dong, C. (2016) *BANOVA: Bayesian Analysis of Variance for Consumer Research*. Submitted.

Examples

```
data(condstudy_sub)

library(rstan)
# use BANOVA.run based on 'Stan'
model <- BANOVA.model('Normal')
stanmodel <- BANOVA.build(model)
out2 <- BANOVA.run(att~cond+pict, ~type, fit = stanmodel, data = condstudy_sub,
                  id = 'id', iter = 500, thin = 1, chains = 2)
out3 <- BANOVA.run(pict~cond, ~type, fit = stanmodel, data = condstudy_sub,
                  id = 'id', iter = 500, thin = 1, chains = 2)
# (moderated) mediation
sol <- BANOVA.mediation(out2, out3, xvar='cond', mediator='pict')
print(sol)
print(sol$dir_effects)
```

BANOVA.model

Extract BANOVA models

Description

BANOVA.model extracts BANOVA models from the package.

Usage

```
BANOVA.model(model_name, single_level = F)
```

Arguments

```
model_name      a character string in c('Normal', 'T', 'Bernoulli', 'Binomial', 'Poisson', 'ord-
Multinomial', 'Multinomial')
single_level    if the model is a single level model, default False
```

Value

BANOVA.model returns an object of class "BANOVA.model". The returned object is a list containing:

```
model_code      the model code of the extracted model
model_name      the model name
single_level    if the model is a single level model
```

Examples

```
model <- BANOVA.model('Poisson', single_level = FALSE)
cat(model$model_code)
```

BANOVA.Multinomial *Estimation of BANOVA with a Multinomial dependent variable*

Description

BANOVA.Multinomial implements a Hierarchical Bayesian ANOVA for multinomial response variable using a logit link and a normal heterogeneity distribution.

Usage

```
BANOVA.Multinomial(l1_formula = "NA", l2_formula = "NA",
  dataX, dataZ, y, id, l2_hyper = c(1, 1, 0.0001), burnin = 5000, sample = 2000,
  thin = 10, adapt = 0, conv_speedup = F, jags = runjags.getOption('jagspath'))
## S3 method for class 'BANOVA.Multinomial'
summary(object, ...)
## S3 method for class 'BANOVA.Multinomial'
predict(object, Xsamples = NULL, Zsamples = NULL, ...)
## S3 method for class 'BANOVA.Multinomial'
print(x, ...)
```

Arguments

l1_formula	formula for level 1 e.g. '~X1+X2', response variable must not be included
l2_formula	formula for level 2 e.g. '~Z1+Z2', response variable must not be included
dataX	a list of data frames(each corresponds to the choice set of each observation) that includes all covariates and factors
dataZ	a data frame(long format) that includes all level 2 covariates and factors
y	choice responses, 1,2,3...
id	subject id
l2_hyper	level 2 hyperparameters, c(a, b, γ), default c(1,1,0.0001)
burnin	the number of burn in draws in the MCMC algorithm, default 5000
sample	target samples in the MCMC algorithm after thinning, default 2000
thin	the number of samples in the MCMC algorithm that needs to be thinned, default 10
adapt	the number of adaptive iterations, default 0 (see run.jags)
conv_speedup	whether to speedup convergence, default F
jags	the system call or path for activating 'JAGS'. Default calls findjags() to attempt to locate 'JAGS' on your system
object	object of class BANOVA.Multinomial(returned by BANOVA.Multinomial)
Xsamples	new data samples in level one, must be a list(the same format with the training data), numeric variables must be mean centered.
Zsamples	new data samples in level two(the same format with the training data), numeric variables must be mean centered.
x	object of class BANOVA.Multinomial (returned by BANOVA.Multinomial)
...	additional arguments,currently ignored

Details

Level 1 model:

$$P(y_i = \ell) = \frac{\exp(\eta_{i\ell})}{\sum_{\ell=1}^L \exp(\eta_{i\ell})}$$

where $\eta_{i\ell} = \sum_{p=0}^P \sum_{j=1}^{J_p} X_{i,j}^{k,p} \beta_{j,s_i}^p$, s_i is the subject id of response i , see [BANOVA-package](#). $X_{i,j}^{k,p}$ is the design matrix corresponding to each class ℓ ($\ell = 1, \dots, L$) of y_i . The first level of the response is the base level, thus the intercept corresponding to this level will not be included.

Value

BANOVA.Multinomial returns an object of class "BANOVA.Multinomial". The returned object is a list containing:

anova.table	table of effect sizes BANova
coef.tables	table of estimated coefficients
pvalue.table	table of p-values table.pvalues
dMatrice	design matrices at level 1 and level 2

```

samples_l2_param      posterior samples of level 2 parameters
dataX                 original dataX
dataZ                 original dataZ
mf1                   model.frame of level 1
mf2                   model.frame of level 2
n_categories          the number of categories of the response
JAGSmodel             'JAGS' model

```

Examples

```

# see 'choicedata'
data(choicedata)
# generate dataX(convert the within-subject variables to a list)
dataX <- list()
for (i in 1:nrow(choicedata)){
  logP <- as.numeric(log(choicedata[i,3:8]))
  # all numeric variables must be mean centered
  dataX[[i]] <- as.data.frame(logP) - mean(logP)
}
dataZ <- choicedata[,9:13]

res <- BANOVA.Multinomial(~ logP, ~ college, dataX, dataZ,
  choicedata$choice, choicedata$hhid, burnin = 100, sample = 100, thin = 10)
# or use BANOVA.run based on 'Stan'
require(rstan)
res <- BANOVA.run(~ logP, ~ college, dataX = dataX, dataZ = dataZ,
  model_name = 'Multinomial', y_value = choicedata$choice,
  id = choicedata$hhid, iter = 100, thin = 1, chains = 2)

```

BANOVA.Normal

Estimation of BANOVA with a normally distributed dependent variable

Description

BANOVA.Normal implements a Hierarchical Bayesian ANOVA for linear models with normal response and a normal heterogeneity distribution.

Usage

```

BANOVA.Normal(l1_formula = "NA", l2_formula = "NA", data,
  id, l1_hyper = c(1, 1), l2_hyper = c(1, 1, 0.0001), burnin = 5000,
  sample = 2000, thin = 10, adapt = 0, conv_speedup = F,
  jags = runjags.getOption('jagspath'))
## S3 method for class 'BANOVA.Normal'

```



```
summary(object, ...)
## S3 method for class 'BANOVA.Normal'
predict(object, newdata = NULL, ...)
## S3 method for class 'BANOVA.Normal'
print(x, ...)
```

Arguments

l1_formula	formula for level 1 e.g. 'Y~X1+X2'
l2_formula	formula for level 2 e.g. '~Z1+Z2', response variable must not be included, if missing, the single level model will be generated
data	a data.frame in long format including all features in level 1 and level 2(covariates and categorical factors) and responses
id	subject ID of each response unit
l1_hyper	level 1 hyperparameters, $c(\alpha, \beta)$ for two-level models and $c(\alpha, \beta, \sigma_p)$ for single level models, default $c(1,1)$
l2_hyper	level 2 hyperparameters, $c(a, b, \gamma)$, default $c(1,1,0.0001)$
burnin	the number of burn in draws in the MCMC algorithm, default 5000
sample	target samples in the MCMC algorithm after thinning, default 2000
thin	the number of samples in the MCMC algorithm that needs to be thinned, default 10
adapt	the number of adaptive iterations, default 0 (see run.jags)
conv_speedup	whether to speedup convergence, default F
jags	the system call or path for activating 'JAGS'. Default calls findjags() to attempt to locate 'JAGS' on your system
object	object of class BANOVA.Normal (returned by BANOVA.Normal)
newdata	test data, either a matrix, vector or a data frame. It must have the same format with the original data (the same column number)
x	object of class BANOVA.Normal (returned by BANOVA.Normal)
...	additional arguments, currently ignored

Details

Level 1 model:

$$y_i \sim \text{Normal}(\eta_i, \sigma^{-2})$$

where $\eta_i = \sum_{p=0}^P \sum_{j=1}^{J_p} X_{i,j}^p \beta_{j,s_i}^p$, s_i is the subject id of response i , $\sigma^{-2} \sim \text{Gamma}(\alpha, \beta)$. see [BANOVA-package](#)

Value

BANOVA.Normal returns an object of class "BANOVA.Normal". The returned object is a list containing:

anova.table table of effect sizes [BANova](#)

coef.tables	table of estimated coefficients
pvalue.table	table of p-values table.pvalues
dMatrice	design matrices at level 1 and level 2
samples_l2_param	posterior samples of level 2 parameters
data	original data.frame
mf1	model.frame of level 1
mf2	model.frame of level 2
JAGSmodel	'JAGS' model

Examples

```
# Use the ipadstudy data set
data(ipadstudy)
# mean center covariates
ipadstudy$age <- ipadstudy$age - mean(ipadstudy$age)
ipadstudy$owner <- ipadstudy$owner - mean(ipadstudy$owner)
ipadstudy$gender <- ipadstudy$gender - mean(ipadstudy$gender)
res <- BANOVA.Normal(attitude~1, ~owner + age + gender + selfbrand*conspic, ipadstudy,
ipadstudy$id, burnin = 1000, sample = 1000, thin = 1 )
summary(res)

# or use BANOVA.run based on 'Stan'
require(rstan)
res <- BANOVA.run(attitude~owner + age + gender + selfbrand*conspic,
data = ipadstudy, model_name = 'Normal', id = 'id',
iter = 100, thin = 1, chains = 2)
```

BANOVA.ordMultinomial *Estimation of BANOVA with a ordered Multinomial response variable*

Description

BANOVA.ordMultinomial implements a Hierarchical Bayesian ANOVA for ordered multinomial responses, with a normal heterogeneity distribution.

Usage

```
BANOVA.ordMultinomial(l1_formula = "NA",
  l2_formula = "NA", data, id, l1_hyper = c(0.0001, 100),
  l2_hyper = c(1, 1, 0.0001, 100), burnin = 5000,
  sample = 2000, thin = 10, adapt = 0, conv_speedup = F,
  jags = runjags.getOption('jagspath'))
## S3 method for class 'BANOVA.ordMultinomial'
summary(object, ...)
```

```
## S3 method for class 'BANOVA.ordMultinomial'
predict(object, newdata = NULL,...)
## S3 method for class 'BANOVA.ordMultinomial'
print(x, ...)
```

Arguments

l1_formula	formula for level 1 e.g. 'Y~X1+X2'
l2_formula	formula for level 2 e.g. '~Z1+Z2', response variable must not be included, if missing, the single level model will be generated
data	a data frame
id	subject ID of each response unit
l1_hyper	level 1 hyperparameters for single level models, default c(0.0001,100)
l2_hyper	level 2 hyperparameters, c(a, b, γ , d), default c(1,1,0.0001,100)
burnin	the number of burn in draws in the MCMC algorithm, default 5000
sample	target samples in the MCMC algorithm after thinning, default 2000
thin	the number of samples in the MCMC algorithm that needs to be thinned, default 10
adapt	the number of adaptive iterations, default 0 (see run.jags)
conv_speedup	whether to speedup convergence, default F
jags	the system call or path for activating 'JAGS'. Default calls findjags() to attempt to locate 'JAGS' on your system
object	object of class BANOVA.ordMultinomial (returned by BANOVA.ordMultinomial)
newdata	test data, either a matrix, vector or a data frame. It must have the same format with the original data (the same column number)
x	object of class BANOVA.ordMultinomial (returned by BANOVA.ordMultinomial)
...	additional arguments, currently ignored

Details

Level 1 model:

$$y_i = 1, \text{ if } l_i < 0$$

$$y_i = 2, \text{ if } 0 < l_i < c_2$$

...

$$y_i = \ell, \text{ if } c_{\ell-1} < l_i < \infty$$

$l_i = \eta_i + \epsilon_i$ where $\epsilon_i \sim \text{logistic}(0, 1)$, c_ℓ , ($\ell = 2, \dots, L-1$) are cut points, $c_\ell \sim N(0, \bar{\sigma}_\ell^2)$, and $\bar{\sigma}_\ell^2 \sim \text{Uniform}(0, d)$, with d a hyper-parameter.

$$\eta_i = \sum_{p=0}^P \sum_{j=1}^{J_p} X_{i,j}^p \beta_{j,s_i}^p, \text{ } s_i \text{ is the subject id of response } i. \text{ see } \text{BANOVA-package}$$

Value

BANOVA.ordMultinomial returns an object of class "BANOVA.ordMultinomial". The returned object is a list containing:

anova.table table of effect sizes [BANova](#)

coef.tables	table of estimated coefficients
pvalue.table	table of p-values table.pvalues
dMatrice	design matrices at level 1 and level 2
samples_l2_param	posterior samples of level 2 parameters
samples_cutp_param	posterior samples of cutpoints
data	original data.frame
mf1	model.frame of level 1
mf2	model.frame of level 2
JAGSmodel	'JAGS' model

Examples

```
data(goalstudy)

res <- BANOVA.ordMultinomial (perceivedsim~1, ~progress*prodvar, goalstudy,
goalstudy$id, burnin = 1000, sample = 1000, thin = 2)
summary(res)
# or use BANOVA.run based on 'Stan'
require(rstan)
res <- BANOVA.run(perceivedsim~progress*prodvar, data = goalstudy,
model_name = 'ordMultinomial', id = 'id', iter = 100, thin = 1, chains = 2)
```

BANOVA.Poisson

Estimation of BANOVA with Poisson dependent variables

Description

BANOVA.Poisson implements a Hierarchical Bayesian ANOVA for models with a count-data response variable and normal heterogeneity distribution.

Usage

```
BANOVA.Poisson(l1_formula = "NA", l2_formula = "NA",
  data, id, l2_hyper = c(1, 1, 0.0001), burnin = 5000, sample = 2000, thin = 10,
  adapt = 0, conv_speedup = F, jags = runjags.getOption('jagspath'))
## S3 method for class 'BANOVA.Poisson'
summary(object, ...)
## S3 method for class 'BANOVA.Poisson'
predict(object, newdata = NULL, ...)
## S3 method for class 'BANOVA.Poisson'
print(x, ...)
```

Arguments

l1_formula	formula for level 1 e.g. 'Y~X1+X2'
l2_formula	formula for level 2 e.g. '~Z1+Z2', response variable must not be included, if missing, the single level model will be generated
data	a data.frame in long format including all features in level 1 and level 2(covariates and categorical factors) and responses
id	subject ID of each response unit
l2_hyper	level 2 hyperparameters, c(a, b, γ), default c(1,1,0.0001)
burnin	the number of burn in draws in the MCMC algorithm, default 5000
sample	target samples in the MCMC algorithm after thinning, default 2000
thin	the number of samples in the MCMC algorithm that needs to be thinned, default 10
adapt	the number of adaptive iterations, default 0 (see run.jags)
conv_speedup	whether to speedup convergence, default F
jags	the system call or path for activating 'JAGS'. Default calls findjags() to attempt to locate 'JAGS' on your system
object	object of class BANOVA.Poisson (returned by BANOVA.Poisson)
newdata	test data, either a matrix, vector or a data frame. It must have the same format with the original data (the same column number)
x	object of class BANOVA.Poisson (returned by BANOVA.Poisson)
...	additional arguments,currently ignored

Details

Level 1 model:

$$y_i \sim \text{Poisson}(\lambda_i), \lambda_i = \exp(\eta_i + \epsilon_i)$$

where $\eta_i = \sum_{p=0}^P \sum_{j=1}^{J_p} X_{i,j}^p \beta_{j,s_i}^p$, s_i is the subject id of response i , see [BANOVA-package](#). ϵ_i is a dispersion term.

Value

BANOVA.Poisson returns an object of class "BANOVA.Poisson". The returned object is a list containing:

anova.table	table of effect sizes BA nova
coef.tables	table of estimated coefficients
pvalue.table	table of p-values table.pvalues
dMatrice	design matrices at level 1 and level 2
samples_l2_param	posterior samples of level 2 parameters
samples_l2_sigma_param	posterior samples of level 2 standard deviations
data	original data.frame

```
mf1          model.frame of level 1
mf2          model.frame of level 2
JAGSmodel    'JAGS' model
```

Examples

```
# use the bpndata dataset
data(bpndata)
# within-subjects model using the dependent variable : PIC_FIX
res1 <- BANOVA.Poisson(PIC_FIX ~ AD_ID + PIC_SIZE+ PAGE_NUM
+ PAGE_POS, ~1, bpndata, bpndata$RESPONDENT_ID, burnin = 500,
sample = 200, thin = 5)
summary(res1)

# use the goalstudy dataset
data(goalstudy)
goalstudy$bid <- as.integer(goalstudy$bid + 0.5)
res2<-BANOVA.Poisson(bid~1, ~progress*prodvar, goalstudy, goalstudy$id,
burnin = 5000, sample = 2000, thin = 10)
summary(res2)

# or use the BANOVA.run based on 'Stan'
require(rstan)
res3 <- BANOVA.run(bid~progress*prodvar, data = goalstudy,
model_name = 'Poisson', id = 'id', iter = 100, thin = 1, chains = 2)
```

BANOVA.run

Estimation of BANOVA models

Description

BANOVA.run implements Hierarchical Bayesian ANOVA models using 'Stan'

Usage

```
BANOVA.run(l1_formula = "NA", l2_formula = "NA", fit = NULL, model_name = 'NA',
dataX = NULL, dataZ = NULL, data = NULL, y_value = NULL, id, iter = 2000,
num_trials = 1, contrast = NULL, ...)
## S3 method for class 'BANOVA'
summary(object, ...)
## S3 method for class 'BANOVA'
predict(object, newdata = NULL, Xsamples = NULL, Zsamples =
NULL, ...)
```

Arguments

l1_formula	formula for level 1 e.g. 'Y~X1+X2'
l2_formula	formula for level 2 e.g. '~Z1+Z2', response variable must not be included. If NULL, the single level model is used
fit	a fitted BANOVA models, an object of class "BANOVA.build", default NULL which needs compilation
model_name	a character string in c('Normal', 'T', 'Bernoulli', 'Binomial', 'Poisson', 'ord-Multinomial', 'Multinomial')
dataX	a list of data frames(each corresponds to the choice set of each observation) that includes all covariates and factors, for the Multinomial model only, default NULL
dataZ	a data frame(long format) that includes all level 2 covariates and factors, for the Multinomial model only, default NULL
data	a data.frame in long format including all features in level 1 and level 2(covariates and categorical factors) and responses, default NULL
id	subject ID (string) of each response unit
y_value	choice responses, 1,2,3..., for the Multinomial model only, default NULL
iter	target samples in the 'Stan' algorithm after thinning, default 2000
num_trials	the number of trials of each observation(=1, if it is bernoulli), the type is forced to be 'integer', for the Binomial model only, default 0
contrast	a list of contrasts for planned comparisons, default: effect coding (NULL value)
object	an object of class BANOVA (returned by BANOVA.run)
x	an object of class BANOVA (returned by BANOVA.run)
newdata	test data, either a matrix, vector or a data frame. It must have the same format with the original data (the same column number)
Xsamples	a list of sample data frames(each corresponds to the choice set of each observation) that includes all covariates and factors, for the Multinomial model only, default NULL
Zsamples	a data frame(long format) that includes all level 2 covariates and factors, for the Multinomial model only, default NULL
...	additional arguments, for BANOVA.run, it can include standard 'Stan' arguments, e.g. warmup, thin, chains, etc., see sampling for more details, for other functions, ignored currently

Value

BANOVA.run returns an object of class "BANOVA". The returned object is a list containing:

anova.table	table of effect sizes BANova
coef.tables	table of estimated coefficients
pvalue.table	table of p-values table.pvalues
dMatrice	design matrices at level 1 and level 2

<code>samples_l1_param</code>	posterior samples of level 1 parameters
<code>samples_l2_param</code>	posterior samples of level 2 parameters
<code>samples_l2_sigma_param</code>	posterior samples of level 2 standard deviations
<code>samples_cutp_param</code>	posterior samples of cutpoints
<code>data</code>	original data.frame
<code>mf1</code>	model.frame of level 1
<code>mf2</code>	model.frame of level 2
<code>model_code</code>	'Stan' code
<code>single_level</code>	if this is a single level model
<code>stan_fit</code>	fitted samples
<code>model_name</code>	the name of the model
<code>contrast</code>	contrasts for planned comparisons
<code>new_id</code>	id values coded in 1,2,3,...
<code>old_id</code>	original id values

Examples

```
# Use the ipadstudy data set
data(ipadstudy)

library(rstan)
# build the BANOVA model first so that it can be reused
model <- BANOVA.model('Normal', single_level = TRUE)
banova_model <- BANOVA.build(model)
res_1 <- BANOVA.run(attitude~owner + age + gender + selfbrand*conspic,
  fit = banova_model, data = ipadstudy, id = 'id', iter = 2000,
  thin = 5, chains = 2)
summary(res_1)

# or call the function directly without specifying the fit argument
# but it needs compilation
res_1 <- BANOVA.run(attitude~owner + age + gender + selfbrand*conspic,
  model_name = 'Normal', data = ipadstudy, id = 'id', iter = 2000,
  thin = 5, chains = 2)
```

BANOVA.simple	<i>Simple effects calculation</i>
---------------	-----------------------------------

Description

BANOVA.simple calculates simple or partial effects, also known as simple main effects in a model with more than one interacting factors. One variable must be selected as a moderating (or base) factor. Both single-level and multi-level models with any of the distributions accommodated in the package can be analyzed.

Usage

```
BANOVA.simple(BANOVA_output, base = NULL, quantiles = c(0.025, 0.975),
  dep_var_name = NULL, return_posterior_samples = FALSE)
```

Arguments

BANOVA_output	an object of class "BANOVA" returned by BANOVA.run function with an outcome of the Hierarchical Bayesian ANOVA analysis
base	a character string which specifies the name of the mediator variable used as a base for calculation
quantiles	a numeric vector with quantiles for the posterior interval of the simple effects. Must include two elements with values between 0 and 1 in ascending order, default c(0.025, 0.975)
dep_var_name	a character string with a name of the dependent variable, for the Multinomial model only, default NULL
return_posterior_samples	logical indicator of whether samples of the posterior simple effects distributions should be returned, default FALSE

Details

The function identifies all factors and their combinations that are interacting with a moderating of "base" variable. For each interaction, it determines all possible level combinations of the involved regressors, which are further used to combine the posterior samples of the selected regression coefficients to calculate simple effects.

When the default effect coding scheme is used the simple effects are calculated for all levels of the interacting variables, as specified in the data. If a user specifies different contrasts for any of the interacting variables the simple effects for these variables are reported for the user-defined regressors. This distinction is reflected in the labels of the reported results: in the default case labels from the original factors are displayed; in the case of user-defined contrasts, the name of the regressor is displayed instead.

The summary of the posterior distribution of each simple effect contains the mean, standard deviation, posterior interval, which by default reports a central 95% interval, but can also be specified by the user, and a Bayesian p-value.

Note that for a Multinomial model intercepts and between-subject regressors have choice specific coefficients and thus simple effects are reported for each possible choice outcome. To perform the calculation for a Multinomial model an additional argument `dep_var_name` with a name of the dependent variable must be specified.

Value

Returns a list with the summary tables of the results; optionally returns the samples drawn from the posterior simple effects distributions.

`results_summary`

a list of tables with summaries of the posterior simple effects distributions for all factors and their combinations that are interacting with a moderating variable.

`samples_simple_effects`

if `return_posterior_samples` is set to TRUE a list of tables with samples of the posterior simple effects is returned. The tables include results for all levels of all factors and their combinations that are interacting with a moderating variable.

Examples

```
# Use the colorad data set
data(colorad)

# Build and analyze the model
model <- BANOVA.model('Binomial')
banova_model <- BANOVA.build(model)
res_1 <- BANOVA.run(y ~ typic, ~ color*blurfac, fit = banova_model,
  data = colorad, id = 'id', num_trials = as.integer(16),
  iter = 2000, thin = 5, chains = 2)
# Calculate simple effects with "blurfac" as a moderating variable
simple_effects <- BANOVA.simple(BANOVA_output = res_1, base = "blurfac")
```

BANOVA.T

Estimation of BANOVA with T-distributin of the dependent variable

Description

BANOVA.T implements a Hierarchical Bayesian ANOVA for linear models with T-distributed response.

Usage

```
BANOVA.T(l1_formula = "NA", l2_formula = "NA", data, id, l1_hyper = c(1, 1, 1),
  l2_hyper = c(1, 1, 0.0001), burnin = 5000, sample = 2000, thin = 10,
  adapt = 0, conv_speedup = F, jags = runjags.getOption('jagspath'))
## S3 method for class 'BANOVA.T'
summary(object, ...)
## S3 method for class 'BANOVA.T'
```

```
predict(object, newdata = NULL,...)
## S3 method for class 'BANOVA.T'
print(x, ...)
```

Arguments

l1_formula	formula for level 1 e.g. 'Y~X1+X2'
l2_formula	formula for level 2 e.g. '~Z1+Z2', response variable must not be included, if missing, the single level model will be generated
data	a data.frame in long format including all features in level 1 and level 2(covariates and categorical factors) and responses
id	subject ID of each response unit
l1_hyper	level 1 hyperparameters, $c(\alpha, \beta, \lambda)$ for two-level models and $c(\alpha, \beta, \lambda, \sigma_p)$ for single level models, default $c(1,1,1)$
l2_hyper	level 2 hyperparameters, $c(a, b, \gamma)$, default $c(1,1,0.0001)$
burnin	the number of burn in draws in the MCMC algorithm, default 5000
sample	target samples in the MCMC algorithm after thinning, default 2000
thin	the number of samples in the MCMC algorithm that needs to be thinned, default 10
adapt	the number of adaptive iterations, default 0 (see run.jags)
conv_speedup	whether to speedup convergence, default F
jags	the system call or path for activating 'JAGS'. Default calls <code>findjags()</code> to attempt to locate 'JAGS' on your system
object	object of class BANOVA.T (returned by BANOVA.T)
newdata	test data, either a matrix, vector or a data frame. It must have the same format with the original data (the same column number)
x	object of class BANOVA.T (returned by BANOVA.T)
...	additional arguments,currently ignored

Details

Level 1 model:

$$y_i \sim t(\nu, \eta_i, \sigma^{-2})$$

where $\eta_i = \sum_{p=0}^P \sum_{j=1}^{J_p} X_{i,j}^p \beta_{j,s_i}^p$, s_i is the subject id of response i , see [BANOVA-package](#). The hyper parameters: ν is the degree of freedom, $\nu \sim \text{Poisson}(\lambda)$ and σ is the scale parameter, $\sigma^{-2} \sim \text{Gamma}(\alpha, \beta)$.

Value

BANOVA.T returns an object of class "BANOVA.T". The returned object is a list containing:

anova.table	table of effect sizes BAnova
coef.tables	table of estimated coefficients
pvalue.table	table of p-values table.pvalues

```

dMatrice      design matrices at level 1 and level 2
samples_l2_param
              posterior samples of level 2 parameters

data          original data.frame
mf1          model.frame of level 1
mf2          model.frame of level 2
JAGSmodel    'JAGS' model

```

Examples

```

# Use the ipadstudy data set
data(ipadstudy)
res <- BANOVA.T(attitude~1, ~owner + age + gender + selfbrand*conspic,
  ipadstudy$id, burnin = 5000, sample = 2000, thin = 10)
summary(res)

# or use BANOVA.run based on 'Stan'
require(rstan)
res19 <- BANOVA.run(attitude~owner + age + gender + selfbrand*conspic,
  data = ipadstudy, model_name = 'T', id = 'id', iter = 100,
  thin = 1, chains = 2)

```

bernlogtime	<i>Data for analysis of effects of typicality, blur and color on gist perception of ads</i>
-------------	---

Description

Data from a mixed design experiment, where respondents were exposed to 32 ads, for 100 millisecond. The ads were either typical or atypical (typical: 1 or 2). Respondents were exposed to ads that were either in full color or black-and-white (color: 1 or 2), and at different levels of blur (1=normal, 5 = very high blur). These are between-subjects factors. The dependent variables are the response 0/1, and the response time. Typicality is a within-subjects variable.

Usage

```
data(bernlogtime)
```

Format

This R object contains within-subject variable: `\$typical` is a factor with 2 levels "0" (typical ads) and "1"(atypical ads); between-subjects variables: `\$blur` is a factor with two levels (1=normal, 5 = very high blur). `\$color` denotes a factor with 2 levels "1"(full color) and "2"(grayscale). `\$subject` is the ID of subjects. `\$response` denotes if the ad is correctly identified. `\$logtime` is the response time.

```

\$.bernlogtime: 'data.frame': 3072 obs. of 6 variables:
... \$.subject : int 5 5 5 5 5 5 5 5 5 ...
... \$.typical : Factor w/ 2 levels "1","2": 1 2 1 1 1 2 2 2 1 ...
... \$.blur : Factor w/ 2 levels "1","5": 1 1 1 1 1 1 1 1 1 ...
... \$.color : Factor w/ 2 levels "1","2": 2 2 2 2 2 2 2 2 2 ...
... \$.response: int 1 1 1 1 1 1 1 1 1 ...
... \$.logtime : num 0.977 1.73 1.784 1 1.149 ...

```

References

Wedel, M and R. Pieters (2015). *The Buffer Effect: The Role of Color when Advertising Exposures are Brief and Blurred*, Marketing Science, Vol. 34, No. 1, pp. 134-143.

Examples

```

data(bernlogtime)

# model using the dependent variable : log of the response time(logtime)
res1 <- BANOVA.Normal(logtime~typical, ~blur + color, bernlogtime,
bernlogtime$subject, burnin = 1000, sample = 1000, thin = 1)
summary(res1)
table.predictions(res1)

# model using the dependent variable : response
res2 <- BANOVA.Bernoulli(response~typical, ~blur + color, bernlogtime,
bernlogtime$subject, burnin = 1000, sample = 1000, thin = 1)
summary(res2)
table.predictions(res2)

```

bpndata

Eye-movement data for analysis of print ad designs

Description

Data were collected in an experimental study in which 88 participants freely paged through a magazine at home or in a waiting room. While flipping through pages at their own pace, participants' eye-movements were recorded with infra-red corneal reflection eye-tracking methodology. In a subsequent memory task, participants were asked to identify the target brand in the ad as soon as possible by touching the correct brand name on the screen. **Accuracy** (accurate=1, inaccurate =0) of brand memory and **response time** were recorded for each ad and participant.

Usage

```
data(bpndata)
```

Format

This R object contains 3080 observations in the data (35 ads x 88 participants). The goal is to examine the effects of several ad design variables on both eye movements and memory. The variables include:

1. RESPONDENT_ID: ID number of a respondent;
2. AD_ID: ID number of an ad;
3. PAGE_NUM: page number in the magazine where an ad appears (1,2,3,...);
4. PAGE_POS: the right-side vs. left-side position on a page, 1 = right, 0 = left;
5. PIC_FIX: fixation count of the pictorial element (0, 1, 2, 3, ...);
6. PIC_SIZE: surface size of the pictorial element, in inches²;
7. RECALL_ACCU: whether a respondent accurately recalls the brand name, 1= yes, 0 = no;
8. RECALL_TIME: the time it takes a respondent to answer the brand recall question, in seconds.

```
\$ bpndata: 'data.frame': 3080 obs. of 8 variables:
... \$ RESPONDENT_ID: int 1 1 1 1 1 1 1 1 1 1 ...
... \$ AD_ID : int 1 2 3 4 5 6 7 8 9 10 ...
... \$ PAGE_NUM : int 2 5 6 11 13 14 17 18 21 22 ...
... \$ PAGE_POS : int 0 1 0 1 1 0 1 0 1 0 ...
... \$ PIC_FIX : int 0 2 1 1 1 2 0 3 3 8 ...
... \$ PIC_SIZE : num 74.2 52.6 77.6 71.4 52.4 ...
... \$ RECALL_ACCU : int 0 0 0 0 0 0 1 1 0 0 ...
... \$ RECALL_TIME : num 2.56 1.04 2.76 2.8 2.28 2.32 2.04 2.04 2.48 0.6 ...
```

References

Wedel, M. and Pieters, R. (Autumn, 2000). *Eye Fixations on Advertisements and Memory for Brands: A Model and Findings*, Marketing Science, Vol. 19, No. 4, pp. 297-312

Examples

```
data(bpndata)
# within-subjects model using the dependent variable : PIC_FIX

library(rstan)
model <- BANOVA.model('Poisson')
stanmodel <- BANOVA.build(model)
res0 <- BANOVA.run(PIC_FIX ~ PIC_SIZE + PAGE_NUM + PAGE_POS, ~1,
fit = stanmodel, data = bpndata, id = 'RESPONDENT_ID',
iter = 200, thin = 1, chains = 2)
res0
# or
res1 <- BANOVA.Poisson(PIC_FIX ~ PIC_SIZE + PAGE_NUM
+ PAGE_POS, ~1, bpndata, bpndata$RESPONDENT_ID, burnin = 1000, sample = 1000, thin = 1)
res1

# within-subjects model using the dependent variable : RECALL_ACCU
model_bern <- BANOVA.model('Bernoulli')
```

```

stanmodel_bern <- BANOVA.build(model_bern)
res2 <- BANOVA.run(RECALL_ACCU ~ RECALL_TIME + PAGE_NUM + PAGE_POS, ~1,
fit = stanmodel_bern, data = bpndata, id = 'RESPONDENT_ID',
iter = 200, thin = 1, chains = 2)
res2
# or
res3 <- BANOVA.Bernoulli(RECALL_ACCU ~ RECALL_TIME + PAGE_NUM
+ PAGE_POS, ~1, bpndata, bpndata$RESPONDENT_ID, burnin = 1000, sample = 1000, thin = 1)
res3

```

choicedata

Household Panel Data on Margarine Purchases

Description

Panel data on purchases of margarine by 204 households. Demographic variables are included.

Usage

```
data(choicedata)
```

Format

This is an R object that contains within-subjects variables and between-subjects variables:

```

\$.choicePrice:'data.frame': 1500 obs. of 13 variables:
... \$.hhid : int 2100016 2100016 2100016 2100016
... \$.choice : int 1 1 1 1 1 4 1 1 4 1

```

Within-subject variables:

```

... \$.PPk\_Stk : num 0.66 0.63 0.29 0.62 0.5 0.58 0.29 ...
... \$.PBB\_Stk : num 0.67 0.67 0.5 0.61 0.58 0.45 0.51 ...
... \$.PFl\_Stk : num 1.09 0.99 0.99 0.99 0.99 0.99 0.99 ...
... \$.PHse\_Stk: num 0.57 0.57 0.57 0.57 0.45 0.45 0.29 ...
... \$.PGen\_Stk: num 0.36 0.36 0.36 0.36 0.33 0.33 0.33 ...
... \$.PSS\_Tub : num 0.85 0.85 0.79 0.85 0.85 0.85 0.85 ...

```

Pk is Parkay; BB is BlueBonnett, Fl is Fleischmanns, Hse is house, Gen is generic, SS is Shed Spread. _Stk indicates stick, _Tub indicates Tub form.

Between-subject variables:

```

... \$.Income : num 32.5 17.5 37.5 17.5 87.5 12.5 ...
... \$.Fam\_Size : int 2 3 2 1 1 2 2 2 5 2 ...
... \$.college : Factor w/ 2 levels "0","1": 1 1 1 1 1 1 1 1 1 1 ...
... \$.whtcollar: Factor w/ 2 levels "0","1": 0 0 0 0 0 0 1 1 1 ...
... \$.retired : Factor w/ 2 levels "0","1": 1 1 1 1 1 1 1 1 1 1 ...

```

Details

choice is a multinomial indicator of one of the 6 brands (in order listed under format). All prices are in \$.

Source

Allenby, G. and Rossi, P. (1991), *Quality Perceptions and Asymmetric Switching Between Brands*, *Marketing Science*, Vol. 10, No.3, pp. 185-205.

References

Chapter 5, *Bayesian Statistics and Marketing* by Rossi et al.
<http://www.perossi.org/home/bsm-1>

Examples

```
data(choicedata)
# generate dataX(convert the within-subjects variables to a list)
dataX <- list()
for (i in 1:nrow(choicedata)){
  logP <- as.numeric(log(choicedata[i,3:8]))
  # Note: Before the model initialization, all numeric variables(covariates)
  # must be mean centered
  dataX[[i]] <- as.data.frame(logP) - mean(logP)
}
dataZ <- choicedata[,9:13]

res <- BANOVA.Multinomial(~ logP, ~ college, dataX, dataZ, choicedata$choice,
choicedata$hhid, burnin = 100, sample = 100, thin = 1)
summary(res)
predict(res,dataX[1:4], dataZ[1:4,])
```

colorad

Data for gist perception of advertising, study 1

Description

Data from an experiment in which one hundred and sixteen subjects (53 men; mean age 23, ranging from 21 to 28) were randomly assigned to one condition of a 5 (blur: normal, low, medium, high, very high) x 2 (color: full color, grayscale) between-participants, x 2 (image: typical ads, atypical ads) within-participants, mixed design. Participants were exposed to 40 images, 32 full-page ads and 8 editorial pages. There were 8 ads per product category, with 4 typical and 4 atypical ones, the categories being car, financial services, food, and skincare. Subjects were asked to identify each image being flashed for 100msec. as being an ad or not. The total number of correct ad identifications, for typical and atypical ads, are used as a dependent variable.

Usage

```
data(colorad)
```

Format

This R object contains within-subject variable `\$typic` which is a factor with 2 levels "0" (typical ads) and "1" (atypical ads); between-subjects variables: `\$blur` which is a numerical variable denotes 5 different levels of blur (which must be mean centered), `\$blurfac` is a categorical data corresponding to the levels of `\$blur`, `\$color` which is a factor with 2 levels "0" (full color) and "1" (grayscale). `\$id` is the ID of subjects. `\$y` is the number of correct identifications of the 16 ads of each subject for each level of `\$typic`.

```
\$ colorad: 'data.frame': 474 obs. of 8 variables:
... \$ id : int 1 1 2 2 3 3 3 4 4 5 5 ...
... \$ typic : Factor w/ 2 levels "0","1": 0 1 0 1 0 1 0 1 0 1 ...
... \$ y : int 8 6 12 6 11 9 9 11 14 14 ...
... \$ blurfac : Factor w/ 5 levels "1","2","3","4",...: 2 2 4 4 2 2 3 3 1 1 ...
... \$ color : Factor w/ 2 levels "0","1": 1 1 0 0 0 0 0 0 1 1 ...
... \$ blur: num 3.69 3.69 4.79 4.79 3.69 ...
```

References

Wedel, M and R. Pieters (2015). *The Buffer Effect: The Role of Color when Advertising Exposures are Brief and Blurred*, Marketing Science, Vol. 34, No. 1, pp. 134-143.

Examples

```
data(colorad)
library(rstan)
# Build the model
model_bin <- BANOVA.model('Binomial')
stanmodel_bin <- BANOVA.build(model_bin)
out0 = BANOVA.run(y ~ typic, ~ color*blurfac, fit = stanmodel_bin,
                 data = colorad, id = 'id', num_trials = as.integer(16),
                 iter = 100, thin = 2, chains = 1)

summary(out0)
# planned comparison
out0_contra = BANOVA.run(y ~ typic, ~ color*blurfac, fit = stanmodel_bin,
                       data = colorad, id = 'id', num_trials = as.integer(16),
                       iter = 100, thin = 2, chains = 1,
                       contrast = list(typic = c(-1,1)))

summary(out0_contra)
```

 colorad2

Data for gist perception of advertising, study 2

Description

Data from an experiment in which One hundred and forty eight subjects (71 men; age ranging from 21 to 28) were randomly assigned to one condition of a 2 (blur: normal, very high) x 2 (color: full color, grayscale, inverted) between-participants design. Participants were exposed to 25 ads for five brands in each of five categories. Ads were selected to be typical for the category, using the same procedure as in [colorad](#). The product categories used were cars, financial services, food, skincare and fragrance. Images were flashed for 100 msec. and subjects were asked to identify whether the image was an ad or not, and if they identified it correctly as an ad, they were asked to indicate which category (out of five) was advertised. The total number of correct ad identifications and category identifications are used as dependent variables.

Usage

```
data(colorad2)
```

Format

This R object contains between-subjects variables: `\$B` is a factor corresponding to the levels of blur (normal = 0, very high = 1), `\$C1` and `\$C2` are dummy variables denote 'grayscale' and 'inverted' levels of color. `\$C` is the original factor denote the color with 3 levels. `\$ID` is the ID of subjects. `\$Y1` is the number of correct identifications of the 25 ads of each subject. `\$Y2` is the number of correct identifications of the category, given the number of correct ad identifications.

```
\$ colorad2: 'data.frame': 148 obs. of 7 variables:
```

```
... \$ ID : int 1 2 3 4 5 6 7 8 9 10 ...
```

```
... \$ C1 : int 0 1 1 0 0 0 0 0 1 1 ...
```

```
... \$ C2 : int 0 0 0 1 1 0 0 0 0 0 ...
```

```
... \$ B : Factor w/ 2 levels "0","1": 1 1 0 0 1 0 0 1 0 1 ...
```

```
... \$ Y1 : int 14 6 23 21 8 23 24 5 23 6 ...
```

```
... \$ Y2 : int 2 3 8 8 2 15 10 1 13 0 ...
```

```
... \$ C : Factor w/ 3 levels "1","2","3": 1 2 2 3 3 1 1 1 2 2 ...
```

References

Wedel, M and R. Pieters (2015). *The Buffer Effect: The Role of Color when Advertising Exposures are Brief and Blurred*, Marketing Science, Vol. 34, No. 1, pp. 134-143.

Examples

```
data(colorad2)
# factor C is effect coded
```

```

library(rstan)
model_bin <- BANOVA.model('Binomial')
stanmodel_bin <- BANOVA.build(model_bin)
res0 <- BANOVA.run(Y1 ~ 1, ~ C + B + C*B, fit = stanmodel_bin,
  data = colorad2, id = 'id', num_trials = as.integer(25),
  iter = 100, thin = 1, chains = 2)
res0
# or use BANOVA.Binomial
res1 <- BANOVA.Binomial(Y1 ~ 1, ~ C + B + C*B, colorad2, colorad2$id, as.integer(25),
  burnin = 100, sample = 100, thin = 1)

```

condstudy

Data for the study of how brand attitudes were influenced by showing brands together with pleasant pictures

Description

The study investigated how brand attitudes were influenced by showing brands together with pleasant pictures. Attitude change via conditioning can result from either a direct transfer of affect from the picture to the brand, or from an indirect association of the brand and the picture in memory. In Sweldens' et al. (2010) experiment 1, indirect conditioning was implemented by presenting a brand repeatedly with the same picture, direct conditioning by presenting it simultaneously with different pictures. The pictures used were either neutral or positive. This study involved a mixed design, with a within-subject factor (cond = neutral, positive), and a between-subject factor (type = indirect, direct), as well as a within-subject mediator. Although the original mediation hypotheses are more intricate, here the mediation of the conditioning effect is investigated by measurements of attitudes towards the pictures that were shown with the brands (pict).

Usage

```
data(condstudy)
```

Format

This R object contains a between-subjects variable: type, which denotes a between-subject moderator. It has two levels, "indirect" and "direct". In the "indirect" condition the brands were shown with the same images, in the indirect condition the brands were shown with different images; Within-subject variables: cond, a within-subject factor with 2 levels: "pos", and "xneu", which indicates whether each brand was shown with a neutral (xneu) or positive (pos) emotional image. pict, a within-subject mediator variable measuring the valence (positive/negative) of the emotional image the respondent remembers the brand to have been shown with. att, a dependent variable which denotes the ratings of attitudes toward brands.

```

\\$ condstudy: 'data.frame': 888 obs. of 5 variables:
... \\$ id : int 2 2 2 2 2 2 3 3 3 3 ...
... \\$ att : num 2.94 2.44 3.44 1.67 1.67 ...

```

```
... \ $ cond: Factor w/ 2 levels "pos","xneu": 1 1 1 2 2 2 1 1 1 2 ...
... \ $ type: Factor w/ 2 levels "direct","indirect": 2 2 2 2 2 2 2 2 2 ...
... \ $ pict: int 6 7 6 2 4 5 9 3 2 5 ...
```

References

Sweldens, S., Osselaer, S. and Janiszewski, C. (2010) *Evaluative Conditioning Procedures and the Resilience of Conditioned Brand Attitudes*. Journal of Consumer Research, Vol. 37.

Wedel, M. and Dong, C. (2016) *BANOVA: Bayesian Analysis of Variance for Consumer Research*. Submitted.

Examples

```
# condstudy_sub is a subset of condstudy with 180 obs. and the same variables
data(condstudy_sub)

library(rstan)
model <- BANOVA.model('Normal')
stanmodel <- BANOVA.build(model)
out2 <- BANOVA.run(att~cond+pict, ~type, fit = stanmodel, data = condstudy_sub,
                  id = 'id', iter = 500, thin = 1, chains = 2)
conv.diag(out2)
summary(out2)
table.predictions(out2)
BANOVA.floodlight(out2, var_factor = 'type', var_numeric = 'pict')
cat(out2$model_code)

out3 <- BANOVA.run(pict~cond, ~type, fit = stanmodel, data = condstudy_sub,
                  id = 'id', iter = 500, thin = 1, chains = 2)
conv.diag(out3)
summary(out3)
BANOVA.mediation(out2, out3, xvar='cond', mediator='pict')
```

condstudy_sub

A subset of data for the study of how brand attitudes were influenced by showing brands together with pleasant pictures

Description

This is a subset of the data 'condstudy' with 180 obs.

Usage

```
data(condstudy_sub)
```

Format

This R object contains a between-subjects variable: `type`, which denotes a between-subject moderator. It has two levels, "indirect" and "direct". In the "indirect" condition the brands were shown with the same images, in the indirect condition the brands were shown with different images; Within-subject variables: `cond`, a within-subject factor with 2 levels: "pos", and "xneu", which indicates whether each brand was shown with a neutral (xneu) or positive (pos) emotional image. `pict`, a within-subject mediator variable measuring the valence (positive/negative) of the emotional image the respondent remembers the brand to have been shown with. `att`, a dependent variable which denotes the ratings of attitudes toward brands.

```
\$ condstudy_sub: 'data.frame': 180 obs. of 5 variables:
... \ $ id : int 2 2 2 2 2 2 3 3 3 3 ...
... \ $ att : num 2.94 2.44 3.44 1.67 1.67 ...
... \ $ cond: Factor w/ 2 levels "pos","xneu": 1 1 1 2 2 2 1 1 1 2 ...
... \ $ type: Factor w/ 2 levels "direct","indirect": 2 2 2 2 2 2 2 2 2 2 ...
... \ $ pict: int 6 7 6 2 4 5 9 3 2 5 ...
```

Examples

```
# condstudy_sub is a subset of condstudy with 180 obs. and the same variables
data(condstudy_sub)

library(rstan)
model <- BANOVA.model('Normal')
stanmodel <- BANOVA.build(model)
out2 <- BANOVA.run(att~cond+pict, ~type, fit = stanmodel, data = condstudy_sub,
                  id = 'id', iter = 500, thin = 1, chains = 2)
conv.diag(out2)
summary(out2)
table.predictions(out2)
BANOVA.floodlight(out2, var_factor = 'type', var_numeric = 'pict')
cat(out2$model_code)

out3 <- BANOVA.run(pict~cond, ~type, fit = stanmodel, data = condstudy_sub,
                  id = 'id', iter = 500, thin = 1, chains = 2)
conv.diag(out3)
summary(out3)
BANOVA.mediation(out2, out3, xvar='cond', mediator='pict')
```

conv.diag

Function to display the convergence diagnostics

Description

The Geweke diagnostic and the Heidelberg and Welch diagnostic are reported. These two convergence diagnostics are calculated based on only a single MCMC chain. Both diagnostics require a single chain and may be applied with any MCMC method. The functions `geweke.diag`, `heidel.diag` in `codA` package is used to compute this diagnostic.

Geweke's convergence diagnostic is calculated by taking the difference between the means from the first n_A iterations and the last n_B iterations. If the ratios n_A/n and n_B/n are fixed and $n_A + n_B < n$, then by the central limit theorem, the distribution of this diagnostic approaches a standard normal as n tends to infinity. In our package, $n_A = .2 * n$ and $n_B = .5 * n$.

The Heidelberg and Welch diagnostic is based on a test statistic to accept or reject the null hypothesis that the Markov chain is from a stationary distribution. The present package reports the stationary test. The convergence test uses the Cramer-von Mises statistic to test for stationary. The test is successively applied on the chain. If the null hypothesis is rejected, the first 10% of the iterations are discarded and the stationarity test repeated. If the stationary test fails again, an additional 10% of the iterations are discarded and the test repeated again. The process continues until 50% of the iterations have been discarded and the test still rejects. In our package, $eps = 0.1$, $pvalue = 0.05$ are used as parameters of the function `heidel.diag`.

Usage

```
conv.diag(x)
```

Arguments

x the object from BANOVA.*

Value

conv.diag returns a list of two diagnostics:

sol_geweke	The Geweke diagnostic
sol_heidel	The Heidelberg and Welch diagnostic

References

Plummer, M., Best, N., Cowles, K. and Vines K. (2006) *CODA: Convergence Diagnosis and Output Analysis for MCMC*, R News, Vol 6, pp. 7-11.

Geweke, J. *Evaluating the accuracy of sampling-based approaches to calculating posterior moments*, In *Bayesian Statistics 4* (ed JM Bernardo, JO Berger, AP Dawid and AFM Smith). Clarendon Press, Oxford, UK.

Heidelberger, P. and Welch, PD. (1981) *A spectral method for confidence interval generation and run length control in simulations*, Comm. ACM. Vol. 24, No.4, pp. 233-245.

Heidelberger, P. and Welch, PD. (1983) *Simulation run length control in the presence of an initial transient*, Opns Res., Vol.31, No.6, pp. 1109-44.

Schruben, LW. (1982) *Detecting initialization bias in simulation experiments*, Opns. Res., Vol. 30, No.3, pp. 569-590.

Examples

```
data(goalstudy)

library(rstan)
res1 <- BANOVA.run(bid~progress*prodvar, model_name = "Normal", data = goalstudy,
```

```
id = 'id', iter = 100, thin = 1)
conv.diag(res1)
# might need pairs() to confirm the convergence
```

goalstudy

Data for the study of the impact of the variety among means on motivation to pursue a goal

Description

The study investigated how the perceived variety (high vs. low) among products, as means to a subjects' goal, affects their motivation to pursue that goal. The hypothesis was that only when progress toward a goal is low, product variety increases motivation to pursue the goal. In the study, one hundred and five subjects were randomly assigned to conditions in a 2 (goal progress: low vs. high) by 2 (variety among means: low vs. high) between-subjects design. The final goal was a "fitness goal", and the products used were protein bars; variety was manipulated by asking subjects to think about how the products were similar (low) or different (high); goal progress was primed by asking subjects questions regarding the frequency of their recent workouts on low (0,1,...,5 or more) versus high (5 or less, 6,7,..., 10) frequency scales. Subjects were asked questions regarding the similarity of protein bars, and the bid they were willing to make for the bars, used as dependent variables in the study.

Usage

```
data(goalstudy)
```

Format

This R object contains between-subjects variables: progress, which denotes the progress toward a goal (1:low , 2: high); prodvar, which denotes the amount of variety within the means to goal attainment (1:low , 2:high); perceivedsim, which is a seven-point scale dependent variable measuring the perceived similarity of the set of products (1 = not at all similar, 7 = very similar); and bid which denotes the amount that subjects would be willing to pay for the products .

```
\$ goalstudy: 'data.frame': 105 obs. of 5 variables:
... \ $ id : int 1 2 3 4 5 6 7 8 9 10 ...
... \ $ perceivedsim : int 5 7 2 2 5 5 5 4 5 7 ...
... \ $ progress : Factor w/ 2 levels "1","2": 1 1 2 2 2 1 2 1 2 1 ...
... \ $ prodvar : Factor w/ 2 levels "1","2": 2 1 2 1 1 1 1 2 1 1 ...
... \ $ bid : num 5 0 1 15 3 10 5 4.5 3 0.75 ...
```

References

Etkin, J. and Ratner, R. (2012) *The Dynamic Impact of Variety among Means on Motivation*. Journal of Consumer Research, Vol. 38, No. 6, pp. 1076 - 1092.

Examples

```

data(goalstudy)

library(rstan)

# single level model
res1 <- BANOVA.run(bid~progress*prodvar, model_name = "Normal",
data = goalstudy, id = 'id', iter = 1000, thin = 1, chains = 2)
BANova(res1)
table.pvalues(res1)
trace.plot(res1)
table.predictions(res1)
# pairs(res1, pars = c("beta1[1]", "tau_ySq"))

```

ipadstudy

Data for the study of relation between Conspicuous, Brand Usage, Self-Brand Connection and attitudes toward the brand

Description

The study is a between-subjects experiment which has factor (conspicuousness: low vs. high) and one measured variable (self-brand connection). The goal is to show that conspicuous brand use negatively affects attitudes toward the user and the brand only for observers low in self-brand connection. One hundred fifty-four participants were exposed to a video manipulating conspicuous brand usage. Participants completed the study by answering several questions which are used to measure the dependent (attitude) and independent (self-brand connection) variables in the model.

Usage

```
data(ipadstudy)
```

Format

This R object contains between-subjects variables: `\$owner` is an indicator variable. If the subject owns iPad or iPhone, then `owner = 1`. It is equal to 0 otherwise. `\$age` denotes the age of subjects. `\$gender` denotes the gender of subjects. `gender = 1` if the subject is a female, 0 otherwise. `\$conspic` is an indicator variable related to conspicuousness. `conspic = 1` if conspicuousness is high. `\$self-brand` denotes the self-brand connection for Apple. `\$id` is the id of subjects. `\$attitude` denotes the attitudes towards the brand which is the continuous dependent variable. `\$apple_dl` is a seven-point scale variable which denotes the attitudes (dislike = 1,..., like = 7)

```

\$$ ipadstudy: 'data.frame': 154 obs. of 9 variables:
... \$$ id : int 1 2 3 4 5 6 7 8 9 10 ...
... \$$ attitude : num 3 5.33 5.67 5.33 6 ...
... \$$ owner : num 0 0 0 1 1 0 1 0 1 0 ...
... \$$ age : int 19 33 25 41 38 33 37 46 41 55 ...

```



```
... \ $ gender : num 0 0 1 0 1 1 1 0 1 1 ...
... \ $ conspic : num 0 1 0 1 1 0 0 1 0 1 ...
... \ $ selfbrand : num -2.304 1.696 -0.161 -0.447 0.267 ...
... \ $ apple_dl : int 3 6 6 5 6 4 7 7 5 5 ...
```

References

Ferraro, R., Kirmani, A. and Matherly, T., (2013) *Look at Me! Look at Me! Conspicuous Brand Usage, Self-Brand Connection, and Dilution*. Journal of Marketing Research, Vol. 50, No. 4, pp. 477-488.

Examples

```
data(ipadstudy)

# mean center covariates
ipadstudy$age <- ipadstudy$age - mean(ipadstudy$age)
ipadstudy$owner <- ipadstudy$owner - mean(ipadstudy$owner )
ipadstudy$gender <- ipadstudy$gender - mean(ipadstudy$gender)

res <- BANOVA.Normal(attitude~1, ~owner + age + gender + selfbrand*conspic,
ipadstudy, ipadstudy$id, burnin = 100, sample = 100, thin = 1 )
summary(res)

# use apple_dl as the dependent variable
res <- BANOVA.ordMultinomial(apple_dl~1, ~owner + age + gender + selfbrand*conspic,
ipadstudy, ipadstudy$id, burnin = 100, sample = 100, thin = 2 )
summary(res)
table.predictions(res)
```

pairs.BANOVA

Create a matrix of output plots from a BANOVA object

Description

A [pairs](#) method that is customized for MCMC output.

Usage

```
## S3 method for class 'BANOVA'
pairs(x, ...)
```

Arguments

x an object of class "BANOVA"
 ... Further arguments to be passed to [pairs.stanfit](#)

Details

For a detailed description see [pairs.stanfit](#)

Examples

```
library(rstan)
data(ipadstudy)
res_1 <- BANOVA.run(attitude~owner + age + gender + selfbrand*conspic,
  model_name = 'Normal', data = ipadstudy, id = 'id', iter = 1000,
  thin = 1, chains = 2)
# pairs(res_1, pars = c("beta1[1]","beta1[2]"))
```

<code>table.predictions</code>	<i>Function to print the table of means</i>
--------------------------------	---

Description

Output of this function is a table of means for the categorical predictors (and their interactions) at either within- or between- subjects level. Statistics of interest such as credible intervals and standard deviations of the means are also computed. Means of numeric variables and their interactions will not be computed.

Usage

```
table.predictions(x)
```

Arguments

`x` the object from BANOVA.*

Examples

```
data(goalstudy)
res <- BANOVA.Normal(bid~1, ~progress*prodvar, goalstudy, goalstudy$id,
  burnin = 1000, sample = 1000, thin = 1)

library(rstan)
# or use BANOVA.run based on 'Stan'
res <- BANOVA.run(bid~progress*prodvar, model_name = "Normal",
  data = goalstudy, id = 'id', iter = 1000, thin = 1, chains = 2)

table.predictions(res)
```

table.pvalues

*Function to print the table of p-values***Description**

Computes the Bayesian p-values for the test concerning all coefficients/parameters:

For $p = 1, \dots, P$

$$H_0 : \theta_{j,k}^{p,q} = 0$$

$$H_1 : \theta_{j,k}^{p,q} \neq 0$$

The two-sided P-value for the sample outcome is obtained by first finding the one sided P-value, $\min(P(\theta_{j,k}^{p,q} < 0), P(\theta_{j,k}^{p,q} > 0))$ which can be estimated from posterior samples. For example, $P(\theta_{j,k}^{p,q} > 0) = \frac{n_+}{n}$, where n_+ is the number of posterior samples that are greater than 0, n is the target sample size. The two sided P-value is $P_\theta(\theta_{j,k}^{p,q}) = 2 * \min(P(\theta_{j,k}^{p,q} < 0), P(\theta_{j,k}^{p,q} > 0))$.

If there are $\theta_{j,k_1}^{p,q}, \theta_{j,k_2}^{p,q}, \dots, \theta_{j,k_J}^{p,q}$ representing J levels of a multi-level variable, we use a single P-value to represent the significance of all levels. The two alternatives are:

$$H_0 : \theta_{j,k_1}^{p,q} = \theta_{j,k_2}^{p,q} = \dots = \theta_{j,k_J}^{p,q} = 0$$

$$H_1 : \text{some } \theta_{j,k_j}^{p,q} \neq 0$$

Let $\theta_{j,k_{min}}^{p,q}$ and $\theta_{j,k_{max}}^{p,q}$ denote the coefficients with the smallest and largest posterior mean. Then the overall P-value is defined as

$$\min(P_\theta(\theta_{j,k_{min}}^{p,q}), P_\theta(\theta_{j,k_{max}}^{p,q})).$$
Usage

```
table.pvalues(x)
```

Arguments

x the object from BANOVA.*

Source

It borrows the idea of Sheffe F-test for multiple testing: the F-stat for testing the contrast with maximal difference from zero. Thank Dr. P. Lenk of the University of Michigan for this suggestion.

Examples

```
data(goalstudy)
res1 <- BANOVA.Normal(bid~1, ~progress*prodvar, goalstudy, goalstudy$id,
burnin = 1000, sample = 1000, thin = 2)

library(rstan)
# or use BANOVA.run
```

```
res1 <- BANOVA.run(bid~progress*prodvar, model_name = "Normal",
data = goalstudy, id = 'id', iter = 1000, thin = 1, chains = 2)

table.pvalues(res1)
```

trace.plot

Function to plot the trace of parameters

Description

Function to plot the trace of all coefficients/parameters. The plots can be saved as a pdf file.

Usage

```
trace.plot(x, save = FALSE)
```

Arguments

x	the object from BANOVA.*
save	whether to save the trace plot as a pdf file, the default is FALSE

Examples

```
data(goalstudy)
res1 <- BANOVA.Normal(bid~1, ~progress*prodvar, goalstudy, goalstudy$id,
burnin = 1000, sample = 1000, thin = 2)

library(rstan)
# or use BANOVA.run
res1 <- BANOVA.run(bid~progress*prodvar, model_name = "Normal",
data = goalstudy, id = 'id', iter = 1000, thin = 1, chains = 2)

trace.plot(res1)
```

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