

CHI SQUARE PRESENTATION IN A RESEARCH ARTICLE

TABLE 3
CHI SQUARE* TEST OF MALE-FEMALE DIFFERENCES IN RECALL SCORES ON EACH OF THE 10 SEXUALLY TABOO WORDS

Cell frequencies	Word code**										Total
	20	4	16	19	3	7	17	12	6	13	
Male fo***	17	15	22	25	25	24	25	28	29	23	233
Male fe†	16.11	16.68	23.01	27.61	23.01	27.61	21.86	31.07	25.31	20.71	
Female fo	11	14	18	23	15	24	13	26	15	13	172
Female fe	11.89	12.32	16.99	20.39	16.99	20.39	16.14	22.93	18.69	15.29	
Total	28	29	40	48	40	48	38	54	44	36	405

* $X^2_{.05} = 16.92$, $df = 9$. Obtained $X^2 = 6.34$ (not significant).

** See Table 1.

*** fo = frequency observed, each frequency observed in the collection of data.

† fe = frequency expected, that frequency one would expect if every observed frequency equaled every other observed frequency.

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In his first research publication in a technical journal, a young psychology student, A. A. Walsh, described the results in the table above in his article **SEX DIFFERENCES IN THE DIFFERENTIAL RECALL OF TABOO AND NEUTRAL WORDS** as follows:

“Two 2 x 10 chi squares (see Tables 2 and 3) were done: one each on the neutral and the sexually taboo recall frequencies for individual words of males and females. The null hypothesis was accepted in both cases indicating that the order of presentation had no linear effect on recall. The frequencies of recall for all the words were about equal. [And later he added]...The two 2 X 10 chi squares (done on the neutral and sexual words comparing the performance of males and females) were done to ascertain whether or not unidimensionality was reached for the two criterion lists: *i.e.*, whether the sexually taboo words were interrelated on one factor and the neutral words on another factor. While this would be more thoroughly ascertained through a factor analysis than through the chi squares, indications are that two separate dimensions were tapped. The obtained chi squares yielded clear acceptances of the null hypothesis, as there was no significant difference in response by the males and females to each word. This would lend support to the idea of equivalence of word weights. Apparently, two separate but internally equated groups of words were used. It may be further noted that due to the obtained results, it can be assumed that the order of presentation was not a deciding factor in influencing responses.”

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