

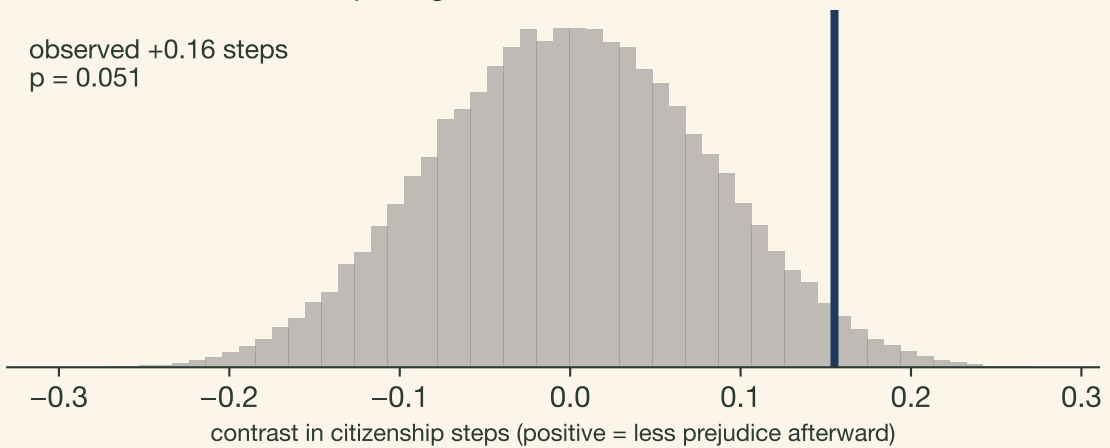
Audience-level permutation test: Citron's Experiment III, 32 audiences on 8 days

Grey: the contrast in 100,000 re-assignments of the four answers among each day's four audiences. Line: the observed contrast. Audiences weighted by size.
Caution: the answers were not randomly assigned. Every day the audiences ran in the same order, so the audience that heard calm American values first was always the day's last. The test assumes time slot had no effect of its own; the crossover analysis, which compares each audience with itself, does not need that assumption.

Calm American values vs the other three



Matched vs mismatched pairings



American values vs individual differences



Calm vs indignant

