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Manipulating the Alpha Level Cannot Cure Significance Testing Comments on "Redefine Statistical Significance"

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4	David Trafimow ^{1[°]} , Valentin Amrhein ² , Corson N. Areshenkoff ³ , Carlos Barrera-Causil ⁴ , Eric J.
5	Beh ⁵ , Yusuf Bilgiç ⁶ , Roser Bono ⁷ , Michael T. Bradley ⁸ , William M. Briggs ⁹ , Héctor A. Cepeda-
6	Freyre ¹⁰ , Sergio E. Chaigneau ¹¹ , Daniel R. Ciocca ¹² , Juan Carlos Correa ¹³ , Denis Cousineau ¹⁴ ,
7	Michiel R. de Boer ¹⁵ , Subhra Sankar Dhar ¹⁶ , Igor Dolgov ¹ , Juana Gómez-Benito ⁷ , Marian
8	Grendar ¹⁷ , James Grice ¹⁸ , Martin E. Guerrero-Gimenez ¹² , Andrés Gutiérrez ¹⁹ , Tania B. Huedo-
9	Medina ²⁰ , Klaus Jaffe ²¹ , Armina Janyan ^{22,23} , Ali Karimnezhad ²⁴ , Fränzi Korner-Nievergelt ²⁵ ,
10	Koji Kosugi ²⁶ , Martin Lachmair ²⁷ , Rubén Ledesma ²⁸ , Roberto Limongi ²⁹ , Marco Tullio Liuzza ³⁰ ,
11	Rosaria Lombardo ³¹ , Michael Marks ¹ , Gunther Meinlschmidt ^{32,33,34} , Ladislas Nalborczyk ^{35,36} ,
12	Hung T. Nguyen ³⁷ , Raydonal Ospina ³⁸ , Jose D. Perezgonzalez ³⁹ , Roland Pfister ⁴⁰ , Juan José
13	Rahona ²⁷ , David A. Rodríguez-Medina ⁴¹ , Xavier Romão ⁴² , Susana Ruiz-Fernández ²⁷ , Isabel
14	Suarez ⁴³ , Marion Tegethoff ⁴⁴ , Mauricio Tejo ⁴⁵ , Rens van de Schoot ^{46,47} , Ivan Vankov ²² ,
15	Santiago Velasco-Forero ⁴⁸ , Tonghui Wang ⁴⁹ , Yuki Yamada ⁵⁰ , Felipe C. M. Zoppino ¹² &
16	Fernando Marmolejo-Ramos ⁵¹
17	
18	Authorship order is alphabetical, except for the first, second, and last author.
19	
20	1. Department of Psychology, New Mexico State University, U.S.A.
21	2. Zoological Institute, University of Basel, Basel, Switzerland
22	3. Centre for Neuroscience Studies, Queens University, Ontario, Canada
23	4. Faculty of Applied and Exact Sciences, Metropolitan Technological Institute, Medellín,
24	Colombia
25	5. School of Mathematical & Physical Sciences, University of Newcastle, Australia
26	6. Department of Mathematics, State University of New York at Geneseo, U.S.A.
27	7. Quantitative Psychology Unit, Faculty of Psychology, University of Barcelona, Barcelona,
28	Spain
29	8. Department of Psychology, Faculty of Arts, University of New Brunswick, Canada
30	9. Independent Researcher, New York, U.S.A.
31	10. School of Psychology, Benemérita Universidad Autónoma de Puebla, México

- 32 11. Center for Cognition Research, CINCO, School of Psychology, Universidad Adolfo Ibáñez,
 33 Santiago, Chile
- 34 12. Oncology Laboratory, IMBECU, CCT CONICET Mendoza, Argentina
- 35 13. School of Statistics, Faculty of Sciences, National University of Colombia, Medellín,
- 36 Colombia
- 37 14. School of Psychology, University of Ottawa, Ottawa, Canada
- 15. Department of Health Sciences, Vrije Universiteit Amsterdam and Amsterdam Public Health
 research institute, Amsterdam, The Netherlands
- 40 16. Department of Mathematics and Statistics, IIT Kanpur, India
- 41 17. Biomedical Center Martin, Jessenius Faculty of Medicine, Comenius University, Slovakia,
- 42 and Institute of Measurement Science, Slovak Academy of Sciences, Slovakia
- 43 18. Department of Psychology, Oklahoma State University, U.S.A.
- 44 19. Faculty of Statistics, Saint Thomas University, Colombia
- 45 20. Department of Allied Health Sciences, College of Health, Agriculture, and Natural
 46 Resources, University of Connecticut, U.S.A.
- 47 21. Simón Bolívar University, Caracas, Venezuela
- 48 22. Department of Cognitive Science and Psychology, New Bulgarian University, Sofia,
- 49 Bulgaria
- 50 23. National Research Tomsk State University, Tomsk, Russia
- 51 24. Department of Biochemistry, Microbiology, and Immunology, University of Ottawa, Ottawa,
 52 Canada
- 53 25. Oikostat GmbH, Ettiswil, Switzerland
- 54 26. Department of Education, Yamaguchi University, Japan
- 55 27. Leibniz Knowledge Media Research Center, Multimodal Interaction Lab, Tübingen,
- 56 Germany
- 57 28. Consejo Nacional de Investigaciones Científicas y Técnicas, and Universidad Nacional de
 58 Mar del Plata, Argentina
- 59 29. School of Pedagogy, Pontifical Catholic University of Valparaíso, Chile
- 60 30. Department of Medical and Surgical Sciences, "Magna Graecia" University of Catanzaro,
- 61 Catanzaro, Italy
- 62 31. Economics Department, University of Campania "Luigi Vanvitelli", Capua, Italy

- 63 32. Department of Psychosomatic Medicine, University Hospital Basel and University of Basel,
- 64 Basel, Switzerland
- 65 33. Division of Clinical Psychology and Cognitive Behavioral Therapy, International
- 66 Psychoanalytic University, Berlin, Germany
- 67 34. Division of Clinical Psychology and Epidemiology, Department of Psychology, University of
- 68 Basel, Basel, Switzerland
- 69 35. Univ. Grenoble Alpes, CNRS, LPNC UMR 5105, F-38000, Grenoble, France
- 70 36. Department of Experimental Clinical and Health Psychology, Ghent University, Belgium
- 71 37. Faculty of Economics, Chiang Mai University, Thailand
- 38. Department of Statistics, Computational Statistics Laboratory (CAST), Universidade Federal
 de Pernambuco, Brazil
- 74 39. Business School, Massey University, New Zealand
- 40. Department of Psychology III, University of Würzburg, Germany
- 76 41. School of Psychology, National Autonomous University of Mexico, Mexico
- 42. CONSTRUCT-LESE, Faculty of Engineering, University of Porto, Portugal
- 43. Department of Psychology, Universidad del Norte, Barranquilla, Colombia
- 44. Division of Clinical Psychology and Psychiatry, Department of Psychology, University of
 Basel, Basel, Switzerland
- 81 45. Facultad de Ciencias Naturales y Exactas, Universidad de Playa Ancha, Valparaíso, Chile
- 46. Utrecht University, Faculty of Social and Behavioural Sciences, Department of Methods and
 Statistics, Utrecht, The Netherlands
- 84 47. North-West University, Optentia Research Focus Area, Vanderbijlpark, South Africa
- 48. MINES Paristech, PSL Research University, Centre for Mathematical Morphology, France
- 49. Department of Mathematical Sciences, New Mexico State University, U.S.A.
- 87 50. Faculty of Arts and Science, Kyushu University, Japan
- 88 51. School of Psychology, The University of Adelaide, Australia
- 89
- 90 ¤ Corresponding author: David Trafimow, Department of Psychology, New Mexico State
- 91 University, U.S.A. Email: dtrafimo@nmsu.edu

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97	One sentence summary : We argue that depending on <i>p</i> -values to reject null hypotheses,
98	including a recent call for changing the canonical alpha level for statistical significance from .05
99	to .005, is deleterious for the finding of new discoveries and the progress of cumulative science.
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102	Many researchers have criticized null hypothesis significance testing, though many have
103	defended it too (see Balluerka, Gómez, & Hidalgo, 2005 for a review). Sometimes, there is a
104	recommendation that the alpha level be reduced to a more conservative value, to reduce the Type
105	I error rate. For example, Melton (1962), the editor of Journal of Experimental Social
106	Psychology from 1950–1962, favored an alpha level of .01 over the typical .05 alpha level. More
107	recently, Benjamin and 71 scientists (2017) recommended shifting to .005-consistent with
108	Melton's comment that even the .01 level might not be "sufficiently impressive" to warrant
109	publication (p. 554). In addition, Benjamin et al. (2017) stipulated that the .005 criterion should
110	be for new findings but were vague about what to do with findings that are not new. Though not
111	necessarily endorsing significance testing as the preferred inferential statistical procedure, ¹
112	Benjamin et al. (2017) did argue that using a .005 criterion would fix much of what is wrong
113	with significance testing. Unfortunately, as we will demonstrate, the problems with significance
114	tests cannot be importantly mitigated merely by having a more conservative rejection criterion,
115	and some problems are exacerbated by adopting a more conservative criterion.
116	We commence with some claims on the part of Benjamin et al. (2017). For example, they
117	wrote "changing the <i>p</i> -value threshold is simple, aligns with the training undertaken by many
118	researchers, and might quickly achieve broad acceptance." If significance testing—at any p-
119	value threshold—is as badly flawed as we will maintain it is (see also Amrhein, Korner-
120	Nievergelt, & Roth, 2017; Greenland, 2017), these reasons are clearly insufficient to justify it.

¹ Many of the authors favor Bayesian procedures.

Consider another claim: "The new significance threshold will help researchers and readers to 121 122 understand and communicate evidence more accurately." But if researchers have understanding 123 and communication problems with a .05 threshold, it is unclear how using a .005 threshold will 124 eliminate these problems. And consider yet another claim: "Authors and readers can themselves 125 take the initiative by describing and interpreting results more appropriately in light of the new proposed definition of statistical significance." Again, it is not clear how adopting a .005 126 127 threshold will allow authors and readers to take the initiative with respect to better data 128 interpretation. Thus, even prior to a discussion of our main arguments, there is reason for the 129 reader to be suspicious of hasty claims with insufficient support.

130 With the foregoing out of the way, consider that a basic problem with tests of 131 significance is that the goal is to reject the null hypothesis. This goal seems to demand—if one is 132 a Bayesian—that the posterior probability of the null hypothesis should be low given the 133 obtained finding. But the *p*-value one obtains is the probability of the finding (or a more extreme 134 finding) given the null hypothesis (and the assumptions underlying the test), and one would need 135 to make an invalid inverse inference to draw a conclusion about the probability of the null 136 hypothesis given the finding. And if one is a frequentist, there is no way to traverse the logical 137 gap from the probability of the finding given the null hypothesis to a decision about whether one 138 should accept or reject the null hypothesis (Briggs, 2016; Trafimow, 2017). We accept that, by frequentist logic, the probability of a Type I error really is lower if p = .005 than if p = .05, all 139 140 else being equal. We also accept the Bayesian argument by Benjamin et al. (2017) that the null hypothesis is less likely if p = .005 than if p = .05, all else being equal (although determining p-141 values via Bayes Factors is problematic; see Appendix).² Finally, we acknowledge that Benjamin 142 143 et al. (2017) performed a service for science by further stimulating debate about significance 144 testing. But there are important issues Benjamin et al. (2017) seem not to have considered, 145 discussed in the following sections.

² Depaoli and van de Schoot (2017) provided a critique showing how it is possible to abuse Bayesian statistics, and provided potential solutions to such abuse. Konijn, van de Schoot, Winter, and Ferguson (2015) suggested a way to use Bayesian statistics to reduce publication bias.

160

146 *Regression and Reliability*

147 Trafimow and Earp (2017) argued against the general notion of setting an alpha level to 148 make decisions to reject or not reject null hypotheses, and the arguments retain their force even if 149 the alpha level is reduced to .005. In some ways, the reduction worsens matters. One problem is that *p*-values have a sampling distribution, 3 as do other statistics (Cumming, 2012). Whether the 150 *p*-value obtained in any experiment passes the alpha level is partly a matter of luck (which *p*-151 152 value one happens to sample), with the caveat that large effect and sample sizes, and small 153 variation, should decrease *p*-values. Absent the caveat, the researcher is unlikely to re-sample a 154 *p*-value below a significance threshold upon replication, as there may be many more *p*-values 155 above than below the threshold in the *p*-value distribution. Thus, the phenomenon of regression 156 to the mean suggests that the *p*-value obtained in a replication experiment is likely to regress to 157 whatever the mean *p*-value would be if many replications were performed to obtain a distribution 158 of *p*-values for the experiment. How much regression should occur? That depends on the 159 reliability of *p*-values.

Based on data placed online by the Open Science Collaboration (2015;

161 https://osf.io/fgjvw), Trafimow and de Boer (2017) calculated the correlation between p-values 162 obtained in the original cohort of studies with *p*-values obtained in the replication cohort, and obtained the dismal value of .004.⁴ Clearly, then, the obtained *p*-value in the original study has 163 164 little to do with the *p*-value obtained in a replication experiment. The best prediction would be a 165 *p*-value for the replication experiment being vastly closer to the mean of the *p*-value distribution 166 than to the *p*-value obtained in the original experiment. Under the null hypothesis, the lower the *p*-value published in the original experiment (e.g., .005 rather than .05), the greater the amount of 167 distance of the *p*-value from the *p*-value mean, implying increased regression to the mean.⁵ Thus, 168 169 even using the .05 value is problematic, with exacerbation using the .005 value (Amrhein & 170 Greenland, 2017). When studies have low power, it is not rare to obtain large sample effects that

 $^{^{3}}$ For a test of the difference between two normal means, the *p*-value is uniformly distributed on [0,1] under the point null hypothesis. Under a range alternative hypothesis, the distribution may be unknowable.

⁴ There are several possible reasons for the low value. These could include the nonlinear relation between p-values and effect sizes, mixing cases where the null hypothesis is true (or close to true) with cases where it is not,

publication bias, and imperfect replication methodology, as well as random sampling error.

⁵ Recall, the *p*-value distribution under the alternative hypothesis often is not knowable.

171 are overestimates, and using the .005 threshold instead of .05 would guarantee that statistically 172 significant results are even larger overestimates of population effect sizes (Button et al. 2013). 173 In addition, from a measurement point of view, where reliability is a prerequisite for 174 validity, the *p*-value correlation (reliability) of .004 obtained by Trafimow and de Boer (2017) 175 indicates that as a basis for binary decisions, *p*-values are incapable of measuring anything 176 validly, including the strength of the evidence (Fisher, 1925; 1973) or the severity of the test (Mayo, 1996).⁶ This could be argued to be a good reason not to use *p*-values at all. Alternatively, 177 178 the dismal *p*-value reliability as evidenced by the Open Science Collaboration could be 179 attributed, in part, to the publication bias caused by having a publishing criterion (Locascio, 180 2017a). But if one wishes to make such an attribution, although it provides a justification for 181 using *p*-values in a hypothetical scientific universe where *p*-values are more reliable because of a 182 lack of publication bias, the attribution provides yet another important reason to avoid publishing 183 criteria based on *p*-values.

184

185 *Type I and Type II Errors*

186 Another disadvantage of using any set criterion level for publication is that the relative 187 importance of Type I and Type II errors might differ across studies within or between areas and 188 researchers (Trafimow & Earp, 2017). Setting a blanket level of either .05 or .005, or anything 189 else, forces researchers to pretend that the relative importance of Type I and Type II errors is constant.⁷ Benjamin et al. (2017) pointed out that a few areas of science use very low criterion 190 191 levels to justify their recommendation to reduce to the .005 level, but this justification seems to 192 tacitly admit that a blanket level across many areas is undesirable. It seems obvious that a wide 193 variety of factors can influence the relative importance of Type I and Type II errors, thereby 194 rendering any blanket recommendation undesirable (indeed Miller & Ulrich, 2016, show how 195 these and other factors have a direct bearing on the final research payoff). These factors may 196 include the clarity of the theory or auxiliary assumptions, practical or applied concerns, or 197 experimental rigor. There is an impressive literature attesting to the difficulties in setting a

⁶ "Correcting" the correlation for attenuation due to restriction of range, in the original cohort of studies, increases the correlation to .01, which is still low.

⁷ Another problem is that for different sample sizes the same p-value may imply a different extent of the evidence against the null hypothesis (Royall, 1986).

198 blanket recommendation (e.g., Buhl-Mortensen, 1996; Lemons, Shrader-Frechette, & Cranor,

199 1997; Lemons & Victor, 2008; Lieberman & Cunningham, 2009; Mudge, Baker, Edge, &

200 Houlahan, 2012; Myhr, 2010; Rice & Trafimow 2010). This argument is not a recommendation

that every researcher should get to set her own criterion, as that has obvious problems too (as
 Trafimow & Earp, 2017, showed).⁸ Rather, given that blanket and variable criterion levels both

are problematic, it is sensible to dispense with significance testing altogether.

204

205 Defining Replicability

206 Yet another disadvantage pertains to what Benjamin et al. (2017) touted as the main 207 advantage of their proposal, that published findings will be more replicable using the .005 than 208 .05 alpha level. This depends on what is meant by "replicate" (see Lykken, 1968, for some 209 definitions). If one insists on the same alpha level for the original study and the replication study, 210 then we see no reason to believe that there will be more successful replications using the .005 211 level than using the .05 level. In fact, the statistical regression argument made earlier suggests 212 that the regression issue is made even worse using .005 than using .05. Alternatively, as 213 Benjamin et al. (2017) seem to suggest, one could use .005 for the original study and .05 for the 214 replication study. In this case, we agree that the combination of .005 and .05 will create fewer 215 unsuccessful replications than the combination of .05 and .05, for the initial and replication 216 studies, respectively. However, this comes at a high price in arbitrariness. Suppose that two studies come in at p < .005 and p < .05, respectively. This would count as a successful 217 replication. In contrast, suppose that the two studies come in at p < .05 and p < .005, 218 219 respectively. Only the second study would count, and the combination would not qualify as 220 indicating a successful replication. The arbitrariness of declaring the combination of .005 and .05 221 as being a successful replication, whereas the combination of .05 and .005 is not, adds to the 222 myriad difficulties researchers have interpreting their data. More generally, insisting that setting

⁸ In addition to creating new issues of how researchers should decide on the criteria for each experiment, how editors and reviewers should evaluate different criteria proposed by different authors, and losing what many consider to be the point of NHST—which is to have a consistent threshold level across a scientific domain: with variable thresholds, many old problems with NHST remain unsolved, such as the problems of regression to the mean, unreliability of *p*-values, inflation of effect sizes, publication bias, and the general disadvantage of forcing decisions too quickly rather than considering cumulative evidence across experiments.

a criterion of .005 renders research more replicable demands much more specificity with respect

to how to conceptualize replicability. In addition, we do not see a single replication success or

failure as definitive. If one wishes to make a strong case for replication success or failure,

226 multiple replication attempts are desirable.⁹

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228 *Questioning the Assumptions*

229 The discussion thus far is under the pretense that the assumptions underlying the 230 computation of *p*-values are true. But how likely is this? Berk and Freedman (2003) have made a 231 strong case that the assumptions of random sampling from a population and independence are 232 rarely true. The problems are particularly salient in the clinical sciences, where the falsity of the 233 assumptions, as well as the divergences between statistical and clinical significance, are 234 particularly obvious and dramatic (Bhardwaj, Camacho, Derrow, Fleischer, & Feldman 2004; 235 Ferrill, Brown, & Kyle, 2010; Fethney, 2010; Page, 2014). The problem of likely false 236 assumptions underlying the computation of *p*-values, in combination with the other problems 237 already discussed, render the illusory garnering of truth from *p*-values yet more dramatic.

238

239 The Population Effect Size

240 Let us continue with the significance and replication issues, reverting to the pretense that 241 significance testing assumptions are correct, while keeping in mind that this is unlikely. Consider 242 that as matters now stand using tests of significance with the .05 criterion, the population effect 243 size plays an important role both in obtaining statistical significance (all else being equal, the 244 sample effect size will be larger if the population effect size is larger) and in obtaining statistical 245 significance twice for a successful replication. Switching to the .005 criterion would not lessen 246 the importance of the population effect size, and would increase its importance unless sample sizes increased substantially from those commonly used.¹⁰ And there is good reason to reject that 247

⁹ The present NHST focus should not detract from the importance of the quality of the theory and auxiliary assumptions for replication, as is attested to by recent successful replication studies in cognitive psychology (Zwaan et al., 2017) and social sciences (Mullinix et al., 2015).

¹⁰ In addition, with an alpha level of .005, large effect sizes would be more important for publication, and researchers might lean much more towards "obvious" research than in testing creative ideas where there is more of a risk of weak effects and p-values that fail to meet the .005 bar.

248 replicability should depend on the population effect size. To see this quickly, consider one of the 249 most important science experiments of all time, by Michelson and Morley (1887). They used 250 their interferometer to test whether the universe is filled with a luminiferous ether that allows 251 light to travel to Earth from the stars. Their sample effect size was very small, and physicists 252 accept that the population effect size is zero because there is no luminiferous ether. Using 253 traditional tests of significance with either a .05 or .005 criterion, replicating Michelson and 254 Morley would be problematic (see Sawilowsky, 2003, for a discussion of this experiment in the 255 context of hypothesis testing). And yet physicists consider the experiment to be highly replicable (see also Meehl, 1967).¹¹ More generally, an experiment's replicability should not depend on the 256 257 population effect size. Any proposal that features *p*-value rejection criteria forces the replication 258 probability to be impacted by the population effect size, and should be rejected.

259

260 Accuracy of Published Effect Sizes

261 It is desirable that published facts in scientific literatures accurately reflect reality. 262 Consider again the regression issue. The more stringent the criterion level for publishing, the 263 more distance there is from a finding that passes the criterion to the mean, and so there is an 264 increasing regression effect. Even at the .05 level, researchers have long recognized that 265 published effect sizes likely do not reflect reality, or at least not the reality that would be seen if 266 there were many replications of each experiment and all were published (see Briggs, 2016; 267 Grice, 2017; Hyman, 2017; Kline, 2017; Locascio, 2017a; 2017b; and Marks, 2017 for a recent 268 discussion of this problem). Under reasonable sample sizes and reasonable population effect 269 sizes, it is the abnormally large sample effect sizes that result in *p*-values that meet the .05 (or 270 .005) criterion, as is obvious from the standpoint of statistical regression. Moreover, with 271 typically low sample sizes, statistically significant effects often require overestimates of 272 population effect sizes. Effect size overestimation was empirically verified by the Open Science 273 Collaboration project (2015), where the average effect size in the replication cohort of studies 274 was dramatically reduced from the average effect size in the original cohort (from .403 to .197). 275 Changing to a more stringent .005 criterion merely would result in yet worse effect size

¹¹ Very likely, a reason null results are so difficult to publish in sciences such as psychology is because the tradition of using *p*-value cutoffs is so ingrained. It would be well to terminate this tradition.

overestimation (Button et al. 2013). The importance of having published effect sizes accurately
reflect population effect sizes contradicts the use of significance tests, at any criterion.

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279 Sample size and Alternatives to Significance Testing

280 We stress that replication depends largely on sample size, but there are factors that 281 interfere with researchers using the large sample sizes necessary for good sampling precision and 282 replicability. In addition to the obvious costs of obtaining large sample sizes, there may be an 283 underappreciation of how much sample size matters (Vankov, Bowers, & Munafo, 2014), of the 284 importance of incentives to favor novelty over replicability (Nosek, Spies, & Motyl, 2012) and 285 of a prevalent misperception that the complement of *p*-values measures replicability (Cohen, 286 1994; Thompson, 1996; Greenland et al. 2016). A focus on sample size suggests an alternative to 287 significance testing. Trafimow (2017; Trafimow & MacDonald, 2017) suggested a procedure as 288 follows. The researcher specifies how close she wishes the sample statistics to be to their 289 corresponding population parameters, and the desired probability of being that close. Trafimow's 290 equations can be used to obtain the necessary sample size to meet specifications. The researcher 291 then obtains the necessary sample size, computes the descriptive statistics, and takes them as accurate estimates of population parameters (provisionally on new data, of course).¹² This a 292 293 *priori* procedure stresses (a) deciding what it takes to believe that the sample statistics are good 294 estimates of the population parameters before data collection rather than afterwards, and (b) 295 obtaining a large enough sample size to be confident that the obtained sample statistics really are 296 within specified distances of corresponding population parameters. The procedure also does not promote publication bias because there is no cutoff for publication decisions.¹³ 297

The larger point is that there are creative alternatives to significance testing that confront the sample size issue much more directly than significance testing does. The "statistical toolbox" (Gigerenzer & Marewski, 2015) further includes, for example, confidence intervals, equivalence

¹² An optimal way to obtain reliable estimation is via robust methods (Erceg-Hurn, Wilcox, & Keselman, 2013;
Field & Wilcox, 2017; Huber, 1972; Portnoy & He, 2000; Rousseeuw, 1991; Tukey, 1979).

¹³ The foregoing description may make the *a priori* procedure seem to be the same as traditional power analysis, but this is not so. First, the goal of traditional power analysis is to find the sample size needed to have a good chance of obtaining a statistically significant *p*-value. Second, traditional power analysis is strongly influenced by the expected effect size whereas this *a priori* procedure is completely uninfluenced by the expected effect size.

301 tests, alternative ways of dealing with *p*-values as continuous indices. Bayesian methods, or 302 information criteria; but none of those tools should replace conventional significance testing as 303 the new magic method giving clear-cut mechanical answers (Cohen, 1994). In fact, inference 304 should not be based on single studies at all (Neyman & Pearson, 1933; Fisher, 1937; Greenland, 305 2017), nor on replications from the same lab, but on cumulative evidence from multiple 306 independent studies. It is desirable to obtain precise estimates in those studies, but the more 307 important goal may be to publish also our wide confidence intervals and small effects, without 308 which the cumulative evidence will be distorted (Amrhein, Korner-Nievergelt, & Roth, 2017; 309 Amrhein & Greenland, 2017). Along these lines, Briggs (2016) argues for abandoning 310 parameter-based inference and adopting purely predictive, and therefore verifiable, probability 311 models, and Greenland (2017) sees "a dire need to get away from inferential statistics and hew 312 more closely to descriptions of study procedures, data collection [...], and the resulting data." 313

314 *Conclusion*

315 It seems appropriate to conclude with the basic issue that has been with us from the 316 beginning. Should *p*-values and *p*-value thresholds be used as the main criterion for making 317 publication decisions? The mere fact that researchers are concerned with replication, however it 318 is conceptualized, indicates an appreciation that single studies are rarely definitive and rarely 319 justify a final decision. Thus, p-value criteria may not be very sensible. A counterargument 320 might be that researchers often make decisions about what to believe, and using *p*-value criteria 321 formalize what otherwise would be an informal process. But this counterargument is too 322 simplistic. When evaluating the strength of the evidence, sophisticated researchers consider, in 323 an admittedly subjective way, theoretical considerations such as scope, explanatory breadth, and 324 predictive power; the worth of the auxiliary assumptions connecting nonobservational terms in 325 theories to observational terms in empirical hypotheses; the strength of the experimental design; 326 or implications for applications. To boil all this down to a binary decision based on a *p*-value 327 threshold of .05, .01, .005, or anything else, is not acceptable.

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465

466 467 The Bayes Factor is an approach to model selection that attempts to quantify the posterior 468 probability of one model relative to another, given set of observed data (Kass & Raftery, 1995). 469 Formally, given a model H and observed data D, the posterior probability of H is given by Bayes 470 theorem: $P(H|D) = \frac{P(D|H)P(H)}{P(D)}$ 471 where P(D|H) is the likelihood (determined by the statistical model), and P(H) is the prior on the 472 model H. Given two competing models H_1 and H_2 , the ratio of the posterior probabilities is given 473 474 by

Appendix

475
$$\frac{P(H_1|D)}{P(H_2|D)} = \frac{P(D|H_1)P(H_1)}{P(D|H_2)P(H_2)}$$

476 Here, the quantity

$$B = \frac{P(D|H_1)}{P(D|H_2)}$$

478 which multiplies the ratio of prior probabilities to obtain the posterior, is traditionally called the 479 Bayes factor, and is generally interpreted as reflecting the relative weight of evidence provided 480 by the data for the models H_1 and H_2 . Quantities greater than 1 suggest that the data favor H_1 , 481 while quantities less than 1 suggest support for H_2 .

482 Ostensibly a form of model comparison, the Bayes factor has been widely employed in 483 the sciences to perform null-hypothesis significance testing by specifying the null model H_1 to be the alternative H_2 with some parameter(s) set to zero (e.g. Wagenmakers, 2007; Wetzels & 484 485 Wagenmakers, 2012; Ly, Verhagen, & Wagenmakers, 2016). In this way, Bayes factors find use 486 as a sort of "Bayesian hypothesis test". Although increasingly popular, Bayes factors have 487 several problems which complicate their use as a form of hypothesis testing. Most notably, 488 Bayes factors are highly sensitive to the choice of prior in a way that a true Bayesian analysis 489 (one which returns a posterior distribution over the model parameters) is not, as we demonstrate 490 below. Further, this prior sensitivity can often behave unintuitively; for instance, Gelman, et al 491 (2014; pp. 183–184) provide an example in which the goal is to estimate a mean treatment effect 492 within several groups. A Bayes factor is employed to compare a null model in which all groups 493 have the same mean value, which has a normal prior; and a model with no shrinkage, in which

the means are independent draws from the same normal prior. In this case, the resulting Bayes

495 factor is highly sensitive to the variance of the prior, and will always select the null model as the

496 prior variance goes to infinity. A researcher, mistakenly believing that they are constructing a

497 non-informative prior, might choose a very large prior variance, unknowingly forcing the Bayes

- 498 factor to select the null model, regardless of what the data say.
- 499 Moreover, in a fully Bayesian model the likelihood begins to dominate the prior as the

sample size goes to infinity, as we might expect (since a larger sample provides more

501 information about the model parameters). The prior thus has less effect with increasing sample

- 502 size. This is not, in general, true of Bayes factors, which retain their prior sensitivity even with
- 503 large samples.

As an example, consider a set of data which are assumed to be Poisson distributed with

505 rate λ , with competing models $H_1: \lambda \leq 1 vs H_2: \lambda > 1$. A simulation study considering different

sample sizes (20, 30 and 50) out with 10,000 replicates. The prior distributions for H_1 and H_2 ,

and mean and standard deviations are presented in Table 1.

n	Prior H ₁	Prior <i>H</i> ₂	mean(BF)	sd(BF)
20	Gamma(1,2)	Gamma(3,3)	7.0	2.7
	Gamma(2,2)		202.0	74.7
	Gamma(3,2)		3726.9	1331.9
	Gamma(2,2)	Gamma(1,3)	11570.1	3139.9
		Gamma(2,3)	1496.0	472.5
		Gamma(4,3)	29.1	12.6
		Gamma(10,3)	0.0019	0.0020
	Laplace	Laplace	2.5	13.6
	Jeffreys	Jeffreys	0.7	4.0
30	Gamma(1,2)	Gamma(3,3)	357.1	125.6
	Gamma(2,2)		15626.6	5500.1
	Gamma(3,2)		428190.9	151300.7
	Gamma(2,2)	Gamma(1,3)	1936147.3	597773.2
		Gamma(2,3)	167656.2	54433.1
		Gamma(4,3)	1539.0	603.0
		Gamma(10,3)	0.0113	0.0088
	Laplace	Laplace	1.7	11.5
	Jeffreys	Jeffreys	0.4	2.6
50	Gamma(1,2)	Gamma(3,3)	2161996.0	796727.8
	Gamma(2,2)		156358014.0	58652977.0
	Gamma(3,2)		7218780790.0	2682940095.0
	Gamma(2,2)	Gamma(1,3)	53119836572.0	18718219507.0
		Gamma(2,3)	2776659384.0	993973186.0
		Gamma(4,3)	9361043.0	3659097.0
		Gamma(10,3)	3.8	2.4
	Laplace	Laplace	0.7	4.7
	Jeffreys	Jeffreys	0.1	0.8

508

509 Table 1: Mean and standard deviations for Bayes Factor (BF) when different prior distributions

510 for the hypothesis H_1 and H_2 are considered. The BFs that provide support to H_2 are shown in

511 bold.

512 It is evident that the BF changes considerably when prior distributions and sample sizes 513 change. In many cases, H_1 is more strongly supported by the data than H_2 , which is not correct 514 since $\lambda = 1.5$. And yet, the posterior distribution over λ is largely insensitive to these choices. 515 For $\lambda = 1.5$ and a sample size of 50, the expected sum over all observations for is 75. Since a 516 Gamma prior is conjugate for a Poisson likelihood, we can compute the expected posterior 517 directly: for prior shape α and rate β , the expected posterior shape and rate are $\alpha + 75$ and $\beta + 75$ 518 50, giving a posterior mean of

519

 $\frac{(\alpha + 75)}{(\beta + 50)}$ 520 For Gamma(1,3) and Gamma(2,3) priors, we have posterior means of 1.43 and 1.45,

521 respectively—a negligible difference. And yet, the Bayes factors resulting from these priors

522 differ by an order of magnitude.

523 Additionally, Bayes factors may exhibit strange behavior when used to test point-nulls 524 for continuous models (e.g. testing that a mean difference is exactly zero). Aitkin, Boys, and 525 Chadwick (2005) study an example in which a hypothesis test for a binomial probability, 526 conducted via Bayes factor, returns strong support for a point null H_0 : $p = p_0$ when, in fact, the 527 posterior distribution (and a data itself) overwhelmingly support a value $p \neq p_0$. The authors 528 note that this is an example where two competing approaches-estimation and hypothesis 529 testing—are in clear conflict. In general, researchers should be aware that the question they are 530 asking—that is, do the data support the null value, or is some other value better supported by the 531 data—is not necessarily the question being answered by the Bayes factor, nor is a Bayes factor 532 used to test a point null on a parameter consistent in general with the posterior distribution over 533 that same parameter. For these reasons, we do not feel that the Bayes factor is a satisfactory 534 substitute for traditional hypothesis testing, nor does it address the fundamental problems 535 associated with such approaches: namely, that they ignore uncertainty in favor of binary decision 536 making. Using a threshold for the BF will result in a similar dilemma as with a threshold for the 537 p-value. As Konijn et al. (2015) suggested, "God would love a Bayes Factor of 3.01 nearly as much as a BF of 2.99". Moreover, the Bayes factor does not provide a good measure of statistical 538 539 evidence, as it fails the coherence desideratum (see Lavine & Schervish, 1999).

540	References
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