

A pupillometer is a device used to observe changes in an individual's pupil dilations as he or she is exposed to different visual stimuli. The design and Market Research Laboratories of the Container Corporation of America used a pupillometer to evaluate consumer reaction to different silverware patterns for one of its clients. 15 consumers were chosen at random, and each was shown two different silverware patterns. The pupillometer readings (in millimeters) for each consumer are shown below.

CONSUMER	PATTERN1	PATTERN2
1	1.00	0.80
2	0.97	0.66
3	1.45	1.22
4	1.21	1.00
5	0.77	0.81
6	1.32	1.11
7	1.81	1.30
8	0.91	0.32
9	0.98	0.91
10	1.46	1.10
11	1.85	1.60
12	0.33	0.21
13	1.77	1.50
14	0.85	0.65
15	0.15	0.05

Paired T-Test and CI: PATTERN1, PATTERN2

Paired T for PATTERN1 - PATTERN2

	N	Mean	StDev	SE Mean
PATTERN1	15	1.122	0.505	0.130
PATTERN2	15	0.883	0.453	0.117
Difference	15	0.2393	0.1608	0.0415

95% CI for mean difference: (0.1503, 0.3284)

T-Test of mean difference = 0 (vs not = 0): T-Value = 5.76 P-Value = 0.000

