

- It is common to use the t -test and the t -statistic

$$\begin{aligned} \text{Var}(\bar{y}_i - \bar{y}_j) &= \text{Var}(\bar{y}_i) + \text{Var}(\bar{y}_j) \\ &= \sigma^2/n_i + \sigma^2/n_j \end{aligned}$$

$$t_{ij}^2 = F_{ij} \quad t_{ij} = \frac{\bar{y}_i - \bar{y}_j - 0}{\hat{\sigma} \sqrt{1/n_i + 1/n_j}}$$

where n_i = number of observations for treatment i ,
 $\hat{\sigma}^2 = \text{RSS}_\Omega / \text{df}_\Omega$ in ANOVA; declare "treatments i and j different at level α " if

$F_{1, \text{df}_\Omega} \rightarrow$ null dist. $|t_{ij}| > t_{N-k, \frac{\alpha}{2}}$
 df_Ω

null of ANOVA in LNp3-6

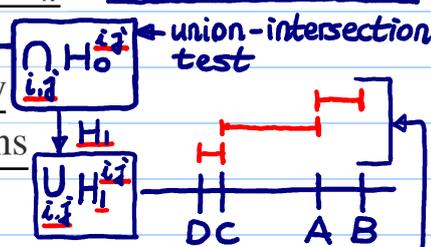
$R_{ij} \equiv$ rejection region of H_0^{ij}
 $P(R_{ij} | \mu_i = \mu_j (\tau_i = \tau_j)) = \alpha$

multiple testing
 $R_{12} \cap R_{13} \cap R_{23}$
EER
 $= P(\cup R_{ij} | \mu_1 = \dots = \mu_k)$
 $> \alpha$ ← why not good?
 usually

- Suppose k' tests are performed to test $H_0 : \tau_1 = \dots = \tau_k$.

eg. $\binom{k}{2}$

Experimentwise error rate (EER) = Probability of declaring at least one pair of treatments significantly different under H_0 . Need to use multiple comparisons to control EER.

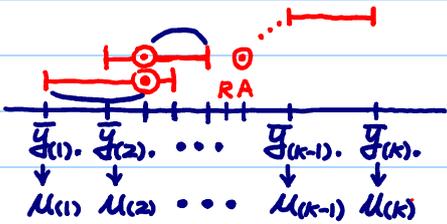


$t_{16, \frac{0.05}{2}} = 2.12$
 t_{ij}

A vs. B	A vs. C	A vs. D	B vs. C	B vs. D	C vs. D
-0.87	1.85	2.14	2.72	3.01	0.29

Note. deductive logic does not hold (Why?)

$|\bar{y}_i - \bar{y}_j| > \hat{\sigma} \sqrt{\frac{1}{n_i} + \frac{1}{n_j}} \cdot t_{N-k, \frac{\alpha}{2}}$
 a scale



$\mu_{(1)}, \dots, \mu_{(k)}$: sorted μ_1, \dots, μ_k
 $(\mu_{(1)} \leq \mu_{(2)} \leq \dots \leq \mu_{(k)})$
 $\bar{y}_{(1)}, \dots, \bar{y}_{(k)}$: order statistics of $\bar{y}_1, \dots, \bar{y}_k$

Bonferroni Method

Declare " τ_i different from τ_j at level α " if $|t_{ij}| > t_{N-k, \frac{\alpha}{2k'}}$, where k' = number of tests.

$\text{EER} \leq \alpha$

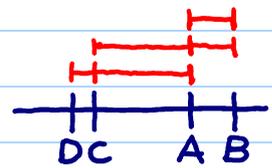
very conservative when k' is large

- For one-way layout with k treatments, $k' = \binom{k}{2} = \frac{1}{2}k(k-1)$, as k increases, k' increases, and the critical value $t_{N-k, \frac{\alpha}{2k'}}$ gets bigger (i.e., method less powerful in detecting differences).

some indep. assumptions btwn the test stat. of these tests, e.g., indep. \bar{y}_i 's

- Advantage: It works without requiring independence assumption. can be widely applied.
- For pulp experiment, take $\alpha = 0.05$, $k = 4$, $k' = 6$, $t_{16, 0.05/12} = 3.008$. Among the 6 t_{ij} -values (see LNp.3-10), only the t -value for B-vs-D, 3.01, is larger. Declare "B and D different at level 0.05".

$$\begin{aligned} P(\cup R_{ij} | \cap H_0^{ij}) &\leq \sum_{i,j} P(R_{ij} | H_0^{ij}) = k' \cdot \alpha' = \alpha \\ \Rightarrow \alpha' &= P(R_{ij} | H_0^{ij}) = \alpha/k' \end{aligned}$$



For simplicity, assume $n_1 = \dots = n_k = n$

Tukey Method

Same procedure can be applied to unequal sample size case \rightarrow Tukey-Kramer test

- Declare " τ_i different from τ_j at level α " if

$$\because \sqrt{1/n + 1/n} = \sqrt{2}/\sqrt{n}$$

$$|t_{ij}| > \frac{1}{\sqrt{2}} q_{k, N-k, \alpha}, \quad \text{EER} \leq \alpha$$

where $q_{k, N-k, \alpha}$ is the upper α -quantile of the Studentized range (SR) distribution with parameter k and $N - k$ degrees of freedom. (see distribution table on LNp.3-13)

- For pulp experiment,

$$\frac{1}{\sqrt{2}} q_{k, N-k, 0.05} = \frac{1}{\sqrt{2}} q_{4, 16, 0.05} = \frac{4.05}{\sqrt{2}} = 2.86.$$

Again only B-vs-D has larger t_{ij} -value than 2.86 (See LNp.3-10). Tukey method is more powerful than Bonferroni method because 2.86 is smaller than 3.01 (why?)

- compare $\bar{y}_i - \bar{y}_j, \forall (i, j)$ p. 3-12
- For $1 \leq i < j \leq k$, check LNp.3-10
- $P(UR_{ij} | NH_0^j) \leftarrow \text{EER}$
- $= P(\text{at least one } |\bar{y}_i - \bar{y}_j| \text{ larger than } C^* | NH_0^j)$
- $= P(\bar{y}_{(k)} - \bar{y}_{(1)} > C^* | NH_0^j)$
- $= \alpha$

Under $\cap H_0^j, \bar{y}_1, \dots, \bar{y}_k$ indep. $N(\mu, \sigma^2/n) \Rightarrow$

$$\sqrt{n}(\bar{y}_{(k)} - \bar{y}_{(1)}) \sim SR_{k, \nu}$$

where $\nu \hat{\sigma}^2 \sim \sigma^2 \chi^2_\nu$ and indep. of $\bar{y}_1, \dots, \bar{y}_k$.

$$\Rightarrow C^* = \hat{\sigma}/\sqrt{n} \cdot SR_{k, \nu, \alpha}$$

$$\Rightarrow \sqrt{n} |\bar{y}_i - \bar{y}_j| / \hat{\sigma} > SR_{k, \nu, \alpha}$$

Q: For the case in LNp.3-10, after getting \bar{y}_i 's, want to test $H_0^j: \mu_D = \mu_B$ (only one test) Which critical value should we use? $H_0: \mu_{(1)} = \mu_{(k)}$?

Q: Among the 3 critical values of $|t_{ij}|$, which one is the smallest? the largest?

Selected values of $q_{k, \nu, \alpha}$ for $\alpha = 0.05$

v	k														
	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
1	17.97	26.98	32.82	37.08	40.41	43.12	45.40	47.36	49.07	50.59	51.96	53.20	54.33	55.36	
2	6.08	8.33	9.80	10.88	11.74	12.44	13.03	13.54	13.99	14.39	14.75	15.08	15.38	15.65	
3	4.50	5.91	6.82	7.50	8.04	8.48	8.85	9.18	9.46	9.72	9.95	10.15	10.35	10.52	
4	3.93	5.04	5.76	6.29	6.71	7.05	7.35	7.60	7.83	8.03	8.21	8.37	8.52	8.66	
5	3.64	4.60	5.22	5.67	6.03	6.33	6.58	6.80	6.99	7.17	7.32	7.47	7.60	7.72	
6	3.46	4.34	4.90	5.30	5.63	5.90	6.12	6.32	6.49	6.65	6.79	6.92	7.03	7.14	
7	3.34	4.16	4.68	5.06	5.36	5.61	5.82	6.00	6.16	6.30	6.43	6.55	6.66	6.76	
8	3.26	4.04	4.53	4.89	5.17	5.40	5.60	5.77	5.92	6.05	6.18	6.29	6.39	6.48	
9	3.20	3.95	4.41	4.76	5.02	5.24	5.43	5.59	5.74	5.87	5.98	6.09	6.19	6.28	
10	3.15	3.88	4.33	4.65	4.91	5.12	5.30	5.46	5.60	5.72	5.83	5.93	6.03	6.11	
11	3.11	3.82	4.26	4.57	4.82	5.03	5.20	5.35	5.49	5.61	5.71	5.81	5.90	5.98	
12	3.08	3.77	4.20	4.51	4.75	4.95	5.12	5.27	5.39	5.51	5.61	5.71	5.80	5.88	
13	3.06	3.73	4.15	4.45	4.69	4.88	5.05	5.19	5.32	5.43	5.53	5.63	5.71	5.79	
14	3.03	3.70	4.11	4.41	4.64	4.83	4.99	5.13	5.25	5.36	5.46	5.55	5.64	5.71	
15	3.01	3.67	4.08	4.37	4.59	4.78	4.94	5.08	5.20	5.31	5.40	5.49	5.57	5.65	
16	3.00	3.65	4.05	4.33	4.56	4.74	4.90	5.03	5.15	5.26	5.35	5.44	5.52	5.59	

α =upper tail probability, ν =degrees of freedom, k =number of treatments

decreasing (Why?)

increasing (Why?)

For complete tables corresponding to various values of α refer to Appendix E.

One-Way ANOVA with a Quantitative Factor

cf. Qualitative

- ★ response : bonding strength
- ★ (treatment) factor : power (quantitative)
- 3 levels - 40, 50, 60
- equally spaced

Data :

Design matrix

power	strength
40	25.66
40	28.00
40	20.65
50	.
50	.
60	.
60	35.66

y = bonding strength of composite material,

x = laser power at 40, 50, 60 watt.

- ★ Exp'tal units : one composite
- 9 EUs
- ★ Each treatment repeats 3 times (3 replicates)

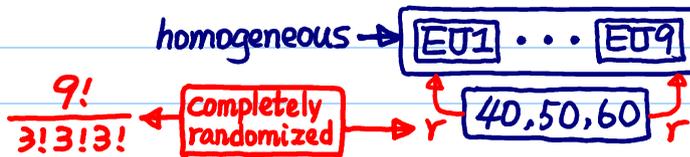
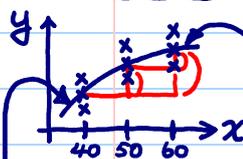


Table 2: Strength Data, Composite Experiment

Initial Data Analysis : scatter plot



the line is meaningful only when the factor is quantitative

major difference between quantitative & qualitative factors

Laser Power (watts)		
40	50	60
25.66	29.15	35.73
28.00	35.09	39.56
20.65	29.79	35.66

conceptual model

$$\mu_x = E(y_x)$$

$$y_x = \mu_x + \epsilon$$

$$\mu_x = \beta_0 + \beta_1 x$$

$$\star \mu_x = \beta_0 + \beta_1 x + \beta_2 x^2$$

$$\mu_x = \beta_0 + \beta_1 x + \beta_2 x^2 + \beta_3 x^3$$

$$\mu_x = \beta_0 + \beta_1 x \log x + \beta_2 e^x$$

⋮

$\Omega(H_0): y = \beta_0 + \epsilon$
 $\Omega(H_A): y = \beta_0 + \beta_1 x + \beta_2 x^2 + \epsilon$

One-Way ANOVA (Contd)

Table 3: ANOVA Table, Composite Experiment

overall F-test

Source	Degrees of Freedom	Sum of Squares	Mean Squares	F
laser	2	224.184	112.092	11.32
residual	6	59.422	9.904	
total	8	283.606		

same ANOVA table when laser power is treated as a qualitative factor

cf. "how different" problems for qualitative and quantitative factors

large σ^2 ⇒ small p-value

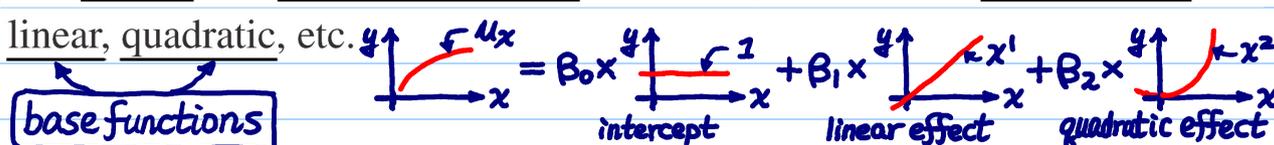
- Conclusion from ANOVA : Laser power has a significant effect on strength.

There exist difference between $\mu_{40}, \mu_{50}, \mu_{60}$

- To further understand the effect, use of multiple comparisons is not useful here. (Why?)

can only answer whether $\mu_i \neq \mu_j$ for $i, j \in \{40, 50, 60\}$

- The effects of a quantitative factor like laser power can be decomposed into



coding/base functions for quantitative factors (cf. qualitative codings, LNp.3-8)

Linear and Quadratic Effects

orthogonal polynomial

(LM, LNp.8-4~5) p. 3-16
 $y = \beta_0 + \beta_1 x_L + \beta_2 x_Q + \epsilon$

equally spaced $\rightarrow m-\Delta \quad m \quad m+\Delta$

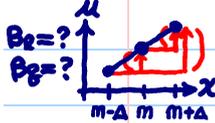
	x_L	x_Q	
$m-\Delta$	-1	1	$\rightarrow \mu_L$
m	0	-2	$\rightarrow \mu_M$
$m+\Delta$	1	1	$\rightarrow \mu_H$

- Suppose there are three levels of x (low, medium, high) and the corresponding $E(y_x)$ values are $\underline{\mu} = (\mu_L, \mu_M, \mu_H)^T$.

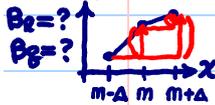
$$\underline{\mu} = \begin{bmatrix} \mu_L \\ \mu_M \\ \mu_H \end{bmatrix} = \begin{bmatrix} \beta_0 - \beta_1 + \beta_2 \\ \beta_0 \\ \beta_0 + \beta_1 + \beta_2 \end{bmatrix} = \begin{bmatrix} 1 & -1 & 1 \\ 1 & 0 & -2 \\ 1 & 1 & 1 \end{bmatrix} \beta \Rightarrow \beta = \begin{bmatrix} \beta_0 \\ \beta_1 \\ \beta_2 \end{bmatrix} = \underline{A}^{-1} \underline{\mu} = \begin{bmatrix} (\mu_L + \mu_M + \mu_H)/3 \\ (-\mu_L + \mu_H)/2 \\ (\mu_L - 2\mu_M + \mu_H)/6 \end{bmatrix}$$

$$A^T A = \begin{bmatrix} 3 & 0 & 0 \\ 0 & 2 & 0 \\ 0 & 0 & 6 \end{bmatrix}$$

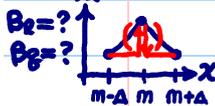
$$A^{-1} = \begin{bmatrix} 1/3 & 0 & 0 \\ 0 & 1/2 & 0 \\ 0 & 0 & 1/6 \end{bmatrix} A^T$$



Linear contrast: $\mu_H - \mu_L = (-1, 0, 1) \begin{pmatrix} \mu_L \\ \mu_M \\ \mu_H \end{pmatrix}$



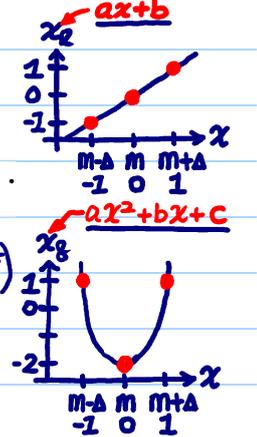
Quadratic contrast: $\mu_L - 2\mu_M + \mu_H = (1, -2, 1) \begin{pmatrix} \mu_L \\ \mu_M \\ \mu_H \end{pmatrix}$



$\propto \beta_2$

$= 2 \times \left(\frac{\mu_L + \mu_H}{2} - \mu_M \right)$ ← for qualitative (Helmert coding)

$= (\mu_H - \mu_M) - (\mu_M - \mu_L)$ ← for quantitative



$(-1, 0, 1)$ and $(1, -2, 1)$ are the linear and quadratic contrast vectors; they are orthogonal to each other. \rightarrow & orthogonal to intercept $\underline{1}$.

\underline{q} s.t. $\underline{q}^T \underline{1} = 0$ (LNp.3-5)
 $\Rightarrow \underline{q}$: a contrast

when # of replicates are identical for all treatments (balance), the columns in model matrix are orthogonal. \rightarrow

Linear and Quadratic Effects (Contd.)

- Using $(-1, 0, 1)$ and $(1, -2, 1)$, we can write a more detailed regression model $y = X\beta + \epsilon$, where the model matrix X is given below.

LM, LNp.8-2. location & scale change

Normalization: Length of $(-1, 0, 1) = \sqrt{2}$, length of $(1, -2, 1) = \sqrt{6}$, divide each vector by its length in the regression model. (Why? It provides a consistent comparison of the regression coefficients. But the t -statistics in the next table are independent of such (and any) scaling.)

- Normalized contrast vectors:

linear: $(-1, 0, 1)/\sqrt{2} = (-1/\sqrt{2}, 0, 1/\sqrt{2})$,
 quadratic: $(1, -2, 1)/\sqrt{6} = (1/\sqrt{6}, -2/\sqrt{6}, 1/\sqrt{6})$.

$\hat{\beta}_i \leftrightarrow t_i$ consistent

vectors with different lengths

$x=40$	y_{11}	x_L	x_Q
$x=50$	y_{12}	1	-1
$x=60$	y_{13}	1	-1
	y_{21}	1	1
	y_{22}	1	0
	y_{23}	1	0
	y_{31}	1	1
	y_{32}	1	1
	y_{33}	1	1

$= X\beta + \epsilon$

$X = \begin{bmatrix} 1 & -1 & 1 \\ 1 & -1 & 1 \\ 1 & -1 & 1 \\ 1 & 0 & -2 \\ 1 & 0 & -2 \\ 1 & 0 & -2 \\ 1 & 1 & 1 \\ 1 & 1 & 1 \\ 1 & 1 & 1 \end{bmatrix}$

$\hat{\beta} = \begin{bmatrix} \hat{\beta}_0 \\ \hat{\beta}_1 \\ \hat{\beta}_2 \end{bmatrix} = (X^T X)^{-1} X^T Y$ ← check (Δ) in LNp.3-16

$X^T X = \begin{bmatrix} 9 & 0 & 0 \\ 0 & 6 & 0 \\ 0 & 0 & 18 \end{bmatrix}$

$(X^T X)^{-1} = \begin{bmatrix} 1/9 & 0 & 0 \\ 0 & 1/6 & 0 \\ 0 & 0 & 1/18 \end{bmatrix} \Rightarrow \text{COV}(\hat{\beta}) = \sigma^2 (X^T X)^{-1}$

Estimation of Linear and Quadratic Effects

- Let β_0^* , β_l^* , β_q^* denote respectively the intercept, the linear effect and the quadratic effect based on normalized contrasts and let $\beta = (\beta_0^*, \beta_l^*, \beta_q^*)'$. An estimator $\hat{\beta}$ of β

is given by

$$\hat{\beta} = \begin{pmatrix} \hat{\beta}_0^* \\ \hat{\beta}_l^* \\ \hat{\beta}_q^* \end{pmatrix} = \begin{pmatrix} 1/\sqrt{3} & 1/\sqrt{3} & 1/\sqrt{3} \\ -1/\sqrt{2} & 0 & 1/\sqrt{2} \\ 1/\sqrt{6} & -2/\sqrt{6} & 1/\sqrt{6} \end{pmatrix} \begin{pmatrix} \bar{y}_1 \\ \bar{y}_2 \\ \bar{y}_3 \end{pmatrix} \begin{matrix} \rightarrow \mu_1 \\ \rightarrow \mu_2 \\ \rightarrow \mu_3 \end{matrix}$$

$\underline{U} = \underline{A}\underline{\beta}$
 $\underline{A}'\underline{A} = \underline{I}_3$
 $\Rightarrow \underline{A}' = \underline{A}^{-1}$
 $\underline{\beta} = \underline{A}^{-1}\underline{U} = \underline{A}'\underline{U}$

$E(y) = \beta_0 + \beta_l x_l + \beta_q x_q$
 $= (\sqrt{3}\beta_0) \frac{1}{\sqrt{3}} + (\sqrt{2}\beta_l) \frac{x_l}{\sqrt{2}} + (\sqrt{6}\beta_q) \frac{x_q}{\sqrt{6}}$
 $\beta_0^* \quad \beta_l^* \quad \beta_q^*$

cf. (Δ) in LNp.3-16

- We can write $\hat{\beta} = \underline{A}'\bar{y}$, where

$$\underline{A} = \begin{pmatrix} 1/\sqrt{3} & -1/\sqrt{2} & 1/\sqrt{6} \\ 1/\sqrt{3} & 0 & -2/\sqrt{6} \\ 1/\sqrt{3} & 1/\sqrt{2} & 1/\sqrt{6} \end{pmatrix} \text{ and } \bar{y} = \begin{pmatrix} \bar{y}_1 \\ \bar{y}_2 \\ \bar{y}_3 \end{pmatrix}$$

- Since the columns of \underline{A} constitute a set of orthonormal vectors, i.e. $\underline{A}'\underline{A} = \underline{I}_3$. Let

$\underline{X} = [\underline{A}' \dots \underline{A}']'$. We have

$$\hat{\beta} = \underline{A}'\bar{y} = (\underline{A}'\underline{A})^{-1}\underline{A}'\bar{y} = \underbrace{(\underline{X}'\underline{X})^{-1}}_{\substack{\text{repeat } k \text{ times} \\ \# \text{ of replicates}}} \underline{X}'\bar{y}$$

$\text{cov}(\hat{\beta}) = \sigma^2 \cdot \frac{1}{k} \underline{I}_3$
 $= k \underline{I}_3$
 \uparrow # of replicates
 $\rightarrow (\underline{X}'\underline{X})^{-1} = \frac{1}{k} (\underline{A}'\underline{A})^{-1}$

where \underline{X} is the model matrix and \bar{y} is the response vector.

This shows that $\hat{\beta}$ is identical to the least squares estimate of β .

- Running a multiple linear regression with response y and predictors x_l and x_q , we get

$$\hat{\beta}_0^* = 31.0322, \hat{\beta}_l^* = 8.636, \hat{\beta}_q^* = -0.381.$$

Tests for Linear and Quadratic Effects

t-test in LM

Q: What if we use
 linear coding : $(40, 50, 60) = x^1$
 quadratic coding : $(40^2, 50^2, 60^2) = x^2$ exercise

Q: Do we need to worry about "collinearity"?

Table 4: Tests for Polynomial Effects, Composite Experiment

Effect	Estimate	Standard		p-value
		Error	t	
linear	$\hat{\beta}_l^* \rightarrow 8.636$	1.817	4.75	0.003
quadratic	$\hat{\beta}_q^* \rightarrow -0.381$	1.817	-0.21	0.841

$\text{cov}(\hat{\beta}) = \hat{\sigma}^2 (\underline{X}'\underline{X})^{-1} = \hat{\sigma}^2 \begin{bmatrix} 1/3 & 0 \\ 0 & 1/3 \end{bmatrix}$
 $\hat{\sigma}^2 = \text{RSS}/(n-p)$ (check Table 3, LNp.15)

identical s.e. (why?)
 not significant

- Further conclusion : Laser power has a significant linear (but not quadratic) effect on strength. \leftarrow answer to "how different" problem

- Another question : How to predict y-value (strength) at a setting not in the experiment (i.e., other than 40, 50, 60) ? Need to extend the concept of linear and quadratic contrast vectors to cover a whole interval for x . This requires building a model using polynomials.

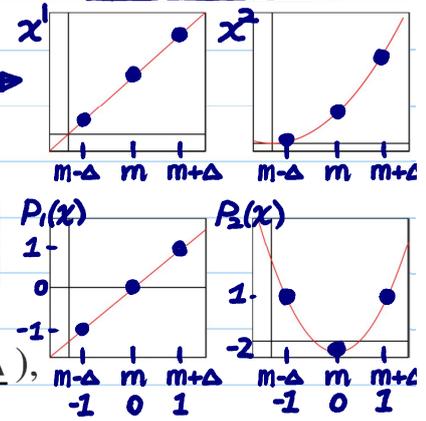
LM, LNP.
8-3~6

Orthogonal Polynomials

p. 3-20

$$\begin{matrix} x_0: & 1 & -2 & 1 \\ x_1: & -1 & 0 & 1 \end{matrix}$$

base functions



- For three evenly spaced levels $m - \Delta$, m , and $m + \Delta$, define the first and second degree polynomials :

$$P_1(x) = \frac{x - m}{\Delta}$$

(= -1, 0 and 1, for $x = m - \Delta, m, m + \Delta$),

x^1, x^2 might have strong collinearity

$$P_2(x) = 3 \left[\left(\frac{x - m}{\Delta} \right)^2 - \frac{2}{3} \right]$$

(= 1, -2 and 1, for $x = m - \Delta, m, m + \Delta$).

Therefore, $P_1(x)$ and $P_2(x)$ are extensions of the linear and quadratic contrast vectors. (Why?)

$$E(y_x) = \beta_0^* + \beta_1^* \frac{P_1(x)}{\sqrt{2}} + \beta_2^* \frac{P_2(x)}{\sqrt{3}}$$

↑ defined for any x

cf. functional form & matrix form of LM.

- Polynomial regression model :

$$y = \beta_0^* + \beta_1^* \times P_1(x)/\sqrt{2} + \beta_2^* \times P_2(x)/\sqrt{6} + \varepsilon$$

cf. $\beta_0^* + \beta_1^* x_1/\sqrt{2} + \beta_2^* x_2/\sqrt{6}$

obtain regression (i.e., least squares) estimates $\hat{\beta}_0^* = 31.03$, $\hat{\beta}_1^* = 8.636$, $\hat{\beta}_2^* = -0.381$. (Note : $\hat{\beta}_1^*$ and $\hat{\beta}_2^*$ values are same as in Table 4).

p. 3-21

Prediction based on Polynomial Regression Model

- Fitted model:

$$E(\hat{y}_x) = \hat{\mu}_x = 31.0322 + 8.636 \times P_1(x)/\sqrt{2} - 0.381 \times P_2(x)/\sqrt{6}$$

↑ can be any x

- To predict $\hat{\mu}_x$ at any $x = x^*$, plug in the x^* on the right side of the regression equation. For $x = 55$, because $m = 50$, $\Delta = 10$,

$$P_1(55) = \frac{55 - 50}{10} = \frac{1}{2}$$

interpolation
extrapolation

model uncertainty : model might not be close to the 2nd-order model outside the exp'tal region

$$P_2(55) = 3 \left[\left(\frac{55 - 50}{10} \right)^2 - \frac{2}{3} \right] = -\frac{5}{4}$$

matrix form

$$z_0 = (1, P_1(x^*)/\sqrt{2}, P_2(x^*)/\sqrt{6})^T$$

$$\hat{\mu}_{x^*} = z_0^T \hat{\beta}$$

Also, prediction for future obs.

$$\begin{aligned} \hat{\mu}_{55} &= 31.0322 + 8.636(0.5/\sqrt{2}) - 0.381(-1.25/\sqrt{6}) \\ &= 34.2803. \end{aligned}$$

point estimation

can apply LM technique to construct confidence interval for mean response
s.e. → future obs.

$$\widehat{\text{Var}}(z_0^T \hat{\beta}) + \widehat{\text{Var}}(\varepsilon) \text{ future error}$$

$$= \hat{\sigma}^2 [z_0^T (X^T X)^{-1} z_0 + 1]$$

$$\widehat{\text{Var}}(z_0^T \hat{\beta}) = \hat{\sigma}^2 z_0^T (X^T X)^{-1} z_0$$