

# Eta Squared, Partial Eta Squared, and Misreporting of Effect Size in Communication Research

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*Communication researchers, along with social scientists from a variety of disciplines, are increasingly recognizing the importance of reporting effect sizes to augment significance tests. Serious errors in the reporting of effect sizes, however, have appeared in recently published articles. This article calls for accurate reporting of estimates of effect size. Eta squared ( $\eta^2$ ) is the most commonly reported estimate of effect size for the ANOVA. The classical formulation of eta squared (Pearson, 1911; Fisher, 1928) is distinguished from the lesser known partial eta squared (Cohen, 1973), and a mislabeling problem in the statistical software SPSS (1998) is identified. What SPSS reports as eta squared is really partial eta squared. Hence, researchers obtaining estimates of eta squared from SPSS are at risk of reporting incorrect values. Several simulations are reported to demonstrate critical issues. The strengths and limitations of several estimates of effect size used in ANOVA are discussed, as are the implications of the reporting errors. A list of suggestions for researchers is then offered.*

Null hypothesis testing with standard tests of statistical significance have long been the decision rules of choice in most quantitative communication research. There is, however, a growing recognition of the limitations associated with significance testing and *p*-values as the sole criterion for interpreting the meaning of results (e.g., see Boster, this issue). As a consequence, many communication journals have adopted editorial policies that require estimates of effect sizes and statistical power be reported in addition to significance tests. For example, the current editorial policies of both *Communication Monographs* (CM) and *Human Communication Research* (HCR) require authors to report the effect sizes for statistical tests. As we argue here, there are good reasons to report estimates of effect size in addition to *p*-values.<sup>1</sup>

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# Eta Squared Partial Eta Squared And Misreporting Of

**Tao Wei**



**Eta Squared Partial Eta Squared And Misreporting Of:**

## **Eta Squared Partial Eta Squared And Misreporting Of** Book Review: Unveiling the Magic of Language

In an electronic digital era where connections and knowledge reign supreme, the enchanting power of language has become much more apparent than ever. Its capability to stir emotions, provoke thought, and instigate transformation is truly remarkable. This extraordinary book, aptly titled "**Eta Squared Partial Eta Squared And Misreporting Of**," written by a highly acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound effect on our existence. Throughout this critique, we will delve into the book's central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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