Question #1 to be investigated:

Do cereals marketed to children appear to be deliberately located on grocery store shelves to attract children's attention?

- How did we try to answer this question?
- What patterns did we observe?

Explanatory Variable

Definition	
Example in cereal data	

Response Variable

Definition	
Example in cereal data	

Question #2 to be investigated:

It is known that alcohol consumption causes a drop in body temperature. To determine the exact nature of this relationship, experimenters give several different amounts of alcohol to mice and then measure the change in each mouse's body temperature after 30 minutes.

1. What are the explanatory variables in this question #2? Why?

2. What are the response variables you could use to answer this question #2? Why?