

Results from Sao Paulo Brazil – 2nd Measurement and Analysis Conference – 11/11/2011

First, **thank you to everyone** who contributed to the study in Brazil

Our best score with the smallest total variation was from **Guilherme Simões** at 3087

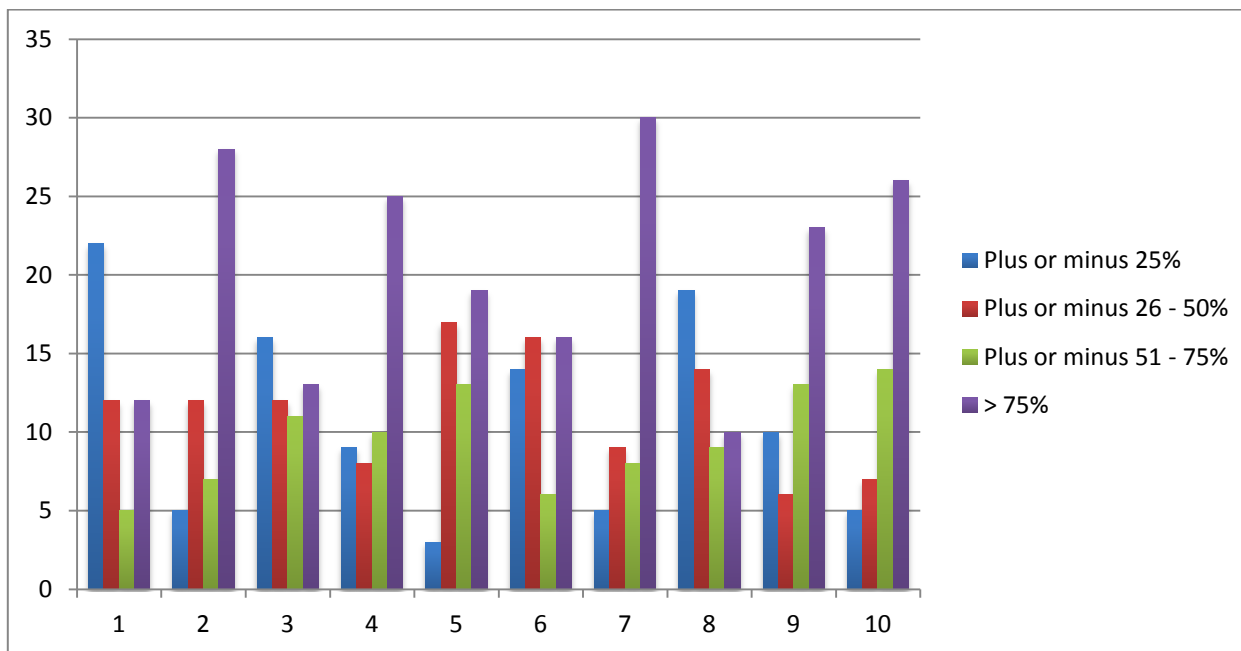
The largest variance was 12,488,098 (name not published)

38 answer sheets were discarded because they did not contain a value in each of the four columns for each of the 10 questions; thus, did not introduce another source of variation in the results.

“Under pressure to compete” the group did WORSE on questions related to Kilimanjaro, “Hey Jude”, Fahrenheit to Celsius, and gestation. Please note that as a whole, the “number of military deaths from World War II” was the same under pressure and not under pressure.

V1 > V2	V2 > V1	Tied
52%	33%	19%
52%	33%	19%
67%	29%	10%
24%	57%	24%
43%	48%	14%
48%	43%	14%
14%	52%	38%
43%	43%	19%
52%	48%	5%
14%	57%	33%

The distribution by percent around the correct answer looked like:



On 7 questions, your “mode” variation results were in excess of 75 percent. Again, many thanks to all my colleagues in Brazil and may good fortune be yours each day.