Four magic points
(How to make the reviewers happier)

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1. **Check (and show) the data distribution**. The chosen statistic-test depends on data distribution. For example: ANOVA tests require normal distribution (Reaction times are not...).
2. **Means comparison**. When presenting means you must report and consider even variability; stastistical significance depends on variability.
3. **Multiple comparisons**. When performing many tests you must adjust probabilities; the higher the number of test (whitout control) the higher the probability to find statistical significance.
4. **Effect size**. APA style requires to report effect size (and comment it). Careful to the sample size because with *appropriate* sample size, everything is significant.

Suggested papers to read:

- Francis, G. (2013). Replication, statistical consistency, and publication bias. *Journal of Mathematical Psychology*, 57, 152-169.
- Gelman, A. (2012). P-values and statistical practice. *Epidemiology*, 24, 69-72.
- Ioannidis, J. (2005). Why most published research findings are false. *PLOS Medicine*, 2, e124.
- Johnson, V. E. (2013). Revised standards for statistical evidence. *PNAS*, 110, 19175-19176.
- Simmons, J. P., Nelson, L. D., and Simonsohn, U. (2011). False-Positive Psychology: Undisclsed Flexibility in Data Collection and Analysis Allows Presenting Anything as Significant. *Psichological Science*, 22, 1359-1366.
- Wagenmakers, E. J., Weetzels, R., Borsboom, D., and van der Maas, H. (2011). Why psychologists must change the way they analiye their data: The case of psi. *Journal of Personality and Social Psychology*, 100, 426-432.

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