

A fancy title for your assignment

Subtitle/Subject

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2016IPM043

Section - 'A'



ASSIGNMENT

Instructor's Name: Prof. John Doe

Course: Social Psychology in Business Environment

Date of Submission: May 10, 2020

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Definition

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1 Background and Introduction

The effect is usually accompanied with,

- First item
- Second item
- Extend this list

Examples

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Some real life examples of this effect are following,

1. First item
2. Second item
3. More items

Festinger and Carlsmith (1959) gave an interesting account about forced compliance. You can also cite this paper in-paragraph. (Festinger and Carlsmith, 1959)

2 Mathematical Tools and Computer Codes

2.1 Some symbols $\theta_k = -\beta^{\alpha_k} \rho_k$

Another possible parametrisation is $\theta_k = \beta^{\alpha_k} \rho_k$. The correlation function then used is,

$$\text{cov}(z(x_i), z(x_j)) = \frac{1}{\Gamma(\nu)} \sum_{k=1}^p \rho_k^{2\alpha_k |x_{ij} - x_{jk}|^{\alpha_k}}.$$

Euclidean Distance. It is defined as,

$$d_0 = \sqrt{\sum_{j=1}^n (x_i - y_i)^2},$$

where x_i and y_i refer to different observations of Variable i where there are n variables.

2.2 Computer Codes

```
library(factoextra)
fviz_cluster(list(data = x, cluster = sub))
```

```
#developing tanglegram - comparative tanglegram between average linkages for
correlation and euclidean distances
```

```
library("dendextend")
hc1=hc.average
d1=as.dendrogram (hc)
d2=as.dendrogram (hc1)

tanglegram(d1, d2)
```

2.3 Using matrices

It can also be written as

$$MSE(\hat{y}(x)) = \sigma^2 \left[1 - (f'(x)r'(x)) \begin{pmatrix} 0 & F' \\ F & R \end{pmatrix}^{-1} \right]$$

3 Tables and Images

Here is a table,

Attribute	Explanation	Type
FRESH	Annual Spending on Fresh Products	Continuous
MILK	Annual Spending on Milk Products	Continuous
GROCERY	Annual Spending on Grocery Products	Continuous
FROZEN	Annual Spending on Frozen Products	Continuous
DETERGENTS	Annual Spending on Detergent	Continuous
DELICATESSEN	Annual Spending on delicatessen products	Continuous
CHANNEL	Hotel/Restaurant/Cafe	Nominal
REGION	Region (Lisnon, Oporto or Other)	Nominal

Here is an image.

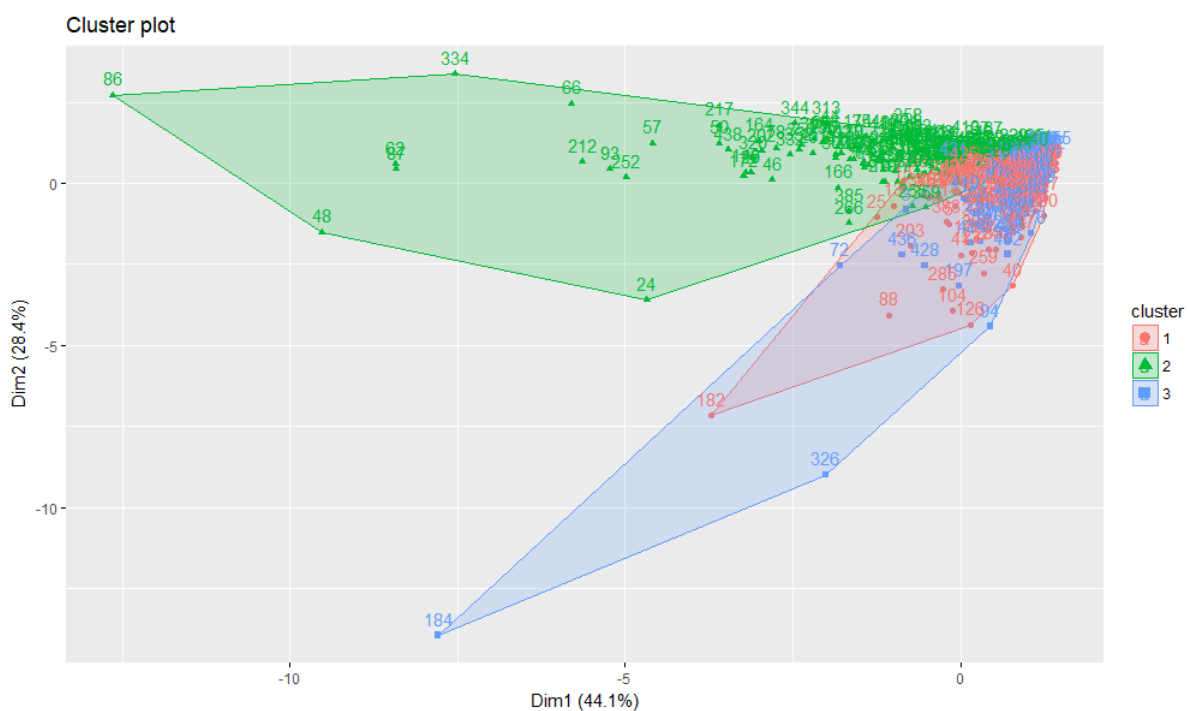


Fig. 1: Cluster Plot for the clusters obtained.

References

Festinger, L. and Carlsmith, J. (1959). Cognitive consequences of forced compliance. *The Journal of Abnormal and Social Psychology*.