

Dr. Chun's Numb3rs & Løgic

Kissing the Right Way



Young H. Chun, Ph.D.

*Professor of Decision Science &
Cherie H. Flores Endowed Chair in MBA Studies*



Kissing the Right Way (NC-17)

Onur Gunturkun, "Adult persistence of head-turning asymmetry."
Nature, 421, (February 13, 2003), p. 711

When you kiss your sweetheart, you may well turn your head to the **right**, echoing a preference born in the womb, a researcher in Germany suggests.

He noted that developing babies tend to turn their heads to the **right** during the final weeks of gestation and the first six months of life. The researcher wanted to see if this tendency persisted into adulthood, affecting behavior later in life.

So he spied on **124 couples**, ages 13 to 70, as they kissed in public places such as airports, train stations, beaches and parks in the United States, Germany and Turkey.

Of the 124 couples, 80 (or 64.5 percent) turned their heads to the **right** and 44 (or 35.5 percent) turned to the **left**.



Figure 2. *The Kiss*: the couple in Auguste Rodin's masterpiece are turning their heads to the right to kiss each other.

4. BEARDS.

Let's Take a Poll!



* **Question:** When you **hug** and **kiss** your **boyfriend** or **girlfriend** (or **wife** or **husband**), do you turn your **head**

(a) to the **right** side?

(b) to the **left** side?

(c) **Never been kissed** before!



Hypothesis Testing

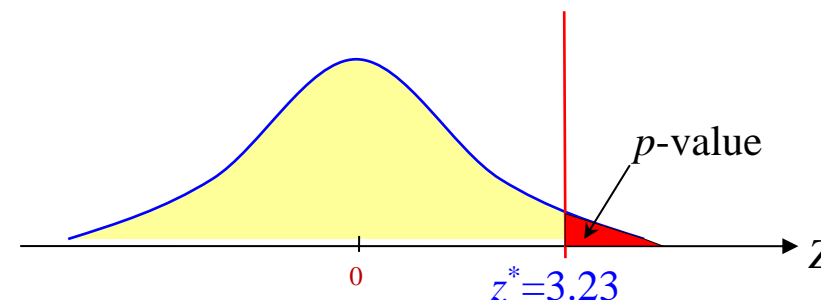


π = Proportion of the people who turn their heads to the **right**.

- **Alternatives**

$$H_0: \pi \leq 0.5$$

$$H_1: \pi > 0.5$$



- **Test statistic**

$$z^* = (0.645 - 0.5) / \text{SQRT}(0.5 * 0.5 / 124) = 3.23$$

- **p-value**

Excel function:

$$= 1 - \text{NORM.S.DIST}(3.23) = 0.000619$$

- **Conclusion for $\alpha = 0.05$?**

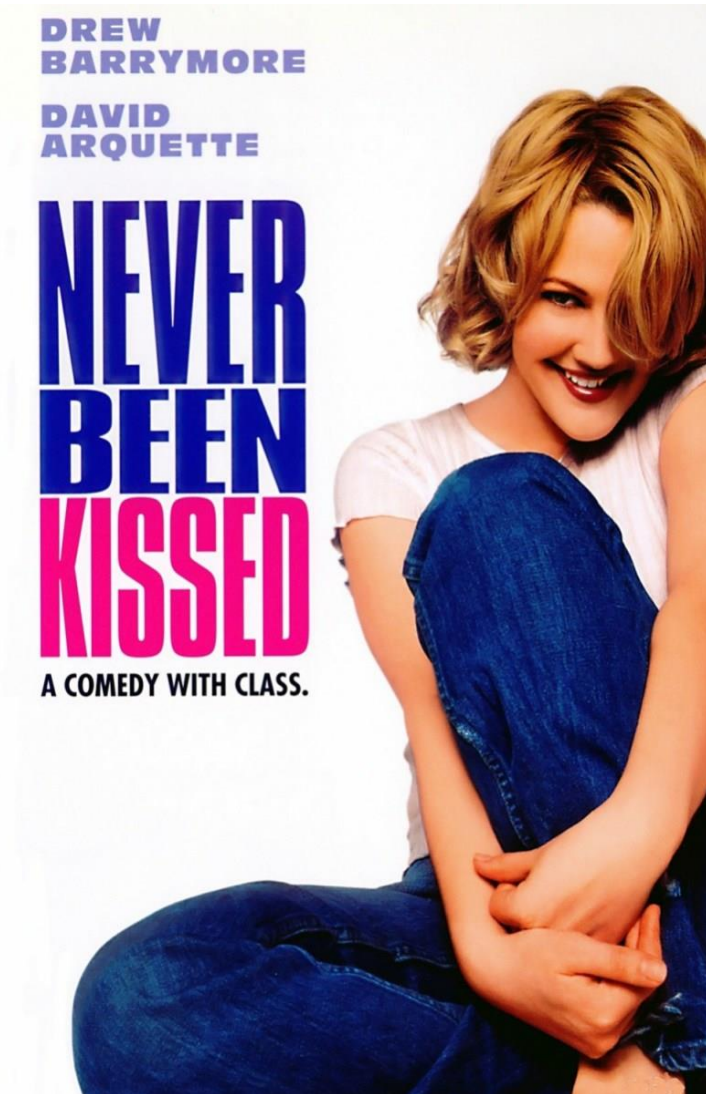
Conclude **H_1** that more people turn their heads to the **right** !!!

Movie Trivia



She's never been **hip**. Never been **cool**. Never been **in**... Until now!
Some things are worth waiting for...

Never Been Kissed (1999)



She's never been **hip**. Never been **cool**. Never been **in**... Until now!
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