CORRELATION VS. CAUSATION



CAUSATION

when one thing (a cause) causes another thing to happen (an effect)

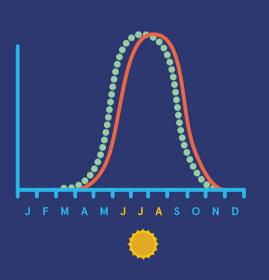


cause

CORRELATION

when two or more things appear to be related





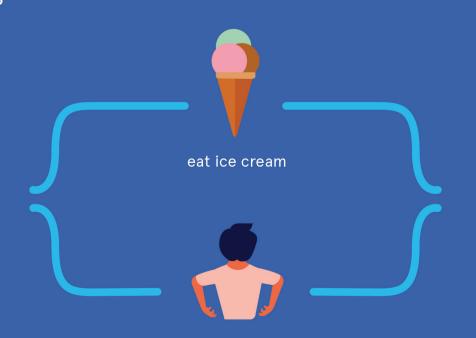
does this mean eating ice cream increases

your risk of sunburn?

ice cream sales and sunburn rates are correlated

Correlation doesn't always mean causation!





get sunburned



a correlation doesn't always mean that one thing causes another!

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