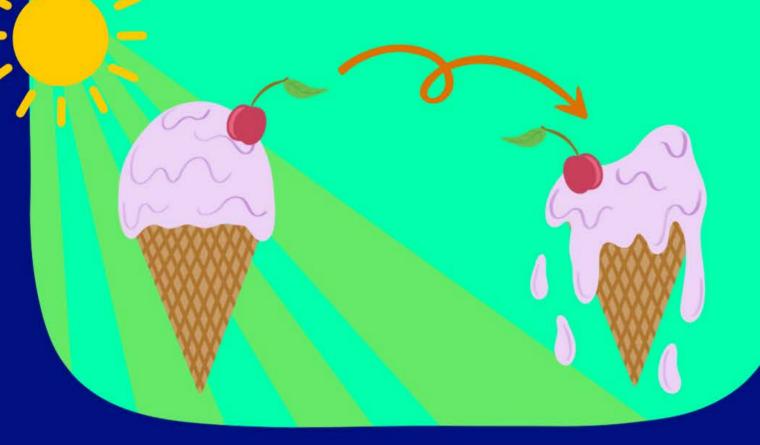
## SE ASSOCIATION VS. CAUSATION SERVICE





When one thing (a cause) causes another 👉 to happen (an effect). For example:





## ASSOCIATION

When two or more things appear to be related. In other words, when one thing occurs another thing also occurs. But, it doesn't necessarily mean that one thing caused the other to happen. That cause could have been something else which is related to both.

## Association does not prove causation! For example:

n warm weather, people are more likely to...





...and be attacked by a shark!

These things are only related because of another factor - the warm weather.