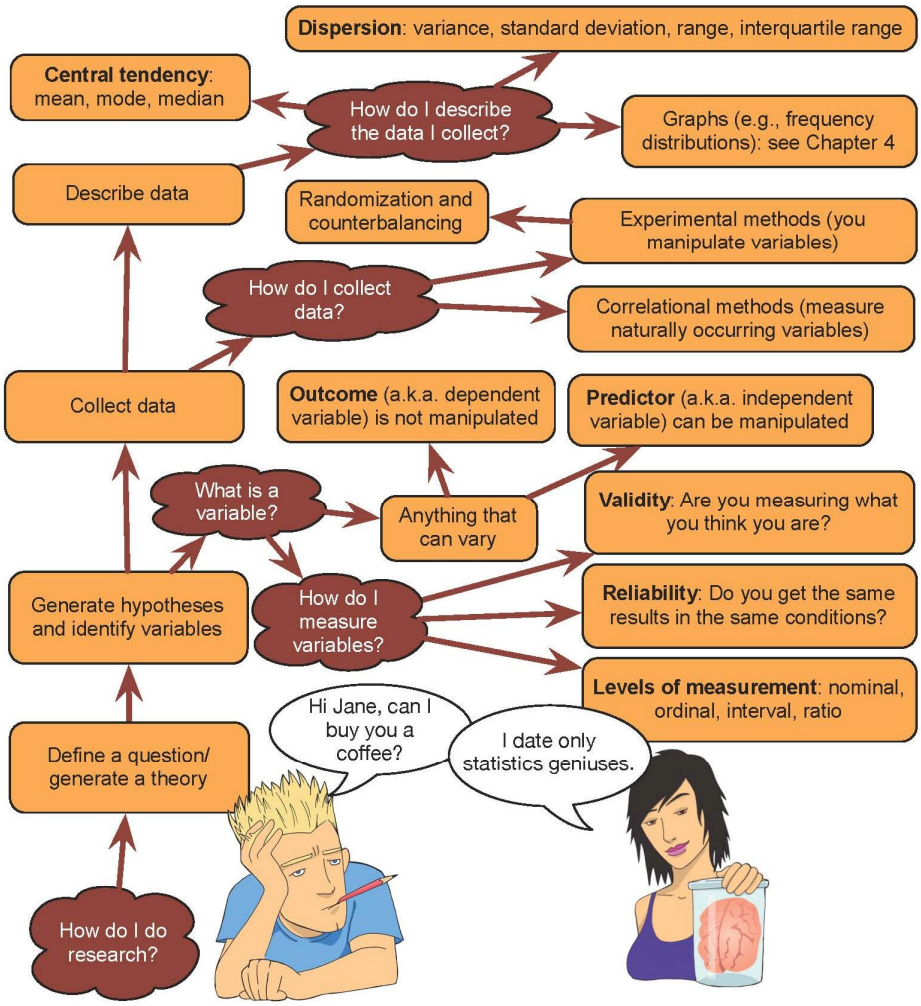
Dispersion: variance, standard deviation, range, interquartile range
Central tendency: mean, mode, median
How do I describe the data I collect?
Graphs (e.g., frequency distributions): see Chapter 4
Describe data
Randomization and counterbalancing
Experimental methods (you manipulate variables)
How do I collect data?
Correlational methods (measure naturally occurring variables)
Collect data
Outcome (a.k.a. dependent variable) is not manipulated
Predictor (a.k.a. independent variable) can be manipulated
What is a variable?
Anything that can vary
Validity: Are you measuring what you think you are?
Generate hypotheses and identify variables
How do I measure variables?
Reliability: Do you get the same results in the same conditions?
Levels of measurement: nominal, ordinal, interval, ratio
Hi Jane, can I buy you a coffee?
I date only statistics geniuses.
Define a question/ generate a theory
How do I do research?