**­Initial client meeting checklist**

The detailed questions you will need to ask your client will depend on the type of problem for which the client is seeking advice. But, the following sorts of issues are important to clarify for almost all types of problems:

1. What is the scientific objective of the client's study? What scientific questions is the client hoping to answer? These are big picture questions, not details.

Mainly interested in bias towards religions

Maybe include advice on analysis of Vancouver area as a whole and analysis of bias difference in two cities

1. What are the statistical questions the client wants answered? Will the answers to these statistical questions provide the insight the client is seeking?

In the sentence “I would like to analyze the data both as a within-subjects (may be impossible for just one person per condition for each counsellor) and between-subjects design”, what is a “subject” referring to? A counsellor.

Send to counsellors in different cities

1. How were the data collected? How were the subjects/animals/plots/units that were included in the study selected? Was any randomization carried out -- if so, how? How were the measurements made? If individuals were making the measurements, were they blinded?

Will all the counsellors receive the exact same voicemail from four persons? Yes. What if the assistant (who doesn’t represent the potential bias that the counsellor has) listens to the voicemail rather than the counsellor? Not sure yet. Could check upon other similar studies.

Are the counsellors randomly chosen? Yes. Randomly from the contact list of all registered counsellors. Will you collect the demographic information about the counsellor? (Potential difference between races) No. They want to keep the survey invisible.

No demo; only one call with the same condition

Please include power analysis / sample size calculate

1. What is the nature of the data? Subjective/objective? Qualitative/quantitative? Are the variables continuous, ordinal, count, binary, or categorical? Are there repeated measures? Categorical/Counts.

Categorize the response: yes; no; between yes and no (later)

1. What software does the client plan to use to analyze the data? R is fine.
2. What prior knowledge or previous studies are important to the client's project? If the client has done some preliminary descriptive or analysis work, what was found? Anything surprising?
3. How much statistical background does your client have? Does the client understand what a p-value is? Can the client interpret an ANOVA table? Is the client familiar with the idea of regression analysis? Not much. Should explain more about the jargons in the report. If you get to know a little of your client's level of statistical knowledge, it will help you to decide how best to communicate your advice so that the client is more likely to understand.

Additionally:

1. Don't be embarrassed to ask simple questions and clarify jargon.
2. It is okay to tell a client that you don't know the answer to something offhand, but always promise to find out for them.
3. **If the client has data, it is a good idea to ask the client to be prepared to show (in initial meeting) a few lines of the data sets and some relevant exploratory plots of the data. The purpose is to get an idea of the order of magnitude and variability of the measured variables.**

In real consulting projects, timelines and costs are discussed in the initial session. For Stat 551, ask the client about deadlines/timelines. Some clients initially contact ASDa via the SOS (Statistical Opportunity for Students) program; in this case, they are expecting quick turnaround for assistance.

**Format of 1-page client summary document for in-class presentation**

After meeting with the client, write a one-page summary with 4 main points.

* (a) What are the client’s scientific research objectives?
* (b) What are the statistical questions? (These will generally be different from thosein the client submission).
* (c) What statistical advice are you thinking of?
* (d) What feedback do you need from the Stat 551 class?

*Avoid providing a historical account of what went on during the meeting.* Post the summary on the course piazza page at canvas.ubc.ca for the next available lecture time.