ISS 305:002
Evaluating Evidence:
Becoming a Smart Research Consumer

6. Problems of description

Reminder: Turn on your I<CLICKER

ISS 305: Mini-quiz Question 1

Sun City is supposed to be primarily for older people, but a few residents have infant grandchildren living with them. If I were the advertiser trying to convince buyers that the "average" age of Sun City residents is very high, which common central tendency statistic would I be <u>LEAST</u> likely to use?

A. the mean

B. the median

C. the mode

D. the standard deviation

E. the variance

ISS 305: Mini-quiz Question 2

Suppose the scores on Exam #2 are normally distributed. Which measure of central tendency will be largest?

A. mean

B. median

C. mode

D. All would be the same size

ISS 305: Mini-quiz Question 3

Suppose you learn that the scores on Exam #2 are negatively skewed. From this, you can conclude that

A. they are normally distributed

B. the median is equal to the mean

C. they are not normally distributed

D. the mode is equal to the mean

ISS 305: Mini-quiz Question 4

If I say that 20% of MSU students are freshmen, then the <u>base</u> used to compute this % is

A. the number of MSU freshmen

B. the number of MSU non-freshmen

C. the number of MSU seniors

D. the number of freshmen in all colleges

E. the total number of MSU students

ISS 305: Mini-quiz Question 5

John's salary went up 10% in 2003 and 5% in 2004. How much did his salary go up during the whole 2003-2004 period?
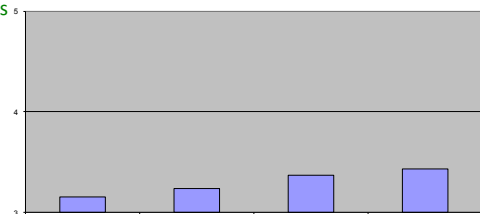
A. 7.5%

B. 15%

C. less than 15%

D. more than 15%

ISS 305: Mini-quiz Question 6

Microsoft reports that its profits are up by 7%, but it's nearest competitor, Microhard, reports it's profits are up by 14%. Knowing only these data, we would be justified in concluding

A. that Microhard had larger profits (in $) than Microsoft

B. that Microsoft had larger profits (in $) than Microhard

C. that Microhard's profits (in $) were twice as large as Microsoft's

D. nothing about the relative size of the two companies' profits (in $)

ISS 305: Mini-quiz Question 7

One problem with this graph relating year in school and mean GPA is

A. the graph focuses in on just a part of the full range of the Y-axis

B. the Y-axis is not labeled

C. not all the values on the Y-axis are meaningful

D. the X-axis is not labeled

E. all of the above