

### Learning Goals

- Understand what data is, how it's collected, and why interpretation gives it meaning.
- Recognize the role of data science in modeling, storytelling, and decision-making.
- Classify data as quantitative or qualitative, and further distinguish between continuous, discrete, nominal, and ordinal types.

## Key Definitions

- **Data:**
- **Quantitative:**
- **Qualitative:**
- **Continuous:**
- **Discrete:**
- **Nominal:**
- **Ordinal:**

## Reflection Prompts

1. How would you define data science?
2. Do you think the “datafication” of your daily life is a good or bad thing? Why?
3. What makes a story persuasive when using data?
4. Think of a company that collects a lot of data. What kind of story might they be trying to tell with that data?

## Data Classification Practice

Classify each variable as one of: *Quantitative Continuous*, *Quantitative Discrete*, *Qualitative Nominal*, or *Qualitative Ordinal*.

Variable	Classification
Number of books on a shelf	
Music genre preference	
GPA	
Year in college	
Shoe size	
Eye color	
Star rating on a movie (1–5)	
Number of burritos Emmit eats in a week	