

M358K: September 1st, 2023.

1st Identify the population of interest about which you're trying to draw conclusions:

- e.g.,
- Barnard college people,
 - students in this class,
 - math majors @ UT,
 - US voters,
 - porks

2nd What you're trying to measure:

- e.g.,
- T-shirt size
 - age, year in college
 - GPA
 - age, income, education, demographic data
 - size, number of visitors

3rd Carefully create a sample

4th The sample consists of

CASES or OBSERVATIONAL UNITS

↑
labels

5th For every case we record a set of measurements or outcomes.

VARIABLE

Quantitative (Numerical)

Discrete

Continuous

Qualitative (Categorical)

Nominal

Ordinal