Section 1.1: cont'd

important ideas / questions?

① what's the question you want to ask and what's the population you are interested in?

② how will you select a representive sample?

③ how will you make your measurements? how will you analyze them?

④ what inference will you make?
     kind of

⑤ what is the reliability of your inference?

→ what <u>confidence</u> do you have?

99 %
95 %
70 %

} we quantify this!