

Section 1.1: cont'd

Wednesday, May 01, 2013
11:29 AM

important ideas:

- ① what's the question you want to ask, and what's the population you are interested in?
- ② how will you select a representative sample?
- ③ how will you make the measurements?
how will you analyze them?
- ④ what inference (conclusion) will you make?
- ⑤ what is the reliability of your inference?

→ what is your confidence level?

99%
95%
70%
50%

} we actually quantify this!