Chapter 2.b - Data: The Other W's

1) First Assignments
2) Discussion: Who, What, Why
3) Notes 2.b : Data and the 6 W's
4) Examples : The W's
5) Assignment Time

Pg. 16 #2, 3, 7, 9, 12
Variable Types

**Quantitative Variable**
- answers about the quantity that is measured
- should have units

**Categorical (Qualitative) Variable**
- names categories and answers how cases fall into those

Discussion:
- Height
- States Visited
- Handedness
- Grade

The 6 W's

**Who**
- person or thing that the variables are about

**What [variables]**
- identifiers or measurements about the Who

**Why**
- for what reason is the sample/experiment occurring

**Where**
- where is the data from (location)

**When**
- when is the data from (time)

**how**
- how was the data collected (voluntary, survey, etc)
Example 1:
Describe the W's in the following situation

A Consumer Reports article on energy bars gave the brand name, flavor, price, number of calories, and grams of protein and fat.

Who: Energy Bars
What: brand name - C
flavor - C
price - Q
number of calories - Q
grams of protein - Q
grams of fat - Q
Why: information for consumers
Where: not specified
When: not specified
How: from nutrition labels

Example 2:
Describe the W's in the following situation

A report on the Boston Marathon listed each runner's gender, country, age, and time.

Who: Boston Marathon runners
What: gender C
country C
age Q (years)
time Q (hours)
Where: Boston
Why: report results
When: not specified
How: entry/registration
Assignment (Due Friday 9/5)

1) Read Chapter 2, Pg. 11-16
2) Exercises Pg. 16 #13-15, 18, 22, 23
3) First Quiz tomorrow (Quiz 2)
4) Syllabus Signed (by Monday 9/8)