

Math 1342 Reading Assignment 1

Email me a link to a Google Doc. merwin@tarleton.edu Due Friday 1/18/19 by 11PM.

Here is the link to the study.

<https://see.wibbitz.com/wibbitz-report-millennials-generation-z-social-video-trends/p/1>

Answer the following:

1. Provide a definition for an experiment.
2. Provide a definition for an observational study.
3. Provide a definition for an experimental study.
4. Provide a definition for a response variable.
5. What are the study groups?
6. What is the response variable?
7. What are the explanatory variables?
8. What is the study trying to accomplish? What is the point of the study?
9. Comment on the pie charts.
10. Why is this not an experiment?
11. Provide a definition for a confounding variable.
12. Provide a definition for bias.
13. Is there any bias or confounding variables in this study?
14. Statistics is all about data. What is the relevant data the study is trying to harness characteristics from and what are these characteristics? Is the argument good?
15. Would you find this study relevant to a business you were managing?
16. Would you purchase a service that provided you with this information? Why?