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Quantitative data measure quantities and can be described numerically, such as test scores and ages. Quantitative data also have units. **Qualitative** data name qualities and can be words or numbers, such as hair color or ZIP codes.

Problem 1 Classifying Data Got If? Is each data set qualitative or quantitative? Explain. costs of CDs eye colors 4. Complete each sentence with the words qualitative or quantitative. Data that are words or numbers that do not have a value are ? data. Data that are words or numbers that do not have a value are ? data. So, Underline the correct word to complete each sentence. The costs of CDs are data that can / cannot be described numerically. So, data about the costs of CDs is qualitative / quantitative. A person's eye color can be described using measurements / categories.

So, eye color is qualitative / quantitative.

A set of data that uses only one variable is **univariate.** A set of data that uses two variables is **bivariate.**

Problem 2 Identifying Types of Data

Got lt? Is a data set that gives the heights and weights of mammals *univariate* or *bivariate*? Explain.

6. Underline the correct words to complete the sentence.

You need one / two variable(s) to represent heights and weights,

so the data set is <mark>univariate / bivariate</mark>.

The table below shows three methods for choosing a sample to survey from a population.

Name	Sampling Method	Example	
Random	Survey a population at random.	Survey people whose names are drawn out of a hat.	
Systematic	Select a number <i>n</i> at random. Then survey every <i>n</i> th person.	Select the number 5 at random. Survey every fifth person.	
Stratified	Separate a population into smaller groups, each with a certain characteristic. Then survey at random within each group.	Separate a high school into four groups by grade level. Survey a random sample of students from each grade.	

Problem 3 Choosing a Sample

Got lt? You want to find out how many DVDs students at your school rent in a month. You interview all students leaving a school assembly who are wearing the school colors. Will this plan give a good sample? Explain.

7. Complete each sentence with the appropriate word from the list.

our school

Problem 4 Determining Bias in a Survey Question

Got It? Reasoning A reporter wants to find out what kinds of movies are most popular with local residents. He asks the biased question, "Do you prefer exciting action movies or boring documentaries?" What unbiased question could the reporter ask instead?

10. Circle the words of the reporter's question that make the question biased.

Do you prefer exciting action movies or boring documentaries?

11. Underline the correct words to complete the sentence.

The words circled in Exercise 10 make certain types of movies

seem more appealing / the same.

12. Cross out the biased questions.

Do you prefer exciting	Do you prefer action	Do you prefer
action movies or	movies or boring	action movies or
documentaries?	documentaries?	documentaries?

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Problem 5 Determining Bias in a Sample

Got It? You want to know how many of your classmates have cell phones. To determine this, you send every classmate an e-mail asking, "Do you own a cell phone?" How might this method of gathering data affect the results of your survey?

13. Suppose the samples described in Column A were surveyed. Draw a line from each sample in Column A to the reason the sample may be biased in Column B.

Column A	Column B
people using pay phones	These people may be more likely to own a cell phone since that may be their method of communication.
people who do not have a land line phone at home	These people may be more likely to not own a cell phone because they are using a type of phone that is less convenient.
people at a cell phone store	These people may be more likely to own a cell phone since they are in the store to purchase or replace a phone.

14. Look back at the original method of gathering data. How might this method affect the results of the survey?

Lesson Check • Do you UNDERSTAND?

Writing Explain why "Do you prefer *delicious* fruit or *plain* vegetables for a snack food?" is a biased survey question.

15. Circle one word to make a true statement.

A bias makes one category seem equally / more appealing than another.

- **16.** Underline the words in the sentence that make the survey question biased.
- **17.** Why is the survey question biased?

Math Success							
Check off the vocabulary words that you understand.							
quantitative qualitative univariate bivariate							
population sample bias							
Rate how well you can classify data and determine bias.							
Need to review 0 2 4 6 8 10 Now I get it!							