STATISTICS

FOR BUSINESS AND ECONOMICS

13TH EDITION

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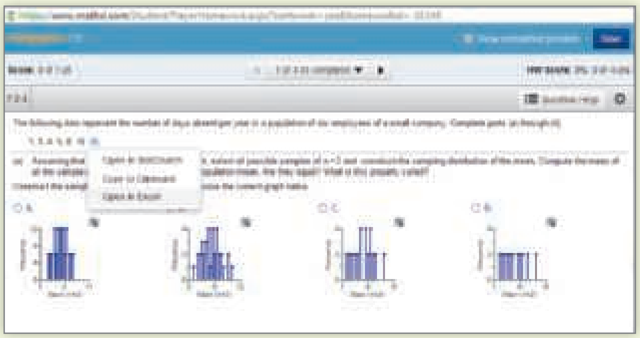

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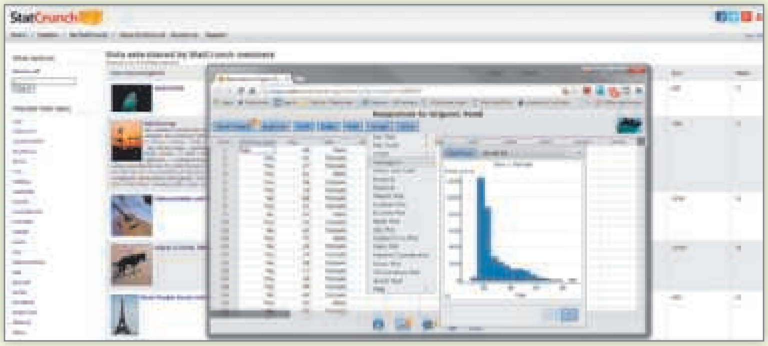

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APPLET CORRELATION

Applet	Concept Illustrated	Description	Applet Activity
Random numbers	Uses a random number generator to determine the experimental units to be included in a sample.	Generates random numbers from a range of integers specified by the user.	**1.1**, 25; **1.2**, 25; **3.6**, 180; **4.1**, 200; **4.2**, 200; **4.8**, 247
Sample from a population	Assesses how well a sample represents the population and the role that sample size plays in the process.	Produces random sample from population from specified sample size and population distribution shape. Reports mean, median, and standard deviation; applet creates plot of sample.	**4.4**, 214; **4.6**, 238; **4.7**, 252
Sampling distributions	Compares means and standard deviations of distributions; assesses effect of sample size; illustrates undbiasedness.	Simulates repeatedly choosing samples of a fixed size *n* from a population with specified sample size, number of samples, and shape of population distribution. Applet reports means, medians, and standard deviations; creates plots for both.	**5.1**, 290; **5.2**, 290
Long-run probability demonstrations illustrate the concept that theoretical probabilities are long-run experimental probabilities.			
Simulating probability of rolling a 6	Investigates relationship between theoretical and experimental probabilities of rolling 6 as number of die rolls increases.	Reports and creates frequency histogram for each outcome of each simulated roll of a fair die. Students specify number of rolls; applet calculates and plots proportion of 6s.	**3.1**, 144; **3.3**, 156; **3.4**, 157; **3.5**, 170
Simulating probability of rolling a 3 or 4	Investigates relationship between theoretical and experimental probabilities of rolling 3 or 4 as number of die rolls increases.	Reports outcome of each simulated roll of a fair die; creates frequency histogram for outcomes. Students specify number of rolls; applet calculates and plots proportion of 3s and 4s.	**3.3**, 156; **3.4**, 157
Simulating the probability of heads: fair coin	Investigates relationship between theoretical and experimental probabilities of getting heads as number of fair coin flips increases.	Reports outcome of each fair coin flip and creates a bar graph for outcomes. Students specify number of flips; applet calculates and plots proportion of heads.	**3.2**, 144; **4.2**, 200
Simulating probability of heads: unfair coin $(P(H) = .2)$	Investigates relationship between theoretical and experimental probabilities of getting heads as number of unfair coin flips increases.	Reports outcome of each flip for a coin where heads is less likely to occur than tails and creates a bar graph for outcomes. Students specify number of flips; applet calculates and plots the proportion of heads.	**4.3**, 214
Simulating probability of heads: unfair coin $(P(H) = .8)$	Investigates relationship between theoretical and experimental probabilities of getting heads as number of unfair coin flips increases.	Reports outcome of each flip for a coin where heads is more likely to occur than tails and creates a bar graph for outcomes. Students specify number of flips; applet calculates and plots the proportion of heads.	**4.3**, 214
Simulating the stock market	Theoretical probabilities are long run experimental probabilities.	Simulates stock market fluctuation. Students specify number of days; applet reports whether stock market goes up or down daily and creates a bar graph for outcomes. Calculates and plots proportion of simulated days stock market goes up.	**4.5**, 215
Mean versus median	Investigates how skewedness and outliers affect measures of central tendency.	Students visualize relationship between mean and median by adding and deleting data points; applet automatically updates mean and median.	**2.1**, 70; **2.2**, 70; **2.3**, 70

(*Continued*)

Applet	Concept Illustrated	Description	Applet Activity
Standard deviation	Investigates how distribution shape and spread affect standard deviation.	Students visualize relationship between mean and standard deviation by adding and deleting data points; applet updates mean and standard deviation.	**2.4**, 79; **2.5**, 79; **2.6**, 79; **2.7**, 101
Confidence intervals for a mean (the impact of confidence level)	Not all confidence intervals contain the population mean. Investigates the meaning of 95% and 99% confidence.	Simulates selecting 100 random samples from population; finds 95% and 99% confidence intervals for each. Students specify sample size, distribution shape, and population mean and standard deviation; applet plots confidence intervals and reports number and proportion containing true mean.	**6.1**, 314; **6.2**, 314
Confidence intervals for a mean (not knowing standard deviation)	Confidence intervals obtained using the sample standard deviation are different from those obtained using the population standard deviation. Investigates effect of not knowing the population standard deviation.	Simulates selecting 100 random samples from the population and finds the 95% z-interval and 95% t-interval for each. Students specify sample size, distribution shape, and population mean and standard deviation; applet plots confidence intervals and reports number and proportion containing true mean.	**6.3**, 324; **6.4**, 324
Confidence intervals for a proportion	Not all confidence intervals contain the population proportion. Investigates the meaning of 95% and 99% confidence.	Simulates selecting 100 random samples from the population and finds the 95% and 99% confidence intervals for each. Students specify population proportion and sample size; applet plots confidence intervals and reports number and proportion containing true proportion.	**6.5**, 332; **6.6**, 332
Hypothesis tests for a mean	Not all tests of hypotheses lead correctly to either rejecting or failing to reject the null hypothesis. Investigates the relationship between the level of confidence and the probabilities of making Type I and Type II errors.	Simulates selecting 100 random samples from population; calculates and plots t statistic and P-value for each. Students specify population distribution shape, mean, and standard deviation; sample size, and null and alternative hypotheses; applet reports number and proportion of times null hypothesis is rejected at both 0.05 and 0.01 levels.	**7.1**, 373; **7.2**, 384; **7.3**, 384; **7.4**, 384
Hypothesis tests for a proportion	Not all tests of hypotheses lead correctly to either rejecting or failing to reject the null hypothesis. Investigates the relationship between the level of confidence and the probabilities of making Type I and Type II errors.	Simulates selecting 100 random samples from population; calculates and plots z-statistic and P-value for each. Students specify population proportion, sample size, and null and alternative hypotheses; applet reports number and proportion of times null hypothesis is rejected at 0.05 and 0.01 levels.	**7.5**, 400; **7.6**, 401
Correlation by eye	Correlation coefficient measures strength of linear relationship between two variables. Teaches user how to assess strength of a linear relationship from a scattergram.	Computes correlation coefficient r for a set of bivariate data plotted on a scattergram. Students add or delete points and guess value of r; applet compares guess to calculated value.	**11.2**, 654
Regression by eye	The least squares regression line has a smaller SSE than any other line that might approximate a set of bivariate data. Teaches students how to approximate the location of a regression line on a scattergram.	Computes least squares regression line for a set of bivariate data plotted on a scattergram. Students add or delete points and guess location of regression line by manipulating a line provided on the scattergram; applet plots least squares line and displays the equations and the SSEs for both lines.	**11.1**, 629

Statistics

for Business and Economics

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EDITION 13

Statistics

for Business and Economics

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Contents

Preface

This 13th edition of *Statistics for Business and Economics* is an introductory text emphasizing inference, with extensive coverage of data collection and analysis as needed to evaluate the reported results of statistical studies and make good decisions. As in earlier editions, the text stresses the development of statistical thinking, the assessment of credibility and value of the inferences made from data, both by those who consume and by those who produce them. It assumes a mathematical background of basic algebra.

The text incorporates the following features, developed from the American Statistical Association (ASA) sponsored conferences on *Making Statistics More Effective in Schools of Business* (MSMESB) and ASA's Guidelines for Assessment and Instruction in Statistics Education (GAISE) Project:

- Emphasize statistical literacy and develop statistical thinking
- Use real data in applications
- Use technology for developing conceptual understanding and analyzing data
- Foster active learning in the classroom
- Stress conceptual understanding rather than mere knowledge of procedures
- Emphasize intuitive concepts of probability

New in the 13th Edition

- **More than 1,200 exercises, with revisions and updates to 30%.** Many new and updated exercises, based on contemporary business-related studies and real data, have been added. Most of these exercises foster critical thinking skills. The authors analyzed aggregated student usage and performance data from MyStatLab for the previous edition of this text. The results of this analysis helped improve the quality and quantity of exercises that matter most to instructors and students.
- **Updated technology.** All printouts from statistical software (Excel 2016/XLSTAT, SPSS, Minitab, and the TI-84 Graphing Calculator) and corresponding instructions for use have been revised to reflect the latest versions of the software.
- **New Statistics in Action Cases.** Two of the 14 Statistics in Action cases are new, each based on real data from a recent business study; several others have been updated.
- **Continued Emphasis on Ethics.** Where appropriate, boxes have been added to emphasize the importance of ethical behavior when collecting, analyzing, and interpreting data with statistics.
- **Business Analytics.** The importance of statistical thinking to successful business analytics is established early in the text.

Content-Specific Substantive Changes to This Edition

- **Chapter 1 (Statistics, Data, and Statistical Thinking).** An introduction to business analytics is now provided in Section 1.7. Here, we establish the value of sound statistical thinking to successful applications of business analytics.
- **Chapter 5 (Sampling Distributions).** After a discussion of the sampling distribution of the sample mean (Section 5.3), we help students decide when to use σ or $\sigma/\sqrt{n}$ in their statistical analysis.

- **Chapter 7 (Tests of Hypothesis).** In the case of testing a population proportion with small samples, exact binomial tests may be applied. We have added material on exact binomial tests to Section 7.6.
- **Chapter 8 (Inferences based on Two Samples).** Sample size formulas for the case of unequal samples have been added to Section 8.5.
- **Chapter 10 (Categorical Data Analysis).** To handle the case of small samples, Fisher's exact test for independence in a 2 × 2 contingency table is now included in Section 10.3.

Hallmark Strengths

We have maintained the pedagogical features of *Statistics for Business and Economics* that we believe make it unique among introductory business statistics texts. These features, which assist the student in achieving an overview of statistics and an understanding of its relevance in both the business world and everyday life, are as follows:

- **Use of Examples as a Teaching Device** Almost all new ideas are introduced and illustrated by data-based applications and examples. We believe that students better understand definitions, generalizations, and theoretical concepts *after* seeing an application. All examples have three components: (1) "Problem," (2) "Solution," and (3) "Look Back" (or "Look Ahead"). This step-by-step process provides students with a defined structure by which to approach problems and enhances their problem-solving skills. The "Look Back/Look Ahead" feature often gives helpful hints to solving the problem and/or provides a further reflection or insight into the concept or procedure that is covered.
- **Now Work** A "Now Work" exercise suggestion follows each example. The Now Work exercise (marked with the NW icon in the exercise sets) is similar in style and concept to the text example. This provides students with an opportunity to immediately test and confirm their understanding.
- **Statistics in Action** Each chapter begins with a case study based on an actual contemporary, controversial or high-profile issue in business. Relevant research questions and data from the study are presented and the proper analysis is demonstrated in short "Statistics in Action Revisited" sections throughout the chapter. These motivate students to critically evaluate the findings and think through the statistical issues involved.
- **"Hands-On" Activities for Students** At the end of each chapter, students are provided with an opportunity to participate in hands-on classroom activities, ranging from real data collection to formal statistical analysis. These activities are designed to be performed by students individually or as a class.
- **Applet Exercises.** The text is accompanied by applets (short computer programs), available on the student resource site and in MyStatLab. These point-and-click applets allow students to easily run simulations that visually demonstrate some of the more difficult statistical concepts (e.g., sampling distributions and confidence intervals.) Each chapter contains several optional applet exercises in the exercise sets. They are denoted with the following Applet icon: .
- **Real-World Business Cases** Seven extensive business problem-solving cases, with real data and assignments for the student, are provided. Each case serves as a good capstone and review of the material that has preceded it. Typically, these cases follow a group of two or three chapters and require the student to apply the methods presented in these chapters.
- **Real Data–Based Exercises** The text includes more than 1,200 exercises based on applications in a variety of business disciplines and research areas. All applied

exercises use current real data extracted from current publications (e.g., newspapers, magazines, current journals, and the Internet). Some students have difficulty learning the mechanics of statistical techniques when all problems are couched in terms of realistic applications. For this reason, all exercise sections are divided into at least four parts:

Learning the Mechanics. Designed as straightforward applications of new concepts, these exercises allow students to test their ability to comprehend a mathematical concept or a definition.

Applying the Concepts—Basic. Based on applications taken from a wide variety of business journals, newspapers, and other sources, these short exercises help students to begin developing the skills necessary to diagnose and analyze real-world problems.

Applying the Concepts—Intermediate. Based on more detailed real-world applications, these exercises require students to apply their knowledge of the technique presented in the section.

Applying the Concepts—Advanced. These more difficult real-data exercises require students to use their critical thinking skills.

Critical Thinking Challenges. Placed at the end of the "Supplementary Exercises" section only, this feature presents students with one or two challenging business problems.

- **Exploring Data with Statistical Computer Software and the Graphing Calculator** Each statistical analysis method presented is demonstrated using output from three leading Windows-based statistical software packages: Excel/XLSTAT, SPSS, and Minitab. Students are exposed early and often to computer printouts they will encounter in today's hi-tech business world.

- **"Using Technology" Tutorials** At the end of each chapter are statistical software tutorials with point-and-click instructions (with screen shots) for Minitab, SPSS, and Excel/XLSTAT. These tutorials are easily located and show students how to best use and maximize statistical software. In addition, output and keystroke instructions for the TI-84 Graphing Calculator are presented.

- **Profiles of Statisticians in History (Biography)** Brief descriptions of famous statisticians and their achievements are presented in side boxes. In reading these profiles, students will develop an appreciation for the statistician's efforts and the discipline of statistics as a whole.

- **Data and Applets** The text is accompanied by a website (www.pearsonhighered.com/mathstatsresources/) that contains files for all of the data sets marked with an icon in the text. These include data sets for text examples, exercises, Statistics in Action, and Real-World cases. All data files are saved in multiple formats: Excel, Minitab, and SPSS. This website also contains the applets that are used to illustrate statistical concepts.

Flexibility in Coverage

The text is written to allow the instructor flexibility in coverage of topics. Suggestions for two topics, probability and regression, are given below.

- **Probability and Counting Rules** One of the most troublesome aspects of an introductory statistics course is the study of probability. Probability poses a challenge for instructors because they must decide on the level of presentation, and students find it a difficult subject to comprehend. We believe that one cause for these problems is the mixture of probability and counting rules that occurs in most introductory texts. Consequently, we have included the counting rules (with examples) in an appendix (Appendix B) rather than in the body of Chapter 3. Thus, the instructor can control the level of coverage of probability.

- **Multiple Regression and Model Building** This topic represents one of the most useful statistical tools for the solution of applied problems. Although an entire text could be devoted to regression modeling, we feel that we have presented coverage that is understandable, usable, and much more comprehensive than the presentations in other introductory statistics texts. We devote two full chapters to discussing the major types of inferences that can be derived from a regression analysis, showing how these results appear in the output from statistical software, and, most important, selecting multiple regression models to be used in an analysis. Thus, the instructor has the choice of a one-chapter coverage of simple linear regression (Chapter 11), a two-chapter treatment of simple and multiple regression (excluding the sections on model building in Chapter 12), or complete coverage of regression analysis, including model building and regression diagnostics. This extensive coverage of such useful statistical tools will provide added evidence to the student of the relevance of statistics to real-world problems.

- **Role of Calculus in Footnotes** Although the text is designed for students with a non-calculus background, **footnotes** explain the role of calculus in various derivations. Footnotes are also used to inform the student about some of the theory underlying certain methods of analysis. These footnotes allow additional flexibility in the mathematical and theoretical level at which the material is presented.

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Resources for Success

Student Resources

Student's Solutions Manual, by Nancy Boudreau (Bowling Green State University), provides detailed, worked-out solutions to all odd-numbered text exercises. (ISBN-10: 0-13-451303-7; ISBN-13: 978-0-13-451303-4)

Excel Technology Manual, by Mark Dummeldinger (University of South Florida), provides tutorial instruction and worked-out text examples for Excel. The *Excel Technology Manual* is available for download at pearsonhighered.com/mathstatresrouces or within MyStatLab.

Business Insight Videos. This series of ten 4- to 7-minute videos, each about a well-known business and the challenges it faces, focuses on statistical concepts as they pertain to the real world. The videos can be downloaded from within MyStatLab. Assessment questions to check students' understanding of the videos and answers are available. Contact your Pearson representative for details.

Study Cards for Business Statistics Software. This series of study cards, available for the 2016, 2013, and 2010 versions of Excel® with XLSTAT™ and Data Analysis Toolpak, Minitab® 17 and Express, JMP®, R®, StatCrunch™, and TI-83/84 graphing calculators, provides students with easy, step-by-step guides to the most common business statistics software. Available at www.myPearsonStore.com and in MyStatLab.

For the Instructor

Annotated Instructor's Edition contains answers to text exercises. Annotated marginal notes include Teaching Tips, suggested exercises to reinforce the statistical concepts discussed in the text, and short answers to the exercises within the exercise sets. (ISBN-10: 0-13-445701-3; ISBN-13: 978-0-13-445701-7)

Instructor's Solutions Manual, by Nancy Boudreau (Bowling Green State University), provides detailed, worked-out solutions to all of the book's exercises. Careful attention has been paid to ensure that all methods of solution and notation are consistent with those used in the core text. Available for download at www.pearsonhighered.com/irc.

TestGen® (www.pearsoned.com/testgen) enables instructors to build, edit, print, and administer tests using a computerized bank of questions developed to cover all the objectives of the text. TestGen is algorithmically based, allowing instructors to create multiple but equivalent versions of the same question or test with the click of a button. Instructors can also modify test bank questions or add new questions. The software and testbank are available for download from Pearson's Instructor Resource Center.

Technology Resources

On the website www.pearsonhighered.com/mathstatsresources**:**

- Data sets in multiple formats for text examples, exercises, Statistics in Action, and Making Business Decisions
- Applets support the text by allowing students to easily run simulations that visually demonstrate some of the more challenging statistical concepts discussed.
- Chapter 13: Methods for Quality Improvement: Statistical Process Control
- Chapter 14: Descriptive Analyses, Models, and Forecasting
- Chapter 15: Nonparametric Statistics

MyStatLab™ Online Course (access code required)

MyStatLab from Pearson is the world's leading online resource for teaching and learning statistics; integrating interactive homework, assessment, and media in a flexible, easy-to-use format. MyStatLab is a course management system that helps individual students succeed.

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- **Business Insight Videos:** 10 engaging videos show managers at top companies using statistics in their everyday work. Assignable questions encourage discussion.
- **Additional Question Libraries:** In addition to algorithmically regenerated questions that are aligned with your textbook, MyStatLab courses come with two additional question libraries:
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StatCrunch is powerful web-based statistical software that allows users to perform complex analyses, share data sets, and generate compelling reports of their data. The vibrant online community offers tens of thousands of shared data sets for students to analyze.

- **Collect.** Users can upload their own data to StatCrunch or search a large library of publicly shared data sets, spanning almost any topic of interest. Also, an online survey tool allows users to quickly collect data via web-based surveys.
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Full access to StatCrunch is available with a MyStatLab kit, and StatCrunch is available by itself to qualified adopters. StatCrunch Mobile is also now available; just visit www.statcrunch.com from the browser on your smart phone or tablet. For more information, visit our website at www.statcrunch.com, or contact your Pearson representative.

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Statistics

for Business and Economics

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1

CONTENTS

WHERE WE'RE GOING

- Introduce the field of statistics **(1.1)**
- Demonstrate how statistics applies to business **(1.2)**
- Introduce the language of statistics and the key elements of any statistical problem **(1.3)**
- Differentiate between population and sample data **(1.3)**
- Differentiate between descriptive and inferential statistics **(1.3)**
- Introduce the key elements of a process **(1.4)**
- Identify the different types of data and data-collection methods **(1.5–1.6)**
- Discover how critical thinking through statistics can help improve our quantitative literacy **(1.7)**

Statistics, Data, and Statistical Thinking

STATISTICS IN ACTION A 20/20 View of Surveys: Fact or Fiction?

"Did you ever notice that, no matter where you stand on popular issues of the day, you can always find statistics or surveys to back up your point of view–whether to take vitamins, whether daycare harms kids, or what foods can hurt you or save you? There is an endless flow of information to help you make decisions, but is this information accurate, unbiased? John Stossel decided to check that out, and you may be surprised to learn if the picture you're getting doesn't seem quite right, maybe it isn't."

Barbara Walters gave this introduction to a segment of the popular prime-time ABC television program *20/20*. The story was titled "Fact or Fiction?—Exposés of So-Called Surveys." One of the surveys investigated by ABC correspondent John Stossel compared the discipline problems experienced by teachers in the 1940s and those experienced today. The results: In the 1940s, teachers worried most about students talking in class, chewing gum, and running in the halls. Today, they worry most about being assaulted! This information was highly publicized in the print media—in daily newspapers, weekly magazines, gossip columns, the *Congressional Quarterly*, and the *Wall Street Journal*, among others—and referenced in speeches by a variety of public figures, including former First Lady Barbara Bush and former Education Secretary William Bennett.

"Hearing this made me yearn for the old days when life was so much simpler and gentler, but was life that simple then?" asks Stossel. "Wasn't there juvenile delinquency [in the 1940s]? Is the survey true?" With the help of a Yale School of Management professor, Stossel found the original source of the teacher

STATISTICS IN ACTION

(*continued*)

survey—Texas oilman T. Colin Davis—and discovered it wasn't a survey at all! Davis had simply identified certain disciplinary problems encountered by teachers in a conservative newsletter—a list he admitted was not obtained from a statistical survey, but from Davis's personal knowledge of the problems in the 1940s. ("I was in school then") and his understanding of the problems today ("I read the papers").

Stossel's critical thinking about the teacher "survey" led to the discovery of research that is misleading at best and unethical at worst. Several more misleading (and possibly unethical) surveys, conducted by businesses or special interest groups with specific objectives in mind, were presented on the ABC program. Several are listed below, as well as some recent misleading studies used in product advertisements.

The *20/20* segment ended with an interview of Cynthia Crossen, author of *Tainted Truth: The Manipulation of Fact in America*, an exposé of misleading and biased surveys. Crossen warns, "If everybody is misusing numbers and scaring us with numbers to get us to do something, however good [that something] is, we've lost the power of numbers. Now, we know certain things from research. For example, we know that smoking cigarettes is hard on your lungs and heart, and because we know that, many people's lives have been extended or saved. We don't want to lose the power of information to help us make decisions, and that's what I worry about."

Reported Information (Source)	Actual Study Information
1. Eating oat bran is a cheap and easy way to reduce your cholesterol. (*Quaker Oats*)	Diet must consist of nothing but oat bran to reduce your cholesterol count.
2. One in four American children under age 12 is hungry or at risk of hunger. (*Food Research and Action Center*)	Based on responses to questions: "Do you ever cut the size of meals?" "Do you ever eat less than you feel you should?" "Did you ever rely on limited numbers of foods to feed your children because you were running out of money to buy food for a meal?"
3. There is a strong correlation between a CEO's golf handicap and the company's stock performance: The lower the CEO's handicap (i.e., the better the golfer), the better the stock performs. (*New York Times*, May 31, 1998)	Survey sent to CEOs of 300 largest U.S. companies; only 51 revealed their golf handicaps. Data for several top-ranking CEOs were excluded from the analysis.
4. Prior to the passing of the federal government's health reform act, 30% of employers are predicted to "definitely" or "probably" stop offering health coverage. (*McKinsey & Company Survey*, Feb. 2011)	Online survey of 1,329 private-sector employers in the United States. Respondents were asked leading questions that made it logical to stop offering health insurance.
5. In an advertisement, "more than 80% of dentists surveyed recommend Colgate tooth paste to patients." (*Colgate-Palmolive Company*, Jan. 2007)	The survey allowed each dentist to recommend more than one toothpaste.The Advertising Standards Authority cited and fined Colgate for a misleading ad (implying 80% of dentists recommend Colgate toothpaste in preference to all other brands) and banned the advertisement.
6. An advertisement for Kellogg's Frosted Mini-Wheats claimed that the cereal was "clinically shown to improve kids' attentiveness by nearly 20%." (*Kellogg Company*, 2009)	Only half of the kids in the study showed any improvement in attentiveness; only 1 in 7 improved by 18% or more, and only 1 in 9 improved by 20% or more; kids who ate Frosted Mini-Wheats were compared against kids who had only water. (The Kellogg Company's agreed to pay $4 million to settle suit over false ad claim.)

Reported Information (Source)	Actual Study Information
7. On the basis of a commissioned study, Walmart advertised that it "was responsible for an overall 3.1% decline in consumer prices" and "saves customers over $700 per year." (*Global Insight*, 2005)	The Economic Policy Institute noted that the Global Insight study was based on the retailer's impact on the Consumer Price Index (CPI)—but 60% of the items in the CPI are services, not commodities that can be purchased at Walmart. (Walmart was forced to withdraw the misleading advertisement.)
8. In a survey commissioned by cable provider Comcast, respondents were asked to decide which cable provider, Comcast or DIRECTV, offered more HD channels. Respondents were shown channel lists for DIRECTV (List #387) and Comcast (List #429). (*NAD Case Report No. 5208*, Aug. 25, 2010).	The National Advertising Division (NAD) of the Council of Better Business Bureaus rejected the survey after finding that the higher list number (#429) "served as a subtle, yet effective cue" that Comcast's list contained more channels.

In the following *Statistics in Action Revisited* sections, we discuss several key statistical concepts covered in this chapter that are relevant to misleading surveys like those exposed in the *20/20* program.

STATISTICS IN ACTION REVISITED

- Identifying the population, sample, and inference **(p. 10)**
- Identifying the data-collection method and data type **(p. 20)**
- Critically assessing the ethics of a statistical study **(p. 23)**

1.1 The Science of Statistics

What does *statistics* mean to you? Does it bring to mind batting averages? Gallup polls, unemployment figures, or numerical distortions of facts (lying with statistics!)? Or is it simply a college requirement you have to complete? We hope to persuade you that statistics is a meaningful, useful science whose broad scope of applications to business, government, and the physical and social sciences is almost limitless. We also want to show that statistics can lie only when they are misapplied. Finally, we wish to demonstrate the key role statistics play in critical thinking—whether in the classroom, on the job, or in everyday life. Our objective is to leave you with the impression that the time you spend studying this subject will repay you in many ways.

Although the term can be defined in many ways, a broad definition of *statistics* is the science of collecting, classifying, analyzing, and interpreting information. Thus, a statistician isn't just someone who calculates batting averages at baseball games or tabulates the results of a Gallup poll. Professional statisticians are trained in *statistical science*—that is, they are trained in collecting information in the form of **data,** evaluating it, and drawing conclusions from it. Furthermore, statisticians determine what information is relevant in a given problem and whether the conclusions drawn from a study are to be trusted.

> **Statistics** is the science of data. It involves collecting, classifying, summarizing, organizing, analyzing, and interpreting numerical and categorical information.

In the next section, you'll see several real-life examples of statistical applications in business and government that involve making decisions and drawing conclusions.

1.2 Types of Statistical Applications in Business

BIOGRAPHY

FLORENCE NIGHTINGALE (1820–1910)

The Passionate Statistician

In Victorian England, the "Lady of the Lamp" had a mission to improve the squalid field hospital conditions of the British army during the Crimean War. Today, most historians consider Florence Nightingale to be the founder of the nursing profession. To convince members of the British Parliament of the need for supplying nursing and medical care to soldiers in the field, Nightingale compiled massive amounts of data from the army files. Through a remarkable series of graphs (which included the first "pie chart"), she demonstrated that most of the deaths in the war were due to illnesses contracted outside the battlefield or long after battle action from wounds that went untreated. Florence Nightingale's compassion and self-sacrificing nature, coupled with her ability to collect, arrange, and present large amounts of data, led some to call her the "Passionate Statistician."

Statistics means "numerical descriptions" to most people. Monthly unemployment figures, the failure rate of startup companies, and the proportion of female executives in a particular industry all represent statistical descriptions of large sets of data collected on some phenomenon. Often the data are selected from some larger set of data whose characteristics we wish to estimate. We call this selection process *sampling*. For example, you might collect the ages of a sample of customers of a video streaming services company to estimate the average age of *all* customers of the company. Then you could use your estimate to target the firm's advertisements to the appropriate age group. Notice that statistics involves two different processes: (1) describing sets of data and (2) drawing conclusions (making estimates, decisions, predictions, etc.) about the sets of data based on sampling. So, the applications of statistics can be divided into two broad areas: *descriptive statistics* and *inferential statistics*.

Descriptive statistics utilizes numerical and graphical methods to explore data, i.e., to look for patterns in a data set, to summarize the information revealed in a data set, and to present the information in a convenient form.

Inferential statistics utilizes sample data to make estimates, decisions, predictions, or other generalizations about a larger set of data.

Although we'll discuss both descriptive and inferential statistics in the following chapters, primary theme of the text is **inference.**

Let's begin by examining some business studies that illustrate applications of statistics.

Study 1.1 "Best-Selling Girl Scout Cookies" (Source: www.girlscouts.org): Since 1917, the Girl Scouts of America have been selling boxes of cookies. Currently, there are 12 varieties for sale: Thin Mints, Samoas, Lemonades, Tagalongs, Do-si-dos, Trefoils, Savannah Smiles, Thanks-A-Lot, Dulce de Leche, Cranberry Citrus Crisps, Chocolate Chip, and Thank U Berry Much. Each of the approximately 150 million boxes of Girl Scout cookies sold in 2006 was classified by variety. The results are summarized in Figure 1.1. From the graph, you can clearly see that the best-selling variety is Thin Mints (25%), followed by Samoas (19%) and Tagalongs (13%). Since Figure 1.1 *describes* the variety of categories of the boxes of Girl Scout cookies sold, the graphic is an example of *descriptive statistics.*

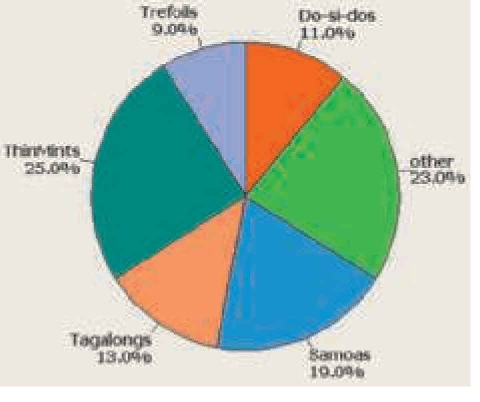

Figure 1.1

Best-selling Girl Scout cookies

Source: Best-Selling Girl Scout Cookies," based on www.girlscouts.org.

Study 1.2 "Executive Compensation vs. Typical Worker Pay" (*Source*: Glassdoor Economic Research, August 25, 2015): How big is the gap between what a firm pays its CEO and what it pays its typical worker? To answer this question, Glassdoor Economic Research compiled data on salaries of executives and workers at S&P 500 firms who filed salary reports with the Securities Exchange Commission (SEC). This information was used to compute the ratio of CEO pay to the typical worker salary at each firm.* The data for the top 10 highest-paid CEOs in the sample of 441 firms in the study are shown in Table 1.1. An analysis of the data for all 441 firms revealed that the "average" ratio of CEO pay to typical worker pay was 205.† In other words, on average, CEOs in the sample earn around 205 times what their firm's typical worker earns. Armed with this sample information, an economist might *infer* that the average ratio of CEO pay to typical worker pay for *all* U.S. firms is 205. Thus, this study is an example of *inferential statistics*.

Table 1.1 Ratio of CEO Compensation to Typical Worker Pay—Top 10 Highest-Paid CEOs

Employer	Rank	CEO	CEO Pay	Typical Worker Pay	Ratio
Discovery Comm.	1	David M. Zaslav	$156,077,912	$80,000	1,951
Chipotle	2	Steve Ells	$28,924,270	$19,000	1,522
CVS Health	3	Larry J. Merlo	$32,350,733	$27,139	1,192
Walmart	4	C. Douglas McMillon	$25,592,938	$22,591	1,133
Target	5	Brian C. Cornell	$28,164,024	$30,000	939
CBS Corp.	6	Leslie Moonves	$57,175,645	$66,365	862
Bed Bath & Beyond	7	Steven H. Temares	$19,116,040	$26,047	734
Macy's	8	Terry J. Lundgren	$16,497,220	$22,800	724
Gap	9	Glenn Murphy	$16,064,312	$22,800	705
Starbucks	10	Howard D. Schultz	$21,466,454	$32,080	669

Source: From CEO to Worker Pay Ratios: Average CEO Earns 204 Times Median Worker Pay, *Glassdoor Economic Research Blog*, Dr. Andrew Chamberlain. Copyright © by Glassdoor, Inc. Used by permission by Glassdoor, Inc.

Study 1.3 "Does rudeness really matter in the workplace?" (*Academy of Management Journal*, Oct. 2007): Previous studies have established that rudeness in the workplace can lead to retaliatory and counterproductive behavior. However, there has been little research on how rude behaviors influence a victim's task performance. In a recent study, college students enrolled in a management course were randomly assigned to one of two experimental conditions: rudeness condition (45 students) and control group (53 students). Each student was asked to write down as many uses for a brick as possible in 5 minutes; this value (total number of uses) was used as a performance measure for each student. For those students in the rudeness condition, the facilitator displayed rudeness by berating the students in general for being irresponsible and unprofessional (due to a late-arriving confederate). No comments were made about the late-arriving confederate to students in the control group. As you might expect, the researchers discovered that the performance levels for students in the rudeness condition were generally lower than the performance levels for students in the control group; thus, they concluded that rudeness in the workplace negatively affects job performance. As in Study 1.2, this study is an example of the use of inferential statistics. The researchers used data collected on 98 college students in a simulated work environment to make an inference about the performance levels of all workers exposed to rudeness on the job.

*The ratio was calculated using the *median* worker salary at each firm. A formal definition of median is given in Chapter 2. For now, think of the median as the *typical* or *middle* worker salary.

†A formal definition of *average* is also given in Chapter 2. Like the median, think of the average as another way to express the *middle* salary.

These studies provide three real-life examples of the uses of statistics in business, economics, and management. Notice that each involves an analysis of data, either for the purpose of describing the data set (Study 1.1) or for making inferences about a data set (Studies 1.2 and 1.3).

1.3 Fundamental Elements of Statistics

Statistical methods are particularly useful for studying, analyzing, and learning about *populations* of *experimental units*.

An **experimental (or observational) unit** is an object (e.g., person, thing, transaction, or event) upon which we collect data.

A **population** is a set of units (usually people, objects, transactions, or events) that we are interested in studying.

For example, populations may include (1) *all* employed workers in the United States, (2) *all* registered voters in California, (3) *everyone* who has purchased a particular brand of cellular telephone, (4) *all* the cars produced last year by a particular assembly line, (5) the *entire* stock of spare parts at United Airlines' maintenance facility, (6) *all* sales made at the drive-through window of a McDonald's restaurant during a given year, and (7) the set of *all* accidents occurring on a particular stretch of interstate during a holiday period. Notice that the first three population examples (1–3) are sets (groups) of people, the next two (4–5) are sets of objects, the next (6) is a set of transactions, and the last (7) is a set of events. Also notice that *each set includes all the experimental units in the population* of interest.

In studying a population, we focus on one or more characteristics or properties of the experimental units in the population. We call such characteristics *variables*. For example, we may be interested in the variables age, gender, income, and/or the number of years of education of the people currently unemployed in the United States.

A **variable** is a characteristic or property of an individual experimental (or observational) unit.

The name *variable* is derived from the fact that any particular characteristic may vary among the experimental units in a population.

In studying a particular variable, it is helpful to be able to obtain a numerical representation for it. Often, however, numerical representations are not readily available, so the process of measurement plays an important supporting role in statistical studies. **Measurement** is the process we use to assign numbers to variables of individual population units. We might, for instance, measure the preference for a food product by asking a consumer to rate the product's taste on a scale from 1 to 10. Or we might measure workforce age by simply asking each worker, "How old are you?" In other cases, measurement involves the use of instruments such as stopwatches, scales, and calipers.

If the population we wish to study is small, it is possible to measure a variable for every unit in the population. For example, if you are measuring the starting salary for all University of Michigan MBA graduates last year, it is at least feasible to obtain every salary. When we measure a variable for every experimental unit of a population, the result is called a **census** of the population. Typically, however, the populations of interest in most applications are much larger, involving perhaps many thousands or even an infinite number of units. Examples of large populations include the seven listed above, as well as all invoices produced in the last year by a *Fortune* 500 company, all potential buyers of a new iPad, and all stockholders of a firm listed on the New York

Stock Exchange. For such populations, conducting a census would be prohibitively time-consuming and/or costly. A reasonable alternative would be to select and study a *subset* (or portion) of the units in the population.

A **sample** is a subset of the units of a population.

For example, suppose a company is being audited for invoice errors. Instead of examining all 15,472 invoices produced by the company during a given year, an auditor may select and examine a sample of just 100 invoices (see Figure 1.2). If he is interested in the variable "invoice error status," he would record (measure) the status (error or no error) of each sampled invoice.

After the variable(s) of interest for every experimental unit in the sample (or population) is (are) measured, the data are analyzed, either by descriptive or by inferential statistical methods. The auditor, for example, may be interested only in *describing* the error rate in the sample of 100 invoices. More likely, however, he will want to use the information in the sample to make *inferences* about the population of all 15,472 invoices.

A **statistical inference** is an estimate or prediction or some other generalization about a population based on information contained in a sample.

That is, we use the information contained in the sample to learn about the larger population.* Thus, from the sample of 100 invoices, the auditor may estimate the total number of invoices containing errors in the population of 15,472 invoices. The auditor's inference about the quality of the firm's invoices can be used in deciding whether to modify the firm's billing operations.

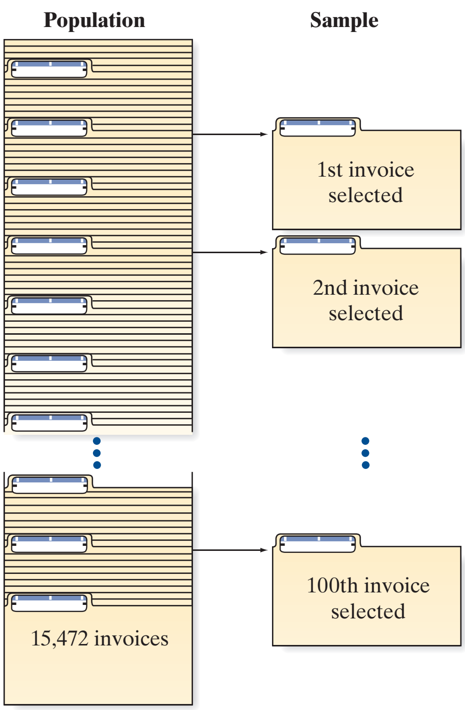

Figure 1.2
A sample of all company invoices

*The terms *population* and *sample* are often used to refer to the sets of measurements themselves, as well as to the units on which the measurements are made. When a single variable of interest is being measured, this usage causes little confusion. But when the terminology is ambiguous, we'll refer to the measurements as *population data sets* and *sample data sets*, respectively.

EXAMPLE 1.1

Key Elements of a Statistical Problem—Ages of TV Viewers

Problem According to a report in the *Washington Post* (Sep. 5, 2014), the average age of viewers of television programs broadcast on CBS, NBC, and ABC is 54 years. Suppose a rival network (e.g., FOX) executive hypothesizes that the average age of FOX viewers is less than 54. To test her hypothesis, she samples 200 FOX viewers and determines the age of each.

a. Describe the population.
b. Describe the variable of interest.
c. Describe the sample.
d. Describe the inference.

Solution

a. The population is the set of units of interest to the TV executive, which is the set of all FOX viewers.
b. The age (in years) of each viewer is the variable of interest.
c. The sample must be a subset of the population. In this case, it is the 200 FOX viewers selected by the executive.
d. The inference of interest involves the *generalization* of the information contained in the sample of 200 viewers to the population of all FOX viewers. In particular, the executive wants to *estimate* the average age of the viewers in order to determine whether it is less than 54 years. She might accomplish this by calculating the average age in the sample and using the sample average to estimate the population average.

Look Back A key to diagnosing a statistical problem is to identify the data set collected (in this example, the ages of the 200 FOX TV viewers) as a population or sample.

EXAMPLE 1.2

Key Elements of a Statistical Problem—Pepsi vs. Coca-Cola

Problem *Cola wars* is the popular term for the intense competition between Coca-Cola and Pepsi displayed in their marketing campaigns. Their campaigns have featured claims of consumer preference based on taste tests. Recently, the *Huffington Post* (Nov. 11, 2013) conducted a blind taste test of 9 cola brands that included Coca-Cola and Pepsi. (Pepsi finished 1st and Coke finished 5th.) Suppose, as part of a Pepsi marketing campaign, 1,000 cola consumers are given a blind taste test (i.e., a taste test in which the two brand names are disguised). Each consumer is asked to state a preference for brand A or brand B.

a. Describe the population.
b. Describe the variable of interest.
c. Describe the sample.
d. Describe the inference.

Solution

a. Because we are interested in the responses of cola consumers in a taste test, a cola consumer is the experimental unit. Thus, the population of interest is the collection or set of all cola consumers.
b. The characteristic that Pepsi wants to measure is the consumer's cola preference as revealed under the conditions of a blind taste test, so cola preference is the variable of interest.
c. The sample is the 1,000 cola consumers selected from the population of all cola consumers.
d. The inference of interest is the *generalization* of the cola preferences of the 1,000 sampled consumers to the population of all cola consumers. In particular, the

preferences of the consumers in the sample can be used to *estimate* the percentage of all cola consumers who prefer each brand.

Look Back In determining whether the statistical application is inferential or descriptive, we assess whether Pepsi is interested in the responses of only the 1,000 sampled customers (descriptive statistics) or in the responses for the entire population of consumers (inferential statistics).

Now Work Exercise 1.25b

The preceding definitions and examples identify four of the five elements of an inferential statistical problem: a population, one or more variables of interest in a sample, and an inference. But making the inference is only part of the story. We also need to know its **reliability**–that is, how good the inference is. The only way we can be certain that an inference about a population is correct is to include the entire population in our sample. However, because of *resource constraints* (e.g., insufficient time and/or money), we usually can't work with whole populations, so we base our inferences on just a portion of the population (a sample). Consequently, whenever possible, it is important to determine and report the reliability of each inference made. Reliability, then, is the fifth element of inferential statistical problems.

The measure of reliability that accompanies an inference separates the science of statistics from the art of fortune-telling. A palm reader, like a statistician, may examine a sample (your hand) and make inferences about the population (your life). However, unlike statistical inferences, the palm reader's inferences include no measure of reliability.

Suppose, like the TV executive in Example 1.1, we are interested in the *error of estimation* (i.e., the difference between the average age of the population of TV viewers and the average age of a sample of TV viewers). Using statistical methods, we can determine a *bound on the estimation error*. This bound is simply a number that our estimation error (the difference between the average age of the sample and the average age of the population) is not likely to exceed. We'll see in later chapters that bound is a measure of the uncertainty of our inference. The reliability of statistical inferences is discussed throughout this text. For now, we simply want you to realize that an inference is incomplete without a measure of its reliability.

A **measure of reliability** is a statement (usually quantified) about the degree of uncertainty associated with a statistical inference.

Let's conclude this section with a summary of the elements of both descriptive and inferential statistical problems and an example to illustrate a measure of reliability.

Four Elements of Descriptive Statistical Problems

1. The population or sample of interest
2. One or more variables (characteristics of the population or experimental units) that are to be investigated
3. Tables, graphs, or numerical summary tools
4. Identification of patterns in the data

Five Elements of Inferential Statistical Problems

1. The population of interest
2. One or more variables (characteristics of the population or experimental units) that are to be investigated
3. The sample of population units
4. The inference about the population based on information contained in the sample
5. A measure of reliability for the inference