

- **Data:** pieces of information to which meaning has been attached
- **Statistics:** a collection of methods for planning experiments, obtaining data, and then organizing, summarizing, presenting, analyzing, interpreting, and drawing conclusions based on the data.
- **Basic Terms**
 - **Population:** the complete set of all individuals or units that are of interest in the study
 - **Sample:** the subset of the population that is actually studied
- **Two Key Types of Numbers**
 - **Parameter:** a numerical measurement, usually unknown, describing some characteristic of a population
 - **Statistic:** a numerical measurement describing some characteristic of a sample
- **Branches of statistics**
 - **Experimental Design:** the branch of statistics that deals with planning experiments and obtaining data
 - **Descriptive Statistics:** the branch of statistics that deals with organizing, summarizing and presenting data
 - **Inferential Statistics:** the branch of statistics that deals with analyzing, interpreting, and drawing conclusions based on the data

- **General Method of Statistical Inquiry**

1. Form a specific question to be answered
2. Collect data according to some design (randomness)
3. Analyze data and form conclusions