

# TABLE OF CONTENTS

PREFACE .....	vii
OUR PROLOGUE:	
STATISTICS WITH ♥ HEART-POUNDING EXCITEMENT ♥ .....	1
1	
DETERMINING DATA TYPES .....	13
1. Categorical Data and Numerical Data .....	14
2. An Example of Tricky Categorical Data .....	20
3. How Multiple-Choice Answers Are Handled in Practice .....	28
Exercise and Answer .....	29
Summary .....	29
2	
GETTING THE BIG PICTURE: UNDERSTANDING NUMERICAL DATA .....	31
1. Frequency Distribution Tables and Histograms .....	32
2. Mean (Average) .....	40
3. Median .....	44
4. Standard Deviation .....	48
5. The Range of Class of a Frequency Table .....	54
6. Estimation Theory and Descriptive Statistics .....	57
Exercise and Answer .....	57
Summary .....	58
3	
GETTING THE BIG PICTURE: UNDERSTANDING CATEGORICAL DATA .....	59
1. Cross Tabulations .....	60
Exercise and Answer .....	64
Summary .....	64
4	
STANDARD SCORE AND DEVIATION SCORE .....	65
1. Normalization and Standard Score .....	66
2. Characteristics of Standard Score .....	73
3. Deviation Score .....	74
4. Interpretation of Deviation Score .....	76
Exercise and Answer .....	78
Summary .....	80
5	
LET'S OBTAIN THE PROBABILITY .....	81
1. Probability Density Function .....	82
2. Normal Distribution .....	86

3. Standard Normal Distribution .....	89
Example I .....	95
Example II .....	97
4. Chi-Square Distribution .....	99
5. t Distribution .....	106
6. F Distribution .....	106
7. Distributions and Excel .....	107
Exercise and Answer .....	108
Summary .....	109
 <b>6</b>	
<b>LET'S LOOK AT THE RELATIONSHIP BETWEEN TWO VARIABLES</b> .....	111
1. Correlation Coefficient .....	116
2. Correlation Ratio .....	121
3. Cramer's Coefficient .....	127
Exercise and Answer .....	138
Summary .....	142
 <b>7</b>	
<b>LET'S EXPLORE THE HYPOTHESIS TESTS</b> .....	143
1. Hypothesis Tests .....	144
2. The Chi-Square Test of Independence .....	151
Explanation .....	152
Exercise .....	157
Thinking It Over .....	158
Answer .....	160
3. Null Hypotheses and Alternative Hypotheses .....	170
4. P-value and Procedure for Hypothesis Tests .....	175
5. Tests of Independence and Tests of Homogeneity .....	184
Example .....	184
Procedure .....	185
6. Hypothesis Test Conclusions .....	187
Exercise and Answer .....	188
Summary .....	189
 <b>APPENDIX</b>	
<b>LET'S CALCULATE USING EXCEL</b> .....	191
1. Making a Frequency Table .....	192
2. Calculating Arithmetic Mean, Median, and Standard Deviation .....	195
3. Making a Cross Tabulation .....	197
4. Calculating the Standard Score and the Deviation Score .....	199
5. Calculating the Probability of the Standard Normal Distribution .....	204
6. Calculating the Point on the Horizontal Axis of the Chi-Square Distribution .....	205
7. Calculating the Correlation Coefficient .....	206
8. Performing Tests of Independence .....	208
<b>INDEX</b> .....	213