Stat 1350, Quiz #4, Spring 2015   Name _____KEY_____

Instructions: Answer each question completely. Show all work for any computational questions.

1. How is confidentiality different from anonymity?

the researchers know personal details but keep it secret (confidentiality) vs. researchers don't know personal data (anonymity)

2. What do we mean when we talk about predictive validity?

we mean the value of some variable in predicting some future outcome; if 2 variables are closely related, the one has high predictive validity for the other

3. Describe three ways to check data to ensure that it isn't fake or contains computational errors. What are some things you can look for?

real world numbers tend to start w/ more 1's than randomly assigned numbers; values should be obtainable from the number of results measured; values should be logical & within realm of possibility

Answers will vary

4. When people selectively choose data that supports their position while ignoring data that disagrees with it, this is sometimes called "cherry picking". Why is cherry picking bad and how can it bias conclusions?

it biases conclusions by ignoring available evidence that may weaken or disprove belief. Sometimes data will randomly appear to support a false conclusion, so we must take the balance of evidence not only the evidence that supports a desired conclusion.