

If sample data are not collected in an appropriate way, the data may be so completely useless that no amount of statistical torturing can salvage them.

Design of a Statistical Study

Guidelines

1. Identify the variable(s) of interest (the focus) and the population of the study.
2. Develop a detailed plan for collecting data. If you use a sample, make sure the sample is representative of the population.
3. Collect the data.
4. Describe the data, using descriptive statistics techniques.
5. Interpret the data and make decisions about the population using inferential statistics.
6. Identify any possible errors.