

## Informed Consumer Report #2

*The purpose of these reports is to help you find and evaluate statistics you encounter in everyday life.*

### Description

Each student needs to find a printed article, ad, or TV reference to a survey, study, or experiment. This item must be no more than 6 months old. When you turn in your report, you must also submit a copy of your referenced item. A specific item should not be used by more than one student. The article must be school appropriate and AP quality.

*Newspapers as well as magazines like "US News & World Report" or TIME" or "Newsweek" are good sources for these types of items.*

### Expectations

*Format:*

- Typed
- 12 pt font
- Double spaced
- 1 inch margins
- References cited and copy submitted

*Analysis and Discussion:*

A one-page discussion of:

- What type of data collection was used?
- Describe all the characteristics of that type of data collection:
  - Survey
    - Population, parameter of interest, sampling frame, sampling method
  - Study
    - Retrospective (A **retrospective study** is a **study** that looks backwards in time. For example, we find people that are already dead and try to figure out why they died. A **retrospective study** is fast.) Or Prospective (A **prospective study** watches for outcomes, such as the development of a disease, during the **study** period and relates this to other factors such as suspected risk or protection factor(s). The **study** usually involves taking a cohort of subjects and watching them over a long period., subjects and their selection method)
  - Experiment
    - Subjects, factors and levels, treatments, response variable, design, blind
- Does the data collection have any potential biases? Explain.
- Are there any lurking or confounding variables? Explain.
- Does the item claim the results can be applied to only this group or the entire population? Is the author correct? Explain.
- Does the item claim causation or association? Is the author correct? Explain.
- Is the conclusion based on statistical data or on the author's opinion? Explain.
- What did you learn by doing this report?

*A report is proficient if the item discussed meets the criteria and most of the discussion is accurate.*

*A report shows mastery if the item discussed meets the criteria, all of the questions are answered, and the discussion is accurate.*