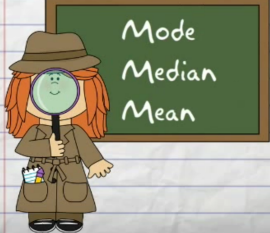


An expert guide to...

Measures of **CENTRAL TENDENCY**



Now for some examples...

- 1 A psychology student records the Halloween costumes of children as either witch, ghost, pirate, pumpkin or vampire.
Which average?
- 2 A teacher has given her class a psychology test out of 20. One student had been off sick for several weeks.
Scores: 4, 15, 17, 18, 18, 19, 20
Which average?
- 3 A teacher recorded the number of days students were absent in an academic year. She wanted an average number for the boys. Here is their data:
0, 0, 0, 1, 1, 2, 3, 3, 5, 7
Which average?

When is the mean most representative of the data?

When is the median?

When is the mode?

When do I use each average?

If data nominal (in categories) then use the...

MODE

If there is an outlier in data then use the...

MEDIAN

In all other situations use the...

MEAN