

Project Details¹

Project Overview:

A statistical project is the process of answering a research question using statistical techniques and presenting the work in a written report. The research question may arise from any field of scientific endeavor, such as athletics, advertising, aerodynamics, or nutrition. A project differs from a statistical poster in that a written report is used to present the findings. What follows in this document are some basic guidelines for developing a statistical project.

The research question(s) for this project will stem from the non-profit service agency that each student group identified to partner with. Students will participate in a group which will provide the following four services: meeting with agency and developing a survey instrument, conducting survey, compiling data and performing statistical inference procedures, and presenting results.

All students will compose a written report on the findings of the project to submit to the instructor. The instructor will select one report to return to the group to be used as the basis of the presentation that will be given to the partnering agency.

The exact substance of the project will vary from group to group depending upon the needs of the service agency. There are a few components that will be included in every project and a grading rubric based on these components is provided and explained below.

Component 1: Selecting a Question and Designing a Study

The process of developing a statistical project should demonstrate the scientific method and pose a focused question or questions, collect appropriate data, analyze the data thoughtfully, and draw correct conclusions.

Once a question is proposed, students should examine it. First, is it a question that can be answered? (The question "Is there intelligent life in the universe that does not come from Earth?" is an extremely interesting question, but not one that is likely to be answered in a short-term project.) Second, can students collect data to answer the question or has someone else already collected data that could be used to find the answer?

Once the question is chosen, data must be collected. If published data are used, students should understand how the data were obtained and record their source. Usually, students will need to collect their own data. Time should be spent deciding how to collect this data. If a survey is used, how are the people chosen to answer the questionnaire? How will bias be avoided? How will the data be recorded? This is the proposal phase of the project. The first step in this project will be to meet with the instructor to review drafts of the proposal, receive feedback, and plan to move forward with data collection.

¹ Much of this content comes from the ASA Student Competition documents "What is a Statistical Project?" and "Helpful Comments for Project Entries." <http://www.amstat.org/education/posterprojects/index.cfm>

Practical Advice from Real Statisticians (PARS): Selecting a Question

Selecting a good question for a statistics project is important. Not only should the question be interesting, it should give rise to data that lend themselves to statistical treatment. For example, if the question leads to a categorical response (i.e., What is your favorite color?), one may be left with nothing more than a few counts (one for each category). This limits both the graphical and statistical analyses that can be used. Be sure the question can be answered with the data collected. Questions need to be stated clearly. If more than one question is posed, each should be answered. Finally, upon completion of the project, it should be reviewed to be certain the question being posed was actually answered.

Component 2: Data Collection and Compilation

After the details have been worked out, students are ready to obtain the data. Great care should be exercised at every stage of data collection. Careless measurement or recording of data cannot be remedied in the analysis phase of a project.

Thoughtful analysis of the data may take many forms and should be guided by the question and how the data were collected. Usually, it is best to begin by graphing the data.

Students will be required to create a minimum of three different (yet appropriate) graphical displays that demonstrate different aspects of the obtained data. These displays should effectively summarize what was learned from the survey that will be analyzed further to answer the question of interest.

PARS: Collecting Data

Collecting data properly is challenging. Students who find data that have already been compiled often do not realize the pitfalls and potential errors of data collection. As a consequence, they miss an opportunity to understand this vital phase of any project.

The data collection process should be described clearly, and the student's role in the data collection should be clear. The variables in the study should be defined clearly in terms of what is to be measured and how. If a random sample is taken, the randomization process should be given. Haphazard or other unplanned sampling is not random sampling and can lead to biased results.

Replication is important in any study. For example, the purpose of a study may be to compare the growth of a corn plant with and without fertilizer. Suppose two pots are used and two corn seeds are planted in each pot. Then it is randomly determined which pot gets which treatment (fertilizer or no fertilizer). Even though there are two plants under each treatment, there is no replication. The reason for this is that treatments were assigned randomly to pots (not plants). More than one pot would have to be used for each treatment for there to be true replication.

If a survey is conducted, a copy of the survey should be included in an appendix. For all projects, raw data should be included as an appendix.

PARS: Graphs

Graphical displays provide insights into data. Many projects fail to take advantage of this important statistical tool. In projects using at least one graphical display, the graphs often are only the most rudimentary pie and bar charts. Stem-and-leaf, dot plots, box plots, and scatter plots are some of the methods that might provide more insight into the data. Displaying sample means with error bars also may be helpful. Care should be taken to use appropriate graphs. For example, line plots and scatter plots are used sometimes when bar charts would be better. Replication permits variability to be captured by the data; appropriate graphs make it visible.

Component 3: Statistical Inference and General Conclusions

Once analysis is complete, the question should be answered. The data may not be able to provide a conclusive answer. For example, one treatment may appear to be better than another, but the difference was not statistically significant. If the question has a definitive answer, that should be presented. A check should be made at this point to make certain the answer matches the question. It is easy to get caught up in the analysis phase and obtain many answers, none of which addresses the research question.

Finally, consider the strengths and weaknesses of the project. What would be changed if the project was done again?

PARS: Inference

If data are collected on all members in the population, a census is taken. Because inferential methods are used to draw conclusions about the population based on the sample, these methods are inappropriate if all population values have been observed. However, some thought should be given to whether a census actually was achieved. If the goal was to survey everyone in a school, some students may be absent or refuse to respond.

When a sample is drawn, inferential statistics usually are needed to answer a question. While useful, graphs and descriptive statistics alone are not sufficient in this instance. When using formal inferential statistical tests, the assumptions for any method should be checked. For example, variances should not be pooled if they are substantially different (which can be tested) and the sample sizes are reasonably large. Students should fully understand the methods they use, otherwise inappropriate statistical terminology may be used. It is better to use simpler (but appropriate) methods correctly than to apply more sophisticated procedures improperly.

For hypothesis tests, care should be taken to state the null and alternative hypotheses appropriately. Remember that in a subject-matter area, the hypothesis is what the researcher wants to prove. In statistics, this usually becomes the alternative hypothesis, as the strongest conclusions can be drawn from rejecting the null in favor of the alternative. Note the null hypothesis is never 'accepted.' Instead, it is traditional to say "we failed to reject the null hypothesis," which gives the proper impression that it is not known with certainty that the null is true but that the data do not refute it. The reason for this is the probability of a type II error is not known.

PARS: Inference (Continued)

Confidence intervals can be misinterpreted. For example, a confidence interval cannot confirm a test statistic because the test statistic is, by construction, the center of any confidence interval. Note that r^2 represents the amount of *variability* in the response variable explained (removed) by the explanatory variable, not the fraction of the response variable explained.

Putting it all Together: The Written Report

Great latitude may be taken in developing the written report. Students should plan how to communicate their work effectively. The longest report does not necessarily represent the best project. However, the report **must** accomplish the following:

- Demonstrate how and why the particular topic was chosen
 - This introductory section of the report will draw heavily on the approved proposal and answer similar questions (Who, What, When, Where, Why, How).
- Show how the research was conducted
 - Again draw from the proposal and explain how the study was designed. Then comment on how it was actually implemented. If problems arose, how were they addressed? Reflect on how bias was handled effectively or could have been handled better. Make your case for why the obtained data is trustworthy.
- Include the collected data and its analysis
 - Include a copy of the survey questions and tables summarizing the numeric results. Include a minimum of three different graphical displays (bar chart, comparative bar chart, histogram, box plot, etc.) that each display a unique aspect of the data.
- Delineate what conclusions were obtained
 - Conduct a minimum of one hypothesis test and one confidence interval using the obtained data and interpret the results.
- Discuss the strengths and weaknesses of the selected statistical methods
 - Reflect. No statistical study is perfect, even at a professional level. Be honest about the obtained results and the confidence with which they should be viewed. Always conclude by suggesting how another researcher could take this report and expand/improve upon it in the future.

PARS: Presentation

Font size should be at least 12 pt., and complete sentences and standard grammar should be used. The writing emphasis should be on the statistical aspects of the study. Background information should lead to a precise statement of the question to be considered. Some projects benefit from a more detailed description of the data collection phase. Details of the statistical analysis should be presented. The statistical methods should be outlined and discussed clearly. The analysis should serve as the foundation for any conclusions drawn. A "reflection on the process" should be a realistic self-evaluation of the work. Simply stating that all went well raises concerns, as few studies ever have *everything go right*.

Project Calendar	
Date	Event
December	Student Questionnaire Completed
January	Project and Groups Assigned <ul style="list-style-type: none"> - Project Details - 12 Step Guide - Project Calendar - Project Rubric - Proposal Guidelines
January	Partnering Organization Verified Initial Proposal Submitted
January/February	Workday – Group Meetings with Mr. Wilkerson to revise proposals
February	Deadline to have new proposal (and survey if giving one) approved Have a data collection time/date/place scheduled with organization
March-April	Workdays
April	Deadline for having data from surveys Workday - Bring laptops to work on spreadsheet files
End of April	Written Reports Due
Beginning of May	Practice Oral Presentation with Class
Beginning of May	Presentations to Partnering Organizations
	ALL PROJECTS DONE AP EXAM
After AP Exam	Self Reflection Assignment Due

Other Important Dates Occurring During Project:

Statistics Service Project Rubric

Written Report (3-5 typed pages at 1.5 spacing + tables/graphs/images/etc.)	75	
<p>Demonstrates how and why the particular topic was chosen (2 paragraphs)</p> <ul style="list-style-type: none"> - Who? – Introduces the organization with a brief description of the organization’s mission/purpose (1 paragraph) - What? – Identifies primary question(s) of interest (2-3 sentences) - Why? – Explains the value of the project and why the question(s) of interest is(are) worth answering (1 paragraph) 	15	
<p>Shows how the research was conducted (3-4 paragraphs)</p> <ul style="list-style-type: none"> - Recaps essential information from the methods set forth in the proposal with modifications and additions as necessary, including the specific dates and times during which data were collected - Demonstrates that attention was paid to sound experimental design with the proper use of sampling procedures described - Problems that arose in data collection are openly discussed along with the response to those problems - If a survey was given, a copy of it is included - Design of the study clearly ties to main objectives (BIG IDEA: convince me that I should trust the data that you show me in the next section) 	15	
<p>Includes the collected data and its analysis (1-2 paragraphs + images)</p> <ul style="list-style-type: none"> - Data is labeled and displayed clearly in summary table(s) - A minimum of three distinct graphical displays is included and properly labeled (remember that I graph should be able to stand alone by itself with no outside context necessary to understand it) - Includes a brief written summary of interesting features of graphical displays (think CUSS) (1-2 paragraphs) 	15	
<p>Delineates what conclusions were obtained (2-3 paragraphs + inference results)</p> <ul style="list-style-type: none"> - Includes an introduction that identifies the parameter of interest, the question(s) of interest, and introduces the testing procedures that follow and why they were selected (1 paragraph) - Clearly follows the 4 steps of performing a confidence interval and interprets results correctly IN CONTEXT. - Clearly follows the 5 steps of performing a hypothesis test and interprets results correctly IN CONTEXT. - Concludes by summarizing results in a non-statistical manner and their implications for the organization (i.e., don’t use phrases like p-value, or alpha, but explain what all of it means so that someone who has not taken statistics can understand the results) (1-2 paragraphs) 	15	

Discusses the strengths and weaknesses of the selected statistical methods (<i>1 paragraph</i>) <ul style="list-style-type: none"> - Reflect on your results and discuss why they are trustworthy or be honest about why they are not - Discuss how the study could be been improved if done again - Analysis is critical and specific – avoids stating phrases such as “everything went ok,” etc. 	15	
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Client Feedback	25	
Communication was maintained throughout the project and was conducted in a professional manner Comments:	5	
Presentation is thorough, well organized, easy to understand and questions are handled appropriately Comments:	5	
Project addresses the problem at hand, providing useful information and new insights Comments:	15	
Additional Comments:		

Total	100	
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