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VIDEO GUIDE · UNIT 0 · TOPIC 0.3

Measures of Central Tendency

Watch the lesson

Name _____ Class _____ Date _____

NOTES: FILL IN THE BLANKS WHILE YOU WATCH

1. _____ describe the center, or typical value, of a data set.

Mean, median, and mode

2. The _____ is the average (sum of scores ÷ number of scores); with no extreme scores it's usually best because it uses every score's value.
3. The _____ is the middle value when scores are in order; with an even number of scores, it's the average of the two middle scores.
4. The _____ is the most common value; it's useful when you need to know the most common response.
5. An extreme _____ pulls the mean toward it while the median barely changes, so researchers usually favor the median when _____s are present.

CHECK YOUR UNDERSTANDING

1. Six participants recall 3, 5, 6, 8, 9, and 15 words. What is the median number of words recalled?

(A) 6
(B) 7
(C) 7.7
(D) 8

2. Ten participants rate their stress: 2, 3, 3, 3, 4, 5, 6, 7, 8, 9. A researcher reports the typical rating as 3. Which measure did she report?

(A) The mean
(B) The median
(C) The range
(D) The mode

3. A researcher's reaction-time data contain no extreme scores. Which measure is usually the best choice, and why?

(A) The mean, because it uses the actual value of every score
(B) The median, because it ignores most of the scores
(C) The mode, because it is always the middle value
(D) The median, because it is always larger than the mean

NOTES

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