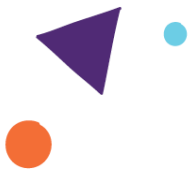# Vocabulary List

AS 91266: Evaluate a statistically based report | Te arotake i te pūrongo tauanga hei tautohu i te whaihua o ngā whakapae (version 3)

Term	Definition
audience	The audience is the people or groups who are interested in the information in a statistical report.
likert scales	Likert scales are a type of closed question that gives respondents a statement and asks them to rate how much they agree or disagree with that statement.
mean	The mean is an average calculated by adding all the data values together and dividing by the number of data values.
median	The median is a value used to describe a characteristic of a set of data, for example, a median or mean.
non-response bias	Non-response bias is the tendency for some respondents in a survey to choose not to participate or to leave some questions unanswered.
non-sampling error	Non-sampling errors are errors or inaccuracies in data that are caused by any factor other than a sampling error.
population measures	Population measures are values used to describe a characteristic of a population, for example, a median or mean.
qualitative data	Qualitative data describes qualities or characteristics.

quantitative data	Quantitative data is based on counting or measuring something.
response bias	Response bias is the tendency for participants in a survey to provide answers that are inaccurate or untrue.
sample	A sample is a small part or quantity intended to show what the whole is like.
sample population	A sample population is a group who are selected from a population for a survey instead of surveying the whole group.
sampling bias	Sampling bias occurs when not every member of a population has an equal chance of being selected for a sample.
sampling error	A sampling error occurs when the results of a sample are not identical to the results you would get if you did a census. We can never guarantee that the information that a questionnaire gathers is a perfect match for the whole population because a sample is only a part of the population. No two samples are identical. If we take a different sample we might get a different result. The only way to avoid sampling errors is to do a census.
statistical enquiry cycle	The PPDAC statistical enquiry cycle is a cycle that is used to carry out a statistical investigation. The cycle consists of five stages: Problem, Plan, Data, Analysis, and Conclusion.
statistical error	A statistical error is the difference between the value you get from a data collection process and the true value for a population. If the error is small, the data you have gathered accurately represents the population. If a statistical error is large, the data you have collected is not very accurate.
statistical report	A statistical report is a written document that interprets and communicates the results of a data gathering process such as a survey.
target population	The target population is the total group of people you want to learn something about.