

<p>Unbiased. To test a hypothesis. By an individual or group. Using primary or secondary data. <b>Research</b></p>	<p>Unbiased. To test a hypothesis. By an individual or group. Using primary or secondary data. <b>Research</b></p>	<p>Unbiased. To test a hypothesis. By an individual or group. Using primary or secondary data. <b>Research</b></p>	<p>Unbiased. To test a hypothesis. By an individual or group. Using primary or secondary data. <b>Research</b></p>
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<p>Research. An uncontrolled event. An external event. Primary data collection.</p> <p><b>Observation</b></p>	<p>Research. An uncontrolled event. An external event. Primary data collection.</p> <p><b>Observation</b></p>	<p>Research. An uncontrolled event. An external event. Primary data collection.</p> <p><b>Observation</b></p>	<p>Research. An uncontrolled event. An external event. Primary data collection.</p> <p><b>Observation</b></p>
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<p>Research. Possibly a random event. A controlled event. Primary data collection.</p> <p><b>Experiment</b></p>	<p>Research. Possibly a random event. A controlled event. Primary data collection.</p> <p><b>Experiment</b></p>	<p>Research. Possibly a random event. A controlled event. Primary data collection.</p> <p><b>Experiment</b></p>	<p>Research. Possibly a random event. A controlled event. Primary data collection.</p> <p><b>Experiment</b></p>
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Sampling.  
Surveying.  
Research on a  
population.

**Data Collection**

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Research on a  
population.

**Data Collection**

Clear.  
Unbiased.  
Bar charts.  
Line graphs.  
Easy to understand.

Data Presentation

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Data Presentation

<p>A starting point for an investigation. A proposed explanation. Something to test.</p> <p><b>Hypothesis</b></p>	<p>A starting point for an investigation. A proposed explanation. Something to test.</p> <p><b>Hypothesis</b></p>	<p>A starting point for an investigation. A proposed explanation. Something to test.</p> <p><b>Hypothesis</b></p>	<p>A starting point for an investigation. A proposed explanation. Something to test.</p> <p><b>Hypothesis</b></p>
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Measured.  
Collected.  
Reported  
Facts.  
Statistics.

**Data**

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**Data**

Intentional.  
Accidental.  
Prejudice.  
An unfair  
representation.

**Bias**

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**Bias**



<p>A portion of the whole. A selection of data. Representative of the whole population.</p> <p><b>Sample</b></p>	<p>A portion of the whole. A selection of data. Representative of the whole population.</p> <p><b>Sample</b></p>	<p>A portion of the whole. A selection of data. Representative of the whole population.</p> <p><b>Sample</b></p>	<p>A portion of the whole. A selection of data. Representative of the whole population.</p> <p><b>Sample</b></p>
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<p>Selection from a population. An equal chance of being selected.</p> <p><b>Random Sample</b></p>	<p>Selection from a population. An equal chance of being selected.</p> <p><b>Random Sample</b></p>	<p>Selection from a population. An equal chance of being selected.</p> <p><b>Random Sample</b></p>	<p>Selection from a population. An equal chance of being selected.</p> <p><b>Random Sample</b></p>
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Data.  
A group of objects,  
people, events, or  
opinions.

**Population**

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A group of objects,  
people, events, or  
opinions.

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**Population**

<p>Dependent on precision. Dependent on resources (money &amp; time). Data. A proportion of the population.</p> <p><b>Sample Size</b></p>	<p>Dependent on precision. Dependent on resources (money &amp; time). Data. A proportion of the population.</p> <p><b>Sample Size</b></p>	<p>Dependent on precision. Dependent on resources (money &amp; time). Data. A proportion of the population.</p> <p><b>Sample Size</b></p>	<p>Dependent on precision. Dependent on resources (money &amp; time). Data. A proportion of the population.</p> <p><b>Sample Size</b></p>
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Data.  
First-hand.  
Collected yourself.

**Primary Data**

Data.  
First-hand.  
Collected yourself.

**Primary Data**

Data.  
First-hand.  
Collected yourself.

**Primary Data**

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First-hand.  
Collected yourself.

**Primary Data**

Data.  
First-hand.  
Collected yourself.

**Primary Data**

Potentially inaccurate. Reported. Published. Second-hand. Data.  <b>Secondary Data</b>	Potentially inaccurate. Reported. Published. Second-hand. Data.  <b>Secondary Data</b>	Potentially inaccurate. Reported. Published. Second-hand. Data.  <b>Secondary Data</b>	Potentially inaccurate. Reported. Published. Second-hand. Data.  <b>Secondary Data</b>
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<p>Unbiased. Typical. Equal in proportions to the total population.</p> <p><b>Representative</b></p>	<p>Unbiased. Typical. Equal in proportions to the total population.</p> <p><b>Representative</b></p>	<p>Unbiased. Typical. Equal in proportions to the total population.</p> <p><b>Representative</b></p>	<p>Unbiased. Typical. Equal in proportions to the total population.</p> <p><b>Representative</b></p>
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<p>Ethical. Unbiased. Representative. Correctly researched. Correctly presented.</p> <p><b>Valid</b></p>	<p>Ethical. Unbiased. Representative. Correctly researched. Correctly presented.</p> <p><b>Valid</b></p>	<p>Ethical. Unbiased. Representative. Correctly researched. Correctly presented.</p> <p><b>Valid</b></p>	<p>Ethical. Unbiased. Representative. Correctly researched. Correctly presented.</p> <p><b>Valid</b></p>
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<p>After collection. After processing data. Before and after representation. With interpretation of results.</p> <p><b>Analysis</b></p>	<p>After collection. After processing data. Before and after representation. With interpretation of results.</p> <p><b>Analysis</b></p>	<p>After collection. After processing data. Before and after representation. With interpretation of results.</p> <p><b>Analysis</b></p>	<p>After collection. After processing data. Before and after representation. With interpretation of results.</p> <p><b>Analysis</b></p>
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<p>After collection. After processing data. Before and after representation. With interpretation of results.</p> <p><b>Analysis</b></p>	<p>After collection. After processing data. Before and after representation. With interpretation of results.</p> <p><b>Analysis</b></p>	<p>After collection. After processing data. Before and after representation. With interpretation of results.</p> <p><b>Analysis</b></p>	<p>After collection. After processing data. Before and after representation. With interpretation of results.</p> <p><b>Analysis</b></p>