CASE CLOSED

Nielsen Ratings

Review the ratings data in the Nielsen Ratings Case Study (page 37).
Answer each of the following questions in complete sentences.
Be sure to communicate clearly enough for any of your classmates to understand what you are saying.

I. GRAPHICAL ANALYSIS

1. Construct (by hand) an appropriate graphical display for comparing the Nielsen Ratings of the three networks. Write a few sentences describing what you see.

II. NUMERICAL ANALYSIS

2. Calculate numerical summaries for the Nielsen Ratings of the three networks. Which measures of center and spread would you choose to compare the distributions? Why?

III. OUTLIERS

3. Determine if there are any outliers in each of the three distributions. Show work and identify outliers.

IV. IN CONTEXT

4. What does it mean to say that the mean percent of TV viewers watching a particular network is a *nonresistant* measure of center?

5. How would you rank the three networks based on your analysis?