

Measures of Central Tendency

MEAN

- Statistical average of scores (total divided by the number of scores).
- The value of *every* score is used in calculation of the mean.
- Used with interval or ratio scale data.
- Can be misleading if there are very extreme scores or the distribution of scores is not normal.

MEDIAN

- The middle score in a distribution. Half the scores are higher and half are lower.
- Used with ordinal scale data.
- Used when there are very extreme scores or the distribution is not normal.

MODE

- The most frequent score in a distribution.
- Actual values of scores not considered when calculating the mode.
- Used with nominal scale data.
- Used when only a very simple description of scores is needed (e.g., the modal age of a group of individuals).