

<<统计学>>

图书基本信息

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内容概要

本书讲述:在经济管理工作中,我们时刻都面对着大量的信息,因此,作为数据处理与分析技术的统计方法是我们必须掌握的。

本书着眼于统计学在经济管理领域的应用,在设计上具有实用性、灵活性和新颖性的特点。

从实用的角度出发,本书侧重于教会学生如何根据手头问题判定选择恰当的统计方法、计算统计量和做出合理解释。

本书中给领出数据处理的多种方式供教师选择,使教学变得灵活。

本书的新颖之处在于,在每一经济管理领域都强调统计应用并给出了具体的应用模式。

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作者简介

杰拉德·凯勒博士是罗瑞尔大学讲授统计学、管理科学和运筹管理学的教授。同时，他还任教于多伦多大学、迈阿密大学、麦克马斯特大学、温莎大学和北京科技大学。凯勒教授还曾担任银行关于信用卡计分和信用卡违约方面的咨询顾问并曾参与加拿大政府关于能源消耗方面的市场调查。

凯勒教授曾出版过Applied Statistics with Microsoft Excel一书，并在OMEGA，IIE Transactions，Decision Sciences，INFOR，Economics Letters等杂志上发表过文章。

1997—2000年间，他还在温莎大学为金融分析师举办的论坛上担任讲师。

凯勒教授的《统计学》一书自1988年出版以来，受到统计学师生和在工作中需要统计学知识的好评，已经再版7次。

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章节摘录

版权页：插图： Example 7.5 Exit Polls (see Chapter 7) When an election for political office takes place , the television networks cancel regular programming and provide election coverage instead. When the ballots are counted , the results are reported. However , for important offices such as president or senator in large states , the networks actively compete to see which will be the first to predict a winner. This is done through exit polls , wherein a random sample of voters who exit the polling booth is asked for whom they voted. From the data the sample proportion of voters supporting the candidates is computed. A statistical technique is applied to determine whether there is enough evidence to infer that the leading candidate will garner enough votes to win. Suppose that the exit poll results from the state of Florida during the 2000 year elections were recorded. Although there were a number of candidates running for president , the exit pollsters recorded only the votes of the two candidates who had any chance of winning , the Republican candidate George W. Bush and the Democrat Albert Gore. The results (765 people who voted for either Bush or Gore) were stored on a file on the disk. The network analysts would like to know whether they can conclude that George W. Bush will win the state of Florida. Example 7.5 describes a very common application of statistical inference. The population the television networks wanted to make inferences about is the approximately 5 million Floridians who voted for Bush or Gore for president. The sample consisted of the 765 people randomly selected by the polling company who voted for either of the two main candidates. The characteristic of the population that we would like to know is the proportion of the Florida total electorate that voted for Bush. Specifically , we would like to know whether more than 50% of the electorate voted for Bush (counting only those who voted for either the Republican or Democratic candidate) . It must be made clear that , because we will not ask every one of the 5 million actual voters for whom they voted , we cannot predict the outcome with 100% certainty. This is a fact that statistics practitioners and even students of statistics must understand. A sample that is only a small fraction of the size of the population can lead to correct inferences only a certain percentage of the time. You will find that statistics practitioners can control that fraction and usually set it between 90% and 99%.

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