NUMERIC DATA

continuous — mean

discrete — mean

any value

particular values (e.g., bins)

median

median

A

CATEGORICAL DATA

ordinal — median

nominal — mode

ordered categories

unordered categories

median

mode

B

Figure 1. Distributions of different data types. The appropriate measure of central tendency for illustrative distributions of (A) numeric and (B) categorical data is indicated in the figure for mean (solid vertical line), median (dashed vertical line), and mode. Mean refers to the average value, median is the middle value, and mode is the value that appears the most often in a distribution. Dispersion can be measured according to standard deviation (or standard error), interquartile range (IQR), and range. Standard