The Sample with Built-In Bias:
   What's a sample?

   What's bias?

   How does it affect statistics?

   What are some examples?

   What is self-report bias?

      What's an example of how it can be conscious?

      What's an example of how it can be unconscious?

The Well-Chosen Average
   What is the difference between mean, median and mode?

   When are they almost the same?

   When are they different?

   How can the "average" be manipulated?

The Little Figures That Are Not There
   Why does the sample size matter when reporting results?
      Accuracy

      Variation

   Labels on graphs

   Explanations about "words"

Much Ado About Practically Nothing

   Cigarette Example