

# Making Statistics More Effective in Schools of Business

## Statistical Literacy and Statistical Competence in the 21st Century

David Moore

Purdue University

President ASA

---

Educated people face a new environment at century's end: work is becoming intellectualized, formal higher education more common, technology almost universal, and information (as well as mis- and dis-information) a flood. In this setting, what is statistical literacy, what every educated person should know? What is statistical competence, roughly the content of a first course for those who must deal with data in their work? One might define competence as what we hope a business statistics student will retain five years later.