1116-H5-2289   **Adam F Childers*** (`childers@roanoke.edu`), 2521 Robin Hood Rd. Roanoke, VA 24014.
Facebook Consulting: A Semester-Long Project for Introductory Statistics.

Facebook provides businesses and organizations with extremely detailed data that describes how users are interacting with their page. This data provides an excellent opportunity to put introductory statistics students in the role of consultants for a local business or organization and get their hands on real data. This presentation will outline how to use Facebook data to create a semester-long project that provides an exciting platform for teaching students descriptive and inferential statistics and making them think about the difference between observational and experimental data. Further, it forces the students to concentrate on articulating their findings to an audience of non-experts and integrate technical statistical ideas into a written report. (Received September 22, 2015)