How Can I Describe an Association?

- **Form.**
  Linear or nonlinear? Clusters? A residual plot can help confirm that a certain model is an appropriate fit.

- **Direction.**
  Interpret the slope in context as a unit rate.
  Make it clear you are making a *prediction*.

- **Strength.**
  Report the value of $r$,
  but give a verbal interpretation of $R^2$ in context.

- **Outliers.**
  Any points that are far away from the pattern of the bulk of the data.