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Tisha Hooks and **April Kerby**. *Using Alternative Forced Choice Models to Introduce the
Concepts of Statistical Inference.*

Cobb (2007) argues that the introduction of statistical inference is needlessly complicated because of its reliance on normal-based methods. As a result, several authors (e.g. Tittle (2011), Rossman, Chance, Holcomb (2010)) have advocated for introducing the concepts of statistical inference through simulations. These advances have resulted in the development of new curriculums which place more emphasis on the null model and the concept of a p-value. The authors have found that Alternative Forced Choice (AFC) scenarios are a natural way of introducing such concepts. These AFC scenarios are intuitive and interesting to students, and applications exist in several disciplines. The authors will share examples of AFC scenarios that appeal to a wide variety of students and are well aligned with recent developments in the teaching of statistical inference through simulations. (Received September 21, 2011)