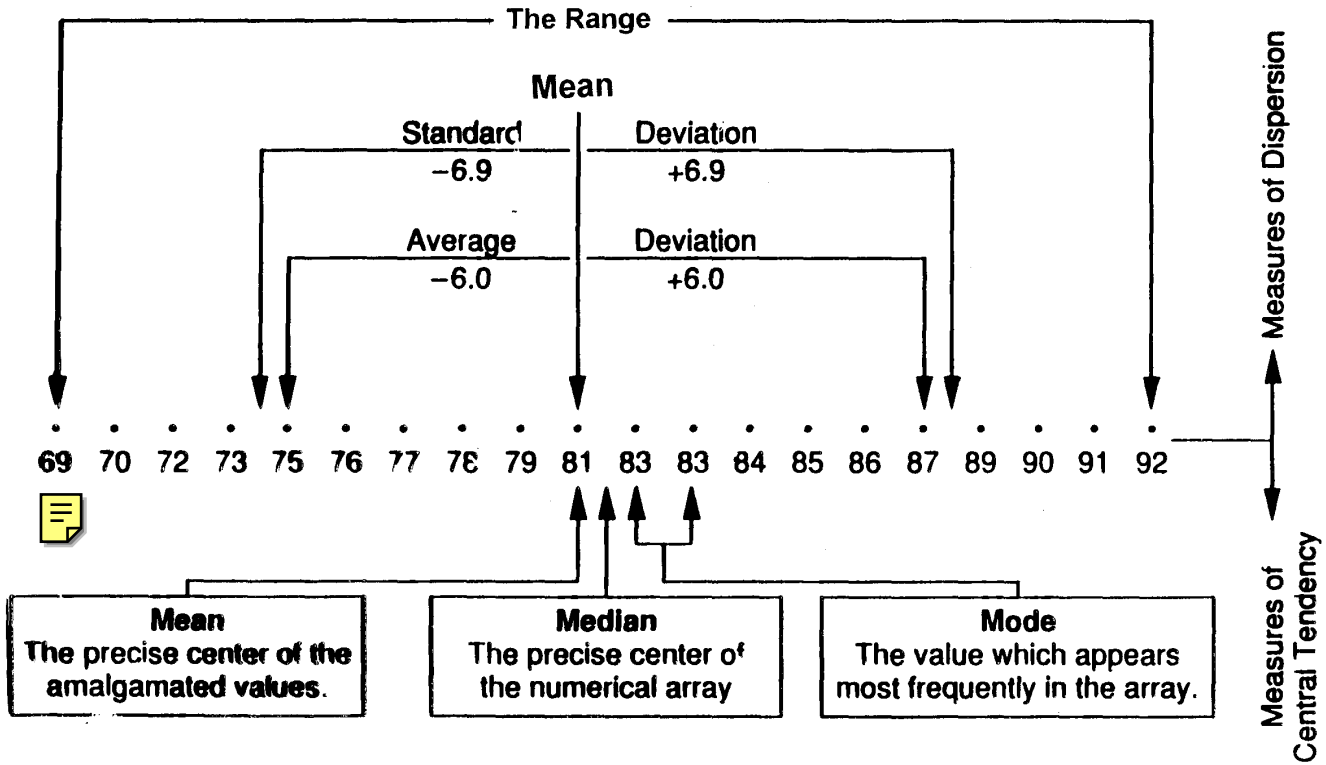MEASURES OF CENTRAL TENDENCY AND DISPERSION