1035-P1-1840   **John D McKenzie*** (`mckenzie@babson.edu`), Mathematics and Science Division, Babson College, Babson Park, MA 02457-0310. *Incorporating Conceptual Software into an Introductory Statistics Service Course.*

The GAISE College Report recommends that conceptual understanding should be stressed in all introductory applied statistics courses. In addition, it urges that technology be used to develop such understanding. This presentation describes how one instructor has used software readily available on the World Wide Web to assist in the fulfillment of these recommendations in a service course for business students. It starts with a brief explanation of why earlier attempts using software, such as Visual Statistics, were not successful. Its main focus is on the applets that have been used in recent years. These are a modification of NCTM's Understanding the Least-Squares Regression Line with a Visual Model applet (standards.nctm.org/document/eexamples/chap7/7.4/index.htm) and selected applets from Vestac's Java Applets for Visualization of Statistical Concepts (ucs.kuleuven.be/java). It explains how the first applet has been used successfully, while the other applets have been used with mixed results. It presents suggestions on how these applets can be improved. The talk concludes with an explanation of why applets present in one business textbook are not often used. (Received September 20, 2007)