



Everydata : The Misinformation Hidden in the Little Data You Consume Every Day

By Johnson John H.

Hardback. Book Condition: New. Not Signed; Description: While everyone is talking about "big data," the truth is that understanding the "little data"--the stats that underlie newspaper headlines, stock reports, weather forecasts, and so on--is what helps you make smarter decisions at work, at home, and in every aspect of your life. The average person consumes approximately 30 gigabytes of data every single day, but has no idea how to interpret it correctly. EVERYDATA explains, through the eyes of an expert economist and statistician, how to decipher the small bytes of data we consume in a day. EVERYDATA is filled with countless examples of people misconstruing data--with results that range from merely frustrating to catastrophic: The space shuttle Challenger exploded in part because the engineers were reviewing a limited sample set. Millions of women avoid caffeine during pregnancy because they interpret correlation as causation. Attorneys faced a \$1 billion jury verdict because of outlier data. Each chapter highlights one commonly misunderstood data concept, using both realworld and hypothetical examples from a wide range of topics, including business, politics, advertising, law, engineering, retail, parenting, and more. You'll find the answer to the question--"Now what?"--along with concrete ways you can use this information...



READ ONLINE
[1.64 MB]

Reviews

A must buy book if you need to adding benefit. It can be rally fascinating throug studying period of time. I am just happy to explain how this is the very best ebook i actually have read within my individual existence and could be he finest book for ever.

-- **Cydney Hand**

Excellent e-book and useful one. It can be rally intriguing throug looking at time period. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- **Pasquale Klocko**

See Also



First Fairy Tales

Board book. Book Condition: New. Not Signed; This is a traditional story that is retold in rhyme in this chunky padded boardbook. When a couple of tailors offer to make a suit from material so wondrous that only clever people can see...



NIV Soul Survivor New Testament in One Year

Paperback. Book Condition: New. Not Signed; 'The whole Bible, in just one year? You've got to be kidding.' Don't panic! How about just the New Testament to start off with? Take thousands of young people all committed to reading the word together...



Tinga Tinga Tales: Why Lion Roars - Read it Yourself with Ladybird

Paperback. Book Condition: New. Not Signed; This is a Tinga Tinga tale inspired by traditional stories from Africa. Lion is king of Tinga Tinga but he can't roar! Can his friend Flea help Lion to find his roar and behave more like...



The Princess and the Frog - Read it Yourself with Ladybird

Paperback. Book Condition: New. Not Signed; A kind frog helps a princess and she makes him a promise. What happens when the king tells her that she has keep her promise? Read it yourself with Ladybird is one of Ladybird's best-selling reading...



The Kid

Paperback. Book Condition: New. Not Signed; Winky thought he'd seen everything in Wyoming Territory: rustlers, hangings, shoot-outs, cattle standing frozen stiff in the snow. Then into town one lazy day rode a long-haired kid and a colossal African mute. They were met...



New KS2 English SAT Buster 10-Minute Tests: 2016 SATs & Beyond

Paperback. Book Condition: New. Not Signed; This is Book 2 of CGP's SAT Buster 10-Minute Tests for KS2 Grammar, Punctuation & Spelling - it's a brilliant way to introduce English SATS preparation in bite-sized chunks. Each set of quick tests is packed...