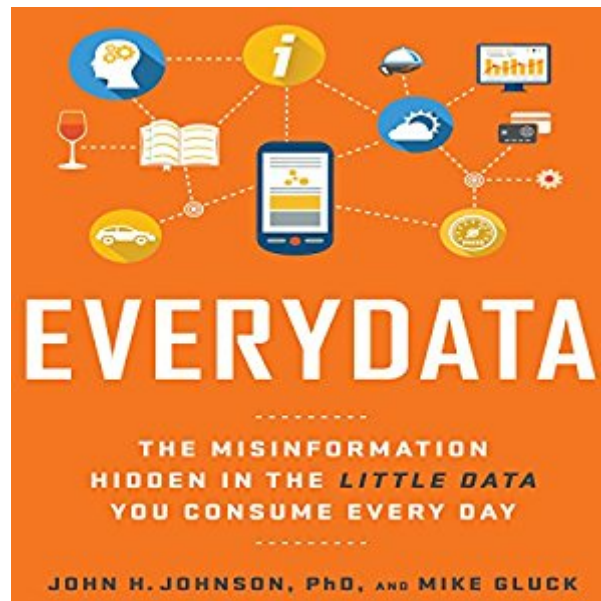


The book was found

# Everydata: The Misinformation Hidden In The Little Data You Consume Every Day



## Synopsis

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 real-world 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 to immediately start making smarter decisions today.

## Book Information

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## Customer Reviews

There is a famous adage that reads "There are three types of lies: lies, damned lies, & statistics". Mark Twain is credited as saying "Facts are stubborn, but statistics are more pliable". My personal favorite? "Statistics are like a bikini: what they reveal is interesting, but what they

hide is vital. Despite the fact that, on the outside, statistics look like the be-all, end-all of any topic or discussion, there is clearly a deep-seated mistrust of them. In "Everydata", John Johnson & Mike Gluck explain exactly how statistics and data can be manipulated (for better or for worse). The hallmark of this book is its ability to take some pretty heady topics and make them understandable to the general public. The authors use a multitude of real-world scenarios and anecdotes to make the material much more relatable. This is also somewhat of a "deep dive" factor at play here, too. One could skim things over and be fascinated by the stories of data manipulation, while others could really dig into the concepts and treat this more as an academic exercise. The book is very flexible in that regard. Probably the biggest reason why I will remember reading "Everydata", however, is because of how timely a book it is. We are living in an era where more and more data is readily available to us than ever before (and I don't anticipate it letting up any time soon). As such, interpreting that data becomes just as important (if not more so) as finding it in the first place. "Everydata" really opened my eyes to how careful one must be just in reading a graph, chart, or looking at any numbers meant to explain a phenomenon.

This is a valuable book and if you pay attention to it you will recover its cost many times. Having taken a college level statistics course I wish I had read this sort of a book prior to delving into the formulas and explanations of even a good statistics text. *Principium rostra cognitionis est a sensu* is an old principle of how humans must learn. Data tends to short circuit that needed step. We are bombarded with data every day and we take it for granted along with a grain of salt. That grain of salt business is where we tend to go astray. For instance, food being "outdated" is something we think we know but how many of us have ever studied exactly what the language means? Few, and so we pitch food that is perfectly good to eat and it costs us plenty in a year's time. The authors don't mention Goebbels but they do show how what we think about and how we think about things can be manipulated. One needs to know where your data comes from—one of the major premises of the book and it is explained just why this is necessary for clear thinking. The book is not ideological though they do discuss the Challenger Disaster in terms of O rings. At the book signing in Indianapolis the author had the misfortune to have in the audience one ideologue and one lawyer who specialized in asbestos litigation. Bad serial thinking on the subject of asbestos...the sort of bad thought processes combined with the eternal greed of the legal profession the author deplors makes a more compelling story. The original manufacturer of the O rings used an asbestos formulation that worked well but when the parasite bar came after asbestos that firm just stopped making those O rings.

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