

## Seeing Through Statistics

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Statistics in a Nutshell  
Dialogue Concerning the Two Chief World Systems, Ptolemaic and Copernican, Second Revised Edition  
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An Adventure in Statistics  
The Art of Statistics  
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Business Ethics: The Big Picture  
The Tao of Statistics

## Visual Statistics

The book is primarily astronomical and philosophical in content, being concerned with the arguments for and against the motion of the earth. Galileo's discoveries and researches in astronomy -- the phases of Venus, the satellites of Jupiter, and the motion of sunspots -- share the main scenes with his cogent and derisive attacks upon aristotle and his followers. The discussion of the Second Day contains many of Galileo's fundamental contributions to physics --

inertia, the laws of falling bodies, centrifugal force, and the pendulum -- as well as important historical steps in mathematics toward analytic geometry and calculus. Galileo's explanations, written in the infancy of modern science, can hardly fail to be understood today by both layman and scientist.

## Mind on Statistics

"Spurious Correlations is the most fun you'll ever have with graphs."--Bustle Military intelligence analyst and Harvard Law student Tyler Vigen illustrates the golden rule that "correlation does not equal causation" through hilarious graphs inspired by his viral website. Is there a correlation between Nic Cage films and swimming pool accidents? What about beef consumption and people getting struck by lightning? Absolutely not. But that hasn't stopped millions of people from going to [tylervigen.com](http://tylervigen.com) and asking, "Wait, what?" Vigen has designed software that scours enormous data sets to find unlikely statistical correlations. He began pulling the funniest ones for his website and has since gained millions of views, hundreds of thousands of likes, and tons of media coverage. Subversive and clever, Spurious Correlations is geek humor at its finest, nailing our obsession with data and conspiracy theory.

## Statistical Ideas and Methods

Discover an epic historical novel of a young saint escaping death from Pulitzer Prize finalist Luis Alberto Urrea, author of *The House of Broken Angels*. This historical novel is based on Urrea's real great-aunt Teresita, who had healing powers and was acclaimed as a saint. Urrea has researched historical accounts and family records for years to get an accurate story.

## Gulliver's Travels

'This marvellous book will transform your relationship with the numbers that swirl all around us' TIM HARFORD, author of *The Undercover Economist* Statistics has played a leading role in our scientific understanding of the world for centuries, yet we are all familiar with the way statistical claims can be sensationalised, particularly in the media. In the age of big data, as data science becomes established as a discipline, a basic grasp of statistical literacy is more important than ever. In *The Art of Statistics*, David Spiegelhalter guides the reader through the essential principles we need in order to derive knowledge from data. Drawing on real world problems to introduce conceptual issues, he shows us how statistics can help us determine the luckiest passenger on the Titanic, whether serial killer Harold Shipman could have been caught earlier, and if screening for ovarian cancer is beneficial. How many trees are there on the planet? Do busier hospitals have higher survival rates? Why do old men have big ears? Spiegelhalter reveals the answers to these and many other questions - questions that can only be addressed using statistical science. 'Shines a light on how we can use the ever-growing deluge of data to improve our understanding of the world' NATURE 'There is something in here for everyone A call to arms for greater societal data literacy' FINANCIAL TIMES

## Statistics

Based on over 30 years of successful teaching experience in this course, Robert Pagano's introductory text takes an intuitive, concepts-based approach to descriptive and inferential statistics. He uses the sign test to introduce inferential statistics, empirically derived sampling distributions, many visual aids, and lots of interesting examples to promote student understanding. One of the hallmarks of this text is the positive feedback from students -- even

students who are not mathematically inclined praise the text for its clarity, detailed presentation, and use of humor to help make concepts accessible and memorable. Thorough explanations precede the introduction of every formula, and the exercises that immediately follow include a step-by-step model that lets students compare their work against fully solved examples. This combination makes the text perfect for students taking their first statistics course in psychology or other social and behavioral sciences. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

### Think Stats

Geralt the Witcher -- revered and hated -- holds the line against the monsters plaguing humanity in this collection of adventures in the New York Times bestselling series that inspired the Netflix show and the hit video games. Geralt is a Witcher, a man whose magic powers, enhanced by long training and a mysterious elixir, have made him a brilliant fighter and a merciless assassin. Yet he is no ordinary murderer: his targets are the multifarious monsters and vile fiends that ravage the land and attack the innocent. But not everything monstrous-looking is evil and not everything fair is good. . .and in every fairy tale there is a grain of truth. The Last Wish story collection is the perfect introduction to a one of a kind fantasy world. And look out for The Tower of Fools, book one of Andrzej Sapkowski's Hussite Trilogy, coming in October 2020!

### The Statistical Probability of Love at First Sight

Intended to supplement the brief answers for selected exercises provided in the back of the book. It includes fully worked-out solutions for those exercises, and also provides hints, tips, and

additional interpretation for specific exercises.

## Seeing Through Statistics

MIND ON STATISTICS emphasizes the conceptual development of statistical ideas and the importance of looking for--and finding--meaning in data. Authors Jessica Utts and Robert Heckard actively engage students' natural curiosity, motivating them with intriguing questions and explaining statistical topics in the context of a wide range of interesting, useful examples and case studies. Throughout, the authors balance the promotion of statistical literacy with coverage of the statistical methodology taught in general introductory statistics courses. Their approach is based on the premises that new material is much easier to learn and remember if it is related to something interesting or previously known, and if students actively ask questions and find the answers for themselves. More than any other text available, MIND ON STATISTICS motivates and encourages students to develop their statistical intuition by focusing on analyzing data and interpreting results, rather than on mathematical formulation. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

## DNA Technology in Forensic Science

An ethologist shows man to be a gene machine whose world is one of savage competition and deceit

## The Selfish Gene

Emphasizing the conceptual development of statistical ideas, MIND ON STATISTICS actively engages students and explains topics in the context of excellent examples and case studies. This text

balances the spirit of statistical literacy with statistical methodology taught in the introductory statistics course. Jessica Utts and Robert Heckard built the book on two learning premises: (1) New material is much easier to learn and remember if it is related to something interesting or previously known; (2) New material is easier to learn if you actively ask questions and answer them for yourself. More than any other text available, MIND ON STATISTICS motivates students to develop their statistical intuition by focusing on analyzing data and interpreting results as opposed to focusing on mathematical formulation. The new edition of this exciting text, enhanced with new material and features, appeals to a wide array of students and instructors alike.

### The Last Wish

The second edition of a bestselling textbook, *Using R for Introductory Statistics* guides students through the basics of R, helping them overcome the sometimes steep learning curve. The author does this by breaking the material down into small, task-oriented steps. The second edition maintains the features that made the first edition so popular, while updating data, examples, and changes to R in line with the current version. See *What's New in the Second Edition*: Increased emphasis on more idiomatic R provides a grounding in the functionality of base R. Discussions of the use of RStudio helps new R users avoid as many pitfalls as possible. Use of knitr package makes code easier to read and therefore easier to reason about. Additional information on computer-intensive approaches motivates the traditional approach. Updated examples and data make the information current and topical. The book has an accompanying package, *UsingR*, available from CRAN, R's repository of user-contributed packages. The package contains the data sets mentioned in the text (`data(package="UsingR")`), answers to selected problems

(answers()), a few demonstrations (demo()), the errata (errata()), and sample code from the text. The topics of this text line up closely with traditional teaching progression; however, the book also highlights computer-intensive approaches to motivate the more traditional approach. The authors emphasize realistic data and examples and rely on visualization techniques to gather insight. They introduce statistics and R seamlessly, giving students the tools they need to use R and the information they need to navigate the sometimes complex world of statistical computing.

## Seeing Through Statistics

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Student CD-ROM contains lab manuals, applets, data sets, presentation slides, Web resources, and tutorial quiz; Interactive video skillbuilder CD-ROM contains video instruction on key examples from the text.

## The Tiger That Isn't

“Brilliant, funny . . . the best math teacher you never had.” San Francisco Chronicle Once considered tedious, the field of statistics is rapidly evolving into a discipline Hal Varian, chief economist at Google, has actually called “sexy.” From batting averages and political polls to game shows and medical research, the real-world application of statistics continues to grow by leaps and bounds. How can we catch schools that cheat on standardized tests? How does Netflix know which movies you’ll like? What is causing the rising incidence of autism? As best-selling author Charles Wheelan shows us in *Naked Statistics*, the right data and a few well-chosen statistical tools can help us answer these questions and more. For

those who slept through Stats 101, this book is a lifesaver. Wheelan strips away the arcane and technical details and focuses on the underlying intuition that drives statistical analysis. He clarifies key concepts such as inference, correlation, and regression analysis, reveals how biased or careless parties can manipulate or misrepresent data, and shows us how brilliant and creative researchers are exploiting the valuable data from natural experiments to tackle thorny questions. And in Wheelan's trademark style, there's not a dull page in sight. You'll encounter clever Schlitz Beer marketers leveraging basic probability, an International Sausage Festival illuminating the tenets of the central limit theorem, and a head-scratching choice from the famous game show *Let's Make a Deal*—and you'll come away with insights each time. With the wit, accessibility, and sheer fun that turned *Naked Economics* into a bestseller, Wheelan defies the odds yet again by bringing another essential, formerly unglamorous discipline to life.

### Story-Based Inquiry: A Manual for Investigative Journalists

A visually intuitive approach to statistical data analysis *Visual Statistics* brings the most complex and advanced statistical methods within reach of those with little statistical training by using animated graphics of the data. Using *ViSta: The Visual Statistics System*—developed by Forrest Young and Pedro Valero-Mora and available free of charge on the Internet—students can easily create fully interactive visualizations from relevant mathematical statistics, promoting perceptual and cognitive understanding of the data's story. An emphasis is placed on a paradigm for understanding data that is visual, intuitive, geometric, and active, rather than one that relies on convoluted logic, heavy mathematics, systems of algebraic equations, or passive acceptance of results. A companion Web site complements the book by further demonstrating the concept of

creating interactive and dynamic graphics. The book provides users with the opportunity to view the graphics in a dynamic way by illustrating how to analyze statistical data and explore the concepts of visual statistics. Visual Statistics addresses and features the following topics: \* Why use dynamic graphics? \* A history of statistical graphics \* Visual statistics and the graphical user interface \* Visual statistics and the scientific method \* Character-based statistical interface objects \* Graphics-based statistical interfaces \* Visualization for exploring univariate data This is an excellent textbook for undergraduate courses in data analysis and regression, for students majoring or minoring in statistics, mathematics, science, engineering, and computer science, as well as for graduate-level courses in mathematics. The book is also ideal as a reference/self-study guide for engineers, scientists, and mathematicians. With contributions by highly regarded professionals in the field, Visual Statistics not only improves a student's understanding of statistics, but also builds confidence to overcome problems that may have previously been intimidating.

### Statistics in a Nutshell

Quirks of timing feature in this romantic novel about family connections, second chances, and first loves. Set over a twenty-four-hour-period, Hadley and Oliver find that true love can be unexpected. Today should be one of the worst days of seventeen-year-old Hadley Sullivan's life. Having just missed her flight, she's stuck at JFK airport and late to her father's second wedding, which is taking place in London and involves a soon-to-be stepmother Hadley's never even met. Then she meets the perfect boy in the airport's cramped waiting area. His name is Oliver, he's British, and he's sitting in her row. A long night on the plane passes in the blink of an eye, and Hadley and Oliver lose track of each other in the airport chaos upon arrival. Can fate intervene to bring them together

# Read Book Online Seeing Through Statistics

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## Dialogue Concerning the Two Chief World Systems, Ptolemaic and Copernican, Second Revised Edition

Awarded the 2019 Most Promising New Textbook Award by the Textbook & Academic Authors Association. This accessible and entertaining new textbook provides students with the knowledge and skills they need to understand the barrage of numbers encountered in their everyday lives and studies. Almost all the statistics in the news, on social media or in scientific reports are based on just a few core concepts, including measurement (ensuring we count the right thing), causation (determining whether one thing causes another) and sampling (using just a few people to understand a whole population). By explaining these concepts in plain language, without complex mathematics, this book prepares students to meet the statistical world head on and to begin their own quantitative research projects. Ideal for students facing statistical research for the first time, or for anyone interested in understanding more about the numbers in the news, this textbook helps students to see beyond the headlines and behind the numbers.

## Fundamental Statistics for the Behavioral Sciences

## Exam Prep Flash Cards for Seeing Through Statistics

The fourth edition of this popular book by Jessica Utts develops statistical literacy and critical thinking through real-world applications, with an emphasis on ideas, not calculations. This text focuses on the key concepts that educated citizens need to know about statistics. These ideas are introduced in interesting applied and real contexts, without using an abundance of technicalities and

calculations that only serve to confuse students. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

## Activities Manual for Seeing Through Statistics

This second edition of Jessica Utt's popular book develops statistical literacy and critical thinking through real-world applications, with an emphasis on ideas, not calculations. Utts focuses on two central concepts--uncertainty and data. Ideas are introduced in interesting applied and real contexts, without using an abundance of technicalities and calculations which only serve to confuse students. The book's 26 compact chapters allow for a variety of coverage and cohesive lectures.

## Spurious Correlations

This concise book for engineering and sciences students emphasizes modern statistical methodology and data analysis. **APPLIED STATISTICS FOR ENGINEERS AND SCIENTISTS** is ideal for one-term courses that cover probability only to the extent that it is needed for inference. The authors emphasize application of methods to real problems, with real examples throughout. The text is designed to meet ABET standards and has been updated to reflect the most current methodology and practice. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

## Critical Statistics

This third edition of Jessica Utts's popular book develops statistical literacy and critical thinking through real-world applications, with an emphasis on ideas, not calculations. This text focuses on the key

concepts that educated citizens need to know about statistics. These ideas are introduced in interesting applied and real contexts, without using an abundance of technicalities and calculations that only serve to confuse students. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

### Statistics in Language Research

**Business Ethics: The Big Picture** asks students to focus on the assumptions underlying the activity of business. Why does society provide special protections for businesses? What is the purpose of a corporation? What do businesses owe society? And are there some things that shouldn't be distributed by the free market? These questions are addressed through classic readings from such central figures as Adam Smith and Karl Marx, in addition to contemporary selections from Milton Friedman, R. Edward Freeman, Debra Satz, and others. A number of compelling real-world case studies are also included.

### Understanding Statistics in the Behavioral Sciences

Matching DNA samples from crime scenes and suspects is rapidly becoming a key source of evidence for use in our justice system. **DNA Technology in Forensic Science** offers recommendations for resolving crucial questions that are emerging as DNA typing becomes more widespread. The volume addresses key issues: Quality and reliability in DNA typing, including the introduction of new technologies, problems of standardization, and approaches to certification. DNA typing in the courtroom, including issues of population genetics, levels of understanding among judges and juries, and admissibility. Societal issues, such as privacy of DNA data, storage of samples and data, and the rights of defendants to

quality testing technology. Combining this original volume with the new update--The Evaluation of Forensic DNA Evidence--provides the complete, up-to-date picture of this highly important and visible topic. This volume offers important guidance to anyone working with this emerging law enforcement tool: policymakers, specialists in criminal law, forensic scientists, geneticists, researchers, faculty, and students.

### Student Solutions Manual for Mind on Statistic, Third Edition

STATISTICS, 4e, International Edition helps you develop a conceptual understanding of statistical ideas and shows you how to find meaning in data. The authors--who are committed to changing any preconception you may have about statistics being boring--engage your curiosity with intriguing questions, and explain statistical topics in the context of interesting, useful examples and case studies. You'll develop your statistical intuition by focusing on analyzing data and interpreting results, rather than on mathematical formulation. As a result, you'll build both your statistical literacy and your understanding of statistical methodology.

### How to Lie with Statistics

A clear and concise introduction and reference for anyone new to the subject of statistics.

### Head First Statistics

If you want to outsmart a crook, learn his tricks! Darrell Huff explains exactly how in the classic How to Lie with Statistics. From distorted graphs and biased samples to misleading averages, there are countless statistical dodges that lend cover to anyone with an ax

to grind or a product to sell. With abundant examples and illustrations, Darrell Huff's lively and engaging primer clarifies the basic principles of statistics and explains how they're used to present information in honest and not-so-honest ways. Now even more indispensable in our data-driven world than it was when first published, *How to Lie with Statistics* is the book that generations of readers have relied on to keep from being fooled.

## Applied Statistics for Engineers and Scientists

If you know how to program, you have the skills to turn data into knowledge using the tools of probability and statistics. This concise introduction shows you how to perform statistical analysis computationally, rather than mathematically, with programs written in Python. You'll work with a case study throughout the book to help you learn the entire data analysis process—from collecting data and generating statistics to identifying patterns and testing hypotheses. Along the way, you'll become familiar with distributions, the rules of probability, visualization, and many other tools and concepts. Develop your understanding of probability and statistics by writing and testing code Run experiments to test statistical behavior, such as generating samples from several distributions Use simulations to understand concepts that are hard to grasp mathematically Learn topics not usually covered in an introductory course, such as Bayesian estimation Import data from almost any source using Python, rather than be limited to data that has been cleaned and formatted for statistics tools Use statistical inference to answer questions about real-world data

## Seeing Through Statistics

The bestselling author of *No Logo* shows how the global "free market" has exploited crises and shock for three decades, from

Chile to Iraq In her groundbreaking reporting over the past few years, Naomi Klein introduced the term "disaster capitalism." Whether covering Baghdad after the U.S. occupation, Sri Lanka in the wake of the tsunami, or New Orleans post-Katrina, she witnessed something remarkably similar. People still reeling from catastrophe were being hit again, this time with economic "shock treatment," losing their land and homes to rapid-fire corporate makeovers. The Shock Doctrine retells the story of the most dominant ideology of our time, Milton Friedman's free market economic revolution. In contrast to the popular myth of this movement's peaceful global victory, Klein shows how it has exploited moments of shock and extreme violence in order to implement its economic policies in so many parts of the world from Latin America and Eastern Europe to South Africa, Russia, and Iraq. At the core of disaster capitalism is the use of cataclysmic events to advance radical privatization combined with the privatization of the disaster response itself. Klein argues that by capitalizing on crises, created by nature or war, the disaster capitalism complex now exists as a booming new economy, and is the violent culmination of a radical economic project that has been incubating for fifty years.

### Using R for Introductory Statistics

Statistics in Language Research gives a non-technical but more or less complete treatment of Analysis of Variance (ANOVA) for language researchers. ANOVA is the most frequently used technique when handling the outcomes of research designs with more than two treatments or groups. This technique is used in all parts of linguistics which deal with observations obtained in survey studies and in (quasi-)experimental research, like applied linguistics, psycholinguistics, sociolinguistics, language and speech pathology and phonetics. Most statistical textbooks in the social

sciences take examples typical of their own field and, in addition, omit subjects which are particularly relevant for language researchers, like power analysis, quasi F, F1, F2 and minF'. This book offers a thorough introduction to the basic principles of analysis of variance, based on examples taken from language research, and goes beyond the conventional topics treated in introductory textbooks, as it covers topics like 'violations of assumptions', 'missing data', 'problems in repeated measures designs', 'alternatives to analysis of variance' (such as randomization tests and multilevel analysis). Each chapter consists of four sections: treatment of the subject under discussion, a summary of relevant terms and concepts, a section devoted to reporting statistics, and finally an exercise section. After the first introductory chapter, in which fundamental concepts like 'variables', 'cases' and SPSS data formats are presented, the book continues with two 'refreshment' chapters, in which the principles of statistical testing are revised, focusing on the well-known t test. These chapters also deal with the essential, but often neglected concepts of 'statistical power' and 'sample size'. In every chapter examples of SPSS input and output are given.

## Mind on Statistics

The many adventures of the fearless Gulliver.

## The Hummingbird's Daughter

This book introduces the fundamental concepts and applications of probability and statistics.

## The Shock Doctrine

Mathematics scares and depresses most of us, but politicians,

journalists and everyone in power use numbers all the time to bamboozle us. Most maths is really simple - as easy as  $2+2$  in fact. Better still it can be understood without any jargon, any formulas - and in fact not even many numbers. Most of it is commonsense, and by using a few really simple principles one can quickly see when maths, statistics and numbers are being abused to play tricks - or create policies - which can waste millions of pounds. It is liberating to understand when numbers are telling the truth or being used to lie, whether it is health scares, the costs of government policies, the supposed risks of certain activities or the real burden of taxes.

### Naked Statistics: Stripping the Dread from the Data

This Second Edition of Dana K. Keller's *The Tao of Statistics: A Path to Understanding (With No Math)* provides a reader-friendly approach to statistics in plain English. Unlike other statistics books, this text explains what statistics mean and how they are used, rather than how to calculate them. The book walks readers through basic concepts as well as some of the most complex statistical models in use. The Second Edition adds coverage of big data to better address its impact on p-values and other key concepts; material on small data to show readers how to handle data with fewer data points than optimal; and other new topics like missing data and effect sizes. The book's two characters (a high school principal and a director of public health) return in the revised edition, with their examples expanded and updated with reference to contemporary concerns in the fields of education and health.

### An Adventure in Statistics

### The Art of Statistics

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The fourth edition of this popular book by Jessica Utts develops statistical literacy and critical thinking through real-world applications, with an emphasis on ideas, not calculations. This text focuses on the key concepts that educated citizens need to know about statistics. These ideas are introduced in interesting applied and real contexts, without using an abundance of technicalities and calculations that only serve to confuse students. NEW for Fall 2020 - Turn your students into statistical thinkers with the Statistical Analysis and Learning Tool (SALT). SALT is an easy-to-use data analysis tool created with the intro-level student in mind. It contains dynamic graphics and allows students to manipulate data sets in order to visualize statistics and gain a deeper conceptual understanding about the meaning behind data. SALT is built by Cengage, comes integrated in Cengage WebAssign Statistics courses and available to use standalone. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

### The Tale of Despereaux

A comprehensive introduction to statistics that teaches the fundamentals with real-life scenarios, and covers histograms, quartiles, probability, Bayes' theorem, predictions, approximations, random samples, and related topics.

### Seeing Through Statistics

A brave mouse, a covetous rat, a wishful serving girl, and a princess named Pea come together in Kate DiCamillo's Newbery Medal-winning tale. Welcome to the story of Despereaux Tilling, a mouse who is in love with music, stories, and a princess named Pea. It is also the story of a rat called Roscuro, who lives in the darkness and covets a world filled with light. And it is the story of Miggery

Sow, a slow-witted serving girl who harbors a simple, impossible wish. These three characters are about to embark on a journey that will lead them down into a horrible dungeon, up into a glittering castle, and, ultimately, into each other's lives. What happens then? As Kate DiCamillo would say: Reader, it is your destiny to find out. With black-and-white illustrations and a refreshed cover by Timothy Basil Ering.

### Business Ethics: The Big Picture

FUNDAMENTAL STATISTICS FOR THE BEHAVIORAL SCIENCES focuses on providing the context of statistics in behavioral research, while emphasizing the importance of looking at data before jumping into a test. This practical approach provides students with an understanding of the logic behind the statistics, so they understand why and how certain methods are used -- rather than simply carry out techniques by rote. Students move beyond number crunching to discover the meaning of statistical results and appreciate how the statistical test to be employed relates to the research questions posed by an experiment. Written in an informal style, the text provides an abundance of real data and research studies that provide a real-life perspective and help students learn and understand concepts. In alignment with current trends in statistics in the behavioral sciences, the text emphasizes effect sizes and meta-analysis, and integrates frequent demonstrations of computer analyses through SPSS and R. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

### The Tao of Statistics

Shortlisted for the British Psychological Society Book Award 2017  
Shortlisted for the British Book Design and Production Awards

2016 Shortlisted for the Association of Learned & Professional Society Publishers Award for Innovation in Publishing 2016 An Adventure in Statistics: The Reality Enigma by best-selling author and award-winning teacher Andy Field offers a better way to learn statistics. It combines rock-solid statistics coverage with compelling visual story-telling to address the conceptual difficulties that students learning statistics for the first time often encounter in introductory courses - guiding students away from rote memorization and toward critical thinking and problem solving. Field masterfully weaves in a unique, action-packed story starring Zach, a character who thinks like a student, processing information, and the challenges of understanding it, in the same way a statistics novice would. Illustrated with stunning graphic novel-style art and featuring Socratic dialogue, the story captivates readers as it introduces them to concepts, eliminating potential statistics anxiety. The book assumes no previous statistics knowledge nor does it require the use of data analysis software. It covers the material you would expect for an introductory level statistics course that Field's other books (Discovering Statistics Using IBM SPSS Statistics and Discovering Statistics Using R) only touch on, but with a contemporary twist, laying down strong foundations for understanding classical and Bayesian approaches to data analysis. In doing so, it provides an unrivalled launch pad to further study, research, and inquisitiveness about the real world, equipping students with the skills to succeed in their chosen degree and which they can go on to apply in the workplace.

**The Story and Main Characters**

The Reality Revolution In the City of Elpis, in the year 2100, there has been a reality revolution. Prior to the revolution, Elpis citizens were unable to see their flaws and limitations, believing themselves talented and special. This led to a self-absorbed society in which hard work and the collective good were undervalued and eroded. To combat this, Professor Milton Grey invented the reality prism, a hat that allowed its wearers to see themselves as they really were - flaws and all. Faced with the truth,

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Elpis citizens revolted and destroyed and banned all reality prisms. The Mysterious Disappearance Zach and Alice are born soon after all the prisms have been destroyed. Zach, a musician who doesn't understand science, and Alice, a geneticist who is also a whiz at statistics, are in love. One night, after making a world-changing discovery, Alice suddenly disappears, leaving behind a song playing on a loop and a file with her research on it. Statistics to the Rescue! Sensing that she might be in danger, Zach follows the clues to find her, as he realizes that the key to discovering why Alice has vanished is in her research. Alas! He must learn statistics and apply what he learns in order to overcome a number of deadly challenges and find the love of his life. As Zach and his pocket watch, The Head, embark on their quest to find Alice, they meet Professor Milton Grey and Celia, battle zombies, cross a probability bridge, and encounter Jig:Saw, a mysterious corporation that might have something to do with Alice's disappearance

Author News "Eight years ago I had the idea to write a fictional story through which the student learns statistics via a shared adventure with the main character" Read the complete article from Andy Field on writing his new book Times Higher Education article: "Andy Field takes statistics adventure to a new level" Stay Connected Connect with us on Facebook and share your experiences with Andy's texts, check out news, access free stuff, see photos, watch videos, learn about competitions, and much more. Video Links Go behind the scenes and learn more about the man behind the book: Watch Andy talk about why he created a statistics book using the framework of a novel and illustrations by one of the illustrators for the show, Doctor Who. See more videos on Andy's YouTube channel Available with Perusall—an eBook that makes it easier to prepare for class Perusall is an award-winning eBook platform featuring social annotation tools that allow students and instructors to collaboratively mark up and discuss their SAGE textbook. Backed by research and supported by technological innovations developed at Harvard University, this process of learning through collaborative

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