Data Sence

Glenn J. Myatt,Wayne P. Johnson

Numbersense: How to Use Big Data to Your Advantage Kaiser Fung,2013-07-12 How to make simple sense of complex statistics--from the author of Numbers Rule Your World We live in a world of Big Data--and it's getting bigger every day. Virtually every choice we make hinges on how someone generates data . . . and how someone else interprets it--whether we realize it or not. Where do you send your child for the best education? Big Data. Which airline should you choose to ensure a timely arrival? Big Data. Who will you vote for in the next election? Big Data. The problem is, the more data we have, the more difficult it is to interpret it. From world leaders to average citizens, everyone is prone to making critical decisions based on poor data interpretations. In Numbersense, expert statistician Kaiser Fung explains when you should accept the conclusions of the Big Data experts--and when you should say, Wait . . . what? He delves deeply into a wide range of topics, offering the answers to important questions, such as: How does the college ranking system really work? Can an obesity measure solve America's biggest healthcare crisis? Should you trust current unemployment data issued by the government? How do you improve your fantasy sports team? Should you worry about businesses that track your data? Don't take for granted statements made in the media, by our leaders, or even by your best friend. We're on information overload today, and there's a lot of bad information out there. Numbersense gives you the insight into how Big Data interpretation works--and how it too often doesn't work. You won't come away with the skills of a professional statistician. But you will have a keen understanding of the data traps even the best statisticians can fall into, and you'll trust the mental alarm that goes

off in your head when something just doesn't seem to add up. Praise for Numbersense Numbersense correctly puts the emphasis not on the size of big data, but on the analysis of it. Lots of fun stories, plenty of lessons learned—in short, a great way to acquire your own sense of numbers! Thomas H. Davenport, coauthor of Competing on Analytics and President's Distinguished Professor of IT and Management, Babson College Kaiser's accessible business book will blow your mind like no other. You'll be smarter, and you won't even realize it. Buy. It. Now. Avinash Kaushik, Digital Marketing Evangelist, Google, and author, Web Analytics 2.0 Each story in Numbersense goes deep into what you have to think about before you trust the numbers. Kaiser Fung ably demonstrates that it takes skill and resourcefulness to make the numbers confess their meaning. John Sall, Executive Vice President, SAS Institute Kaiser Fung breaks the bad news—a ton more data is no panacea—but then has got your back, revealing the pitfalls of analysis with stimulating stories from the front lines of business, politics, health care, government, and education. The remedy isn't an advanced degree, nor is it common sense. You need Numbersense. Eric Siegel, founder, Predictive Analytics World, and author, Predictive Analytics I laughed my way through this superb-useful-fun book and learned and relearned a lot. Highly recommended! Tom Peters, author of In Search of Excellence

Making Sense of Data Glenn J. Myatt,2007-02-26 A practical, step-by-step approach to making sense out of data Making Sense of Data educates readers on the steps and issues that need to be considered in order to successfully complete a data analysis or data mining project. The author provides clear explanations that guide the reader to make timely and accurate decisions from data in almost every field of study. A step-by-step

approach aids professionals in carefully analyzing data and implementing results, leading to the development of smarter business decisions. With a comprehensive collection of methods from both data analysis and data mining disciplines, this book successfully describes the issues that need to be considered, the steps that need to be taken, and appropriately treats technical topics to accomplish effective decision making from data. Readers are given a solid foundation in the procedures associated with complex data analysis or data mining projects and are provided with concrete discussions of the most universal tasks and technical solutions related to the analysis of data, including: * Problem definitions * Data preparation * Data visualization * Data mining * Statistics * Grouping methods * Predictive modeling * Deployment issues and applications Throughout the book, the author examines why these multiple approaches are needed and how these methods will solve different problems. Processes, along with methods, are carefully and meticulously outlined for use in any data analysis or data mining project. From summarizing and interpreting data, to identifying non-trivial facts, patterns, and relationships in the data, to making predictions from the data, Making Sense of Data addresses the many issues that need to be considered as well as the steps that need to be taken to master data analysis and mining.

Common Data Sense for Professionals Rajesh Jugulum,2022-01-27 Data is an intrinsic part of our daily lives. Everything we do is a data point. Many of these data points are recorded with the intent to help us lead more efficient lives. We have apps that track our workouts, sleep, food intake, and personal finance. We use the data to make changes to our lives based on goals we have set for ourselves. Businesses use vast collections of data

to determine strategy and marketing. Data scientists take data, analyze it, and create models to help solve problems. You may have heard of companies having data management teams or chief information officers (CIOs) or chief data officers (CDOs), etc. They are all people who work with data, but their function is more related to vetting data and preparing it for use by data scientists. The jump from personal data usage for self-betterment to mass data analysis for business process improvement often feels bigger to us than it is. In turn, we often think big data analysis requires tools held only by advanced degree holders. Although advanced degrees are certainly valuable, this book illustrates how it is not a requirement to adequately run a data science project. Because we are all already data users, with some simple strategies and exposure to basic analytical software programs, anyone who has the proper tools and determination can solve data science problems. The process presented in this book will help empower individuals to work on and solve data-related challenges. The goal of this book is to provide a step-by-step guide to the data science process so that you can feel confident in leading your own data science project. To aid with clarity and understanding, the author presents a fictional restaurant chain to use as a case study, illustrating how the various topics discussed can be applied. Essentially, this book helps traditional businesspeople solve data-related problems on their own without any hesitation or fear. The powerful methods are presented in the form of conversations, examples, and case studies. The conversational style is engaging and provides clarity.

    Making Sense of Data Donald J. Wheeler,2003 This book addresses the isues of Data Analysis and SPC in a service setting. Emphasis is give to three basic questions of quality

improvement: What do you want to accomplish? By what method? How will you know? 130 Examples and Case Histories from real businesses are used to illustrate the concepts. Readers discover where to start, what to measure, how to measure it, how to understand the measurement.

Making Sense of Data in the Media Andrew Bell,Todd Hartman,Aneta Piekut,Alasdair Rae,Mark Taylor,2019-11-04 The amount of data produced, captured and transmitted through the media has never been greater. But for this data to be useful, it needs to be properly understood and claims made about or with data need to be properly scrutinized. Through a series of examples of statistics in the media, this book shows you how to critically assess the presentation of data in the media, to identify what is significant and to sort verifiable conclusions from misleading claims. How accurate are polls, and how should we know? How should league tables be read? Are numbers presented as 'large' really as big as they may seem at first glance? By answering these questions and more, readers will learn a number of statistical concepts central to many undergraduate social science statistics courses. By tying them in to real life examples, the importance and relevance of these concepts comes to life. As such, this book does more than teaches techniques needed for a statistics course; it teaches you life skills that we need to use every single day.

Data Sense Barton Poulson,2015-03-03

The Data Detective Tim Harford,2022-02-01 From "one of the great (greatest?) contemporary popular writers on economics" (Tyler Cowen) comes a smart, lively, and encouraging rethinking of how to use statistics. Today we think statistics are the enemy,

numbers used to mislead and confuse us. That's a mistake, Tim Harford says in The Data Detective. We shouldn't be suspicious of statistics—we need to understand what they mean and how they can improve our lives: they are, at heart, human behavior seen through the prism of numbers and are often "the only way of grasping much of what is going on around us." If we can toss aside our fears and learn to approach them clearly—understanding how our own preconceptions lead us astray—statistics can point to ways we can live better and work smarter. As "perhaps the best popular economics writer in the world" (New Statesman), Tim Harford is an expert at taking complicated ideas and untangling them for millions of readers. In The Data Detective, he uses new research in science and psychology to set out ten strategies for using statistics to erase our biases and replace them with new ideas that use virtues like patience, curiosity, and good sense to better understand ourselves and the world. As a result, The Data Detective is a big-idea book about statistics and human behavior that is fresh, unexpected, and insightful.

Visual Insights Katy Borner,David E. Polley,2014-01-24 A guide to the basics of information visualization that teaches nonprogrammers how to use advanced data mining and visualization techniques to design insightful visualizations. In the age of Big Data, the tools of information visualization offer us a macroscope to help us make sense of the avalanche of data available on every subject. This book offers a gentle introduction to the design of insightful information visualizations. It is the only book on the subject that teaches nonprogrammers how to use open code and open data to design insightful visualizations. Readers will learn to apply advanced data mining and visualization techniques to make sense of temporal, geospatial, topical, and network data. The book,

developed for use in an information visualization MOOC, covers data analysis algorithms that enable extraction of patterns and trends in data, with chapters devoted to "when" (temporal data), "where" (geospatial data), "what" (topical data), and "with whom" (networks and trees); and to systems that drive research and development. Examples of projects undertaken for clients include an interactive visualization of the success of game player activity in World of Warcraft; a visualization of 311 number adoption that shows the diffusion of non-emergency calls in the United States; a return on investment study for two decades of HIV/AIDS research funding by NIAID; and a map showing the impact of the HiveNYC Learning Network. Visual Insights will be an essential resource on basic information visualization techniques for scholars in many fields, students, designers, or anyone who works with data.

　　Data Smart John W. Foreman,2013-10-31 Data Science gets thrown around in the press like it'smagic. Major retailers are predicting everything from when theircustomers are pregnant to when they want a new pair of ChuckTaylors. It's a brave new world where seemingly meaningless datacan be transformed into valuable insight to drive smart businessdecisions. But how does one exactly do data science? Do you have to hireone of these priests of the dark arts, the data scientist, toextract this gold from your data? Nope. Data science is little more than using straight-forward steps toprocess raw data into actionable insight. And in DataSmart, author and data scientist John Foreman will show you howthat's done within the familiar environment of aspreadsheet. Why a spreadsheet? It's comfortable! You get to look at the dataevery step of the way, building confidence as you learn the tricksof the trade. Plus, spreadsheets are a vendor-neutral place tolearn data

science without the hype. But don't let the Excel sheets fool you. This is a book forthose serious about learning the analytic techniques, the math andthe magic, behind big data. Each chapter will cover a different technique in aspreadsheet so you can follow along: Mathematical optimization, including non-linear programming andgenetic algorithms Clustering via k-means, spherical k-means, and graphmodularity Data mining in graphs, such as outlier detection Supervised AI through logistic regression, ensemble models, andbag-of-words models Forecasting, seasonal adjustments, and prediction intervalsthrough monte carlo simulation Moving from spreadsheets into the R programming language You get your hands dirty as you work alongside John through eachtechnique. But never fear, the topics are readily applicable andthe author laces humor throughout. You'll even learnwhat a dead squirrel has to do with optimization modeling, whichyou no doubt are dying to know.

The Basics of Data Literacy Michael Bowen,Anthony Bartley,2014 Here's the ideal statistics book for teachers with no statistical background. Written in an informal style with easy-to-grasp examples, The Basics of Data Literacy teaches you how to help your students understand data. Then, in turn, they learn how to collect, summarize, and analyze statistics inside and outside the classroom. The books 10 succinct chapters provide an introduction to types of variables and data, ways to structure and interpret data tables, simple statistics, and survey basics from a student perspective. The appendices include hands-on activities tailored to middle and high school investigations. Because data are so central to many of the ideas in the Next Generation Science Standards, the ability to work with such information is an important science skill for both you and your students. This

accessible book will help you get over feeling intimidated as your students learn to evaluate messy data on the Internet, in the news, and in future negotiations with car dealers and insurance agents.

Making Sense of Data I Glenn J. Myatt,Wayne P. Johnson,2014-07-02 Praise for the First Edition "...a well-written book on data analysis and data mining that provides an excellent foundation..." —CHOICE "This is a must-read book for learning practical statistics and data analysis..." —Computing Reviews.com A proven go-to guide for data analysis, Making Sense of Data I: A Practical Guide to Exploratory Data Analysis and Data Mining, Second Edition focuses on basic data analysis approaches that are necessary to make timely and accurate decisions in a diverse range of projects. Based on the authors' practical experience in implementing data analysis and data mining, the new edition provides clear explanations that guide readers from almost every field of study. In order to facilitate the needed steps when handling a data analysis or data mining project, a step-by-step approach aids professionals in carefully analyzing data and implementing results, leading to the development of smarter business decisions. The tools to summarize and interpret data in order to master data analysis are integrated throughout, and the Second Edition also features: Updated exercises for both manual and computer-aided implementation with accompanying worked examples New appendices with coverage on the freely available TraceisTM software, including tutorials using data from a variety of disciplines such as the social sciences, engineering, and finance New topical coverage on multiple linear regression and logistic regression to provide a range of widely used and transparent approaches Additional real-world examples of data preparation to establish a

practical background for making decisions from data Making Sense of Data I: A Practical Guide to Exploratory Data Analysis and Data Mining, Second Edition is an excellent reference for researchers and professionals who need to achieve effective decision making from data. The Second Edition is also an ideal textbook for undergraduate and graduate-level courses in data analysis and data mining and is appropriate for cross-disciplinary courses found within computer science and engineering departments.

Making Sense of Data and Information Elearn,2013-06-17 Managers need to be able to make sense of data and to use it selectively to answer key questions: Why has quality fallen in the last week? Should we subcontract or employ more people? What will consumer demand be in the future? They need to be able to assess the value of data and to detect what is and what isn't spin. The focus is on analysing numbers. On their own, figures tell us very little. To become meaningful they need to be processed and analysed and it is the patterns that emerge from this that provide the information that is needed for decision-making. The book is arranged in four themes. It starts by considering the value of information in organisations and by assessing how effectively the information is used in a management role. It then goes on to look at different options for presenting figures so that trends become clearer and patterns simpler to spot. As well as making data easier to interpret, the techniques the book presents are valuable communication tools that will help the reader use information more effectively with others. The last two themes then provide a toolkit of techniques that you can use to investigate situations and help solve problems. These include statistical and operational techniques as well as computer tools. Like any toolkit, the key to using it properly lies in knowing not only what each tool does

but when to use it. This book will help the reader to develop this ability by applying the methods that are described within a business context.

Doing Data Science Cathy O'Neil,Rachel Schutt,2013-10-09 Now that people are aware that data can make the difference in an election or a business model, data science as an occupation is gaining ground. But how can you get started working in a wide-ranging, interdisciplinary field that's so clouded in hype? This insightful book, based on Columbia University's Introduction to Data Science class, tells you what you need to know. In many of these chapter-long lectures, data scientists from companies such as Google, Microsoft, and eBay share new algorithms, methods, and models by presenting case studies and the code they use. If you're familiar with linear algebra, probability, and statistics, and have programming experience, this book is an ideal introduction to data science. Topics include: Statistical inference, exploratory data analysis, and the data science process Algorithms Spam filters, Naive Bayes, and data wrangling Logistic regression Financial modeling Recommendation engines and causality Data visualization Social networks and data journalism Data engineering, MapReduce, Pregel, and Hadoop Doing Data Science is collaboration between course instructor Rachel Schutt, Senior VP of Data Science at News Corp, and data science consultant Cathy O'Neil, a senior data scientist at Johnson Research Labs, who attended and blogged about the course.

Data Insights Hunter Whitney,2012-11-27 Data Insights: New Ways to Visualize and Make Sense of Data offers thought-provoking insights into how visualization can foster a clearer and more comprehensive understanding of data. The book offers perspectives from people with different backgrounds, including data scientists, statisticians, painters, and

writers. It argues that all data is useless, or misleading, if we do not know what it means.Organized into seven chapters, the book explores some of the ways that data visualization and other emerging approaches can make data meaningful and therefore useful. It also discusses some fundamental ideas and basic questions in the data lifecycle; the process of interactions between people, data, and displays that lead to better questions and more useful answers; and the fundamentals, origins, and purposes of the basic building blocks that are used in data visualization. The reader is introduced to tried and true approaches to understanding users in the context of user interface design, how communications can get distorted, and how data visualization is related to thinking machines. Finally, the book looks at the future of data visualization by assessing its strengths and weaknesses. Case studies from business analytics, healthcare, network monitoring, security, and games, among others, as well as illustrations, thought-provoking quotes, and real-world examples are included.This book will prove useful to computer professionals, technical marketing professionals, content strategists, Web and product designers, and researchers. Demonstrates, with a variety of case studies, how visualizations can foster a clearer and more comprehensive understanding of data Answers the question, How can data visualization help me? with discussions of how it fits into a wide array of purposes and situations Makes the case that data visualization is not just about technology; it also involves a deeply human process

Making Sense of Data III Glenn J. Myatt,Wayne P. Johnson,2011-09-09 Focuses on insights, approaches, and techniques that areessential to designing interactive graphics and visualizations Making Sense of Data III: A Practical Guide to DesigningInteractive

Data Visualizations explores a diverse range ofdisciplines to explain how meaning from graphical representationsis extracted. Additionally, the book describes the best approachfor designing and implementing interactive graphics andvisualizations that play a central role in data exploration anddecision-support systems. Beginning with an introduction to visual perception, MakingSense of Data III features a brief history on the use ofvisualization in data exploration and an outline of the designprocess. Subsequent chapters explore the following key areas: Cognitive and Visual Systems describes how various drawings,maps, and diagrams known as external representations are understoodand used to extend the mind's capabilities Graphics Representations introduces semiotic theory anddiscusses the seminal work of cartographer Jacques Bertin and thegrammar of graphics as developed by Leland Wilkinson Designing Visual Interactions discusses the four stages ofdesign process—analysis, design, prototyping, andevaluation—and covers the important principles and strategiesfor designing visual interfaces, information visualizations, anddata graphics Hands-on: Creative Interactive Visualizations with Protovisprovides an in-depth explanation of the capabilities of theProtovis toolkit and leads readers through the creation of a seriesof visualizations and graphics The final chapter includes step-by-step examples that illustratethe implementation of the discussed methods, and a series ofexercises are provided to assist in learning the Protovis language.A related website features the source code for the presentedsoftware as well as examples and solutions for selectexercises. Featuring research in psychology, vision science, statistics,and interaction design, Making Sense of Data III is anindispensable book for courses on data analysis and data mining atthe upper-

undergraduate and graduate levels. The book also servesas a valuable reference for computational statisticians, softwareengineers, researchers, and professionals of any discipline whowould like to understand how the mind processes graphicalrepresentations.

Mastering Qlik Sense Juan Ignacio Vitantonio,Martin Mahler,2018-03-16 Master the capabilities of Qlik Sense to design and deploy solutions that address all the Business Intelligence needs of your organization Key Features Create compelling dashboards and visualizations with your data by leveraging Qlik Sense's self-service model Perform data loading and model efficient solutions with faster performance and better governance Master Qlik Sense's APIs and develop powerful mashups and fantastic extensions for visualizations and other components that run across all platforms Book Description Qlik Sense is a powerful, self-servicing Business Intelligence tool for data discovery, analytics and visualization. It allows you to create personalized Business Intelligence solutions from raw data and get actionable insights from it. This book is your one-stop guide to mastering Qlik Sense, catering to all your organizational BI needs. You'll see how you can seamlessly navigate through tons of data from multiple sources and take advantage of the various APIs available in Qlik and its components for guided analytics. You'll also learn how to embed visualizations into your existing BI solutions and extend the capabilities of Qlik Sense to create new visualizations and dashboards that work across all platforms. We also cover other advanced concepts such as porting your Qlik View applications to Qlik Sense,and working with Qlik Cloud. Finally, you'll implement enterprise-wide security and access control for resources and data sources through practical examples. With the knowledge gained from this book, you'll have become the go-to expert in your organization

when it comes to designing BI solutions using Qlik Sense. What you will learn Understand the importance of self-service analytics and the IKEA-effect Explore all the available data modeling techniques and create efficient and optimized data models Master security rules and translate permission requirements into security rule logic Familiarize yourself with different types of Master Key Item(MKI) and know how and when to use MKI. Script and write sophisticated ETL code within Qlik Sense to facilitate all data modeling and data loading techniques Get an extensive overview of which APIs are available in Qlik Sense and how to take advantage of a technology with an API Develop basic mashup HTML pages and deploy successful mashup projects Who this book is for This book is for Business Intelligence professionals and Data Analysts who want to become experts in using Qlik Sense. If you have extensively used QlikView in the past and are looking to transition to Qlik Sense, this book will also help you. A fundamental understanding of how Qlik Sense works and its features is all you need to get started with this book.

   Getting Started with Data Science Murtaza Haider,2015-12-14 Master Data Analytics Hands-On by Solving Fascinating Problems You'll Actually Enjoy! Harvard Business Review recently called data science "The Sexiest Job of the 21st Century." It's not just sexy: For millions of managers, analysts, and students who need to solve real business problems, it's indispensable. Unfortunately, there's been nothing easy about learning data science–until now. Getting Started with Data Science takes its inspiration from worldwide best-sellers like Freakonomics and Malcolm Gladwell's Outliers: It teaches through a powerful narrative packed with unforgettable stories. Murtaza Haider offers informative, jargon-free coverage of basic theory and technique, backed with plenty of

vivid examples and hands-on practice opportunities. Everything's software and platform agnostic, so you can learn data science whether you work with R, Stata, SPSS, or SAS. Best of all, Haider teaches a crucial skillset most data science books ignore: how to tell powerful stories using graphics and tables. Every chapter is built around real research challenges, so you'll always know why you're doing what you're doing. You'll master data science by answering fascinating questions, such as: • Are religious individuals more or less likely to have extramarital affairs? • Do attractive professors get better teaching evaluations? • Does the higher price of cigarettes deter smoking? • What determines housing prices more: lot size or the number of bedrooms? • How do teenagers and older people differ in the way they use social media? • Who is more likely to use online dating services? • Why do some purchase iPhones and others Blackberry devices? • Does the presence of children influence a family's spending on alcohol? For each problem, you'll walk through defining your question and the answers you'll need; exploring how others have approached similar challenges; selecting your data and methods; generating your statistics; organizing your report; and telling your story. Throughout, the focus is squarely on what matters most: transforming data into insights that are clear, accurate, and can be acted upon.

Qlik Sense: Advanced Data Visualization for Your Organization Ferran Garcia Pagans,Neeraj Kharpate,Henric Cronström,James Richardson,Philip Hand,2017-12-27 Perform Interactive Data Analysis with Smarter Visualizations and Support your Enterprise-wide Analytical Needs Key Features Get a practical demonstration of discovering data for sales, human resources, and more using Qlik Sense Create dynamic

dashboards for business intelligence and predictive analytics Create and collaborate comprehensive analytical solutions using Rattle and Qlik Sense Book Description Qlik Sense is powerful and creative visual analytics software that allows users to discover data, explore it, and dig out meaningful insights in order to make a profit and make decisions for your business. This course begins by introducing you to the features and functions of the most modern edition of Qlik Sense so you get to grips with the application. The course will teach you how to administer the data architecture in Qlik Sense, enabling you to customize your own Qlik Sense application for your business intelligence needs. It also contains numerous recipes to help you overcome challenging situations while creating fully featured desktop applications in Qlik Sense. It explains how to combine Rattle and Qlik Sense Desktop to apply predictive analytics to your data to develop real-world interactive data applications. The course includes premium content from three of our most popular books: [*] Learning Qlik Sense: The Official Guide Second Edition [*] Qlik Sense Cookbook [*] Predictive Analytics using Rattle and Qlik Sense On completion of this course, you will be self-sufficient in improving your data analysis and will know how to apply predictive analytics to your datasets. Through this course, you will be able to create predictive models and data applications, allowing you to explore your data insights much deeper. What you will learn Build simple visualization models with Rattle and Qlik Sense Desktop Get to grips with the life cycle and new visualization functions of a Qlik Sense application Discover simple ways to examine data and get it ready for analysis Visualize your data with Qlik Sense's engaging and informative graphs Build efficient and responsive Associative Models Optimize Qlik Sense for sales, human resources, and

demographic data discovery Explore various tips and tricks of navigation for the Qlik Sense® front end Develop creative extensions for your Qlik Sense® dashboard Who this book is for This course is for anyone who wishes to understand and utilize the various new approaches to business intelligence actively in their business practice. Knowing the basics of business intelligence concepts would be helpful when picking up this course, but is not mandatory.

Making Sense of Data J. H. Abramson,Z. H. Abramson,2001-09-06 This self-instructional manual on the interpretation and use of epidemiologic data deals with the basic concepts and skills needed for the appraisal of published reports or one's own findings. Applications in clinical medicine, public health, community medicine, and research are all taken into consideration. Making Sense of Data is designed as a workbook of short exercises and instructional self-tests that introduce fundamental approaches and procedures in data interpretation and develop competency in working with epidemiologic tools. Basic concepts are presented in the first section, which also demonstrates the step-by-step assessment of data. The next section discusses rates and other simple measures, and the third shows how to judge their accuracy. Section IV and V deal with more complex issues of associations between variables and the appraisal of cause-effect relationships. Section VI deals with meta-analysis (the critical review and integration of the findings from separate studies) and section VII with the questions to be asked before deciding to apply study results in practice. Numerous changes have been made in this edition, including the addition of a section on the practical application of epidemiological findings, discussions of new topics (Cox proportional hazards regression, qualitative studies, ROC

curves), and fresh examples.

Making Sense of Data and Statistics in Psychology Gerry Mulhern,Brian Greer,2017-09-09 Statistics is one of the most useful elements of any psychology degree. This popular textbook will equip you with the tools needed not only to make sense of your own data and research, but also to think critically about the research and statistics you will encounter in everyday life. Features include: - Logical, intuitive organization of key statistical concepts and tests with an emphasis on understanding which test to use and why - Innovative graphic illustrations and insightful dialogues that help you to get to grips with statistics - Concise, easy-to-follow guidelines for making sense of SPSS - COverage of more complex tests and concepts for when you need to dig deeper Making Sense of Data and Statistics in Psychology will help you design experiments, analyse data with confidence and establish a solid grounding in statistics; it will become a valuable resource throughout your studies. Companion Site: www.palgrave.com/psychology/mulhern2e An innovative and easy-to-read introduction to understanding statistical concepts and data in Psychology, written with even the most maths-averse Psychology student in mind. Authored by the current president of the BPS (British Psychological Society), this second edition includes guidance for SPSS and extended statistical coverage to bridge the gap between conceptual understanding of data and how to run statistical tests. Confronts the challenge of teaching statistics The material is structured so that the reader revisits ideas at increasing levels of sophistication, building on their existing knowledge in order to develop their understanding of statistics. This book, grounded in the authors' research into the way students learn maths and statistics, provides a 'way in' to statistics for all

Psychology undergraduates, from those who have studied Maths to A Level to those who find their statistics courses to be the most daunting of their university years. The authors emphasise the importance of developing a 'feel' for data, particularly through visual representation, before statistical tests are discussed in detail. Making extensive use of exploratory data analysis, the text emphasises conceptual understanding. Concepts are introduced and clearly explained, enabling the student to understand the foundations of data analysis in interpreting psychological research. There is an abundant use of examples from psychological research throughout, helping students to get to grips with different forms of data. Flexible approach Can easily be integrated into 'standard courses', but also used to support more mathematicallyorientated courses. Reinforces understanding Avoids the jargon that makes statistics so inaccessible to many Psychology students. Pedagogical features include Socratic dialogues between statisticsaverse students and their lecturers; 'Making Links' boxes to help students see the connections between basic and more complex tests; and innovative comprehension check boxes which encourage students to stop and think before reading on. A new feature, 'Making sense of SPSS', links this conceptual comprehension to the way students mostly carry out their statistical tests. Making Sense of Data and Statistics in Psychology ensures that students have a firm basis in the use of statistics that will serve them for life, not just for the duration of their statistics course.

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Data Sence Introduction

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