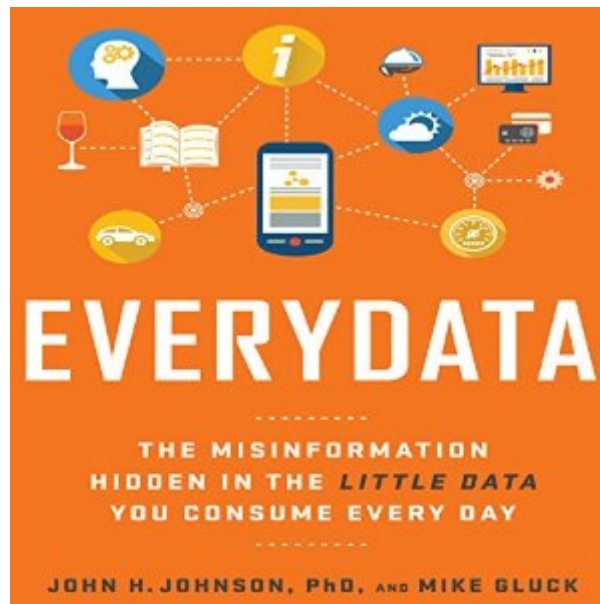# Everydata: The Misinformation Hidden In The Little Data You Consume Every Day

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 â œThere are three types of liesâ "lies, damned lies, & statisticsâ •. Mark Twain is credited as saying â œFacts are stubbornâ ¦statistics are more pliableâ •. My personal favorite? â œStatistics are like a bikiniâ ¦what they reveal is interesting, but what they

hide is vitalâ •. 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 â œEverydataâ •, John Johnson & Mike Gluck explain exactly how statistics and data can be manipulatedâ ‖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 â œdeep diveâ • 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 â œEverydataâ •, 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 donâ ™t anticipating 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. â œEverydataâ • 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 courseI 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 deplores 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.

Everydata: The Misinformation Hidden in the Little Data You Consume Every Day Data Analytics: What Every Business Must Know About Big Data And Data Science (Data Analytics for Business, Predictive Analysis, Big Data) Data Analytics: Practical Data Analysis and Statistical Guide to Transform and Evolve Any Business. Leveraging the Power of Data Analytics, Data ... (Hacking Freedom and Data Driven) (Volume 2) Day Trading Strategies: A Beginners Guide To Day Trading (Day Trading, Trading, Day Trading Strategies,Day Trading Books,Day Trading For Beginners,Day Trading Stocks,Options Book 1) Analytics: Data Science, Data Analysis and Predictive Analytics for Business (Algorithms, Business Intelligence, Statistical Analysis, Decision Analysis, Business Analytics, Data Mining, Big Data) Consume Me: Ravage MC, Book 3 Day Trading: A Beginner's Guide To Day Trading - Learn The Day Trading Basics To Building Riches (Day Trading, Day Trading For Beginner's, Day Trading Strategies Book 1) Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking Flip Your Classroom: Reach Every Student in Every Class Every Day Data and Goliath: The Hidden Battles to Capture Your Data and Control Your World Data Science and Big Data Analytics: Discovering, Analyzing, Visualizing and Presenting Data Web Data Mining: Exploring Hyperlinks, Contents, and Usage Data (Data-Centric Systems and Applications) Tender Warrior: Every Man's Purpose, Every Woman's Dream, Every Child's Hope Every Man's Battle: Every Man's Guide to Winning the War on Sexual Temptation One Victory at a Time (The Every Man Series) The Crochet Answer Book: Solutions to Every Problem You'll Ever Face; Answers to Every Question You'll Ever Ask (Answer Book (Storey)) The Quilting Answer Book: Solutions to Every Problem You'll Ever Face; Answers to Every Question You'll Ever Ask The Crochet Answer Book, 2nd Edition: Solutions to Every Problem You'll Ever Face; Answers to Every Question You'll Ever Ask Day Trading: Day Trading for Beginners - Options Trading and Stock Trading Explained: Day Trading Basics and Day Trading Strategies (Do's and Don'ts and the Small Letters) - 3rd Edition Day Trading: Day Trading for Beginners - Options Trading and Stock Trading Explained: Day Trading Basics and Day Trading Strategies (Do's and Don'ts and the Small Letters) DAY TRADING for EXPERT: Intermediate and Advanced Guide to Crash It with Day Trading - Day Trading Bible (Day Trading, Stock Exchange, Trading Strategies, Option Trading, Forex, Binary Option)