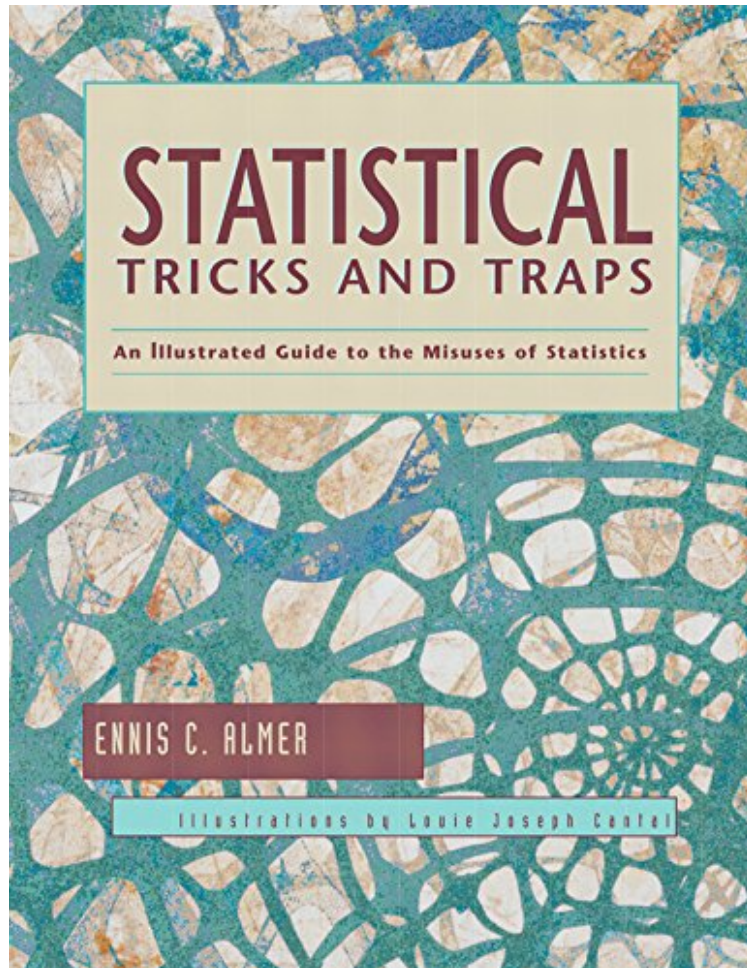


# Statistical Tricks and Traps: An Illustrated Guide to the Misuses of Statistics

*Ennis C Almer, Louie Joseph Cantal*

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**Ennis C Almer, Louie Joseph Cantal : Statistical Tricks and Traps: An Illustrated Guide to the Misuses of Statistics** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Statistical Tricks and Traps: An Illustrated Guide to the Misuses of Statistics:

2 of 2 people found the following review helpful. What stats is the other guy using? By A. C. Shellhase  
When I started to read this book I realized just how much we're saturated with stats every day. I loved the example that showed how reporters can use government statistics to arrive at outrageous headlines like: "The Shocking Increase in Cocaine Use." Or what it means when educators say that all children need to perform "at grade level." Do you want your child to do so? Do you run banner ads on your web site? If so, how do you count the number of your visitors to reach the cost you charge? Are you the biggest e-store in your specialty area? How did you come to that conclusion? Do you remember any of the statistics you learned in school? Do you ever have use for them? Well, this nifty little book gives great examples of how anyone can use statistics to prove their case. But, what I really liked the most is that it's a quick

read. Even if you're not a statistical genius, you'll easily grasp the various examples. It's short, to the point, and it's relevant. Full of charts, graphs, illustrations, and cartoons the book covers everything you'll ever need to know about how statistics are used in the every day world. Some of what's covered includes: => using graphs to prove your point => how percentages can lie => when is average NOT average? => definitions that make your case => why making assumptions can make you fail => associations causation - how do they link? => confounding -- two or more ways to draw the same conclusion => sampling how to make it work in your favor => measurement - can you get the same results more than once? => the big picture - how to use many smaller studies to reach your conclusion Am I telling you to skew numbers to prove your point? No, but you should be aware of how others are doing just that. In the long run it might save your sanity as well as your pocketbook. My only negative comment -- the price could be a little lower. 1 of 1 people found the following review helpful. How to avoid twenty-seven major statistical misuses By Midwest Book Review In *Statistical Tricks And Traps: An Illustrated Guide To The Misuse Of Statistics*, Ennis Almer shows how to avoid twenty-seven major statistical misuses as illustrated when reporters misinterpreting government statistics to arrive at misleading headlines such as "Shocking Increase in Cocain Use"; or expecting all children to perform "at grade level"; or major corporations grossly misleading readers with full-page ads; or governmental organizations and polling organizations manipulating and misrepresenting numbers born out of surveys. *Statistical Tricks And Traps* is one of the most "reader friendly" presentations on statistical computations and presentations every publishers and is ideal for the non-specialist general reader seeking to understand and be prepared for the abuse and misuse of statistics in journalist, corporate, or governmental presentations.

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