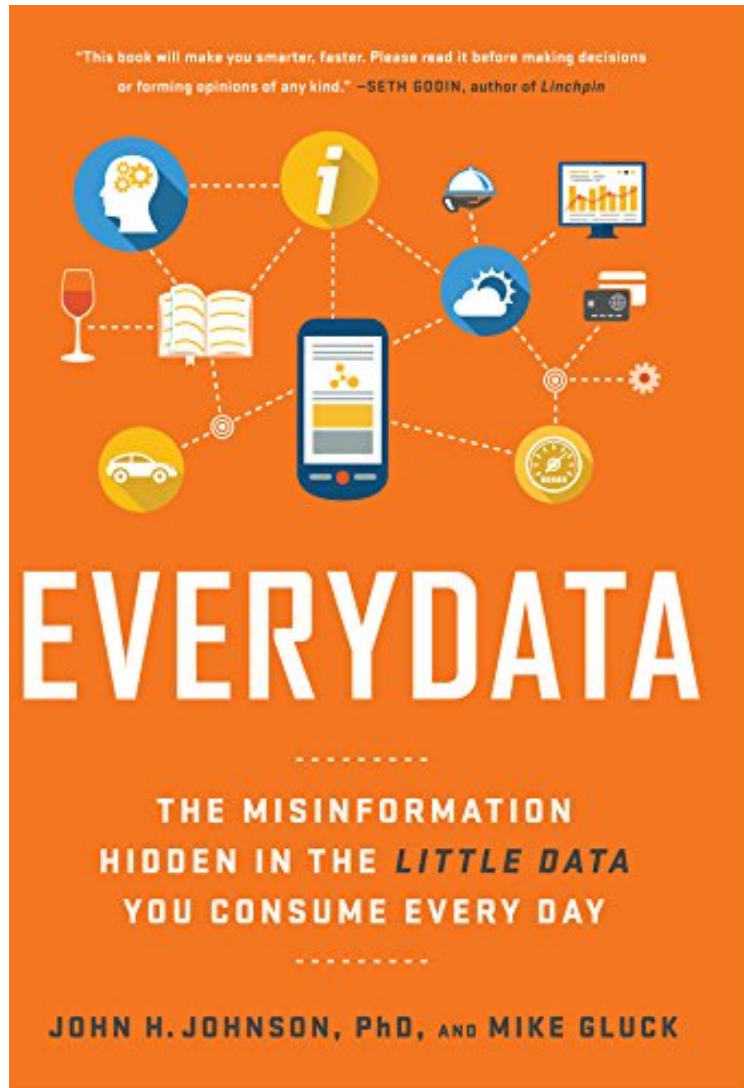


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# Everydata: The Misinformation Hidden in the Little Data You Consume Every Day

John H. Johnson

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**John H. Johnson : Everydata: The Misinformation Hidden in the Little Data You Consume Every Day** before purchasing it in order to gage whether or not it would be worth my time, and all praised Everydata: The Misinformation Hidden in the Little Data You Consume Every Day:

4 of 4 people found the following review helpful. Everydata is for EveryoneBy Kelli PutneyA must read for anyone who is trying to make sense of all the information that bombards us daily. A professional colleague of mine recommended this book, and I'm so glad he did -- both personally and professionally! I work as a Brand Strategist at an advertising agency, so it definitely helps me when I'm wearing my "research hat" for my clients, but the insights

and case studies shared also help me understand the data surrounding me in my life outside the office. I'm sure I'll be referencing this book often! <http://www..com/Everydata-Hidden-Information-Little-Consume/dp/16295610109> of 10 people found the following review helpful. Numbers Do Lie By D Williams Did I really just read a book about statistics while on vacation? I did and I loved it. Everydata is a book that will open your eyes to the methods used to spin numbers to craft a story. Such spin may be applied intentionally or, perhaps scarier still, unintentionally. It's up to each of us, as consumers of gigabit upon gigabit of data throughout our daily lives, to understand where research or reporting can be misleading. Everydata provides a grounding in basic statistical concepts and how they can be (and often are) misused. Unlike many other books on the subject, it's engaging and often downright funny. I recommend Everydata to anyone who wishes to be better able to defend themselves against the misinformation that confronts them everyday. 0 of 0 people found the following review helpful. Yellow Tape for Thinkers By James D. Eggenberger This book should be required reading for anyone who uses information. The examples they cite are representative, but not that rare. And they acknowledge that we are surrounded in data and the flood increases daily. Correlations are not causations. And we all need to keep that in mind.

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 realworld 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 and every day.

"This book educates readers on how to navigate the increasingly dense information environment [Johnson and Gluck] hit key points on the importance of information literacy today." Publishers Weekly  
Enlightening and educational, Everydata is a must-read for the twenty-first century. Midwest Book Review  
Everydata should be required reading in high school and for every journalist and journalism student in the universe. Gwen Moritz, Arkansas Business  
"This book will make you smarter, faster. Please read it before making decisions or forming opinions of any kind." Seth Godin, author of Linchpin  
"In today's data-saturated world, knowing how to use and interpret data is a true strategic advantage. In EVERYDATA John and Mike walk us through how we should and shouldn't use data to make decisions in our lives. They do it simply, clearly, and with unexpected humor! I can't imagine a more relevant read." Paul Walsh, VP of Weather Analytics and Meteorologist, The Weather Company  
With fun and verve, John and Mike take us through the essential steps to becoming a sophisticated consumer of the data that surrounds us. Don't be fooled by the cheerful tone and the lack of grandiose claims: if they succeed in educating us (and I am sure they will), the result will be more discerning consumers, better stewards of their own health, and, most importantly, a better democracy. Esther Duflo, professor of Economics, MIT, and co-founder and co-director, J-PAL  
Access to data is a critical driver of knowledge, curiosity, and innovation. But we need to understand how to interpret the data to tap into the wealth of possibility it creates. John and Mike are helping to spread that wealth by teaching us how, in everyday language, to confront the deluge of data we receive every day. An invaluable read! Bradley Horowitz, VP, Photos and Streams at Google  
The authors of EVERYDATA have masterfully distilled an applied statistics textbook into a best of, highlighting the most relevant and valuable parts we all need to navigate today's world of big data. I cannot recommend this book enough. Joshua D. Wright, professor of Law and Economics, George Mason University and former commissioner, Federal Trade Commission