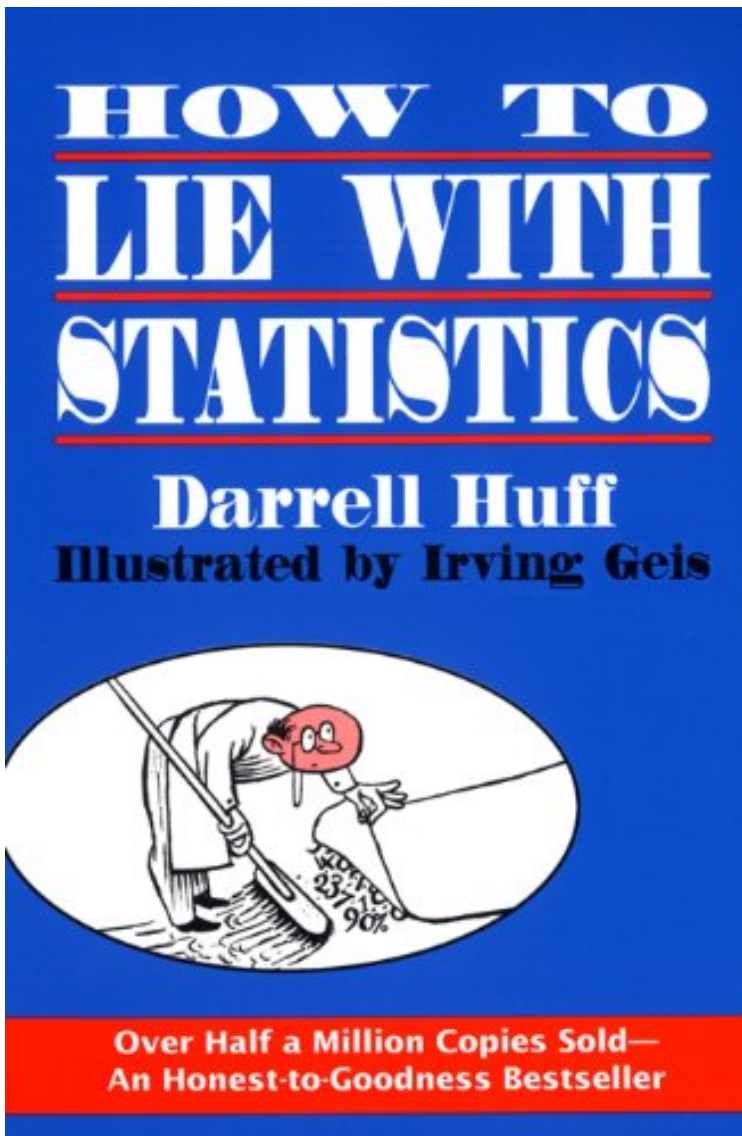


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How to Lie with Statistics



Par Darrell Huff
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Description :

Prsentation de l'diteurOver Half a Million Copies Sold--an Honest-to-Goodness BestsellerDarrell Huff runs the gamut of every popularly used type of statistic, probes such things as the sample study, the tabulation method, the interview technique, or the way the results are derived from the figures, and points up the countless number of dodges which are used to full rather than to inform..com "There is terror in numbers," writes Darrell Huff in How to Lie with Statistics. And nowhere does this terror translate to blind acceptance of authority more than in the slippery world of averages, correlations, graphs, and trends. Huff sought to break through "the daze that follows the collision of statistics with the human mind" with this slim volume, first published in 1954. The book remains relevant as a wake-up call for people unaccustomed to examining the endless flow of numbers pouring from Wall Street, Madison Avenue, and everywhere else someone has

an axe to grind, a point to prove, or a product to sell. "The secret language of statistics, so appealing in a fact-minded culture, is employed to sensationalize, inflate, confuse, and oversimplify," warns Huff. Although many of the examples used in the book are charmingly dated, the cautions are timeless. Statistics are rife with opportunities for misuse, from "gee-whiz graphs" that add nonexistent drama to trends, to "results" detached from their method and meaning, to statistics' ultimate bugaboo--faulty cause-and-effect reasoning.

Huff's tone is tolerant and amused, but no-nonsense. Like a lecturing father, he expects you to learn something useful from the book, and start applying it every day. Never be a sucker again, he cries! Even if you can't find a source of demonstrable bias, allow yourself some degree of skepticism about the results as long as there is a possibility of bias somewhere. There always is. Read *How to Lie with Statistics*. Whether you encounter statistics at work, at school, or in advertising, you'll remember its simple lessons. Don't be terrorized by numbers, Huff implores. "The fact is that, despite its mathematical base, statistics is as much an art as it is a science." --Therese Littleton
Presentation de l'diteur
Over Half a Million Copies Sold--an Honest-to-Goodness Bestseller
Darrell Huff runs the gamut of every popularly used type of statistic, probes such things as the sample study, the tabulation method, the interview technique, or the way the results are derived from the figures, and points up the countless number of dodges which are used to fool rather than to inform.