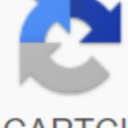


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© 1996-2014, Amazon.com, Inc. or its affiliates for humanities students, statistics may seem foreign. By emphasizing concepts and statistical thinking over punching numbers into a calculator, and focusing on the real sources of campaign claims to scientific research, Statistics: Concepts and Controversy helps students understand just how much statistical analysis has to say about their lives and the world around us. Now, this classic bestseller - the first to show on David Moore's data analysis approach - is back in a thoroughly modern new edition, better equipped than ever to provide students with a solid understanding of statistical concepts, an eye for analyzing published data, and an understanding of statistics' attitude to everyday life. --Publisher description. There are books on statistical theory and books on statistical methods. It's neither. This is a book about statistical ideas and statistical reasoning and their attitude to public policy and human sciences from medicine to sociology. We have incorporated many elementary graphic and numerical techniques to give flesh to ideas and muscle reasoning. Students learn to think about data by working with data. However, we have not allowed technology to dominate concepts. Our intention is to teach verbally, not algebraically, to invite discussion and even arguments, not just computation, although some calculations are still important. Coverage is much wider than could traditionally be covered in a single term, as the table of content shows. In the spirit of general education, we have preferred the breadth of detail. Despite its unofficial nature, the SCC is a textbook. It is organized for systematic study and has abundant exercises, many of which ask students to offer discussion or make a judgment. Even those wonderful people who are looking for fun in uncompelled reading should look at the exercises as well as the text. Teachers should be aware that the book is more serious than its low math level suggests. The emphasis on ideas and reasoning asks more of the reader than many recipes-laden texts techniques. For the first time, SCC will publish with SaplingPlus as it is a full course digital solution. We will have a well-developed library of both error-specific feedback and general tutorial feedback assessments, aligned with the basic goals of the learning chapter and largely taken directly from the end of the chapter of the exercise in the book. SaplingPlus will also host our robust training and training resource set: Concept and Controversy Videos, Statistical Applets, Curve Learning, Data Sets, and many other learning and learning focused tools. David S. Moore and William I. 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