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This text helps readers understand how to collect, manage, evaluate, and analyze data. It also provides guidelines for the presentation of analysis, especially for nonacademic audiences without training in statistical analysis. These guidelines help ensure that statistics and graphical displays tell the story that analysts want to convey while protecting their analysis from methodological ...

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14. Presenting Persuasive Statistical Analyses APPENDIX A: FROM WHENCE DO DATA COME? KEY STATISTICAL SITES FROM THE U.S. GOVERNMENT APPENDIX B: HOW TO SELECT THE RIGHT STATISTICS APPENDIX C: IN-CLASS QUESTIONNAIRE REFERENCES. (source: Nielsen Book Data) Summary This text helps readers understand how to collect, manage, evaluate, and analyze data.

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Statistical Persuasion | SAGE Publications Inc

Many presentations require data to be presented. These kinds of evidence require the use of numbers. Numbers can be boring to listen to and tedious to present. Let's look at some of the ways to present statistics in the most interesting and persuasive manner.

Using Statistics To Persuade - Speaking Tips

Logical conclusions come from assumptions and decisions derived from weighing a collection of solid facts and statistics. Academic arguments (research papers) rely on logos. An example of an argument that relies on logos is the argument that smoking is harmful based on the evidence that, "When burned, cigarettes create more than 7,000 chemicals.

Ethos, Logos, Pathos for Persuasion - ThoughtCo

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Details about Statistical Persuasion: This text clearly and straightforwardly demonstrates how to collect, manage, analyze, and present data in real world applications in education, criminal justice and other fields in the social sciences.

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