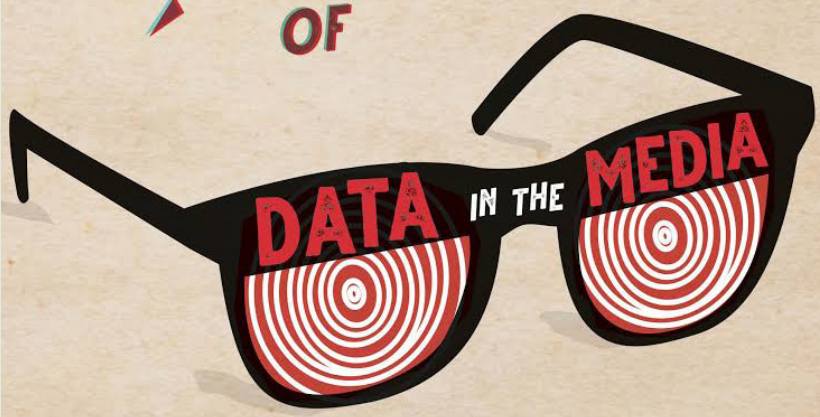


**MAKING
SENSE
OF**



**ANDREW BELL, TODD HARTMAN,
ANETA PIEKUT, ALASDAIR RAE
AND MARK TAYLOR**



Making Sense of Data in the Media

Andrew Bell, Todd Hartman, Aneta Piekut, Alasdair Rae, Mark Taylor

by Sara konieczna for JOCIS

The introduction brings a well-known truth: statistics are everywhere in the media. And yet, they are widely misunderstood or poorly reported.

With this book, the authors particularly address the people who want to become journalists - so they know how to report data in the news in an effective and reasonable way. Also, it is for those who read the news daily, frequently use the Internet or watch adverts. The authors believe that it is everyone's responsibility to be able to understand but also to criticise the immense amount of data that nowadays is produced, captured and transmitted through the media and eventually thrown at us.

Making Sense of Data in The Media

is organised in 12 chapters based on particular statistical ideas. However, rather than the countless amount of numbers, it is focused on illustrating the subject by clear and easy-to-understand examples. As the authors argue, the statistical analysis does not have to be as difficult as it seems

– sometimes it is just advanced common sense, therefore over the 250 pages they try to show the readers that the same abilities people have in thinking critically about other things in the world, can also be applied to statistics.

The book's strongest suit is in the way it has been written. The writing style is very much accessible and easy to comprehend. It does more than teaching techniques needed for a statistics course; it teaches the life skills that we need to use on a daily basis.

Andrew Bell, Todd Hartman, Aneta Piekut, Alasdair Rae and Mark Taylor are lecturers at the University of Sheffield. Their research focuses on a wide range of subjects such as social science, political psychology, the relationship between ethnic diversity and social cohesion, sociology of culture, etc.

Published by SAGE in November 2019, this is a timely and compelling position for everyone who wants to be an aware user of the media.