

'Proofiness' book – raising awareness of the widespread manipulation of statistics

Written by Michelle Hards - Last Updated Wednesday, 27 July 2011 16:47

'Proofiness: The Dark Arts of Mathematical Deception' by Charles Seife provides great insight into how mathematics and statistics can, and have been, used to misinform people. For example, did you know that having a child makes you stupid? Or that having more industrial factories actually *lowers* child mortality?!

Even [this short video](#) of the author introducing the book provides great insight into the attempts by various companies, media and even peer-reviewed journals to create publicity by exploiting the statistics.

A 'must-read' for statisticians and non-statisticians alike!