



Communicating Clearly about Science and Medicine: Making Data Presentations as Simple as Possible ... But No Simpler

John, Mr Clare

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Scientific communication is challenging, conclusions are rarely clear cut making communicating statistical risk and probability tough, especially to non-statisticians and non-scientists such as journalists.

In this book John Clare illustrates how to communicate clearly the risks and benefits contained in a complex data set, and balance the hope and the hype. He explains how to avoid the 'miracle cure' or 'killer drug' headlines which are so common and teaches you how to combine the accuracy of peer-to-peer reviewed science with the narrative skills of journalism.

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