

# How to Think about Statistics

By John L. Phillips, Jr.

Contents includes:

- Measures of Central Tendency
- Measures of Variability
- Measures of Relationship
- Interpreting Individual Measures
- Precision of Measurement
- Significance of a Difference between Two Means
- More on the Testing of Hypotheses

W.H. Freeman & Co., 1988, 224 pages, 6" x 9 1/4", paperback, \$9.95 ISBN 0-7167-1923-8

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*How to Think about Statistics* is a common-sense introduction to the logic behind statistical analysis and problem solving. Instead of focusing on numerical computations, it emphasizes the thinking behind the numbers and shows you how statistics are applied in such fields as psychology, education, politics, sociology and social work. With "how-to" sample calculations and abundant examples, this book gives you a solid grasp of powerful analytical tools. It will help you think critically about the quantitative information you encounter in your business, education or professional work and as a citizen and consumer.

— from the publisher

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## Letters continued from p.3

Has anyone ever simply asked the elder members of the tribe who were supposedly recruited in 1970 if that was indeed the case?

Judith W. Schraft  
Palm Beach, Fla.

Yes. Journalist John Nance recently went to the Philippines and showed tribe members a videotape of the 1986 ABC documentary claiming the Tasaday are a hoax. Nance says they were astounded at the program's claims. Critics charge, however, that perpetrators of a long-running hoax are not about to 'fess up when questioned about their authenticity. — B. Bower

## Replacing 'imprinting'

As a chemist trying to keep up with the fascinating new developments in biology, I was annoyed by the use of the word "imprinting" in "A Genetic Gender Gap" (SN: 5/20/89, p.312). Biologists already use this term logically to describe the "imprinting" of a parental image on a newborn. Why adapt this informative word to an unrelated phenomenon rather than use a more descriptive word such as "concealing," "cloaking" or "sequestering"?

Charles L. Levesque  
Blue Bell, Pa.

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