

The Weekly Newsmagazine of Science

# SCIENCE NEWS

September 4, 1993  
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Pages 145-160



*Who Owns the Human Genome?*

**Why should we be skeptical of  
4 out of 5 dentists surveyed?  
What's the bull behind the bull market?  
Do statistics really prove it's safer  
to fly than drive across country?**

# 200% of Nothing

**A.K. Dewdney**

Find out in this delightfully witty excursion into the world of mathematical manipulation, as popular columnist and math whiz A. K. Dewdney unveils the vast array of ways in which numbers are twisted and statistics are turned in order to fool the unsuspecting public. From the case of the "Incredible Expanding Toyota" to that of the "National Security Googol," Dewdney exposes the slick tricks and subtle schemes used by advertisers, politicians, special interest lobbyists, stockbrokers, car dealers, and just about anybody who tries to impress us with numbers, charts, and graphs.

*Two Hundred Percent of Nothing* is packed with real-life examples that demonstrate all types of math abuses. Dewdney identifies them by name, from "number bludgeoning" to "occult sampling," and shows us exactly how they play upon our innumeracy — the common inability to understand the rules of percentages, ratios, statistics, and basic math logic. Furthermore, he explains the basic math behind the answers so that the next time you see mathematical chicanery, you'll recognize it.

Though you may be shocked at how pervasive math abuse is, you may be even more astonished to discover how rapidly you can learn the simple tricks and basic logic of defending yourself against it.

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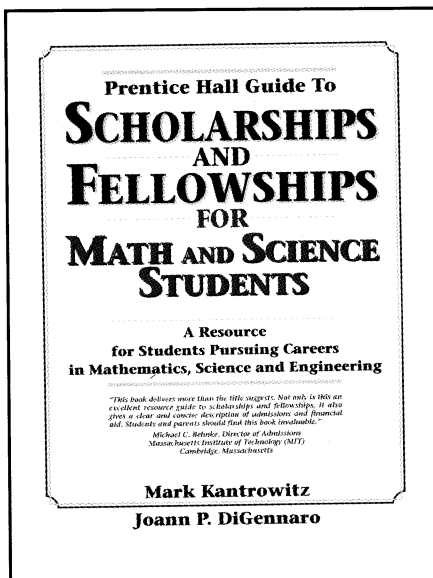
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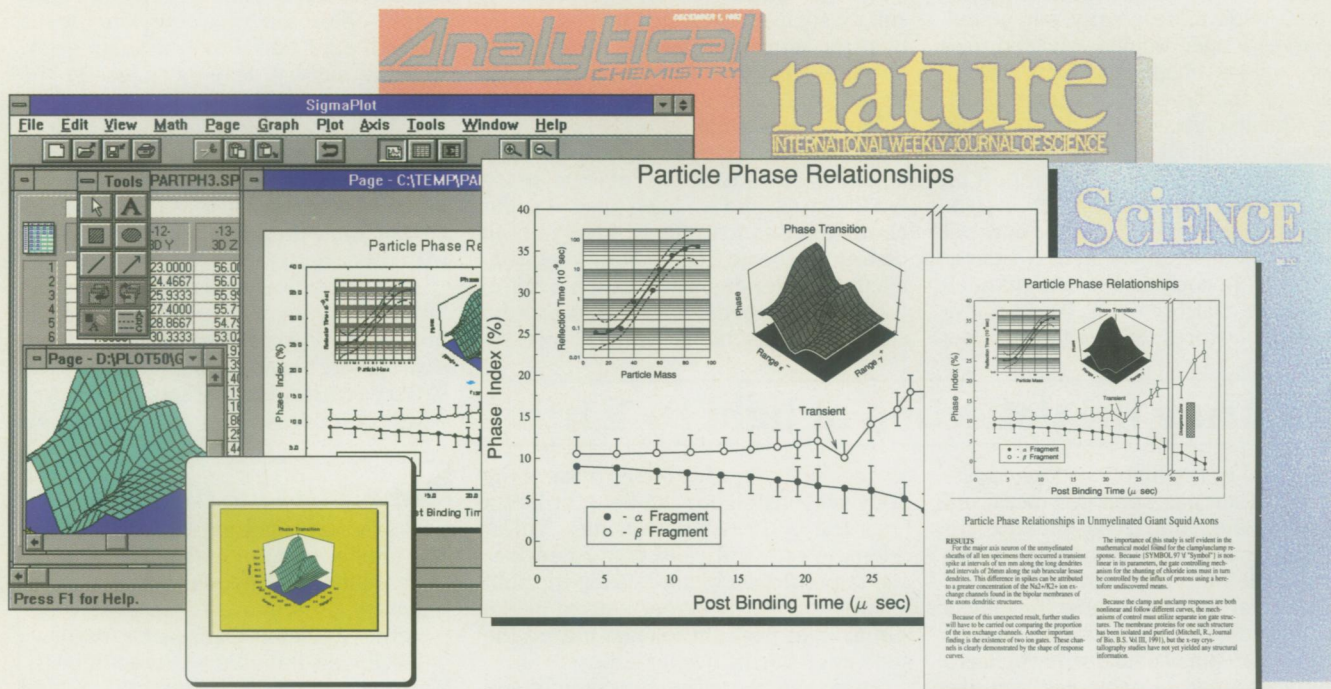
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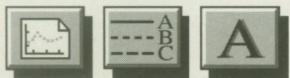


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