

CONTENTS IN DETAIL

PREFACE	xv
Acknowledgments	xvii
INTRODUCTION	1
1	
AN INTRODUCTION TO STATISTICAL SIGNIFICANCE	7
The Power of p Values	8
Psychic Statistics	10
Neyman-Pearson Testing.....	11
Have Confidence in Intervals	12
2	
STATISTICAL POWER AND UNDERPOWERED STATISTICS	15
The Power Curve	15
The Perils of Being Underpowered	18
Wherefore Poor Power?	20
Wrong Turns on Red	21
Confidence Intervals and Empowerment	22
Truth Inflation	23
Little Extremes	26
3	
PSEUDOREPLICATION: CHOOSE YOUR DATA WISELY	31
Pseudoreplication in Action.....	32
Accounting for Pseudoreplication	33
Batch Biology	34
Synchronized Pseudoreplication	35

4		
	THE P VALUE AND THE BASE RATE FALLACY	39
	The Base Rate Fallacy	40
	A Quick Quiz	41
	The Base Rate Fallacy in Medical Testing	42
	How to Lie with Smoking Statistics	43
	Taking Up Arms Against the Base Rate Fallacy	45
	If At First You Don't Succeed, Try, Try Again	47
	Red Herrings in Brain Imaging	51
	Controlling the False Discovery Rate	52
5		
	BAD JUDGES OF SIGNIFICANCE	55
	Insignificant Differences in Significance	55
	Ogling for Significance	59
6		
	DOUBLE-DIPPING IN THE DATA	63
	Circular Analysis	64
	Regression to the Mean	67
	Stopping Rules	68
7		
	CONTINUITY ERRORS	73
	Needless Dichotomization	74
	Statistical Brownout	75
	Confounded Confounding	76
8		
	MODEL ABUSE	79
	Fitting Data to Watermelons	80
	Correlation and Causation	84
	Simpson's Paradox	85
9		
	RESEARCHER FREEDOM: GOOD VIBRATIONS?	89
	A Little Freedom Is a Dangerous Thing	91
	Avoiding Bias	93

10		
EVERYBODY MAKES MISTAKES		97
Irreproducible Genetics	98	
Making Reproducibility Easy	100	
Experiment, Rinse, Repeat	102	
11		
HIDING THE DATA		105
Captive Data	106	
Obstacles to Sharing	107	
Data Decay	108	
Just Leave Out the Details	110	
Known Unknowns	110	
Outcome Reporting Bias	111	
Science in a Filing Cabinet	113	
Unpublished Clinical Trials	114	
Spotting Reporting Bias	115	
Forced Disclosure	116	
12		
WHAT CAN BE DONE?		119
Statistical Education	121	
Scientific Publishing	124	
Your Job	126	
NOTES		131
INDEX		147