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Digital bluffing - use common sense to see through the ubiquitous digital trap

By YING) BU LA SI LAN (Blastland.

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pages Number: 175 Publisher: Shanghai Science and Education Pub. Date :2011-6-1. Using mobile phones will triple the risk of brain tumors? 25% of young people are criminals? More likely to eat fried foods cause cancer? Speed ??cameras can reduce the accident rate? . . If you believe these numbers in the news, you are scare. They are neither true nor false. The use of mass media for fear of food and environmental health, often resort to the data reported, with research shows . . can be fatal, the provocative title. In the Digital bluffing (using common sense to see through the ubiquitous digital trap), the chief economist at Oxford University and well-known correspondent joint action, through the stories of everyday life, fun and digital common sense, common statistical expose bluffing tactics, the use of ordinary people have the knowledge, experience and ability to reveal the figures represent the superb lie, to restore the truth, so that readers reading in a relaxed and destroy the core of the meaning behind the numbers, life is good enough for the number of...



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