Data Literacy 101: Precourse Materials

Course Objective: This course focuses on the foundational aspects of data literacy, which is defined as the ability to read, work with, analyze, and communicate with data. This course aims to help students understand and create data-driven questions and how to tell a convincing data story. Students will be able to interpret numeric summaries and visualizations of data. The course aids students in becoming critical consumers.

Core Materials:

- *Be Data Literate: The Data Literacy Skills Everyone Needs to Succeed* , 2021 by Jordan Marrow
- *The Book of Why: The New Science of Cause and Effect* , 2018 by Judea Pearl
- *Calling Bullshit: The Art of Skepticism in a Data Driven World*, 2020 by Carl Bergstrom and Jevin D. West
- *Effective Data Storytelling: How to Drive Change with Data, Narrative and Visuals 1*st Edition, 2019 by Brent Dykes

Supplementary Materials:

Jordan Morrow Ted Talk: Why Everyone Should Be Data Literate
https://youtu.be/8ovyQZ_Z8Xs

Joining Data Cheat sheet : Data Camp
https://images.datacamp.com/image/upload/v1679944054/Marketing/Blog/Joining_Data_in_SQL_Cheat_Sheet.pdf

Practical Data Cleaning Tips
https://www.chi2innovations.com/wp-content/uploads/2018/12/Practical-Data-Cleaning-Cheat-Sheet.pdf

Types of Bias in Statistics and the Affect Data Bias Has on Your Business
https://mailchimp.com/resources/data-bias-causes-effects/