

# DATA 552

## Communication and Argumentation

### Lecture 1: Critical Consumption

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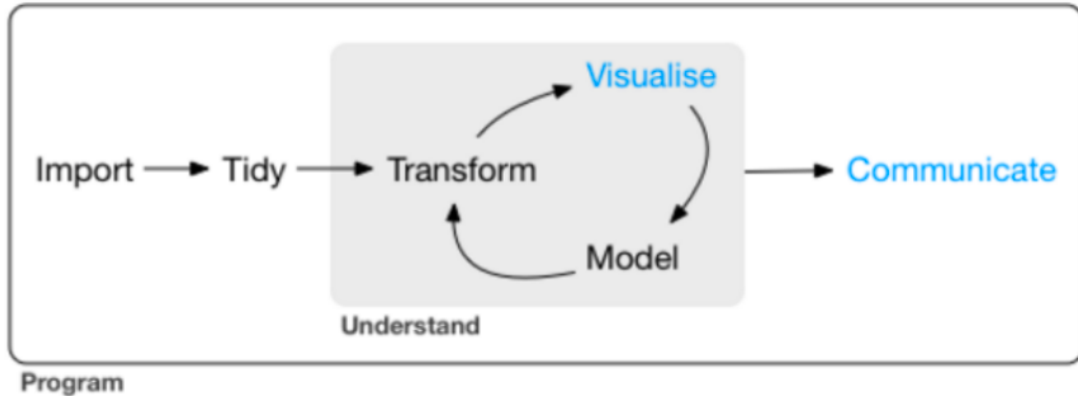


# Which of the options below demonstrates the best way for a data scientist to communicate?

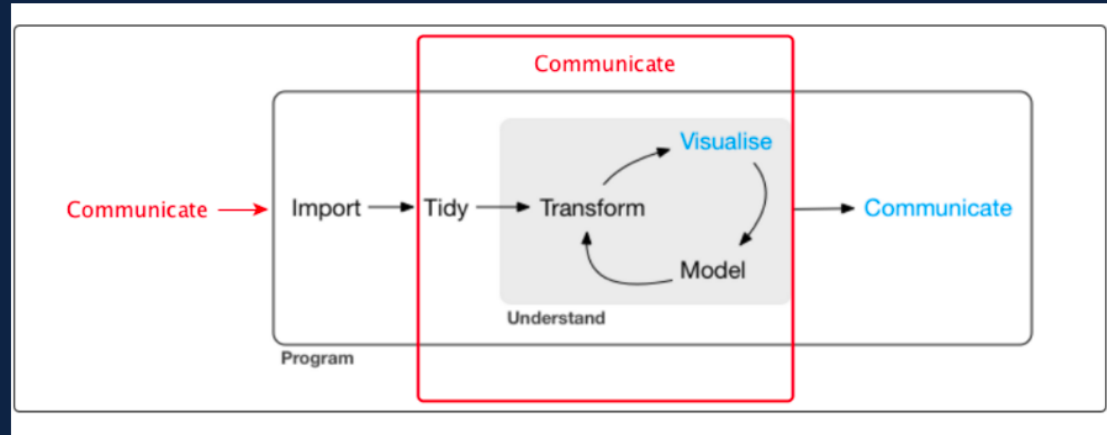


- |    |   |
|----|---|
| 1. | If you know more about programming, you can devise more efficient solutions to computational problems.  |
| 2. | $r = \frac{1}{v + \epsilon},$ <p>where <math>r</math> is the average runtime of a Python programmer's solutions to a sample of ten computational problems, <math>v</math> is their score on a Python vocabulary quiz, and <math>\epsilon</math> is a Gaussian error term.</p> |
| 3. | <pre>get_estimated_runtime &lt;- function(vocabulary_score) {<br/>  1/(vocabulary_score + rnorm(n = 1, mean = 0, sd = 1))<br/>}</pre>   |

# Communication



# Communication



## Learning outcomes

After completing this course, students will be able to:

1. Critically **consume** communication in data science contexts.
2. **Write** effectively about data science topics for a variety of audiences.
3. Make **calibrated claims** about data science results.
4. Reason about and apply principles of **narrative** when reporting on data science results.
5. **Design and deliver** clear and informative **oral presentations**.



# Assessment

Date	Title	Grade Weight
2024-02-26	Lab 1: Critical consumption and rhetoric	20%
2024-02-29	Quiz 1 (Canvas)	5%
2024-03-04	Lab 2: Initiation of a Data Science Project	20%
2024-03-11	Lab 3: Report on a Data Science Project	20%
2024-03-14	Quiz 2 (Canvas)	5%
Final week	Project Presentations	20%
End of Module	Portfolio	10%



*\* Quizzes will need lockdown browser*

- Late submissions of assignments carry a penalty of 10% per day (max 3 days)
- Deadlines are known well in advance, most deliverables are completed in-lab/class.

# Portfolio document

In-class activities need to be recorded in the portfolio document, to be submitted at the end of every class (and the final version after the term)





# Big Picture

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- What is required for strong communication in statistics/data science?
- The same as communication in any environment — you need to figure out what the ‘story’ is and who you’re telling it to.
- Both tasks require careful thought and reflection.
- And both need to be considered **throughout** the data science lifecycle.



## What is required for strong communication in statistics/data science?

61 responses



# Course outline

- Critical consumption
- Rhetorical situation
- Writing – tone, language, and style
- Communication in data science projects
- Speaking and presenting



# Communication is all about sending and receiving signals



# Critical consumption

- Statistical Literacy: Possess a deep understanding of statistical methods to critically evaluate the appropriateness and robustness of analytical techniques used.
  - Analytical Thinking: Dissect data and research methodologies to understand the mechanics and assumptions behind them.
  - Logical Reasoning: Use logic to distinguish between correlation and causation, and to identify logical fallacies or errors in argumentation.
- Skeptical Mindset: Approach all data, analyses, and research findings with a *questioning attitude*, seeking evidence and validation.
  - Contextual Analysis: Consider the broader context in which data is collected and presented, including socio-economic, political, and cultural factors.
  - Source Evaluation: Scrutinize the origins, credibility, and quality of data sources, including the potential for bias or conflict of interest.



# Contextual analysis

- From: Bergstrom and West's callingbull.org
- Consider this claim (circa 2016, Fox & Friends, USA):  
“Food stamp fraud is at an all-time high, with cases this year including a state lawmaker and even a millionaire. According to the USDA, \$70 million of taxpayer money was wasted in 2016 due to food stamp fraud.”
- What's your reaction to this?
- Do you think this is the reaction the claimant is looking for (source knowledge might help)?
- Assuming none of this is an outright lie, can I contextualize it better?



# Contextual analysis

- First, “all-time high” is a powerful part of headlines such as this, but is it adjusted for inflation? Adjusted for size of program?
- \$70 million is way more money than I’ll ever see, so this certainly seems like a big problem...
- **Fermi estimation**, AKA back-of-the-napkin estimation, is a powerful tool to contextualize statistical results that are often rhetorically(!) placed.



# Contextual analysis

Bergstrom & West propose the following approximations to important variables...

- 300 million Americans (it's 330)
- 10% on food stamps (it's 15%)
- \$1k spent yearly per person in program



This would suggest total program cost is roughly \$30 billion.

So, the rampant fraud amounts to approximately  $70\text{mill}/30\text{bill} = 0.0023$ , or roughly 0.2% of all benefits paid.

Turns out, real number is more like 0.1%



# Contextual analysis

- Does the additional context change your reaction?
- That may still depend on biases/stances outside of the statistical contextualization regarding fraud...
  - ‘I support universal food stamps. Food for free, free for all! I’m pro-food.’
  - ‘I’m against any food stamp program. Stamp out the stamps, work for food! I’m pro-jobs.’



## Summary: Food stamps

Considering our skills again...



- Reaction to original claim: Concern (lots of fraud). Perhaps skepticism (biased source, or biased recipient, aka me).
- Variables: Percent of population on food stamps. Population size. Yearly cost per person. Yearly cost for whole program. Percent of program lost to fraud.
- Note that variables are rarely given directly in a claim. Coming up with them yourself is an exercise in understanding an argument.

# Skeptical mindset

Sci Tech Daily, [July 2022](#)



“AI Algorithm Predicts Future Crimes One Week in Advance With 90% Accuracy”

- What is your reaction?
- What all do you want to know about this claim?

# Bias

“As cities around the nation grapple with the effects of climate change, the latest survey results offer a beacon of hope: a 60% approval rating for the newly implemented climate policy. This overwhelming support is a clear indication of the public’s alignment with progressive environmental initiatives.”

“The state’s economy is on an upswing, with the tech sector reporting an impressive 15% increase in employment this past year. This surge in high-tech jobs is a testament to our state’s thriving innovation ecosystem and forward-thinking policies.”



# Portfolio activity



- Consider the following link: [NBA Home Court Advantage](#)
- Reactions: In your portfolio, note your overall impressions of the article. What's surprising? Confusing? Predictable?
- Variables: In your portfolio, note some variables from the article. What are some key relationships between variables? Are there other potential variables of interest that could help contextualize?





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