

Lecture 1: Laying the Foundations + Terminology

Chapters 1.1-1.2

Goals for Today

- ▶ Go over the syllabus
- ▶ Show some examples of statistics
- ▶ Discuss how to evaluate the efficacy of a **treatment**
- ▶ Describe the different kinds of **variables** we'll consider

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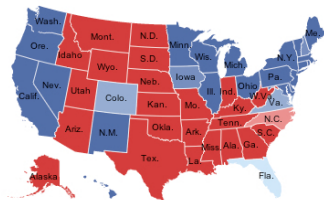
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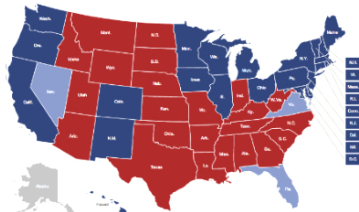
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Statistics concerns itself with points 2 through 4.

Example: 2012 Election - Nate Silver's Predictions vs Actual Results



Nate Silver's Map



The Actual Map

Example: Brain & Breast Cancer in Western Washington

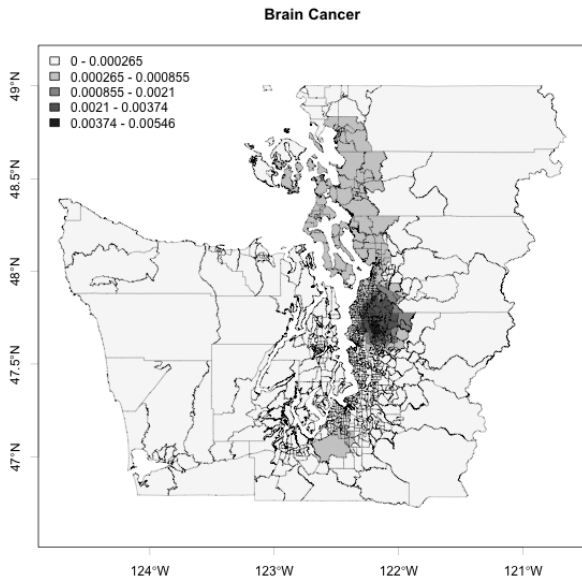
My PhD dissertation involved detecting cancer “clusters”: areas of residual spatial variation of disease risk.

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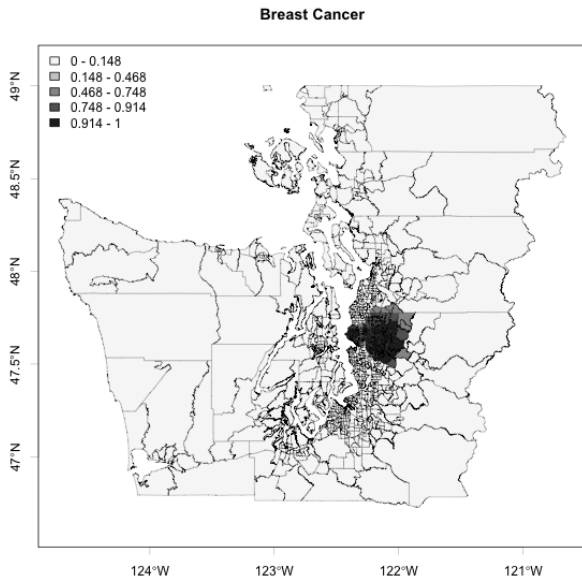
My PhD dissertation involved detecting cancer “clusters”: areas of **residual spatial variation** of disease risk.

We modeled the (Bayesian) probability of cluster membership for each of the $n = 887$ census tracts in Western Washington in 2000, using cancer data from 1995–2005, controlling for age, race, and gender.

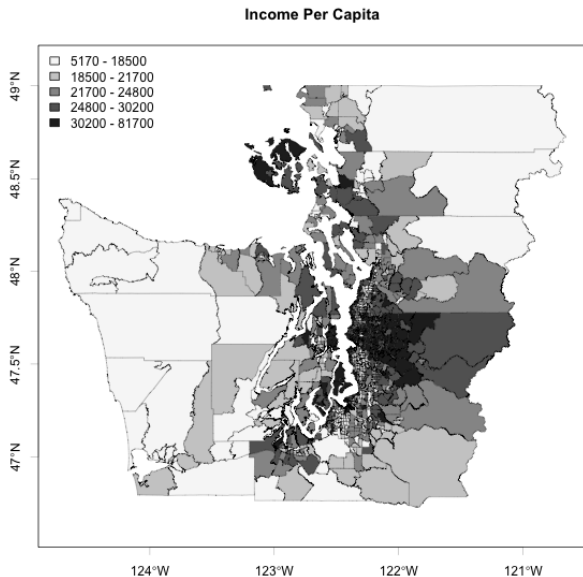
Brain Cancer Controlling for Age, Race, & Gender



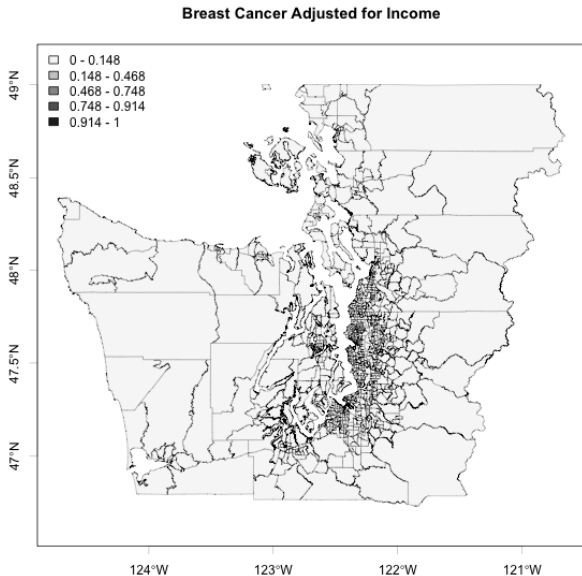
Breast Cancer Controlling for Age, Race, & Gender



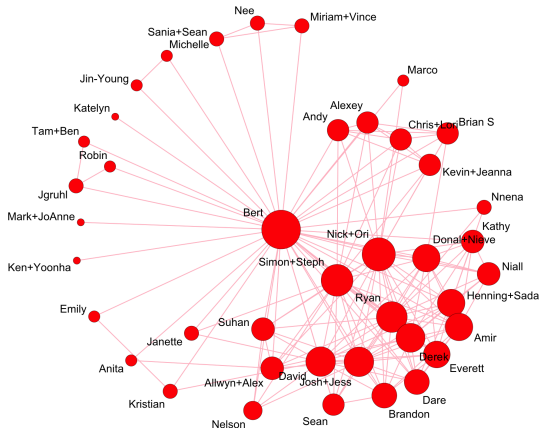
Income per Capita Quintiles



Breast Cancer Adjusted for Income as Well



Example: Social Network Display of a Recent Party I Had



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- ▶ Will reassuring potential new users to a gambling website that we won't spam them increase the sign-up rate?

Evaluating the efficacy of a 'treatment'

Website Experiments

Control:

Join BettingExpert

Username:

Email:

Password:

☐ I accept the [Terms and Conditions](#)

Sign up +



Treatment:

Join BettingExpert

Username:

Email:

Password:

☐ I accept the [Terms and Conditions](#)
100% privacy - we will never spam you!

Sign up +

Example of a treatment vs control

Two other examples in the media of late

- ▶ Facebook's tinkering with user's emotions ([link](#))
- ▶ OkCupid's admission that they experiment on human beings ([link](#))

Variables

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values

This is also called **long/tidy** format.

Data Summaries

Consider the variable "federal spending per capita" in each of the 3,143 counties in the US. One can hardly digest this:

[1]	6.068095	6.139862	8.752158	7.122016	5.130910	9.973062	9.311835	15.439218
[9]	8.613707	7.104621	6.324061	10.640378	9.781442	8.982702	6.840035	20.330684
[17]	9.687698	11.080738	7.839761	9.461856	9.650295	7.760627	25.774791	13.948106
...								
[3121]	7.520731	10.246400	3.106800	17.679572	4.824044	7.247212	8.484211	8.794626
[3129]	9.829593	8.100945	17.090715	4.855849	6.621378	22.587359	10.813260	11.422522
[3137]	9.580265	4.368986	5.062138	6.236968	4.549105	8.713817	6.694784	

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Using the `summary()` command in R:

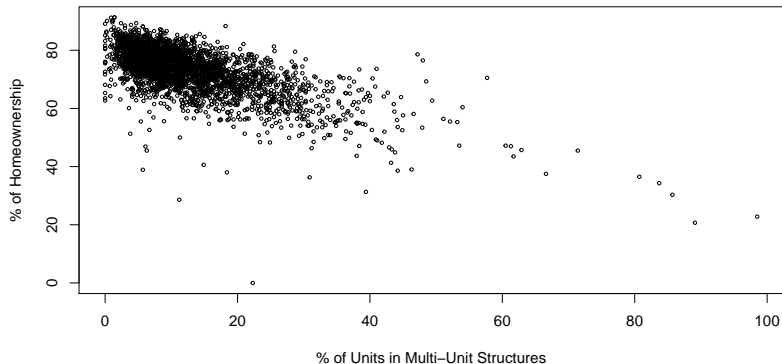
Min.	1st Qu.	Median	Mean	3rd Qu.	Max.	NA's
0.000	6.964	8.669	9.991	10.860	204.600	4

Relationships between variables

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We can have either a **negative association** (as the value of one variable increases, the other decreases) or a **positive association**.

Relationships between variables

We can consider a third variable in the previous plot.

