*Chapter 13 notes* ***for Agri-food research***

Summary from page 377

*Producers, communicators and audiences all have a role in improving the way that statistical science is used in society.*

And students in ag who go onto farms and PhD programs, and into consulting firms, ag tech companies and industry.

*Producers need to ensure that science is reproducible. To demonstrate trustworthiness, information should be accessible, intelligible, assessable and useable.*

All we will all be wasting our time! For example, rubbish carbon accounting rules …

*Communicators need to be wary of trying to fit statistical stories into standard narratives.*

Easy to confuse yourself – what really was your prior belief in your now-favourite theory?

*Audiences need to call out poor practice by asking questions about the trustworthiness of their numbers, their source and their interpretation.*

Share your data and what you did with it (all the lumping and splitting, outliers removed, hypotheses tested etc).

*When faced with a claim based on statistical evidence, first feel whether it seems plausible.*

Be at least a little bit Bayesian!