Andrew Chisholm Referenced Material

Referenced Material

Overview

This is a full list of the items in my Zotero library ("Zotero | Your Personal Research Assistant" 2022). As time permits, I add a short description for each entry.

The links aren't guaranteed to work since they will refer to files in my environment.

In general, if an item is in this list, I will have access to a copy of the source material. Where I refer to an item in a lecture, it should be in this list. If not, let me know. Harvard referencing is used but is not perfect so there may be errors. Again, let me know if there's anything wrong.

A bibliography database file is available on request. This will work with Zotero ("Zotero | Your Personal Research Assistant" 2022) as well as Mendeley ("Mendeley Reference Manager | Mendeley" 2023).

I used Overleaf ("Overleaf, Online LaTeX Editor" 2022) to create this document initially. I then migrated to Quarto ("Quarto" 2021).

Details

- Introduction to Categorical Data Analysis. Go to page 38 for an example of the chi-squared test being used. (Agresti 2007).
- The Element - Ken Robinson. A book by Ken Robinson containing a quote that's worth finding. If a man expresses himself and no woman hears, is he still wrong? (Ana 2021).
- ASA Statement on the Role of Statistics in Data Science | Amstat News. Wordy definition of statistics ("ASA Statement on the Role of Statistics in Data Science | Amstat News" 2015).
- ATV, Drone, Elbil, Elsykkel, Rc Helikopter, ATV, Robot, Elatv. A weird website that breaks the rules of good design ("ATV, Drone, Elbil, Elsykkel, Rc Helikopter, ATV, Robot, Elatv" 2022).

- Average Salary UK - a Comprehensive Overview. ("Average Salary UK - a Comprehensive Overview" 2021).
- Create a Stakeholder Analysis with the Mendelow Matrix | Free Template. Mendelow's Matrix with a downloadable template. (Barber 2021).
- 4 Types of Data Analytics to Improve Decision-Making. Types of data analytics including prescriptive analytics. (Bekker 2019).
- One Small Step for the Web…. Solid - a way of putting users at the centre of their data. It may be too complex a concept for most users to manage. (Berners-Lee 2018).
- Cambridge Analytica: Ethics And Online Manipulation With Decision-Making Process. Exploration of the ethics surrounding Cambridge Analytica (Boldyreva, Grishina, and Duisembina 2019).
- Towards Robust Distributed Systems. The CAP theorem introduced. (Brewer 2000).
- The Data Science Handbook. Nice overview of the data science process by showing a roadmap (p9). Could be used to structure reports logically. (Cady 2017).
- Card1999.Lowfi_.Pdf. Visualisation amplifies cognition (Card, Mackinley, and Shneiderman 1999).
- CaseStudy : A Leading Online Travel Agency Increases Revenues by 16 Percent with Actionable Analytics. Use of data in the travel industry ("CaseStudy : A Leading Online Travel Agency Increases Revenues by 16 Percent with Actionable Analytics" 2015).
- Choosing-a-Good-Chart-09-1.Pdf. A single graphical summary that might be useful as a starting point. ("Choosing-a-Good-Chart-09-1.pdf" 2009).
- Choosing the Correct Statistical Test in SAS, Stata, SPSS and R. Detailed guidance on which statistical test to use with R code to help. ("Choosing the Correct Statistical Test in SAS, Stata, SPSS and R" 2021).
- Graphical Perception and Graphical Methods for Analyzing Scientific Data. Early investigation into basic principles of human graphical perception (Cleveland and McGill 1985).
- Cloud Data Management Pillars: Data Warehouse, Data Lake, and Data Fabric. A new thing - Data Fabric - a way of stitching data together. ("Cloud Data Management Pillars: Data Warehouse, Data Lake, and Data Fabric" n.d.).
- Cluster Analysis. Definition of clustering ("Cluster Analysis" 2022).
- The Data Science Handbook | Wiley. Overview of data science with 3 physical copies in the library ("The Data Science Handbook | Wiley" 2017).
- Data_Scientist_vs_Data_Engineer. A graph showing the relative interest between data scientist and data engineer ("Data_Scientist_vs_Data_Engineer" 2022).
- DataShine: Census. Geographical view of various data in the UK. Resolves down to a very detailed view. ("DataShine: Census" 2022).
- Data Storytelling: How to Tell a Story with Data. Overview of how to tell a story with data. ("Data Storytelling: How to Tell a Story with Data" 2021).
- Data Visualization. Visualisation text book created using bookdown with R. Reference to Gestalt techniques. (*Data Visualization* n.d.).
- Data Visualization: Basic Principles. Basic principles - an easy overview. ("Data Visualization: Basic Principles" 2016).

- Research Challenges and Opportunities in Business Analytics. A historical view to the evolution of analytics terminology. (Delen and Ram 2018).
- Margaret Calvert: It's about Knowing Who You Are Designing For. YouTube video about Margaret Calvert and the importance of knowing who you are designing for. (Design Indaba 2013).
- Data Types in Statistics.. Accessible view of data types. (Donges 2018).
- Everything Should Be Made as Simple as Possible, But Not Simpler – Quote Investigator. ("Everything Should Be Made as Simple as Possible, But Not Simpler – Quote Investigator" 2011).
- (READ-PDF!) Now You See It Simple Visualization Techniques for Quantitative Analysis ZIP. Downloadable copy of Now You See It by Few. A paper copy exists in the library (Few 2014).
- Selecting the Right Graph for Your Message. A brief article that summarises which graph to choose based on the data you have (Few 2004).
- Show Me the Numbers. An important book that gives general guidance about which graph to choose. Available as a physical book in the library (Few 2012).
- The Visual Perception of Variation in Data Displays. An important book about visualisation in general. Available in the library as a physical book (Few 2016).
- Mendelow's Stakeholder Matrix - An Overview. 5 minute video showing a worked example of Mendelow's Matrix in action. (First Intuition Reading and Thames Valley 2016).
- Fish Identification Through Deep Learning AI Models | Nisqually - Microsoft Case Study. A case study about using AI to identify fish more efficiently ("Fish Identification Through Deep Learning AI Models | Nisqually - Microsoft Case Study" 2021).
- Gestalt Principles for Data Visualization: Similarity, Proximity & Enclosure. Similarity, Proximity & Enclosure ("Gestalt Principles for Data Visualization: Similarity, Proximity & Enclosure" 2022).
- Growth Marketing Mint.Com From Zero To 1 Million Users. ("Growth Marketing Mint.com From Zero To 1 Million Users" 2017).
- Data Types in Statistics. Data types in a single picture plus some supporting text. (Guy 2019).
- Six Practices Critical to Creating Value from Data and Analytics [INFOGRAPHIC] |. Strategies adopted by business leaders to create value from data. (Hayes 2013).
- From Data to Viz | Find the Graphic You Need. Fantastic site that guides you a good visualisation and gives code out at the end. See the caveats section for some good tips on how to display your data. (Healy n.d.).
- Statistics Explained. Physical copy available in the library as well as online. Covers statistics in a relatively friendly way. (Hinton 2014).
- How to Choose the Right Chart for Your Data. Starting point for choosing the right chart ("How to Choose the Right Chart for Your Data" 2022).
- How We Scaled Data Science to All Sides of Airbnb over 5 Years of Hypergrowth. Use of AI at AirBnB ("How We Scaled Data Science to All Sides of Airbnb over 5 Years of Hypergrowth" 2015).

- How Much Does Big Data Cost? | LinkedIn. Make sure value is more than cost. (Huyghe 2016).
- The Importance of Data Visualization. Human brains process visuals 60000 times faster than text. ("The Importance of Data Visualization" 2022).
- Ten Guidelines for Effective Data Visualization in Scientific Publications. Ten guidelines for effective visualisations (Kelleher and Wagener 2011).
- Engaging with (Big) Data Visualizations: Factors That Affect Engagement and Resulting New Definitions of Effectiveness. An investigation into the factors that make effective visualisations (Kennedy, Hill, Allen, et al. 2016).
- The Work That Visualisation Conventions Do. Earlier work by Kennedy that introduces the word "facticity." Perhaps veracity might be a better word. (Kennedy, Hill, Aiello, et al. 2016).
- Data Visualization: A Successful Design Process. (Kirk 2012).
- emphK-Means Clustering. Animated view of k-means ("K-Means Clustering" 2022).
- Storytelling with Data: A Data Visualization Guide for Business Professionals. A practical book giving advice about data visualization. This book is available in the library. (Knaflic 2015).
- A Survey on Machine Learning-based Performance Improvement of Wireless Networks: PHY, MAC and Network Layer. Taxonomy showing artificial intelligence, machine learning and deep learning in context. (Kulin et al. 2020).
- Universal Principles of Design. Excellent book that includes the Gutenberg visual gravity model (page 119). (Lidwell, Holden, and Butler 2010).
- London Icon: A History of Harry Beck's Iconic Tube Map. Interesting history: it nearly didn't happen. ("London Icon: A History of Harry Beck's Iconic Tube Map" 2017).
- Machine Learning. Wikipedia introduction to machine learning. ("Machine Learning" 2022).
- SUN Cube: A New Stakeholder Management System for the Post-Merger Integration Process. Example use of Mendelow's Matrix showing power versus interest. Also contains more recent modifications to this by other researchers. (Martirosyan and Vashakmadze 2014).
- Big Data and the Next Wave of InfraStress Problems, Solutions, Opportunities. An early mention of the phrase "Big Data" (Mashey 1999).
- Same Stats, Different Graphs: Generating Datasets with Varied Appearance and Identical Statistics through Simulated Annealing. The vital importance of visualising data to make sure you can see the real differences between data that looks the same from a descriptive statistics point of view (see Anscome's quartet) (Matejka and Fitzmaurice 2017).
- Mendeley Reference Manager | Mendeley. An alternative to Zotero ("Mendeley Reference Manager | Mendeley" 2023).
- Stakeholder Mapping, Proceedings of the 2nd International Conference on Information Systems, Cambridge, MA (Cited in Scholes, 1998). The original reference for the Mendelow Matrix (A. Mendelow 1991).
- Mendelow's Matrix - Marketing Theories. Mendelow's Matrix with case studies. Note the

graphic differs from others - the high to low of the power axis is reversed. ("Mendelow's Matrix - Marketing Theories" 2022).

- Setting Corporate Goals and Measuring Organizational Effectiveness - A Practical Approach. Identifies stakeholders and uses this to explore how these can be integrated into the strategic planning process. (A. L. Mendelow 1983).
- Principles of Effective Data Visualization. (Midway 2020).
- Interactive Mapping for Large, Open Demographic Data Sets Using Familiar Geographical Features. UK 2011 Census data. See datashine.org.uk for an impressive online interactive map. (O'Brien and Cheshire 2016).
- Overleaf, Online LaTeX Editor. ("Overleaf, Online LaTeX Editor" 2022).
- Data Science for Dummies. Contains a definition of data science (p8). This book is available in the library. (Pierson 2021).
- Prescriptive versus Predictive Analytics – A Distinction without a Difference? « Machine Learning Times. Prescriptive analytics does not seem to differ from predictive analytics ("Prescriptive Versus Predictive Analytics – A Distinction Without a Difference? « Machine Learning Times" 2014).
- Primary Data & Secondary Data: Definition & Example. ("Primary Data & Secondary Data: Definition & Example" 2022).
- Mendelow's Matrix (Stakeholder Analysis) Explained!. Youtube video (2 mins) explaining how to use Mendelow's Matrix (Professional Academy 2021).
- The Time Efficiency Gain in Sharing and Reuse of Research Data. An attempt at measuring how much time is saved by planning to re-use data. (Pronk 2019).
- Quarto. Allows creation of academic quality documents using Markdown with R or Python code. This means code can be run to create a dynamic document. ("Quarto" 2021).
- Bad Data Costs the U.S. $3 Trillion Per Year. A large number that should motivate anyone to address the problem and make data cleaner at source. (Redman 2016).
- A Survey of Information Visualization Books. A big survey about data visualisation books useful as a starting point. (Rees and Laramee 2019).
- The Legacy of Gestalt Psychology. The legacy of Gestalt Psychology (Rock and Palmer 1990).
- The Role of Technology in CRM. How things have evolved. ("The Role of Technology in CRM" 2019).
- Visual Variables. (Roth 2017).
- Sampling (Statistics). Definition of different types of sampling. ("Sampling (Statistics)" 2022).
- Introduction to Data Science. Section 2.1 has a graphic showing the data science process which loosely follows these steps: Ask, Get, Explore, Model, Communicate. (Sarafian 2020).
- The 42 V's of Big Data and Data Science. I marketeer's dream; someone has found a way to use words beginning with V and match them to some seemingly vital (!) aspect of Big Data. (Says 2017).
- 6 of My Favorite Case Studies in Data Science. (Smith 2018).

- Spotify's "This Is" Playlists: The Ultimate Song Analysis for 50 Mainstream Artists. Spotify uses AI ("Spotify's 'This Is' Playlists: The Ultimate Song Analysis for 50 Mainstream Artists" 2018).
- Statistics. Good starting point for a description of statistics ("Statistics" 2022).
- 8 Steps in the Data Life Cycle | HBS Online. A data life cycle process diagram. Could be used to structure reports. ("8 Steps in the Data Life Cycle | HBS Online" 2021).
- On the Theory of Scales of Measurement. Data types categorized (Stevens 1946).
- What Statistical Test Should I Use?. A graphic showing what statistical test to use for the data you have. (Team 2021).
- Exploratory Data Analysis. The seminal work on EDA available in the library. (Tukey et al. 1977).
- Types of Data Measurement Scales: Nominal, Ordinal, Interval, and Ratio. ("Types of Data Measurement Scales: Nominal, Ordinal, Interval, and Ratio" 2012).
- Types of Sampling: Sampling Methods with Examples. Graphic showing different sampling techniques. ("Types of Sampling: Sampling Methods with Examples" 2018).
- Personal & Business Car Leasing | LINGsCARS. A hilarious web site that shouldn't work but does (Valentine 2022).
- Visual Variable. ("Visual Variable" 2022).
- Information Visualization - 3rd Edition. (Ware 2013).
- Information Visualization: Perception for Design. (Ware 2004).
- Visual Thinking for Information Design. (Ware 2021).
- What Is Data Science? The Ultimate Guide. An overview of the data science process and application areas where it is used. ("What Is Data Science? The Ultimate Guide" 2022).
- What Is Prescriptive Analytics? 6 Examples | HBS Online. Some concrete examples of what prescriptive analytics is. ("What Is Prescriptive Analytics? 6 Examples | HBS Online" 2021).
- What Would The Tube Map Would Look Like If It Were Laid out Geographically?. Precise layout might detract from the core message ("What Would The Tube Map Would Look Like If It Were Laid Out Geographically?" 2011).
- Why A Picture Is Not Worth A Thousand Words. ("Why A Picture Is Not Worth A Thousand Words" 2016).
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- Why Visual Analytics?. ("Why Visual Analytics?" 2022).
- Tidy Data. (Wickham 2014).
- What Attributes Guide the Deployment of Visual Attention and How Do They Do It?. How to attract attention with visualisations. (Wolfe and Horowitz 2004).
- Zotero | Your Personal Research Assistant. ("Zotero | Your Personal Research Assistant" 2022).
- Ultimate Guide to Statistics for Data Science. Nice overview of stats with Python code to try things. (Zubair 2022).

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