Author(s)/Editor(s) : Corey Sparks

Title of Work : Applied Demographic Data Analysis with R

Based on the materials provided by the author(s), we would like to have your advice on the following points:

1. Overall, do you feel that the textbook as outlined in the proposal will be a useful book for its intended audience?

*Yes. I feel that this book will be very useful in the field. An applied demography textbook that introduces data analysis in R will fill a gap between the formal demography textbooks that seldom offer guidance in model fitting etc., let alone programming. It should benefit both social science and non social science students in general. I believe the textbook would be suitable for intermediate through advanced graduate student learners. I think the book would also be useful for practitioners, applied researchers, data scientists, etc. There is great coverage of modern tools (i.e., extending base-R to the tidyverse…and beyond) that should prove useful for those who use R, but are not up-to-speed on the most current libraries.*

2. Does it cover the topics mentioned adequately?

*Yes. The coverage seems appropriate for a one semester course. I would like to see some coverage of modern statistical demography and formal demography linkages. However, that might not be the place in this book, which is covering much-needed preliminary material. A great strength in my view is the focus on the generalized linear model (the Swiss Army Knife of statistical modeling).*

3. What is the relative strength of this proposal compared to textbooks that are currently used in similar courses?

*First, the book has a strong programming component that is often neglected in statistics textbooks. Normally, programming examples are relegated to a website and are not well integrated. Second, it is strongly focused on applied analysis geared to getting the learner engaged with data, designing suitable methods of summarization/presentation of statistical results and relationships. Third, it is straightforward and engaging. The focus on the GLM and it’s variants is also a key strength as noted earlier.*

4. Which parts of the concept would the author need to address before it is suitable for the market segment stated in the proposal? How could the author best address those concerns?

*As a whole this project is solid. The book will be useful to wide audience.*

5. Which types of courses would benefit from having this textbook available? Are those self-study or classroom courses?

*This book would be ideal in a post-regression methods and statistics course. Many (if not most) graduate social science programs require one or two semesters of statistics (i.e.., basic concepts and linear models). This training, in addition to the natural self-selection that occurs in higher-level statistics courses, makes this book a good choice for applying more in-depth data-science (data handling, processing, and analyzing, presenting, and reasoning from results/output etc.). It is also suitable as a companion book or supplementary reading. It is also written in a way that a motivated autodidact can appreciate.*

6. If different from the readership stated in the proposal, who do you feel will be the primary and secondary audience for this textbook?

*I would say that the proposal describes the intended readership well.*

7. Are the planned pedagogical features of this textbook suitable and sufficient, and are they presented in a way that is engaging and attractive to the intended readership?

*Yes. In every way. The introductory chapter covers the essentials of R programming in an informative and engaging manner.*

8. Would this proposed textbook appeal to a global market? If there is a geographical bias that would make this more suitable for a limited audience, please indicate which audience this would be.

*I believe it is suitable for a global market. For example, there appear to be examples using DHS data. I believe it would greatly benefit demographers in the developing world as well as those in the developed world.*

9. Is the proposal written in an engaging style and is the English usage in the sample materials in accordance with the intended level and readership?

*Yes. Highly readable and engaging, but also moderately rigorous.*

10. Do you have other suggestions for improvement to the author(s)?

*No.*

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