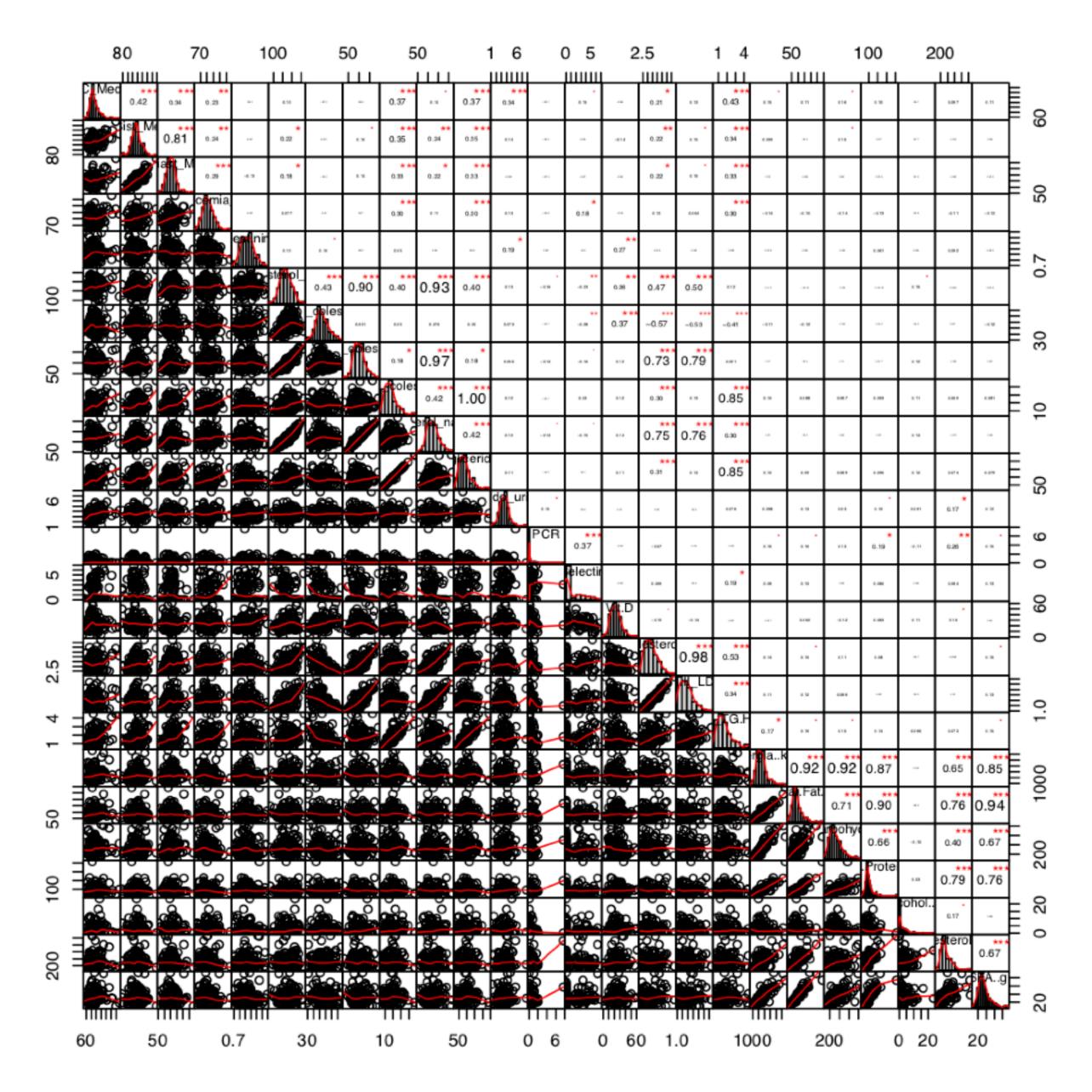




- Muito usadas para inferir associação
- Anunciadas como causa ou consequência.

- Big Data trap.
 - Correlações espúrias

Correção de testes múltiplos



How does multiple testing correction work?

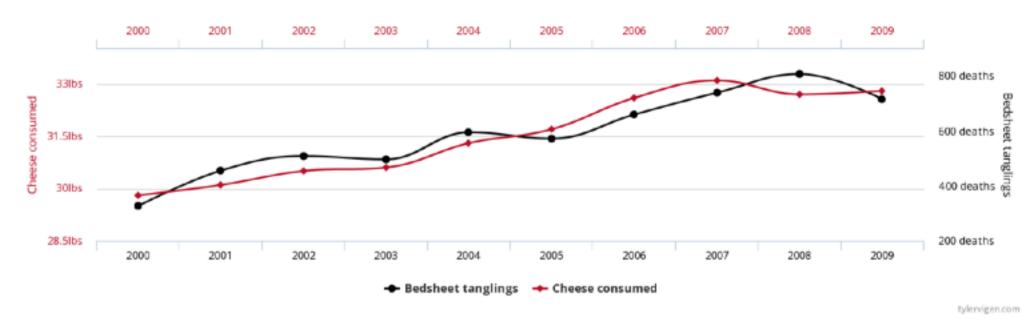
William S Noble

When prioritizing hits from a high-throughput experiment, it is important to correct for random events that falsely appear significant. How is this done and what methods should be used?

As correlações

Per capita cheese consumption correlates with

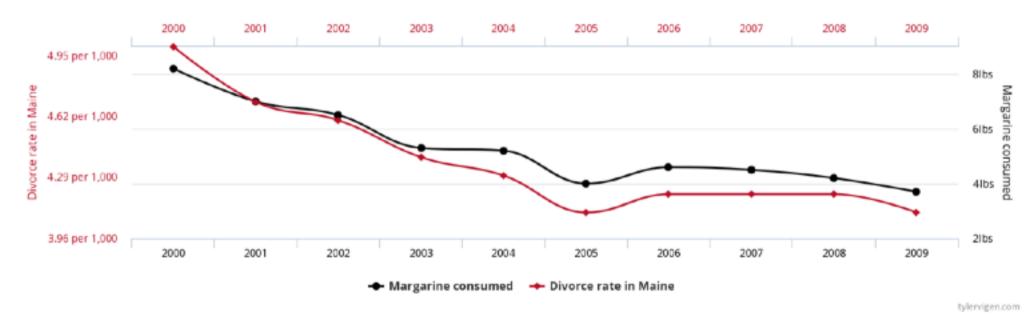
Number of people who died by becoming tangled in their bedsheets



Divorce rate in Maine

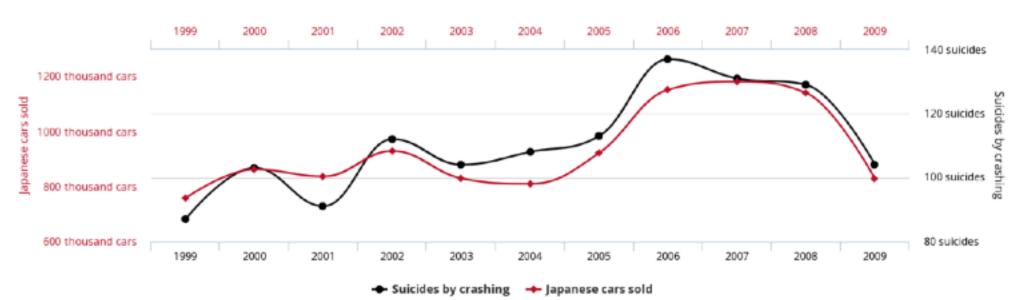
correlates with

Per capita consumption of margarine



Japanese passenger cars sold in the US correlates with

Suicides by crashing of motor vehicle







MARAGRINE ADS AREN'T TRUE

14:14 KEEP YOUR FAMILY TOGETHER, AVOID MARGARINE IN YOUR BREAKFAST.



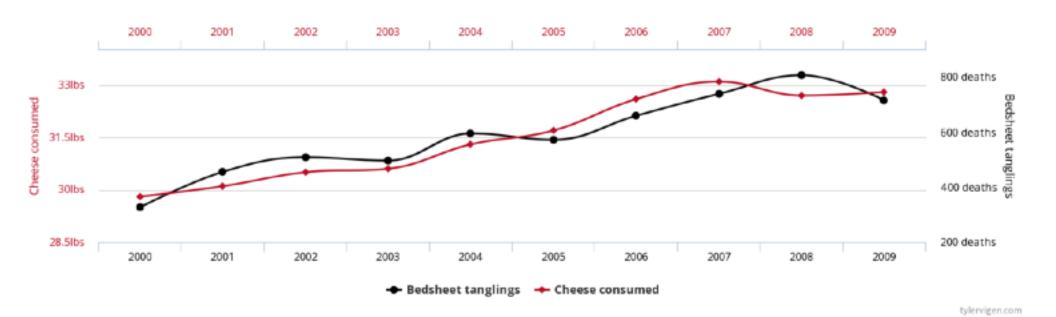
12:10 JAPANESE CARS ARE SO BAD THAT MAKE THE OWNERS WANT TO DIE

As correlações



Per capita cheese consumption correlates with

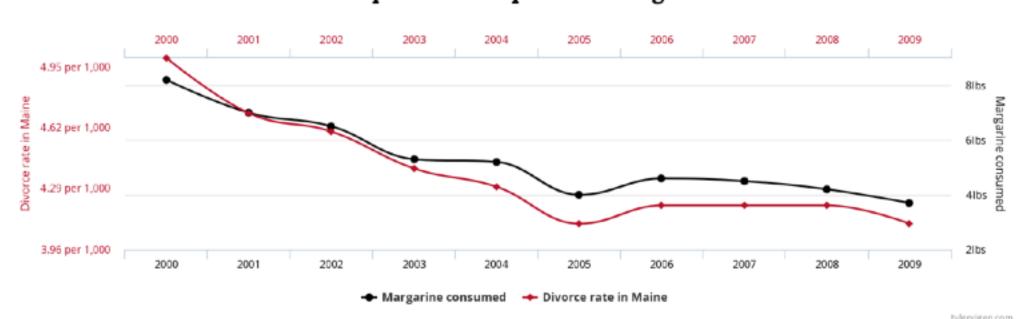
Number of people who died by becoming tangled in their bedsheets



Divorce rate in Maine

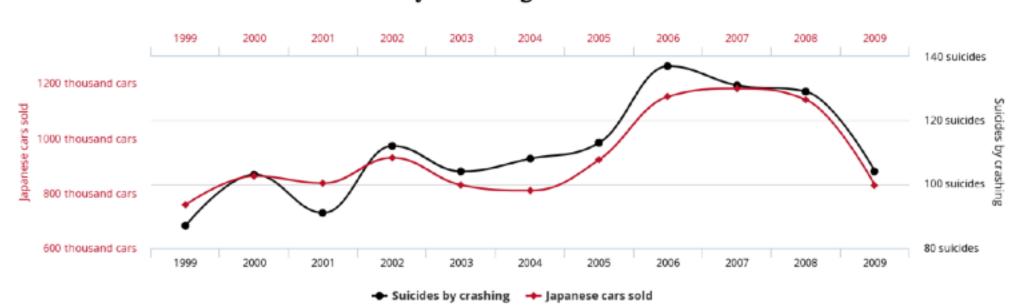
correlates with

Per capita consumption of margarine



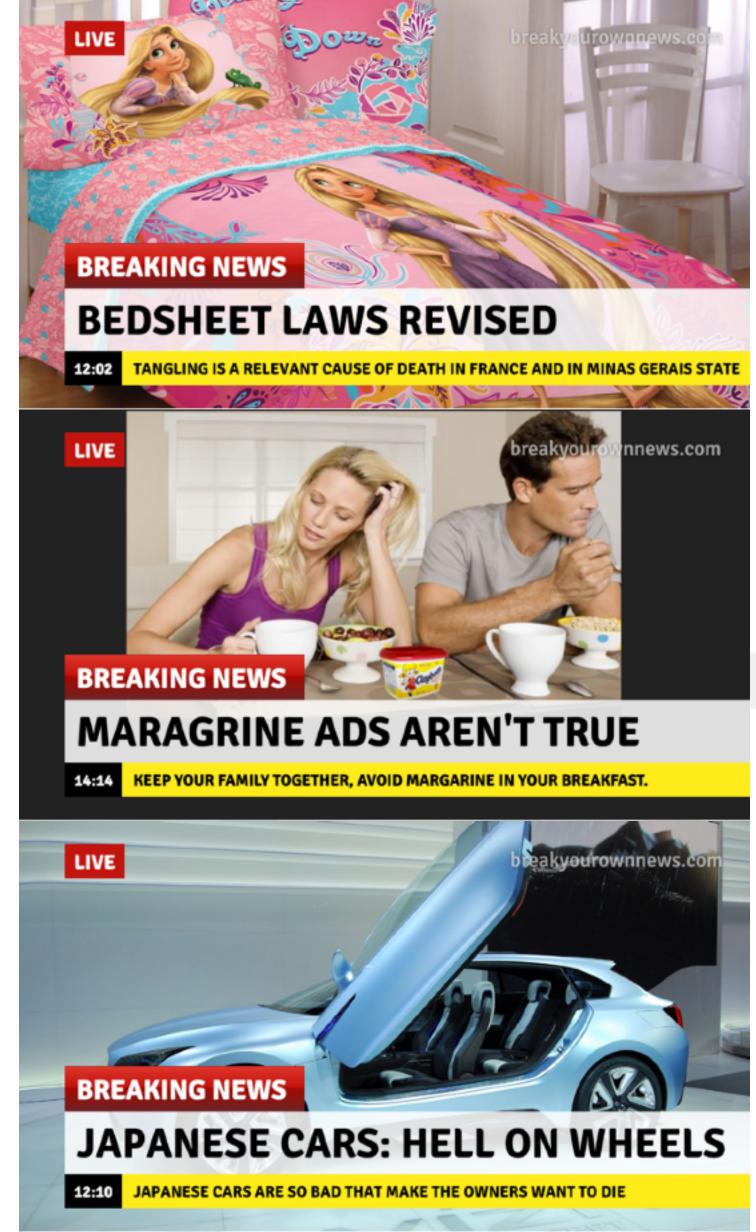
Japanese passenger cars sold in the US correlates with

Suicides by crashing of motor vehicle



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Aleatório?



