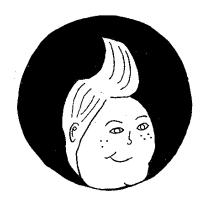
THE Authors



CARA GORMALLY
BIOLOGY PROFESSOR &
CARTOONIST

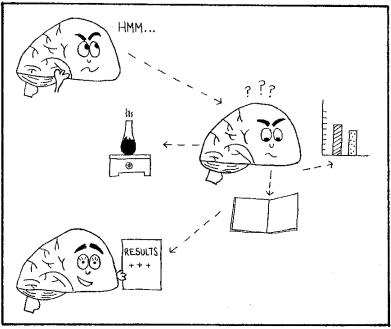
REGINA NUZZO STATISTICS PROFESSOR É SCIENCE WRITER



COPYRIGHT © 2015 PLEASE PRINT, SHARE, & ENJOY

EUreka!

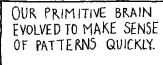
WHOOPS...NOT SO MUCH SELF-DECEPTION IN SCIENCE & WHAT WE CAN DO ABOUT IT

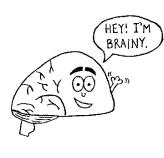


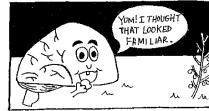
A COMIC ADAPTATION

CARA GORMALLY ILLUSTRATION REGINA NUZZO TEXT

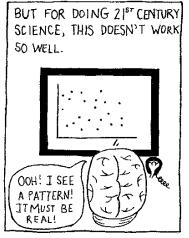
NUZZO, R. (2015). HOW SCIENTISTS FOOL THEMSELVES-AND HOW THEY CAN STOP. NATURE, 526 (7572) 182-185.

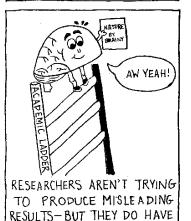




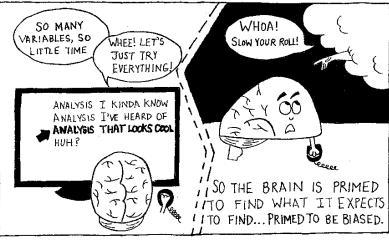


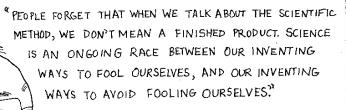




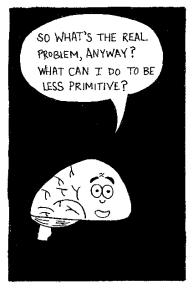


A STAKE IN THE OUTCOME.

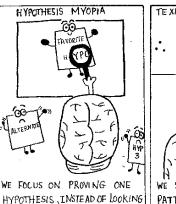


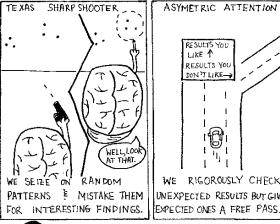


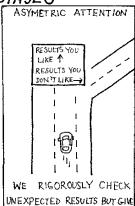
- SAUL PERLMUTTER ASTROPHYSICIST, UNIVERSITY OF CALIFORNIA, BERKELEY

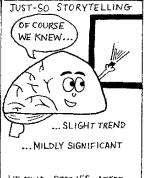








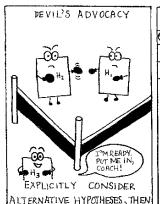




WE FIND STORIES AFTER THE FACT TO RATIONALIZE WHATEVER RESULTS WE GET.

BLIND DATA ANALYSIS

OLUTIONS



TEST THEM HEAD-TO-HEAD.

AT ALL EVIDENCE & EXPLANATIONS.

