



# Data Literacy: A User's Guide

*David L. Herzog*

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# Data Literacy: A User's Guide

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**Data Literacy: A User's Guide** David L. Herzog

*A practical, skill-based introduction to data analysis and literacy*

We are swimming in a world of data, and this handy guide will keep you afloat while you learn to make sense of it all. In **Data Literacy: A User's Guide**, David Herzog, a journalist with a decade of experience using data analysis to transform information into captivating storytelling, introduces students and professionals to the fundamentals of data literacy, a key skill in today's world. Assuming the reader has no advanced knowledge of data analysis or statistics, this book shows how to create insight from publicly-available data through exercises using simple Excel functions. Extensively illustrated, step-by-step instructions within a concise, yet comprehensive, reference will help readers identify, obtain, evaluate, clean, analyze and visualize data. A concluding chapter introduces more sophisticated data analysis methods and tools including database managers such as Microsoft Access and MySQL and standalone statistical programs such as SPSS, SAS and R.

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