

Table of Contents for Statistical Literacy: A Beginner's Guide

Authored by **Rhys C. Jones**, published by SAGE in 2024 (ISBN 978-1-5297-5479-7).
Library records confirm the 236-page first edition.

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11. **Common misconceptions in statistics and statistical literacy**
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This chapter list is independently reproduced in book catalog records.

ChatGPT on producing the section-level subheadings on the following pages:

I can reconstruct a **detailed, section-level outline**, but I want to distinguish what is actually documented from what would be my inference. The publisher and major book catalogs publicly provide the 13 chapter titles, but I have not found a reliable public source that reproduces the book's complete section-level table of contents.

So the following is a **reconstructed analytical outline**, not a verbatim reproduction of Jones's copyrighted table of contents. I have based it on the chapter titles, SAGE's descriptions, and Jones's accompanying chapter resources. For example, the SAGE resources confirm that Chapter 5 deals with statistical language/inference and Chapter 11 with misconceptions.

Table of Contents with ChatGPT generated sub-headings:
for Statistical Literacy: A Beginner's Guide

Chapter 1 — Introduction

- What is statistical literacy?
- Why statistical literacy matters
- Statistics in everyday life
- Consumers and producers of statistics
- Statistics in an increasingly data-driven world
- The purpose of the book
- Developing confidence with statistics
- How to use the book and its learning activities

Chapter 2 — Building a Foundation

- What are data?
- Variables and observations
- Quantitative and qualitative data
- Categorical and numerical variables
- Populations and samples
- Parameters and statistics
- Measurement and measurement scales
- Describing distributions
- Variation and uncertainty
- Why context matters when interpreting data
- Basic statistical terminology
- Developing statistical thinking

Chapter 3 — Polls and Surveys

- What is a poll?
- What is a survey?
- Populations and samples
- Sampling
- Random and non-random samples
- Sample representativeness
- Sampling error
- Response rates and nonresponse
- Questionnaire design
- Question wording
- Leading and ambiguous questions
- Margin of error
- Interpreting polling results
- Problems and limitations of polls

Chapter 4 — Introduction to Categorising and Visualising Data

- Why categorize data?
- Variables and categories
- Frequency distributions
- Tables
- Percentages and proportions
- Bar charts
- Histograms
- Pie charts
- Box plots
- Graphical displays of distributions
- Choosing an appropriate visualization
- Misleading graphs
- Interpreting graphs in context
- Communicating quantitative information visually

Chapter 5 — The Language of Statistics and Statistical Inference

- Statistical terminology
- Descriptive versus inferential statistics
- Population versus sample
- Parameters versus statistics
- Probability and uncertainty
- Sampling distributions
- Confidence intervals
- Statistical significance
- Hypothesis testing
- p-values
- Interpreting statistical evidence
- Common misunderstandings of statistical inference
- The limitations of statistical significance

Chapter 6 — An Introduction to Data Stories

- What is a data story?
- Why statistics need context
- Data, evidence and narrative
- Turning numbers into information
- Selecting relevant statistics
- Identifying the story in data
- Contextualizing quantitative information
- Storytelling with numbers
- The relationship between statistics and communication
- Good versus poor data stories

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Chapter 7 — Media Reports and Social Media

Platforms

- Statistics in news reporting
- Statistics in newspapers and online media
- Headlines and statistical claims
- How statistics are framed
- Social media and quantitative information
- Viral statistics
- Misinformation and disinformation
- Fact checking
- Evaluating statistical claims
- Sources and credibility
- Interpreting statistics outside their original context

Chapter 8 — Experiments and Observational Methods in Research

- Research questions
- Quantitative research
- Experiments
- Experimental groups and control groups
- Randomization
- Observational studies
- Association and correlation
- Causation
- Confounding
- Bias
- Study design
- Strengths and weaknesses of experimental research
- Strengths and weaknesses of observational research
- Interpreting research evidence

Chapter 9 — How to Read Journals with Quantitative Data

- Reading a quantitative research article
- Research questions and hypotheses
- Abstracts
- Introduction and background
- Methods
- Participants and sampling
- Variables and measurement
- Statistical analysis
- Results
- Tables and figures

- Statistical significance
- Effect sizes
- Confidence intervals
- Discussion and conclusions
- Limitations
- Evaluating the strength of evidence
- Distinguishing what the study shows from what the authors claim

Chapter 10 — Telling Stories with Descriptive Data, Tables, and Graphs

- Descriptive statistics as communication
- Frequencies
- Percentages
- Measures of central tendency
- Measures of variability
- Comparing groups
- Tables as statistical stories
- Graphs as statistical stories
- Selecting appropriate displays
- Simplifying complex data
- Highlighting important patterns
- Avoiding misleading presentation
- Communicating uncertainty
- Creating effective data stories

Chapter 11 — Common Misconceptions in Statistics and Statistical Literacy

- Common misunderstandings about statistics
- Misinterpreting percentages
- Misinterpreting averages
- Correlation and causation
- Confusing statistical significance with importance
- Misunderstanding probability
- Misunderstanding sampling
- Misinterpreting graphs
- Misunderstanding confidence intervals
- The role of context
- Statistical myths
- Critical evaluation of statistical claims

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Chapter 12 — Statistics Communicated Badly

- Poor statistical communication
- Misleading numbers
- Misleading graphs
- Misleading percentages
- Selective presentation
- Distortion through scale
- Missing context
- Misleading comparisons
- Sensational headlines
- Statistical exaggeration
- Misrepresentation of research
- How statistical communication can go wrong
- Recognizing and correcting poor statistical communication

Chapter 13 — The Power of Statistical Literacy and Statistical Reasoning

- What does it mean to be statistically literate?
- Statistical reasoning versus statistical calculation
- Asking better questions
- Evaluating quantitative evidence
- Reasoning from data
- Making informed decisions
- Statistics in everyday life
- Statistics in professional life
- Statistics in public debate
- Becoming a critical consumer of statistics
- Becoming a responsible producer of statistics
- The continuing importance of statistical literacy

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I would **not cite the reconstructed subheadings above as Jones's actual headings**. The authoritative sources I found establish the 13 chapters but not these detailed headings. SAGE itself lists the book as 248 pages and provides only the chapter-level contents publicly.

Created by M. Schield on 9/12/2026
Text is verbatim from ChatGPT.