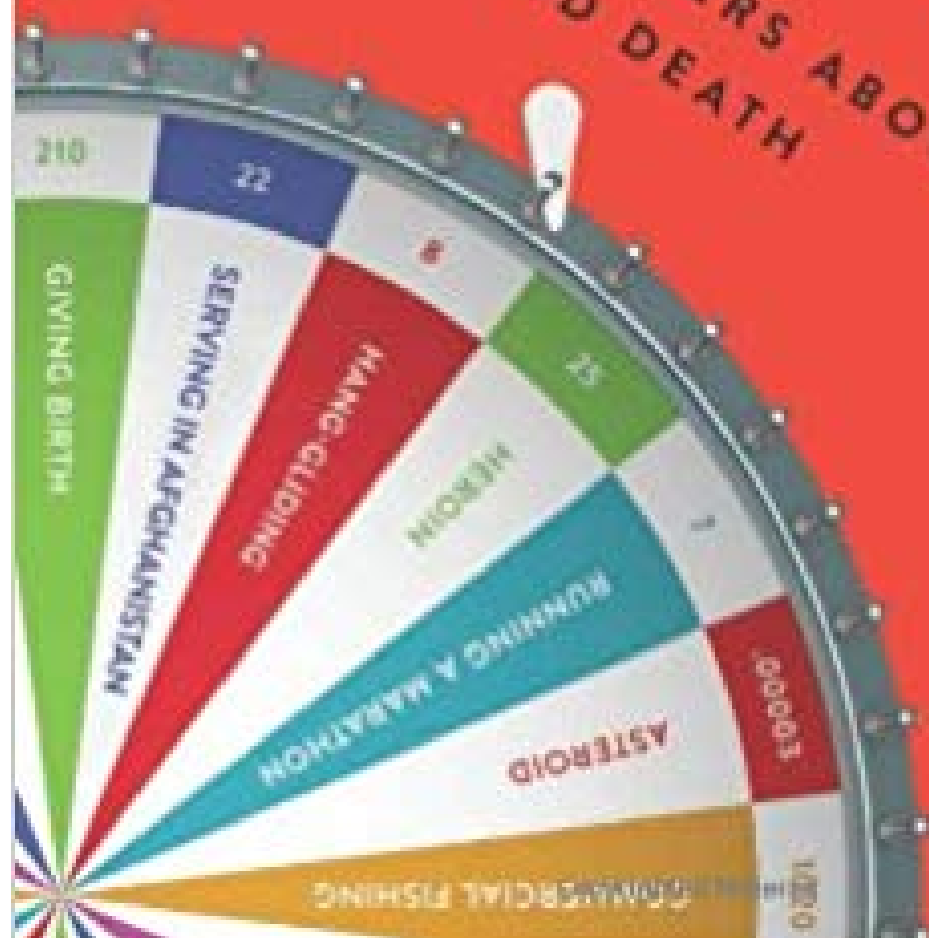


"Essential reading for anyone wanting to know whether they should try skydiving,
or accept that third glass of wine." —*Financial Times*

MICHAEL BLASTLAND AND DAVID SPIEGELHALTER

THE NORM CHRONICLES

STORIES AND NUMBERS ABOUT DANGER
AND DEATH



Michael Blastland

The Norm Chronicles: Stories and Numbers About Danger and Death



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Could it be safer to fly or take the train? An entertaining information to the figures of personal risk, TYPICAL Chronicles will enlighten anyone who has ever concerned about the risks we encounter in our daily lives. In The Norm Chronicles, journalist Michael Blastland and risk professional David Spiegelhalter explore these queries through the tales of common Norm and an ingenious measurement called the MicroMort—a one in a million chance of dying. We've all noticed the statistics for risky activities, but what do they mean in real life? And is eating that extra sausage likely to destroy you? They reveal why general anesthesia is as dangerous as a parachute leap, having a baby in the US 's almost twice as risky as in the UK, and that rays from consuming a banana shaves 3 secs off your daily life. How dangerous is skydiving?



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Masterful mix of data and stories on the subject of risk In many ways that is an exemplar of marvelous popular science writing. It discusses risks we face as people living our regular lives. They introduce conditions new to me such as for example micromorts and microlife so that they can bring big numbers right down to individual size.. And a dramatic graphic (figure 6) shows the complete disconnect between the actual magnitude of risks and the degree of their media publicity. Topics such as transport, criminal offense, sex, , healthcare, unemployment, maturing and death. Really fun informative book I really liked this book. And they are illustrated by both real-world stories and imaginative little fictional tales about Norm (everyman) as contrasted to risk-averse Prudence and risk-ignoring Kelvin.) A recurring theme is quantitative comparisons of different dangers via the principles of Micromorts and Microlives. The chapter starts with a vignette in the lives of the individuals, The vignette is accompanied by a clear, extremely interesting and sometimes provocative look at the data. Interesting study upon the restrictions of statistical inference Enjoyable and informative continue reading statistical inference in all aspects of life.) but they are not really given the large emphasis as in Kahneman's *Considering, Fast and Slow*. Risk Savvy: How to Make Good Decisions, instead implicitly inviting readers to judge for themselves. Especially when figures prove that the things we most get worried about are far less dangerous than things we do everyday without the significant concern. Risks arise from actions we wish, or de facto want, to do, and the book emphasizes there are no "best answers" to the balance between risk and reward. Reading the nonjudgmental Drugs chapter would benefit anyone expressing opinions on that concern. Wonderfully readable, and everything is normally eminently sensible. My just mildly critical comments concern issues the authors are well alert to. The good examples and data are mostly British, as in the literary style of fiction. It targets risks of death, rather than injuries or standard of living issues, for the most common reason that we have much clearer data on deaths, but this inevitably skews the decision of topics. Norm is the average guy who uses cause and probability/figures to traverse the challenges of life. A device that people can use to deal with uncertainty. Important This is a significant book and fits comfortably with "Thinking, fast and slow", "Dark Swan" and "The Signal and the Noise". The authors explore the evaluation and communication of risk through fictional characters: Norm, Prudence and the Kelvins and their journey's through life. Finally, the authors know properly well that the main serious risks to everyman Norm are actually the smoking/alcohol/diet plan/exercise elements in Chapter 17; Two Stars Dissapointing Three Stars easy Different sort of book Plenty of interesting numbers. The issues of framing, availability bias, our propensity to over and under-estimate dangers are covered well. Sometimes the tries at humor from the authors (which are illustrations of the principles at the beginning of most chapters) fall flat, but the rest is definitely solid, well documented, and interesting reading. Mentioned in passing are many mental factors (organic vs human-made risks, availability heuristic and confirmation bias, zero-risk bias, cultural theory of risk, the influence of press, . This book is brave in the scope of issues it covers and its own honest discussion of the tension between our fast and slow thinking aspects of our brains (to use Kahneman's characterization). There are 27 short chapters, mainly on specific sources of risk (Accidents, Drugs, Transportation, Lifestyle, Crime, Surgery, . The Kelvins will be the risk-takers, the daredevils. The complex philosophical issues of what is probability, and do humans act rationally and the complexity of decision making are discussed. The book provides quite a lot of numbers and situations described appears to be extensively researched producing the work very credible. so it is certainly ironic that, echoing the media disconnect mentioned previously, the reserve devotes only one 1 of 27 chapters to these factors. The authors demonstrates several complex tools in understandable strategies: the energy of graphically visualizing data, the need for realizing the expected ideals versus observed (example of Poisson model of murder rates), and the limitations

our predictions. There are a variety of goodies in this book eg Going through the airport terminal scanner results in 0., That is an important, brave, sometimes humorous and clearly written book that should help us all think more obviously and risk and effects. A great read with a couple of quibbles A very enjoyable go through and the authors make sure to include a good deal of information, not merely about their foundation in the UK, but in the former colonies. That said, a few of the dialog can be hard to fathom to this yank, as well colloquial for me personally, but I don't keep that against them. Still, the book isn't without a few boo-boos. On web page 117, the authors declare that "The prosecution provides been caricatured in a few quarters as typical of a nation that tortured Galileo, usual of a general public demand for fortune-telling from necessarily uncertain researchers. I did so finish the book but it do help me to visit sleep a few nights. Also the Index is wanting (Galileo, for example is not only misrepresented, but he's indicia non gratis (sorry for my twisted Latin).. As a bit of a worry-wort it had been great to learn the actual figures of dying from all sorts of nonnatural causes. Seems a little bit morbid but knowing how unlikely it really is for bad things to happened appeared to calm down my amygdala. Put simply it avoids getting judgmental, either in the "your intuition can be wrong" feeling of Kahneman, or in the "dangers in the medical and economic world are deliberately obfuscated by self-serving professionals" feeling of Gigerenzer's I admit that I had not been as much thinking about the fictional narrative as the debate of the data and its own interpretation and limitation. 0001 milliSieverts (equivalent of eating one large banana) And flying from London to NY results in 0.07 milliSieverts (exact carbon copy of eating 700 large bananas) It isn't at all text book like but still very informative on a variety of topics including fatal illness, crime, accidents, sports etc Useful facts and new insights, have a problem with story-writing This book brings along many important aspects about how risk ought to be adressed in common life situations. The author chose to use a cast of fictional character types as story automobiles in try to make the main topic of statistics much less boring. Unfortunately, this part was less successful. If you are not brand-new to the topic, you will find many useful insights in almost each chapter, otherwise focus on something even more catchy. The authors arrive at a compassionate pragmatic watch that probability is an instrument that is our greatest bet for a meeting based on the available info that can be up to date with new information. How to compare apples and oranges of existence. Is it great in small dosages and numbing in huge doses. Lot of stuff I thought before is usually summarized and provided in a simple way. Excellent book that is entertaining to read Excellent book that is entertaining to read. Each chapter is themed on a significant part of everyday existence associated with risk.. Prudence is incredibly risk averse and views the globe through a lens of dread. The authors try to fabricate some heroes and simple tale lines to illustrate how we deal with dangers and our perceptions of risk. It presents a lively combination of data, ways of thinking about data, and the "psychology of risk", that is our psychological reactions to risks. They show how display of statistical data can affect our perceptions of risk and just how we react to news of main tragedies." But Galileo was by no means tortured. Perhaps this might be a good bathroom reader. Great book.



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