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Learn how to embed data science, Big Data and AI in your organization's decision-making process and make your organization more data-driven, profitable, and intelligent in 10 steps. Book description This book covers every aspect of the implementation of data science, from the algorithms that make your decisions more refined, effective and faster to the people, skills, culture, and mindset required to make it happen. How do you set the right KPIs and targets? How are the best data-driven organizations structured? Why do you need a data warehouse or data lake? How do you manage a data science project? This book tackles every question relevant to implementing data science. Many organizations start by collecting data without a goal, but that data science approach is doomed to fail. This book takes you through the process of implementing data science from the ground floor all the way to the top. It all starts with the question: what do we want to achieve? It covers all the subsequent steps on a macro and micro level, from the process of registering data, to processing it, to the organization's response. All the relevant data science techniques and technologies are discussed, from algorithms and AI to the right management strategies. Based on many practical case studies and best practices, this book reveals what works and what doesn't. Benefit from the author's many years of experience in making organizations more intelligent and data-driven as a consultant and an educator. What you will learn - The most important benefits of data science. - The essential aspects of decision making and the role of data science. - How to determine the right KPIs and use them to manage effectively. - How to turn data into knowledge and information. - How to make your organization more agile. - The many types of algorithms that can be used to make more effective decisions on every level. - How to manage data science projects - who and what do you need to effectively implement data science? - How to design a data science roadmap. - And much, much more. Who is this book for This book is for every manager or professional, and all those who want to learn how to embed the effective use of data science in every facet of the organization. This comprehensive management handbook is a must-read for (business) consultants, business managers, Chief Data Officers (CDOs), CIOs, and other executives, project managers, Data Science consultants, Data Scientists, AI consultants, (business) controllers, quality managers, and BI consultants. What can we learn when we follow people over the years and across the course of their professional lives? Joseph C. Hermanowicz asks this question specifically about scientists and answers it here by tracking fifty-five physicists through different stages of their careers at a variety of universities across the country. He explores these scientists' shifting perceptions of their jobs to uncover the meanings they invest in their work, when and where they find satisfaction, how they succeed and fail, and how the rhythms of their work change as they age. His candid interviews with his subjects, meanwhile, shed light on the ways career goals are and are not met, on the frustrations of the academic profession, and on how one deals with the boredom and stagnation that can set in once one is established. An in-depth study of American higher education professionals eloquently told through their own words, Hermanowicz's keen analysis of how institutions shape careers will appeal to anyone interested in life in academia. Grant McKay and his team have punched through the barriers of reality with his invention, the Pillar, but something goes wrong and now Grant, his team, and his kids are barreling through the Eververse with no guidance and no way home. Not limited to computer-driven technologies, this book will guide you to visualize the digital facts and connections of our brain with data science, how to draw conclusions from simple information, and how to develop patterns for understanding different solutions for a similar problem. This book takes an integrated approach, using the principles of story structure to discuss every aspect of successful science writing, from the overall structure of a paper or proposal to individual sections, paragraphs, sentences, and words. It begins by building core arguments, analyzing why some stories are engaging and memorable while others are quickly forgotten, and proceeds to the elements of story structure, showing how the structures scientists and researchers use in papers and proposals fit into classical models. The book targets the internal structure of a paper, explaining how to write clear and professional sections, paragraphs, and sentences in a way that is clear and compelling. This book offers practical guidelines on creating value from the application of data science based on selected artificial intelligence methods. In Part I, the author introduces a problem-driven approach to implementing AI-based data science and offers practical explanations of key technologies: machine learning, deep learning, decision trees and random forests, evolutionary computation, swarm intelligence, and intelligent agents. In Part II, he describes the main steps in creating AI-based data science solutions for business problems, including problem knowledge acquisition, data preparation, data analysis, model development, and model deployment lifecycle. Finally, in Part III the author illustrates the power of AI-based data science with successful applications in manufacturing and business. He also shows how to introduce this technology in a business setting and guides the reader on how to build the appropriate infrastructure and develop the required skillsets. The book is ideal for data scientists who will implement the proposed methodology and techniques in their projects. It is also intended to help business leaders and entrepreneurs who want to create competitive advantage by using AI-based data science, as well as academics and students looking for an industrial view of this discipline. A beautifully illustrated celebration of science from the clever people who bring you AQUILA magazine. Ideas are important. They change things. A single idea can start a war, save billions of lives, even rearrange whole planetary systems, or simply make a

person giggle until they pee a little bit. They can be totally wrong but widely believed, or undoubtedly right and completely ignored. What's more, they're free, and anyone can have one-including you! The Book of Big Science Ideas looks at 15 brilliant science ideas and more than 50 ingenious thinkers who have helped shape our understanding of the world - whether they were right or wrong! Thinkers include, Wang Zhenyi, Louis Pasteur, Marie Curie, James Joule, Rosalind Franklin, Charles Darwin, Aristotle, Edith Clarke, Isaac Newton, Grace Hopper, Alan Turing, Ada Lovelace and many, many more! From established ideas like atoms, electricity and the solar system, and ideas that are still evolving such as gravity, energy and classification, right up to recent discoveries like AI and genetics - this jam-packed book takes a fresh approach to science. How To Swindle by Faking Science then you are going read what is the mother of all the conspiracies in science, which is about how science applies mind control by processing thought control. This is the truth! Science practicing physics about Astronomy, Cosmology and everything to do with Stars, the Cosmos or Universe, Galactica is under a Conspiracy to hide and conceal the truth...Does this sound far-fetched - I challenge you to read this book and then still think it is far fetched. Read what science hides and I prove every word. This book reveals what Science in Physics concerning Astronomy, Cosmology hides for hundreds of years. You read how science swindles to make Newton seem truthful and every time they find out how nature works nature destroys Newtonian concepts completely. This is the a conspiracy... For the first time in history I prove gravity is P. But if science was as unblemished and perfect as physicists say it is then my work has no place to be. This then is the attitude in science about my work. To counter that claim I prove that there is a mother conspiracy in place about covering the misconceptions hidden under a cloak of false lily-white purity and truthfulness. To hide Newton's in defendable incorrectness science created a mother conspiracy, which I reveal. There is a mother conspiracy hiding mistakes in place. Science benefits from and build upon this mother conspiracy being in place while I can't get further with my work while it is in place. It's imbedded in the teaching and learning process students undergo in learning Newtonian dogma. Students are brainwashed by the instigation of mind control that forces students to accept the dogma.I prove gravity has value of P, still by keeping me quiet I am perverted to introduce a new cosmic vision showing how the Universe forms when enlisting the four phenomena. How it works in science is Newton gets undeserved unduly credit in discrediting nature. I show how singularity takes on every shape and space we know. Are you up to facing the truth about what you thought is more righteous than God? Read this and see what those in science hide to make them seem so surreal? Data and analytics trends are moving faster than our ability to define and articulate the opportunities (and problems) they create. Blink, and you'll miss one: Big Data, Data Science, Machine Learning, and now Artificial Intelligence. Businesses are left scrambling, often spending their time navigating hype instead of solving real problems. Becoming a Data Head: How to Think, Speak, and Understand Data cuts through the noise and break down the challenges and opportunities of data and analytics, making it accessible and useable. No hype. No unnecessary anecdotes. Readers have heard those stories; they want something deeper but not too technical. Becoming a Data Head is organized into 4 major sections: • Before the Analysts Speaks -- understanding the prework required to work with analysts while also identifying your own personal biases that could affect how you interpret results • An Analysts Walks into the Boardroom -- This section will teach you how to "argue" with the data. This is not to diminish or second-guess the analyst's work; it's to confirm for you, the decision maker (the Data Head), that quality checks were performed • A Peek into the Data Analyst's Toolbox -- a gentle dive into several of the technical aspects of data analytics while creating an intuitive understanding of regression, classification, time series, deep learning, and text analytics. • After the Analysts Speaks -- After the analysis complete, what happens next? This section will discuss how to operationalize results while also outlining potential pitfalls and risks. A new model for the relationship between science and democracy that spans policymaking, the funding and conduct of research, and our approach to new technologies Our ability to act on some of the most pressing issues of our time, from pandemics and climate change to artificial intelligence and nuclear weapons, depends on knowledge provided by scientists and other experts. Meanwhile, contemporary political life is increasingly characterized by problematic responses to expertise, with denials of science on the one hand and complaints about the ignorance of the citizenry on the other. Politics and Expertise offers a new model for the relationship between science and democracy, rooted in the ways in which scientific knowledge and the political context of its use are imperfect. Zeynep Pamuk starts from the fact that science is uncertain, incomplete, and contested, and shows how scientists' judgments about what is significant and useful shape the agenda and framing of political decisions. The challenge, Pamuk argues, is to ensure that democracies can expose and contest the assumptions and omissions of scientists, instead of choosing between wholesale acceptance or rejection of expertise. To this end, she argues for institutions that support scientific dissent, proposes an adversarial "science court" to facilitate the public scrutiny of science, reimagines structures for funding scientific research, and provocatively suggests restricting research into dangerous new technologies. Through rigorous philosophical analysis and fascinating examples, Politics and Expertise moves the conversation beyond the dichotomy between technocracy and populism and develops a better answer for how to govern and use science democratically. A look at animals and plants from the point of view of their amazing scientific adaptations. Join bestselling author Steve Mould to uncover nature's greatest scientists, engineers, and mathematicians from plants that can count to architect insects. If you thought all scientists wear white coats and work in labs, think again! Meet amazing engineers, such as the spiders who build immense webs from different kinds of silk; funky physicists, like the bats that can see with sound; and surprising chemists, such as the corpse flower that smells like smelly socks to attract insects to pollinate it! The science behind each genius adaptation is explained clearly in Steve Mould's trademark humorous style and you'll be amazed by nature's solutions to some of the world's trickiest problems. Wild Scientists is a brilliant introduction to some of nature's cleverest animals and plants. You'll never look at nature the same way again! Make science an exhilarating process of discovery! Through a wealth of creative write-to-learn strategies, this book offers inspiring techniques to coax out the reluctant scientists in your

classroom. This book is full of classroom-tested, pragmatic approaches from high school science teachers who used the ideas to make teaching and learning more creative endeavors. Many young Christians interested in the sciences have felt torn between two options: remaining faithful to Christ or studying science. In this concise introduction, Josh Reeves and Steve Donaldson provide both advice and encouragement for Christians in the sciences to bridge the gap between science and Christian belief and practice. A bullet dropped and a bullet fired from a gun will reach the ground at the same time. Plants get the majority of their mass from the air around them, not the soil beneath them. A smartphone is made from more elements than you. Every day, science teachers get the opportunity to blow students' minds with counter-intuitive, crazy ideas like these. But getting students to understand and remember the science that explains these observations is complex. To help, this book explores how to plan and teach science lessons so that students and teachers are thinking about the right things – that is, the scientific ideas themselves. It introduces you to 13 powerful ideas of science that have the ability to transform how young people see themselves and the world around them. Each chapter tells the story of one powerful idea and how to teach it alongside examples and non-examples from biology, chemistry and physics to show what great science teaching might look like and why. Drawing on evidence about how students learn from cognitive science and research from science education, the book takes you on a journey of how to plan and teach science lessons so students acquire scientific ideas in meaningful ways. Emphasising the important relationship between curriculum, pedagogy and the subject itself, this exciting book will help you teach in a way that captivates and motivates students, allowing them to share in the delight and wonder of the explanatory power of science. Summarizing this century's major debates over realism and the rationality of scientific knowledge, Joseph Rouse believes that these disputes oversimplify the political and cultural significance of the sciences. He provides an alternative understanding of science that focuses on practices rather than knowledge. Rouse first outlines the shared assumptions by ostensibly opposed interpretive stances toward science: scientific realism, social constructivism, empiricism, and postempiricist historical rationalism. He then advances cultural studies as an alternative approach, one that understands the sciences as ongoing patterns of situated activity whose material setting is part of practice. Cultural studies of science, the author suggests, take seriously their own participation in and engagement with the culture of science, rejecting the purported detachment of earlier philosophical or sociological standpoints. Rather, such studies offer specific, critical discussions of how and why science matters, and to whom, and how opportunites for meaningful understanding and action are transformed by scientific practices. Welcome to Science-How-To! This is a nonfiction science book which contains various types of articles on how-to related science topics. Science is a process that helps us understand and explain the world around us. It significantly contributes to the production of knowledge. There is a significant contribution of science in the development of modern civilization. It made our life easy and comfortable. Life changing contribution of science is significant for us. This book covers various types of articles categorized energy, power plant, electrical and electronic device. Thanks for reading the book. Outlines basic numeracy principles as they apply to real scientific examples ... The activities and experiments cater for students with a range of numeracy skills and cover the four major areas of science: biology, chemistry, Earth science (geology and astronomy) and physics"--Introduction. Explaining both the theoretical and practical aspects of doing qualitative research, the book uses examples from real-world research projects to emphasise how to conduct qualitative research in the social sciences. Pranee Liamputtong draws together contributions covering qualitative research in cultural and medical anthropology, sociology, gender studies, political science, criminology, demography, economic sciences, social work, and education. Learn how to use R to turn raw data into insight, knowledge, and understanding. This book introduces you to R, RStudio, and the tidyverse, a collection of R packages designed to work together to make data science fast, fluent, and fun. Suitable for readers with no previous programming experience, R for Data Science is designed to get you doing data science as quickly as possible. Authors Hadley Wickham and Garrett Grolemund guide you through the steps of importing, wrangling, exploring, and modeling your data and communicating the results. You'll get a complete, big-picture understanding of the data science cycle, along with basic tools you need to manage the details. Each section of the book is paired with exercises to help you practice what you've learned along the way. You'll learn how to: Wrangle—transform your datasets into a form convenient for analysis Program—learn powerful R tools for solving data problems with greater clarity and ease Explore—examine your data, generate hypotheses, and quickly test them Model—provide a low-dimensional summary that captures true "signals" in your dataset Communicate—learn R Markdown for integrating prose, code, and results This book takes an integrated approach, using the principles of story structure to discuss every aspect of successful science writing, from the overall structure of a paper or proposal to individual sections, paragraphs, sentences, and words. It begins by building core arguments, analyzing why some stories are engaging and memorable while others are quickly forgotten, and proceeds to the elements of story structure, showing how the structures scientists and researchers use in papers and proposals fit into classical models. The book targets the internal structure of a paper, explaining how to write clear and professional sections, paragraphs, and sentences in a way that is clear and compelling. What's healthy? What's unhealthy? What's safe? What's dangerous? Watch the news, and it's easy to be overwhelmed by snippets of badly presented science: information that's incomplete, confusing, contradictory, out-of-context, wrong, or flat-out dishonest. In this book, Dr. Sherry Seethaler provides a "bag of tricks" for making sense of science in the news. You'll learn how to think more sensibly about everything from mad cow disease to global warming and make better science-related decisions in both your personal life and as a citizen. You'll begin by understanding how science really works and progresses, and why scientists sometimes disagree. Seethaler helps you assess the possible biases of those who make scientific claims in the media, and place scientific issues in appropriate context, so you can intelligently assess tradeoffs. You'll learn how to determine whether a new study is really meaningful; uncover the difference between cause and mere coincidence; figure out which statistics mean something, and which don't. Finally, drawing on her extensive experience

as a science journalist, she reveals the tricks self-interested players use to mislead and confuse you, and points you to sources of information you can actually rely upon. Seethaler's many examples range from genetic engineering of crops to drug treatments for depression, but the techniques she teaches you will be invaluable in understanding any scientific controversy, in any area of science or health. NickDutch covers subjects such as "spell casting," the creation of familiars and servitors operations with angels, the creation of demons and making them do your bidding, ritual work and astral projection with a mention also of the "Talking board" and how a skilled modern day practicing occultist can put such devices to good use. He includes some sample rituals that you can do without much or anything in the way of equipment, and gives many anecdotes of a rather spooky nature that will enthrall the reader and give excitement to the continued investigation into the supernatural. Knowing that many people are concerned about the dangers of the occult, NickDutch points out where these dangers really lie, shows the evidence that these dangers are real and gives structure, attitude and understanding as to how to keep safe when dealing with supernatural issues. An in depth, powerful and entertaining read. Recently, social science has had numerous episodes of influential research that was found invalid when placed under rigorous scrutiny. The growing sense that many published results are potentially erroneous has made those conducting social science research more determined to ensure the underlying research is sound. Transparent and Reproducible Social Science Research is the first book to summarize and synthesize new approaches to combat false positives and non-reproducible findings in social science research, document the underlying problems in research practices, and teach a new generation of students and scholars how to overcome them. Understanding that social science research has real consequences for individuals when used by professionals in public policy, health, law enforcement, and other fields, the book crystallizes new insights, practices, and methods that help ensure greater research transparency, openness, and reproducibility. Readers are guided through well-known problems and are encouraged to work through new solutions and practices to improve the openness of their research. Created with both experienced and novice researchers in mind, Transparent and Reproducible Social Science Research serves as an indispensable resource for the production of high quality social science research. How to learn effectively when you have to be both the teacher and student. Work smarter and save yourself countless hours. Self-learning is not just about performing better in the classroom or the office. It's about being able to aim your life in whatever direction you choose and conquering the obstacles in front of you. Replicable methods and insights to build expertise from ground zero. The Science of Self-Learning focuses not only on learning, but what it means to direct your own learning. Anyone can read a book, but what about more? You will learn to deconstruct a topic and then construct your own syllabus and plan. Gathering information, initial research, having a dialogue with new information - unlock these skills and you will unlock your life. Make complex topics painless and less intimidating to approach and break down. Peter Hollins has studied psychology and peak human performance for over a dozen years and is a bestselling author. He has worked with a multitude of individuals to unlock their potential and path towards success. His writing draws on his academic, coaching, and research experience. Develop habits and skills to fulfill your career or hobby goals. -Understand the learning success pyramid and how self-regulation and confidence impact learning. -How to stay motivated in tedious and tiring learning. -The SQ3R Method and conversing with information. Science-based methods to help your brain absorb and retain more. -Speed reading and comprehension. -How to plan and schedule like Benjamin Franklin. -How to extract information like juice from an orange. Most people have multiple careers in their lives. Self-learning is how you keep up and adapt. How Science Works provides student and practising teachers with a comprehensive introduction to one of the most dramatic changes to the secondary science curriculum. Underpinned by the latest research in the field, it explores the emergence and meaning of How Science Works and reviews major developments in pedagogy and practice. With chapters structured around three key themes - why How Science Works, what it is and how to teach it – expert contributors explore issues including the need for curriculum change, arguments for scientific literacy for all, school students' views about science, what we understand about scientific methods, types of scientific enquiry, and, importantly, effective pedagogies and their implications for practice. Aiming to promote discussion and reflection on the ways forward for this new and emerging area of the school science curriculum, it considers: teaching controversial issues in science argumentation and questioning for effective teaching enhancing investigative science and developing reasoned scientific judgments the role of ICT in exploring How Science Works teaching science outside the classroom. How Science Works is a source of guidance for all student, new and experienced teachers of secondary science, interested in investigating how the curriculum can provide creativity and engagement for all school students. Lead your data science teams and projects to success! To make a consistent, meaningful impact as a data science leader, you must articulate technology roadmaps, plan effective project strategies, support diversity, and create a positive environment for professional growth. This book delivers the wisdom and practical skills you need to thrive as a data science leader at all levels, from team member to the C-suite. "How to lead in data science" shares unique leadership techniques from high-performance data teams. It's filled with best practices for balancing project trade-offs and producing exceptional results, even when beginning with vague requirements or unclear expectations. You'll find a clearly presented modern leadership framework based on current case studies, with insights reaching all the way to Aristotle and Confucius. As you read, you'll build practical skills to grow and improve your team, your company's data culture, and yourself. For six years Sebastião Salgado traveled the Brazilian Amazon and photographed the unparalleled beauty of this extraordinary region: the rainforest, the rivers, the mountains, the people who live there--this irreplaceable treasure of humanity in which the immense power of nature is felt like nowhere else on earth. Making use of data is not anymore a niche project but central to almost every project. With access to massive compute resources and vast amounts of data, it seems at least in principle possible to solve any problem. However, successful data science projects result from the intelligent application of: human intuition in combination with computational power; sound background knowledge with computer-aided modelling; and

critical reflection of the obtained insights and results. Substantially updating the previous edition, then entitled Guide to Intelligent Data Analysis, this core textbook continues to provide a hands-on instructional approach to many data science techniques, and explains how these are used to solve real world problems. The work balances the practical aspects of applying and using data science techniques with the theoretical and algorithmic underpinnings from mathematics and statistics. Major updates on techniques and subject coverage (including deep learning) are included. Topics and features: guides the reader through the process of data science, following the interdependent steps of project understanding, data understanding, data blending and transformation, modeling, as well as deployment and monitoring; includes numerous examples using the open source KNIME Analytics Platform, together with an introductory appendix; provides a review of the basics of classical statistics that support and justify many data analysis methods, and a glossary of statistical terms; integrates illustrations and case-study-style examples to support pedagogical exposition; supplies further tools and information at an associated website. This practical and systematic textbook/reference is a “need-to-have” tool for graduate and advanced undergraduate students and essential reading for all professionals who face data science problems. Moreover, it is a “need to use, need to keep” resource following one's exploration of the subject. Here's the Perfect Solution if You Want to Become the Master of Data Science and Learn Python Step-by-Step Would you like to: Learn a super competitive skill? Become irreplaceable in the future job market? Upgrade yourself to the ultimate data whizz? If so, then keep reading! Data science is one of the emerging technologies that is set to radically transform the job market. With applications in almost every industry, data science experts will have no shortage of great job offers. But, the whole field may seem a little intimidating if your background is not specific to data science. This book is here to guide you through the field of data science from the very beginning. You will learn the fundamental skills and tools to support your learning process. If you're a beginner, this is the book to help you easily understand the basics of data science. To understand data science, you also need a good understanding of how Python helps you design and implement these projects. This guidebook is going to explain how we can get all of this done. Here just a little preview of what you'll find inside this book: A thorough and simple explanation of data science and the way it works Basics of data science and fundamental skills you need to get started Data science libraries you need to learn to become a data whizz A blueprint for the most used frameworks for Python data science How to process and understand the data and design your own projects AND SO MUCH MORE! Even if you're an absolute beginner with little programming experience, you will find this book easy to follow and implement. This guide is your first step towards a successful data science career, so don't hesitate! Scroll Up, Click the "Buy Now with 1-Click", and Get Your Copy! Learn what it takes to succeed in the the most in-demand tech job Harvard Business Review calls it the sexiest tech job of the 21st century. Data scientists are in demand, and this unique book shows you exactly what employers want and the skill set that separates the quality data scientist from other talented IT professionals. Data science involves extracting, creating, and processing data to turn it into business value. With over 15 years of big data, predictive modeling, and business analytics experience, author Vincent Granville is no stranger to data science. In this one-of-a-kind guide, he provides insight into the essential data science skills, such as statistics and visualization techniques, and covers everything from analytical recipes and data science tricks to common job interview questions, sample resumes, and source code. The applications are endless and varied: automatically detecting spam and plagiarism, optimizing bid prices in keyword advertising, identifying new molecules to fight cancer, assessing the risk of meteorite impact. Complete with case studies, this book is a must, whether you're looking to become a data scientist or to hire one. Explains the finer points of data science, the required skills, and how to acquire them, including analytical recipes, standard rules, source code, and a dictionary of terms Shows what companies are looking for and how the growing importance of big data has increased the demand for data scientists Features job interview questions, sample resumes, salary surveys, and examples of job ads Case studies explore how data science is used on Wall Street, in botnet detection, for online advertising, and in many other business-critical situations Developing Analytic Talent: Becoming a Data Scientist is essential reading for those aspiring to this hot career choice and for employers seeking the best candidates. Citizen science, the active participation of the public in scientific research projects, is a rapidly expanding field in open science and open innovation. It provides an integrated model of public knowledge production and engagement with science. As a growing worldwide phenomenon, it is invigorated by evolving new technologies that connect people easily and effectively with the scientific community. Catalysed by citizens’ wishes to be actively involved in scientific processes, as a result of recent societal trends, it also offers contributions to the rise in tertiary education. In addition, citizen science provides a valuable tool for citizens to play a more active role in sustainable development. This book identifies and explains the role of citizen science within innovation in science and society, and as a vibrant and productive science-policy interface. The scope of this volume is global, geared towards identifying solutions and lessons to be applied across science, practice and policy. The chapters consider the role of citizen science in the context of the wider agenda of open science and open innovation, and discuss progress towards responsible research and innovation, two of the most critical aspects of science today. On publication in 2009 John Hattie’s Visible Learning presented the biggest ever collection of research into what actually work in schools to improve children’s learning. Not what was fashionable, not what political and educational vested interests wanted to champion, but what actually produced the best results in terms of improving learning and educational outcomes. It became an instant bestseller and was described by the TES as revealing education’s ‘holy grail’. Now in this latest book, John Hattie has joined forces with cognitive psychologist Greg Yates to build on the original data and legacy of the Visible Learning project, showing how it’s underlying ideas and the cutting edge of cognitive science can form a powerful and complimentary framework for shaping learning in the classroom and beyond. Visible Learning and the Science of How We Learn explains the major principles and strategies of learning, outlining why it can be so hard sometimes, and yet easy on other occasions. Aimed at teachers and students, it is written in an accessible and

engaging style and can be read cover to cover, or used on a chapter-by-chapter basis for essay writing or staff development. The book is structured in three parts – ‘learning within classrooms’, ‘learning foundations’, which explains the cognitive building blocks of knowledge acquisition and ‘know thyself’ which explores, confidence and self-knowledge. It also features extensive interactive appendices containing study guide questions to encourage critical thinking, annotated bibliographic entries with recommendations for further reading, links to relevant websites and YouTube clips. Throughout, the authors draw upon the latest international research into how the learning process works and how to maximise impact on students, covering such topics as: teacher personality; expertise and teacher-student relationships; how knowledge is stored and the impact of cognitive load; thinking fast and thinking slow; the psychology of self-control; the role of conversation at school and at home; invisible gorillas and the IKEA effect; digital native theory; myths and fallacies about how people learn. This fascinating book is aimed at any student, teacher or parent requiring an up-to-date commentary on how research into human learning processes can inform our teaching and what goes on in our schools. It takes a broad sweep through findings stemming mainly from social and cognitive psychology and presents them in a useable format for students and teachers at all levels, from preschool to tertiary training institutes. Babies can be a joy—and hard work. Now, they can also be a 50-in-1 science project kit! This fascinating and hands-on guide shows you how to re-create landmark scientific studies on cognitive, motor, language, and behavioral development—using your own bundle of joy as the research subject. Simple, engaging, and fun for both baby and parent, each project sheds light on how your baby is acquiring new skills—everything from recognizing faces, voices, and shapes to understanding new words, learning to walk, and even distinguishing between right and wrong. Whether your little research subject is a newborn, a few months old, or a toddler, these simple, surprising projects will help you see the world through your baby’s eyes—and discover ways to strengthen newly acquired skills during your everyday interactions. From weaker to stronger rhetoric : literature - Laboratories - From weak points to strongholds : machines - Insiders out - From short to longer networks : tribunals of reason - Centres of calculation. How do magnets work? What is the theory of relativity all about? Is light made of waves or particles? And how on earth can a levitating goat teach us about atomic structure? In this age of smartphones, artificial intelligence, supercolliders, supercomputers and other cutting-edge technology, we’ve lost touch with many of the most basic science concepts that launched our information age. For Bruce Benamren, science is about stories and characters. Why, for instance, did pirates wear eye patches? That's all to do with how the retina processes light. Pirates running down to the gun deck would have no time to let their eyes get used to the dark, so they kept one eye gun-deck ready. Bruce isn’t pretending that science isn’t tricky, but in simple, maths-free explanations and just-the-good-parts historical recaps, he shows us that the greatest scientific discoveries and theories don’t have to remain beyond our grasp. Whether you haven’t picked up a test tube since school and feel like you’re missing out on something marvellous, or you’re a professor who wants to look at the world with starry-eyed wonder again, How to Speak Science is a witty yet deeply revelatory exploration of the essential mysteries of the universe. Because if a goat can explain scientific theory, you can too. Awesome S.T.E.A.M.-based science experiments you can do right at home with easy-to-find materials designed for maximum enjoyment, learning, and discovery for kids ages 8 to 12 Join the experts at the Good Housekeeping Institute Labs and explore the science you interact with every day. Using the scientific method, you’ll tap into your own super-powers of logic and deduction to go on a science adventure. The engaging experiments exemplify core concepts and range from quick and simple to the more complex. Each one includes clear step-by-step instructions and color photos that demonstrate the process and end result. Plus, secondary experiments encourage young readers to build on what they’ve discovered. A “Mystery Solved!” explanation of the science at work helps your budding scientist understand the outcomes of each experiment. These super-fun, hands-on experiments include: Building a solar oven and making s’mores Creating an active rain cloud in a jar Using static electricity created with a balloon to power a light bulb Growing your own vegetables—from scraps! Investigating the forces that make an object sink or float And so much more! Bursting with more than 200 color photos and incredible facts, this sturdy hard cover is the perfect gift for any aspiring biologist, chemist, physicist, engineer, and mathematician! Can we change the minds of science deniers? Encounters with flat earthers, anti-vaxxers, coronavirus truthers, and others. "Climate change is a hoax--and so is coronavirus." "Vaccines are bad for you." These days, many of our fellow citizens reject scientific expertise and prefer ideology to facts. They are not merely uninformed--they are misinformed. They cite cherry-picked evidence, rely on fake experts, and believe conspiracy theories. How can we convince such people otherwise? How can we get them to change their minds and accept the facts when they don't believe in facts? In this book, Lee McIntyre shows that anyone can fight back against science deniers, and argues that it's important to do so. Science denial can kill. Drawing on his own experience--including a visit to a Flat Earth convention--as well as academic research, McIntyre outlines the common themes of science denialism, present in misinformation campaigns ranging from tobacco companies' denial in the 1950s that smoking causes lung cancer to today's anti-vaxxers. He describes attempts to use his persuasive powers as a philosopher to convert Flat Earthers; surprising discussions with coal miners; and conversations with a scientist friend about genetically modified organisms in food. McIntyre offers tools and techniques for communicating the truth and values of science, emphasizing that the most important way to reach science deniers is to talk to them calmly and respectfully--to put ourselves out there, and meet them face to face.