

Data Fallacies

The **BLUF** highlights what we at **The Threat Lab** are watching, listening to, reading, and thinking about. In this issue, we feature three artifacts that highlight the ways we can misrepresent data, the risks of falling victim to misinterpreted data, and how to avoid making data mistakes.



VISUALIZATION

From Jeff Desjardins' introduction to the Geckoboard visualization, **Here are 15 Common Data Fallacies to Avoid**, "Data comes in many different forms and not all of them are easy to analyze. As a result, it is tempting to take shortcuts with data, or to try and fit the incoming data we receive into our pre-conceived notions of how things ought to be. Today's infographic comes to us from Geckoboard and it shows the common mistakes that people make in analyzing data."

View the visualization

<https://www.visualcapitalist.com/here-are-15-common-data-fallacies-to-avoid/>



PODCAST

From the show notes for the Banana Data Podcast episode, **Banana Byte: Misinterpreted Data and Understanding Uncertainty**, "In this episode, our Banana Data hosts discuss the many implications that can arise from misinterpreted data. What criteria needs to be established for valid conclusions from data and how can we interpret uncertainty?"

Listen to the podcast

<https://banana-data.buzzsprout.com/300035/558663-7-banana-byte-misinterpreted-data-and-understanding-uncertainty>



ARTICLE

From Pawel Rzeszucinski's article, **How To Avoid Big Mistakes With Big Data**, "Big data offers a number of business advantages...As more information becomes available and tools for analyzing large volumes of data become faster, it may be tempting to base decisions solely on aggregate data analysis. However, uncritical faith in aggregate data can lead to a distorted view of reality. The term 'ecological fallacy' was coined more than half a century ago, but it has never been more important than in today's world of big data, aggregate analysis and quick decision-making."

Read the article

<https://www.forbes.com/sites/forbestechcouncil/2021/02/16/how-to-avoid-big-mistakes-with-big-data/?sh=6cc28771615b>

The Defense Personnel and Security Research Center (PERSEREC) founded The Threat Lab in 2018 to incorporate the social and behavioral sciences into the mission space. The BLUF is made possible by the support of the National Counterintelligence and Security Center's National Insider Threat Task Force. To be added to our distribution list, please email dodhra.ThreatLab@mail.mil.

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