

SCIENCE SEMINAR

FRIDAY, MARCH 20
KNOTT HALL B01
3PM

TWO-HEADED QUARTERS: THE USE OF QUANTITATIVE REASONING IN THE MARKETPLACE TO PROTECT CONSUMERS

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MUCH OF THE FINANCIAL TURBULENCE GRIPPING THE NATION IS THE RESULT OF BUSINESSES AND CONSUMERS NOT UNDERSTANDING NUMBERS. AN IRONY OF THE CURRENT CRISIS IS THAT FINANCIAL SERVICE PROVIDERS INTENTIONALLY PRESENT NUMBERS IN WAYS DESIGNED NOT TO BE UNDERSTOOD. CONSUMERS CAN PROTECT THEMSELVES IF THEY LEARN SOME BASIC QUANTITATIVE REASONING METHODS COMMONLY EMPLOYED BY SCIENTISTS. THE TALK WILL EXAMINE SOME COMMON FINANCIAL DECISIONS AND EXPOSE HOW CONSUMERS ARE FOOLED BY NUMBERS.

REFRESHMENTS WILL BE SERVED