Souvenir A: Postcard to Send

The gift shop has a postcard listing the four slogans from the start of this Tour. Much of today's handwringing about statistical inference is unified by a call to block these fallacies. In some realms, trafficking in too-easy claims for evidence, if not criminal offenses, are "bad statistics"; in others, notably some social sciences, they are accepted cavalierly – much to the despair of panels on research integrity. We are more sophisticated than ever about the ways researchers can repress unwanted, and magnify wanted, results. Fraud-busting is everywhere, and the most important grain of truth is this: all the fraud-

busting is based on error statistical reasoning (if only on the meta-level). The minimal requirement to avoid BENT isn't met. It's hard to see how one can grant the criticisms while denying the critical logic.

We should oust mechanical, recipe-like uses of statistical methods that have long been lampooned, and are doubtless made easier by Big Data mining. They should be supplemented with tools to report magnitudes of effects that have and have not been warranted with severity. But simple significance tests have their uses, and shouldn't be ousted simply because some people are liable to violate Fisher's warning and report isolated results. They should be seen as a part of a conglomeration of error statistical tools for distinguishing genuine and spurious effects. They offer assets that are essential to our task: they have the means by which to register formally the fallacies in the postcard list. The failed statistical assumptions, the selection effects from trying and trying again, all alter a test's error-probing capacities. This sets off important alarm bells, and we want to hear them. Don't throw out the error-control baby with the bad statistics bathwater.

The slogans about lying with statistics? View them, not as a litany of embarrassments, but as announcing what any responsible method must register, if not control or avoid. Criticisms of statistical tests, where valid, boil down to problems with the critical alert function. Far from the high capacity to warn, "Curb your enthusiasm!" as correct uses of tests do, there are practices that make sending out spurious enthusiasm as easy as pie. This is a failure for sure, but don't trade them in for methods that cannot detect failure at all. If you're shopping for a statistical account, or appraising a statistical reform, your number one question should be: does it embody trigger warnings of spurious effects? Of bias? Of cherry picking and multiple tries? If the response is: "No problem; if you use our method, those practices require no change in statistical assessment!" all I can say is, if it sounds too good to be true, you might wish to hold off buying it.

We shouldn't be hamstrung by the limitations of any formal methodology. Background considerations, usually absent from typical frequentist expositions, must be made more explicit; taboos and conventions that encourage "mindless statistics" (Gigerenzer 2004) eradicated. The severity demand is what we naturally insist on as consumers. We want methods that are highly capable of finding flaws just when they're present, and we specify worst case scenarios. With the data in hand, we custom tailor our assessments depending on how severely (or inseverely) claims hold up. Here's an informal statement of the severity requirements (weak and strong):

Severity Requirement (weak): If data $\boldsymbol{x}$ agree with a claim C but the method was practically incapable of finding flaws with C even if they exist, then $\boldsymbol{x}$ is poor evidence for C.

Severity (strong): If C passes a test that was highly capable of finding flaws or discrepancies from C, and yet none or few are found, then the passing result, $\boldsymbol{x}$, is an indication of, or evidence for, C.

You might aver that we are too weak to fight off the lures of retaining the status quo – the carrots are too enticing, given that the sticks aren't usually too painful. I've heard some people say that evoking traditional mantras for promoting reliability, now that science has become so crooked, only makes things worse. Really? Yes there is gaming, but if we are not to become utter skeptics of good science, we should understand how the protections can work. In either case, I'd rather have rules to hold the "experts" accountable than live in a lawless wild west. I, for one, would be skeptical of entering clinical trials based on some of the methods now standard. There will always be cheaters, but give me an account that has eyes with which to spot them, and the means by which to hold cheaters accountable. That is, in brief, my basic statistical philosophy. The stakes couldn't be higher in today's world. Feynman said to take on an "extra type of integrity" that is not merely the avoidance of lying but striving "to check how you're maybe wrong." I couldn't agree more. But we laywomen are still going to have to proceed with a cattle prod.