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**Data science
libraries,
frameworks,
modules, and
toolkits are
great for doing
data science,
but they're
also a good
way to dive**

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into the discipline without actually understanding data science.

In this book, you'll learn how many of the most fundamental data science

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tools and algorithms work by implementing them from scratch. If you have an aptitude for mathematics and some programming skills, author

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Joel Grus will help you get comfortable with the math and statistics at the core of data science, and with hacking skills you need to get started as a data

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scientist.

Today's messy glut of data holds answers to questions no one's even thought to ask. This book provides you with the know-how to dig those answers

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d understand
how and when
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Collect,
explore, clean,
munge, and
manipulate
data Dive into
the

fundamentals
of machine
learning
Implement
models such
as k-nearest

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Naive Bayes,
linear and
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regression,
decision trees,
neural
networks, and
clustering**

**Explore
recommender
systems,**

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**natural
language
processing,
network
analysis,
MapReduce,
and databases**

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fascinating

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look at how consumers perceive logos, ads,

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commercial, brands, and products.”—Time

How much do we know about why we buy?

What truly influences our

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**decisions in
today's messag
e-cluttered
world? In
Buyology,
Martin**

**Lindstrom
presents the
astonishing
findings from
his groundbre
aking three-**

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year, seven-million-dollar neuromarketing study—a cutting-edge experiment that peered inside the brains of 2,000 volunteers from all around the

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world as they encountered various ads, logos, commercials, brands, and products. His startling results shatter much of what we have long believed about

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what captures our

interest—and

drives us to

buy. Among

the questions

he explores: •

Does sex

actually sell? •

Does

subliminal

advertising

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**still surround
us? • Can
“cool” brands
trigger our
mating
instincts? •**

**Can our other
senses—smell,
touch, and
sound—be
aroused when
we see a**

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product?

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Buyology is a fascinating and shocking journey into the mind of today's consumer that will captivate anyone who's been seduced—or

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**turned off—by
marketers'
relentless
attempts to
win our
loyalty, our
money, and
our minds.**

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Simon and Schuster Presents the unifying world-concept long sought by scientists,

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mystics, and sages: an Integral Theory of Everything • Explains how modern science has rediscovered the Akashic Field of perennial

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presents new

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and includes

new case

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studies and a section on animal telepathy. Mystics and sages have long maintained that there exists an interconnecting cosmic field at

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the roots of reality that conserves and conveys information, a field known as the Akashic record. Recent discoveries in vacuum physics show that this

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Akashic Field is real and has its equivalent in science's zero-point field that underlies space itself. This field consists of a subtle sea of fluctuating

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energies from which all things arise: atoms and galaxies, stars and planets, living beings, and even consciousness. This zero-point Akashic Field is the

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constant and enduring memory of the universe. It holds the record of all that has happened on Earth and in the cosmos and relates it to all that is

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**yet to happen.
In Science and
the Akashic
Field,
philosopher
and scientist
Ervin Laszlo
conveys the
essential
element of this
information
field in**

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**language that
is accessible
and clear.**

From the
world of
science he
confirms our
deepest
intuitions of
the oneness of
creation in the
Integral

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Theory of Everything. We discover that, as philosopher William James stated, “We are like islands in the sea, separate on the surface but connected

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in the deep.”
Data Feminism
A Kid's
Science
Museum in a
Book

Why Stories
Make Us
Human and
How to Tell
Them Better

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**The Science of
Getting from
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to Where You
Want to Be
The Brave New
World of Food
and Drink
Buyology**

Bestselling author
Michael Shermer
delves into the

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unknown, from heretical ideas about the boundaries of the universe to Star Trek's lessons about chance and time A scientist pretends to be a psychic for a day- and fools everyone. An

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athlete discovers that good-luck rituals and getting into "the zone" may, or may not, improve his performance. A historian decides to analyze the data to see who was truly responsible for the Bounty

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mutiny. A son explores the possibilities of alternative and experimental medicine for his cancer-ravaged mother. And a skeptic realizes that it is time to turn the skeptical lens onto science

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itself. In each of the fourteen essays in *Science Friction*, psychologist and science historian Michael Shermer explores the very personal barriers and biases that plague and propel science, especially

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when scientists push against the unknown. What do we know and what do we not know?

How does science respond to controversy, attack, and uncertainty?

When does theory become accepted

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fact? As always, Shermer delivers a thought-provoking, fascinating, and entertaining view of life in the scientific age.

In this fascinating and easily digestible book, The One Show's

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resident scientist
Marty Jopson
takes us on a
mouth-watering
tour of the twenty-
first century

kitchen and the
everyday food
miracles that we
all take for
granted. Ever
wondered what

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modified starch is and why it's in so much of the food we buy? What do instant mash and freeze-dried coffee have in common? What's the real truth behind the five-second rule? And as the world population grows

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and the pressure on agriculture to produce more cost-effective and sustainable products

increases, what could the future hold for both farmers and consumers? From mindboggling

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microbiology to
ingenious food
processing
techniques and
gadgets, The
Science of Food

takes a look at the
details that matter
when it comes to
what we eat and
how we cook, and
lays bare the

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science behind

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how it all works.

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By understanding

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physics and

biology of the food

we cook, buy and

prepare, we can all

become better

consumers and

happier cooks!

An exploration of

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why we play video games despite the fact that we are almost certain to feel unhappy when we fail at them. We may think of video games as being "fun," but in *The Art of Failure*, Jesper Juul claims

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that this is almost entirely mistaken. When we play video games, our facial expressions are rarely those of happiness or bliss. Instead, we frown, grimace, and shout in frustration as we lose, or die, or fail to advance to

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the next level.

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Humans may have a fundamental desire to succeed and feel competent, but game players choose to engage in an activity in which they are nearly certain to fail and feel

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incompetent. So why do we play video games even though they make us unhappy? Juul examines this paradox. In video games, as in tragic works of art, literature, theater, and cinema, it seems that we

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want to experience unpleasantness even if we also dislike it. Reader or audience reaction to tragedy is often explained as catharsis, as a purging of negative emotions. But, Juul points out, this doesn't

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seem to be the case for video game players.

Games do not purge us of unpleasant

emotions; they produce them in the first place.

What, then, does failure in video game playing do?

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Juul argues that failure in a game is unique in that when you fail in a game, you (not a character) are in some way inadequate. Yet games also motivate us to play more, in order to escape

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that inadequacy, and the feeling of escaping failure (often by improving skills) is a central

enjoyment of games. Games, writes Juul, are the art of failure: the singular art form that sets us up for

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Updated And Revised For The Internet. The Art of Failure is essential reading for anyone interested in video games, whether as entertainment, art, or education.

Revolutionary retail guru Paco

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Underhill is back with a completely revised edition of his classic, witty bestselling book on our ever-evolving consumer culture—full of fresh observations and important lessons from the cutting edge of

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retail such as
Internet
behemoths
Amazon and
iTunes as well as
the globalization
of retail in the
world ' s
emerging markets.

The Author of
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the Geography of

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Wall Street Journal bestseller "A welcome

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revelation.” --The

Financial Times

Award-winning

Wharton Professor

and Choiceology,

podcast host Katy

Milkman has devoted

her career to the

study of behavior

change. In this ground-

breaking book,

Milkman reveals a

proven path that can

take you from where

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you are to where you want to be, with a foreword from

psychologist Angela Duckworth, the best-selling author of *Grit*.

Change comes most readily when you understand what's standing between you and success and tailor your solution to that roadblock. If you want to work out more

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but find exercise difficult and boring, downloading a goal-setting app probably won't help. But what if, instead, you transformed your workouts so they became a source of pleasure instead of a chore? Turning an uphill battle into a downhill one is the key to success.

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- How to turn temptation and inertia into assets
- That giving advice, even if it's about something you're struggling with, can help you achieve more

Whether you're a manager, coach, or

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teacher aiming to help others change for the better or are

struggling to kick-start change yourself, How to Change offers an invaluable, science-based blueprint for achieving your goals, once and for all.

Scientists today working on controversial issues from climate change

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to drought to COVID-19 are finding themselves more often in the middle of deeply traumatizing or polarized conflicts they feel unprepared to referee. It is no longer enough for scientists to communicate a scientific topic clearly. They must now be experts not only in

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their fields of study, but also in navigating the thoughts, feelings, and opinions of members of the public they engage with, and with each other. And the conversations are growing more fraught. In *Getting to the Heart of Science*

Communication, Faith Kearns has penned a succinct guide for

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navigating the human relationships critical to the success of

practice-based science. This meticulously researched volume

takes science communication to the next level, helping scientists to see the value of listening as well as talking, understanding power

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DIV This landmark book looks at what it means to be a multiracial couple in the United States today. According to Our Hearts begins with a look back at a 1925 case in which a

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two-month marriage ends with a man suing his wife for misrepresentation of her race, and shows how our society has yet to come to terms with interracial marriage. Angela Onwuachi-Willig examines the issue by drawing from a variety of sources, including her own experiences.

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She argues that housing law, family law, and employment law fail, in important ways, to protect multiracial couples. In a society in which marriage is used to give, withhold, and take away status—in the workplace and elsewhere—she says interracial couples are at a disadvantage,

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which is only exacerbated by current law. /div

Like Underhill's bestseller, *Why We Buy*, this is a pleasurable and informative book on how we shop that surprises and tickles.

Like Bill Bryson's *Walk in the Woods*, which took readers up the Appalachian Trail,

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this book takes readers to a place they know much better: the shopping centre, the place where people meet. Nothing exemplifies shopping more than the mall or shopping centre. It is the US's gift to personal consumption and the crossroad where consumer marketing,

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media and street culture meet. It is where the developed world (and increasingly everyone else too) goes to acquire, eat and hang out. It is where fashion trends are made dreams are constructed, and many people find their first jobs. The Call of the Mall is about sex

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and buying lingerie, about why the same camel coat costs exactly twice as much in the women's department to the men's, about why all mall food is so dreadful when the commodities in the shops are so good. Why location matters so much - but more for perfumes than DIY

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and why malls are
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architecture.
Underhill's views on
the mall are
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sophisticated, funny,
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serious, and
surprising.

Breath

Science Friction

Race After

Technology

Houston, We Have a

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reports on the

growing

importance of

women in

everybody's mark

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etplace--what makes a package, product, space, or service "female friendly."

He offers a tour of the world's marketplace--with shrewd observations and practical

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applications to help everybody adapt to the new realities.

Underhill

examines how a woman's role as homemaker has evolved into homeowner; how the home gym and home office

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are linked to the women's health movement and home-based businesses; why the refrigerator has trumped the stove as the crucial appliance; why some malls are succeeding while others fail.

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"The point is," writes Underhill, "while men were busy doing other things, women were becoming a major social, cultural, and economic force." And, as he warns, no business can afford to ignore

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their power and presence--From publisher description.

A landmark book by marine biologist Wallace J. Nichols on the remarkable effects of water on our health and well-being. Why

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are we drawn to the ocean each summer? Why does being near water set our minds and bodies at ease? In BLUE MIND, Wallace J. Nichols revolutionizes how we think about these

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questions, revealing the remarkable truth about the benefits of being in, on, under, or simply near water. Combining cutting-edge neuroscience with compelling personal stories

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**from top athletes,
leading
scientists,
military veterans,
and gifted artists,
he shows how
proximity to
water can
improve
performance,
increase calm,
diminish anxiety,**

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and increase

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success. BLUE

MIND not only

illustrates the

crucial

importance of our

connection to

water-it provides

a paradigm

shifting

"blueprint" for a

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The San Francisco Exploratorium

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reflect, magnify, or grow as you

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follow the instructions. Seven subjects are covered, including light wave craziness, touchless physics, and hair dryer science.

The author of the international bestseller Why

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We Buy—praised by The New York Times as “a book that gives this underrated skill the respect it deserves”—now takes us to the mall, a place every American has experienced and has an

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opinion about.

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huge

international

bestseller Why

We Buy, now

takes us to the

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every American
has experienced

Revised For The
and has an

Internet, The
opinion about.

Global Consumer,
The result is a

And Beyond
bright, ironic,

funny, and

shrewd portrait of

the

mall—America's

gift to personal

consumption, its

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most powerful icon of global commercial muscle, the once new and now aging national town square, the place where we convene in our leisure time. It's about the shopping mall as

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**an exemplar of
our commercial
and social
culture, the place
where our young
people have their
first taste of
social freedom
and where the
rest of us
compare notes.
Call of the Mall**

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examines how we use the mall, what it means, why it works when it does, and why it sometimes doesn't.

**Axel Honneth
Why We Buy
An Oral History
as Told by Jon
Stewart, the**

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**Correspondents,
Staff and Guests
Where the Known
Meets the
Unknown
An Exploration of
What We Eat and
How We Cook
The Science of
Shopping
The Case for
Capitalism**

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Why the prejudice against adopting a scientific attitude in the social sciences is creating a new 'Dark Ages' and preventing us from solving the perennial

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problems of crime, war, and poverty. During the Dark Ages, the progress of Western civilization virtually stopped. The knowledge gained by the scholars of the

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classical age was lost; for nearly 600 years, life was governed by superstitions and fears fueled by ignorance. In this outspoken and forthright book, Lee McIntyre argues

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that today we are in a new Dark Age—that we are as ignorant of the causes of human behavior as people centuries ago were of the causes of such natural phenomena as

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disease, famine, and eclipses. We are no further along in our understanding of what causes war, crime, and poverty—and how to end them—than our ancestors. We need, McIntyre

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says, another

scientific

revolution; we

need the

courage to apply

a more rigorous

methodology to

human behavior,

to go where the

empirical

evidence leads

us—even if it

is not

convenient.

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threatens our cherished religious or political beliefs about human autonomy, race, class, and gender.

Resistance to knowledge has always arisen against

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***scientific
advance. Today's
academics—eco
nomists,
psychologists,
philosophers,
and others in
the social
sciences—stand
in the way of a
science of
human behavior***

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just as clerics attempted to block the Copernican revolution in the 1600s. A scientific approach to social science would test hypotheses against the

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evidence rather than find and use evidence only to affirm a particular theory, as is often the practice in today's social sciences.

Drawing lessons from Galileo's

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conflict with the Catholic church and current debates over the teaching of "creation science," McIntyre argues that what we need most to establish a science of

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**human behavior
is the scientific
attitude—the
willingness to
hear what the
evidence tells us
even if it clashes
with religious or
political
pieties—and the
resolve to apply
our findings to**

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the creation of a better society.

"The need for scientific knowledge springs from a natural human curiosity to understand our world, but also from a genuine desire to help

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humanity. The great scientific discoveries have given us incredible knowledge about the natural world, have improved our lives through new technologies,

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and have taught us a great deal about the capabilities and the limitations of our human perspective." In The Mind of Science: From Aristotle to Einstein, author Michael

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Sidiropoulos
takes you on a thought-provoking journey through the history of science from a philosophical standpoint.

Beginning with the calculation of the size of the

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earth by Eratosthenes, chief librarian at the Library of Alexandria, Sidiropoulos for the most part avoids the use of mathematical formulas as he explores the ideas, and

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***ideals, that lie
behind scientific
advancement
throughout the
ages. It's a
fascinating
voyage that will
enrich you with
a greater
awareness of the
interplay
between science***

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***and philosophy-
how they're
similar, how
they're
different, and
how they
complement
each other.***

***This book
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study of science and religion in the context of South Asia, giving voice to Indian scientists and shedding valuable light on their engagement with religion. Drawing on

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biographical, autobiographical, historical, and ethnographic material, the volume focuses on scientists' religious life and practices, and the variety of ways in which they express

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them. Renny Thomas challenges the idea that science and religion in India are naturally connected and argues that the discussion has to go beyond binary models of

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governments. But it has also been used to discriminate, police, and surveil. This potential for good, on the one hand, and harm, on the other, makes it essential to ask: Data science by whom? Data science for whom? Data science with whose interests in mind? The narratives around big

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data and data science are overwhelmingly white, male, and technocratic. In Data

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action, D'Ignazio and Klein show how challenges to the male/female binary can help challenge other hierarchical (and empirically wrong) classification systems. They explain how, for example, an understanding of emotion can expand our ideas about effective data

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visualization, and how the concept of invisible labor can expose the significant human efforts required by our automated systems. And they show why the data never, ever “speak for themselves.” Data Feminism offers strategies for data scientists seeking to learn how feminism can help them work

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toward justice, and for feminists who want to focus their efforts on the growing field of data science. But Data Feminism is about much more than gender. It is about power, about who has it and who doesn't, and about how those differentials of power can be challenged and changed.

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natural selection that otherwise make our bodies such miracles of design. Among the concerns they raise: When may a fever be beneficial? Why do pregnant women get morning sickness? How do certain viruses "manipulate" their hosts into infecting others? What evolutionary factors

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science has been growing in recent decades. Many different stakeholders from scientists to citizens and from policy makers to environmental

organisations have been involved in its practice.

In addition, many scientists also study citizen science as a research approach and as a way for science and

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society to interact and collaborate. This book provides a representation of the practices as well as scientific and societal outcomes in different disciplines. It reflects the contribution of citizen science to societal development, education, or innovation and provides an overview of the field of

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actors as well as on tools and guidelines. It serves as an introduction for anyone who wants to get involved in and learn more about the science of citizen science.

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the way humans breathe—and how we 've all been doing it wrong for a long, long time.”

—Elizabeth Gilbert, author of *Big Magic* and *Eat Pray Love* No matter what you eat, how much you exercise, how skinny or young or wise you are, none of it matters if

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you're not breathing properly. There is nothing more essential to our health and well-being than breathing, take air in, let it out, repeat twenty-five thousand times a day. Yet, as a species, humans have lost the ability to breathe correctly, with grave consequences.

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Journalist James Nestor travels the world to figure out what went wrong and how to fix it. The answers aren't found in pulmonology labs, as we might expect, but in the muddy digs of ancient burial sites, secret Soviet facilities, New Jersey choir schools, and the smoggy streets

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of S ã o Paulo. Nestor tracks down men and women exploring the hidden science behind ancient breathing practices like Pranayama, Sudarshan Kriya, and Tummo and teams up with pulmonary tinkerers to scientifically test long-held beliefs about how we breathe. Modern

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ultimately, how to do science better. With Houston, We Have a Narrative, he lays out a stunningly simple method for turning the dull into the dramatic. Drawing on his unique background,

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Updated And Revised For The Internet. The Global Consumer, filmmaker, Olson first diagnoses the problem:

When scientists tell us about their work, they pile one moment and one detail atop

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What we need instead is an understanding of the basic elements of story, the narrative structures that

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Olson boils down, brilliantly, to
“And, But, Therefore,” or
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resolution (“Therefore”)—the fundamental building blocks of story. As Olson, has shown by leading countless workshops worldwide, when scientists’ eyes are opened to ABT, the effect is staggering:

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suddenly, they're not just talking about their work—they're telling stories about it. And audiences are captivated.

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