Rachael Pascasio

 In Brookes’ column, he states that statistical data analysis allows us to view data in a way that isn’t intuitive or preferable to the viewer. It can be useful in various ways, for many different purposes. One such use is its important role in psychology and human behavior. Statistical data analysis is important because it has the ability to detect certain things that humans may not readily detect. This is important in raising awareness and possibly preventing certain illnesses from occurring in the future. Data analysis plays a key role in psychology, and helps doctors give patients better treatment.

One such way that statistical data analysis is useful in psychology and human behavior is the ability for it to detect patterns of behavior in a patient when they are diagnosed with an illness. According to Wordpress.com, statistical data can gather background information on a set of patients diagnosed with a specific disorder, then pinpoint common factors and decide on which factors to raise awareness. This same data also helped the therapist treat the patient because it reflected the patients’ behavior over a course of time, and their overall wellbeing. This data allowed the doctor to give the patient a better course of treatment and prevention. According to currentprotocols.com,” The statistical analysis of behavioral data follows the collection and checking of the data, and is aimed at assessing the effect of treatments on the observed behaviors.” This simply means that data gathered during the observation of human behavior is used to figure out a good course of treatment for a patient. This is just one reason why statistical data analysis is important in studying human behavior.

Another useful tool of data analysis is its ability to describe someone’s character, something many humans cannot readily do. For example, Brookes’ article reports that people who lie more often use the words “pal” and “friend”. This kind of data is important for all individuals because it can help us understand and asses someone more efficiently than if we were doing it on our own. Statistical data analysis is useful in determining whether a person is lying, egotistical, or demonstrating any other type of psychological behavior. This is simply another reason why data analysis is useful and important.

Data analysis is used in the medical world as well. According to visionlearning.com,” Studies have shown that the probability of developing lung cancer is almost 20-times greater in cigarette smokers compared to non-smokers”. This fact may not have been known, had it not been for statistical data. This data now allows the reader to become aware of the dangers of smoking, and how smoking can impact their life. This data may even persuade a person to quit smoking, possibly saving their lives. The possibility that statistical data analysis may have saved someone’s life is truly astounding, and sheds light on exactly how important data analysis is.

Just like anything else, statistical data analysis does have its shortcoming, despite its usefulness. One such shortcoming is that statistical data is not able to analyze social and emotional interactions as well as the human brain. According to Brookes’ article,” Data analysis is pretty bad at narrative and emergent thinking, and it cannot match the explanatory suppleness of even a mediocre novel”. This clearly states that as useful as data analysis is, it still cannot process certain events as well as a human can. Statistical data can gather information on occurring events and report any reoccurrences of human behavior but it still cannot report, nor predict, what’s in the human mind. It cannot predict emotions or anything of the sort. But given its shortcomings, statistical data analysis is very important in studying human behavior.

Statistical data analysis is a useful tool that helps professionals in their career field. It also has the ability to be useful to anyone who wants to study someone else, or try and figure out if their lying. Its uses are practical and innovative. Anyone can benefit from statistical data because it’s applicable to most, if not all, career fields. Knowing this can allows us to truly appreciate data analysis, and utilize its resourcefulness when needed.