

## Significance Magazine Launches Official Web Site

**ALEXANDRIA, VA (PRWEB) NOVEMBER 16, 2010** – The American Statistical Association (ASA) and the Royal Statistical Society (RSS) announce the official launch of the *Significance* magazine web site, <http://www.significancemagazine.org>. The web site presents a statistical view of the world in an understandable, engaging format.

“*Significance* online is entertaining and thought provoking and provides a statistical view of what’s going on in the world,” said Ron Wasserstein, ASA executive director. “Updated daily, it uses non-statistical language and is designed to inform the general public—as well as statisticians—about the practical use of statistics in all walks of life. Its web-exclusive articles are available to everyone, while the current print issue and archives are available to subscribers only.”

*Significance* is a high-quality, highly respected and well-circulated publication that is directed not only to statisticians, but also to the general public interested in statistics and the analysis and use of data. The quarterly magazine, which the RSS has published since 2004, has been published jointly since September by the RSS and the ASA. The magazine and the web site contain articles from both sides of the Atlantic and around the globe.

Recent articles on the web site include “What’s in a name? A look at historical baby name popularity” and “Tuition fees and access to higher education.” Visitors to the site can view articles in a number of categories, including Social Sciences, Science and Technology, Finance and Economy, and Sports.

*Significance*, which is mailed to ASA and RSS members, also is available to non-member subscribers. In addition to promoting the discipline of statistics and covering topics of professional relevance, *Significance* contains a mixture of statistics in the news, case studies, reviews of existing and newly developing areas of statistics, and practice and problem-solving techniques. View subscription information at <http://www.significancemagazine.org/view/subscribe.html>.

### About the American Statistical Association

Headquartered in Alexandria, Virginia, the American Statistical Association is the world’s largest community of statisticians and the second oldest continuously operating professional society in the United States. For 170 years, the ASA has supported excellence in the development, application, and dissemination of statistical science through meetings, publications, membership services, education, accreditation, and advocacy. Its members serve in industry, government, and academia in more than 90 countries, advancing research and promoting sound statistical practice to inform public policy and improve human welfare. For additional information about the American Statistical Association, please visit the ASA web site at <http://www.amstat.org> or call 703.684.1221.

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