

## ASA and the RSS to Debut First Joint Issue of *Significance* at JSM

**ALEXANDRIA, VA (PRWEB) JULY 19, 2010** – The American Statistical Association (ASA) and the Royal Statistical Society (RSS) will debut their first joint issue of *Significance*, a magazine about statistics and data in the real world, at the Joint Statistical Meetings (JSM) in Vancouver, BC, in late July. A JSM session – Stop the Presses! A Magazine to Shout for Statistics – will introduce the magazine to ASA members and other attendees at JSM.

*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, uses non-statistical language to communicate and demonstrate, in an entertaining and thought-provoking way, the practical use of statistics in all walks of life and to show how statistics benefit society.

ASA Executive Director Ron Wasserstein and *Significance* Editor Julian Champkin will conduct the JSM session on Sunday, August 1, at 4 pm. Wasserstein will discuss the need for an outreach magazine for statistics, while Champkin will talk about the magazine's present and goals for the future.

The *Significance* September debut issue will include articles from both sides of the Atlantic and around the globe, including the following:

- Is doing a good deed equal to having a good lunch? by Aaron Lai, VP and senior quantitative research associate of the Bank of America in San Francisco and a research assistant of the Centre for Time-Use Studies of the University of Oxford.
- Truth and death in Iraq under sanctions by Michael Spagat, professor of economics at Royal Holloway College, University of London.
- Keeping things in proportion: how can voting systems be fairer? by Gavin Thompson, Statistician at the House of Commons library

A complete list of the contents of the September issue is available at <http://www3.interscience.wiley.com/journal/118500352/home>. Individuals interested in submitting an article to *Significance* can contact the editor, Julian Champkin, at [significance \[at\] rss.org.uk](mailto:significance@rss.org.uk).

Plans for the December issue include:

- Carvings on 2000-year-old standing stones in Scotland: statistical analysis shows that they are not just pictures but a language (by Prof Rob Lee, Exeter University);
- Pat Buffler (univ of California, Berkeley) writing on Wakefield, Autism and the MMR scandal;
- Roger Hoerl on HIV-AIDS; and
- A prize-winning article on whether breast-feeding or bottle-feeding of babies is best.

### Distribution and Subscriptions

ASA and RSS members will receive *Significance* by mail, beginning with the September issue. *Significance* 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. Subscription information currently is available at <http://www.wiley.com/bw/subs.asp?ref=1740-9705&site=1>. A new *Significance* web site is scheduled to debut this fall, and subscriptions can be made through the new site as well.

### About the Royal Statistical Society

The Royal Statistical Society (RSS) was founded in 1834 and is the UK's only professional and learned society devoted to the interests of statistics and statisticians. It is also one of the most influential and prestigious statistical societies in the world. The Society has an international membership of over 7,000, and is active in promoting the public understanding of statistics and acts

as an advocate for the interests of statisticians and users of statistics. For more information, please visit [www.rss.org.uk](http://www.rss.org.uk) or call +44 20 7638 8998.

### **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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