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## Get Your Facts Straight!

Jim Rouse

Iowa State University, [rouse@iastate.edu](mailto:rouse@iastate.edu)

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## Get your facts straight!

Jim Rouse, Program Manager, Agronomy, Iowa State University

Selecting corn hybrids and soybean varieties is often cited as one of the most important factors in maximizing yield potential. Generally there is no shortage of performance data, all promising to help make your decisions easier, or even to make your decisions FOR you!

How then does one evaluate multiple sources of information? What criteria separate 'good' and 'bad' data? If various information sources provide different results, which do you rely on? Often finding the right answer depends on asking the right questions.

Common mistakes in data collection and reporting include misleading graphs, biased data, missing information, non-random sampling, misinterpreted correlations, confounding variables, and selective reporting of results. Examples of each of these will be given, along with tips you can use to help uncover these and other faults.

The approach is geared toward a grower, agronomist, seed dealer, or anyone else who wants to understand more about the information provided in yield trial reports. In addition, for those who perform comparison trials, this discussion will provide tips to help improve the value of your data.

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