10. ‘Not statistically significant’

Most studies crave ‘significance’

But sometimes ‘non-significance’ is of interest …

All cause mortality and the case for age specific alcohol consumption guidelines: pooled analyses of up to 10 population based cohorts

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Drinking is only good for you if you are a woman over 65: Sobering study finds medicinal qualities of a daily tipple have been overstated - except in older females

- Previous studies suggested small amounts of booze may protect the heart
- But latest study warns findings may have been skewed by selection
- Non-drinkers may include people forced to stop for medical reasons
**Conclusions**

- Point estimates for all consumption levels show protection
- Confidence intervals are wide as few deaths in the baseline (never-drinker) category
- Wide CIs include plausible protective effects
- But authors essentially interpret ‘not significantly different’ as ‘no effect’
- A serious misuse of statistics