

Stupid Metrics Tricks—and How to Avoid Them

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If you have been in software engineering for a while—or in fact just in the working world in general for a while—you’ve probably seen someone do something stupid with metrics. Such mistakes raise a whole bunch of interesting questions. What are the most common metrics mistakes? Why are they mistakes? Why do people make these mistakes? Are you making these mistakes? Why use metrics at all, when there are so many mistakes? In this talk, Rex will give real-world examples of these mistakes, explain the management and economic theories behind metrics, and help you find ways to implement metrics that aren’t stupid.

***Rex Black** is President of RBCS (www.rbc-us.com), a worldwide leader in testing services, including consulting, outsourcing, assessment, and training. RBCS has over 100 clients spanning twenty countries on six continents. Rex has written 12 books and dozens of articles, and his best-seller, *Managing the Testing Process*, now in its third edition, has reached over 100,000 test professionals in the almost 20 years since it was first published.*