

Principles of Analytic Graphics

- Principle 1: Show comparisons
 - Evidence for a hypothesis is always *relative* to another competing hypothesis.
 - Always ask "Compared to What?"
- Principle 2: Show causality, mechanism, explanation, systematic structure
 - What is your causal framework for thinking about a question?
- Principle 3: Show multivariate data
 - Multivariate = more than 2 variables
 - The real world is multivariate
 - Need to "escape flatland"