



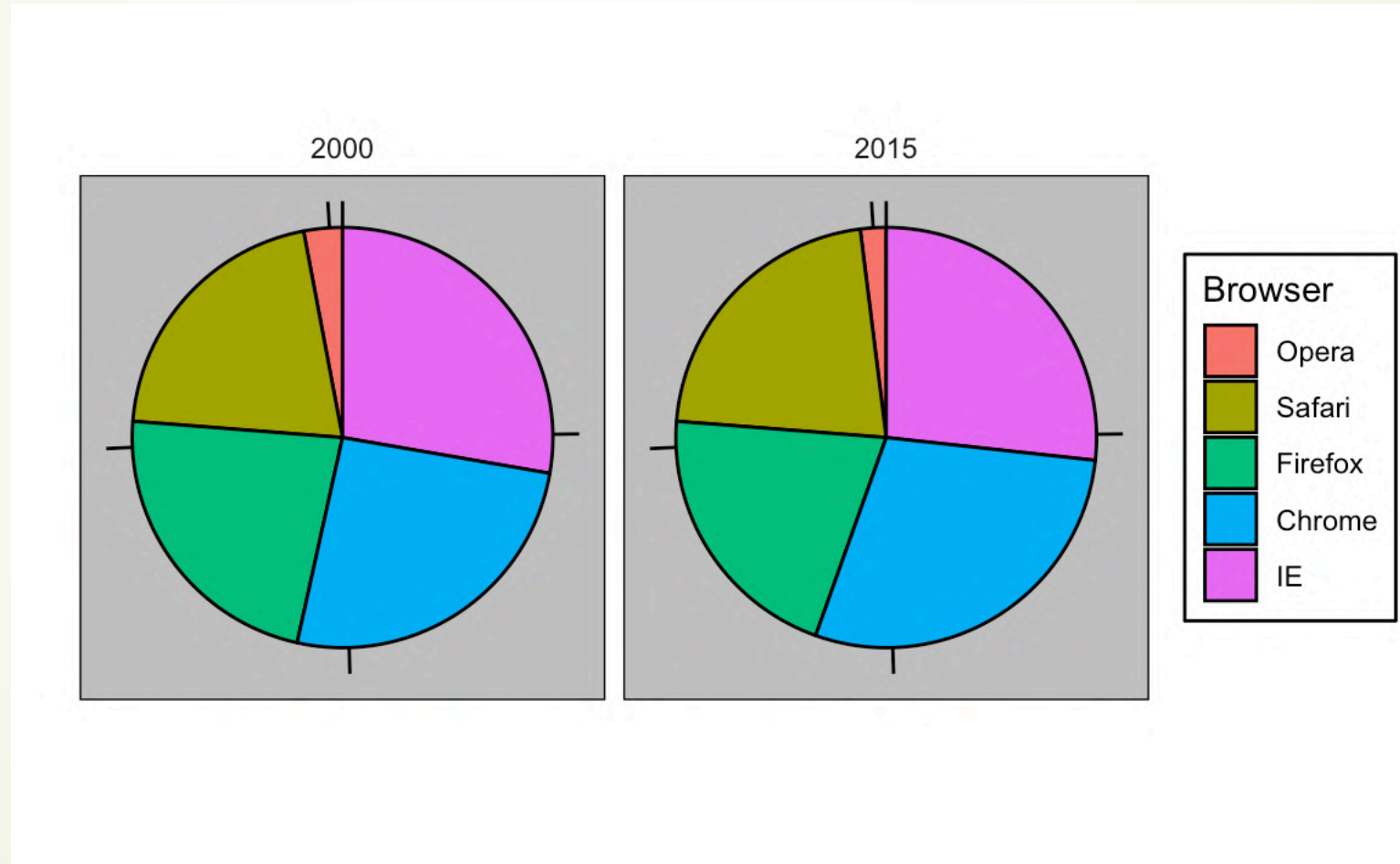
PART-4: Principles of Data Visualization



1. Use visual cue



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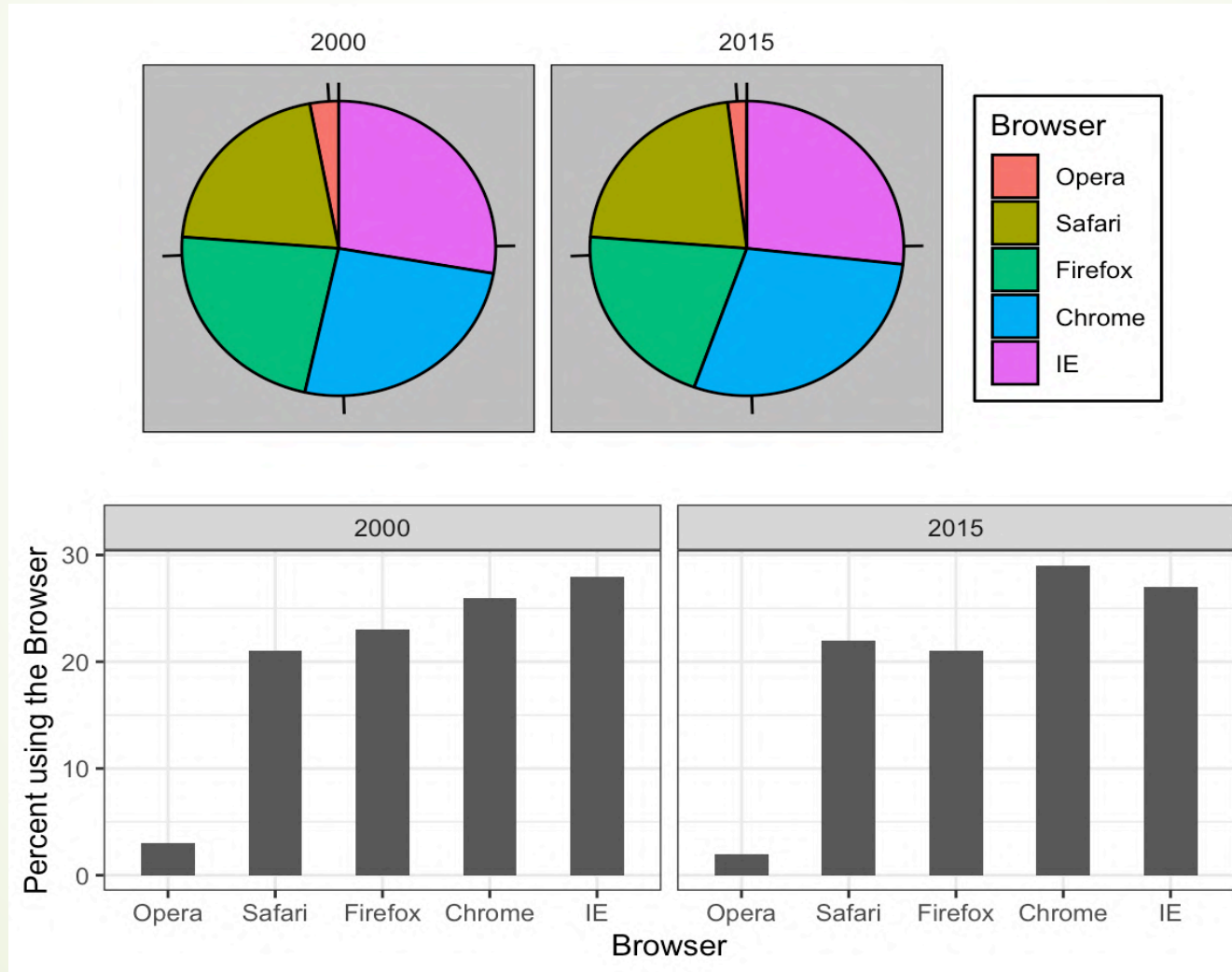
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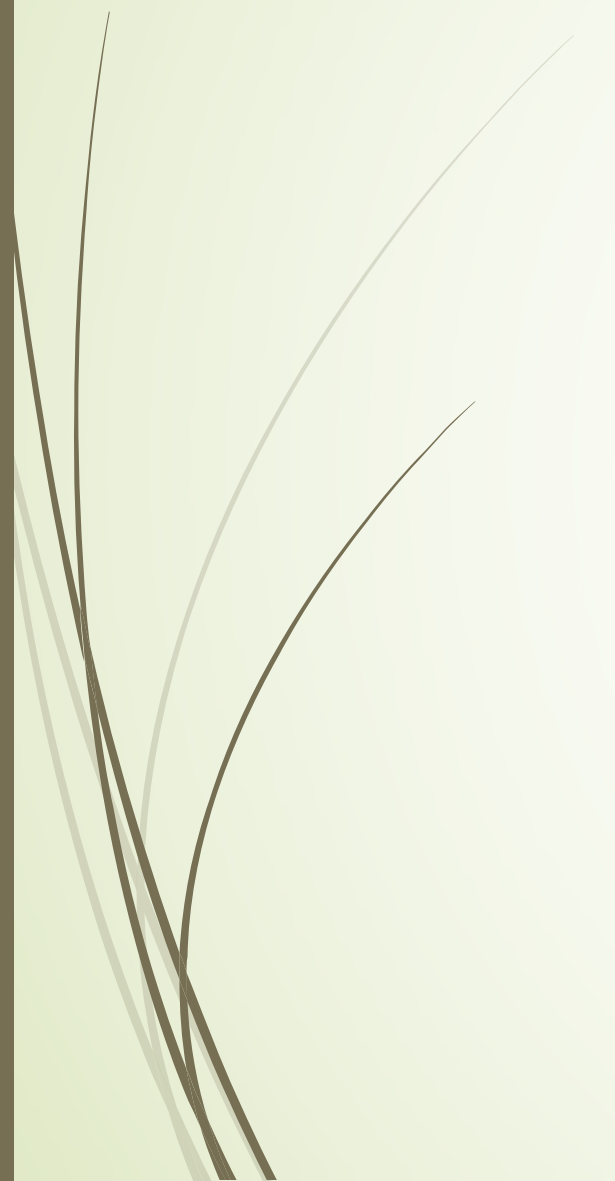
Browser	2000	2015
Opera	3	2
Safari	21	22
Firefox	23	21
Chrome	26	29
IE	28	27

1. Use visual cue





2. Know when to include zero





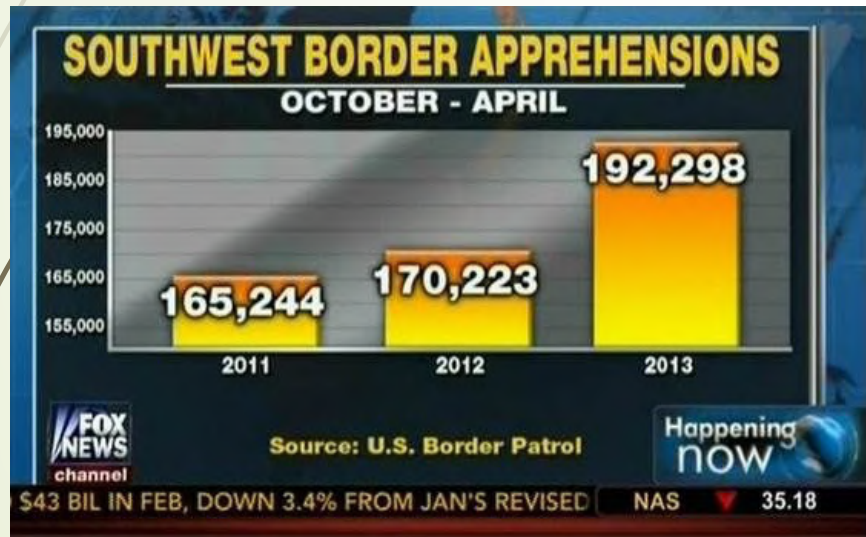
2. Know when to include zero

Important to include when **comparison is made based on length**



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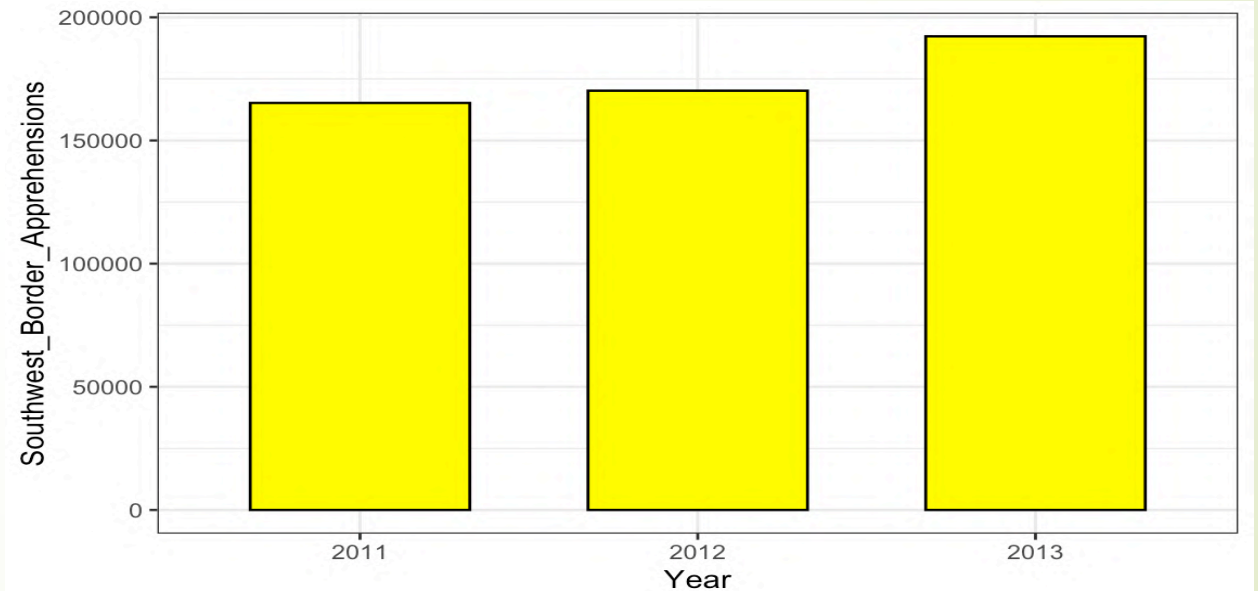
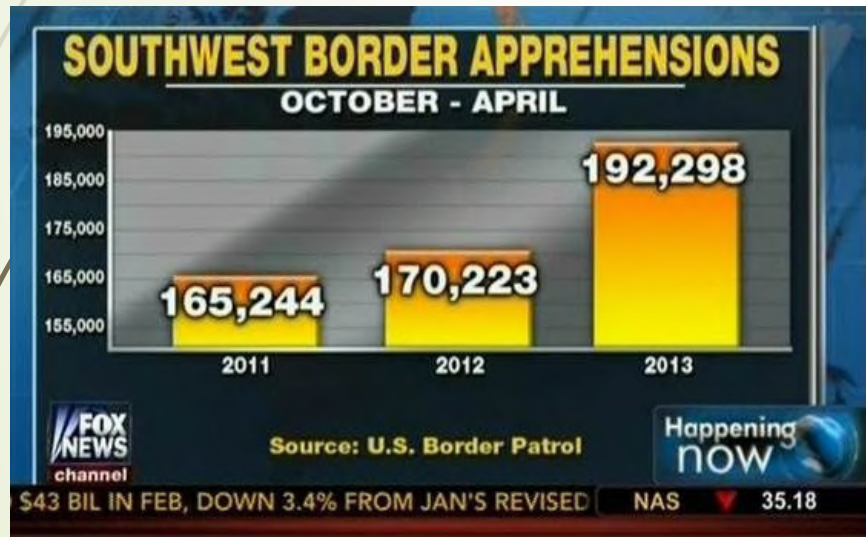
Important to include when **comparison** is made based on length
(Source: Fox News, via Media Matters)



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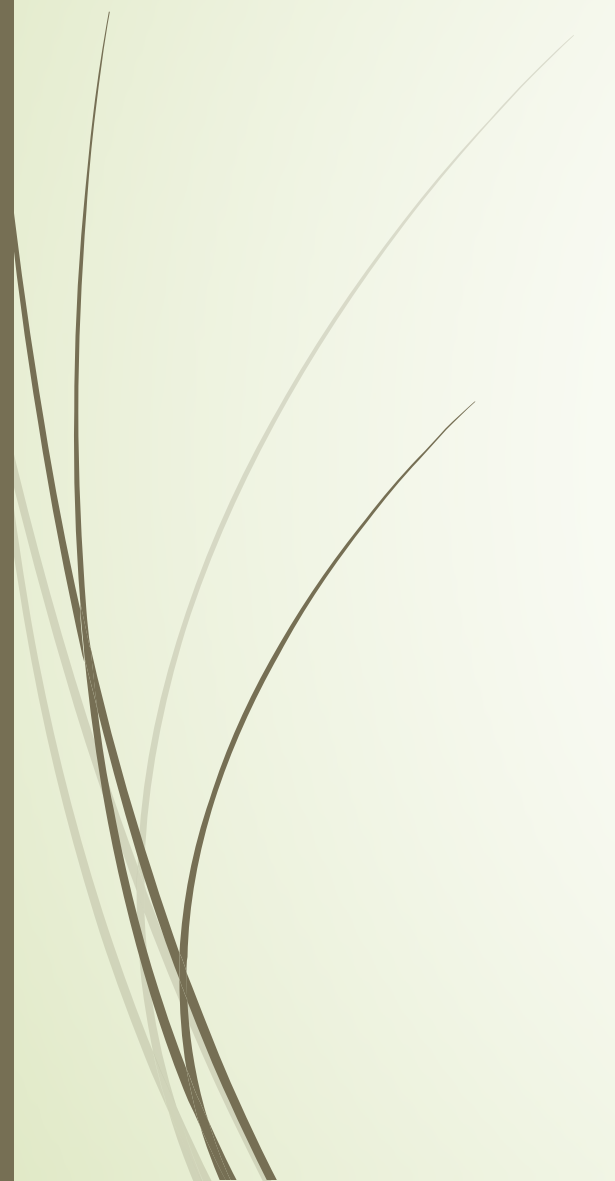
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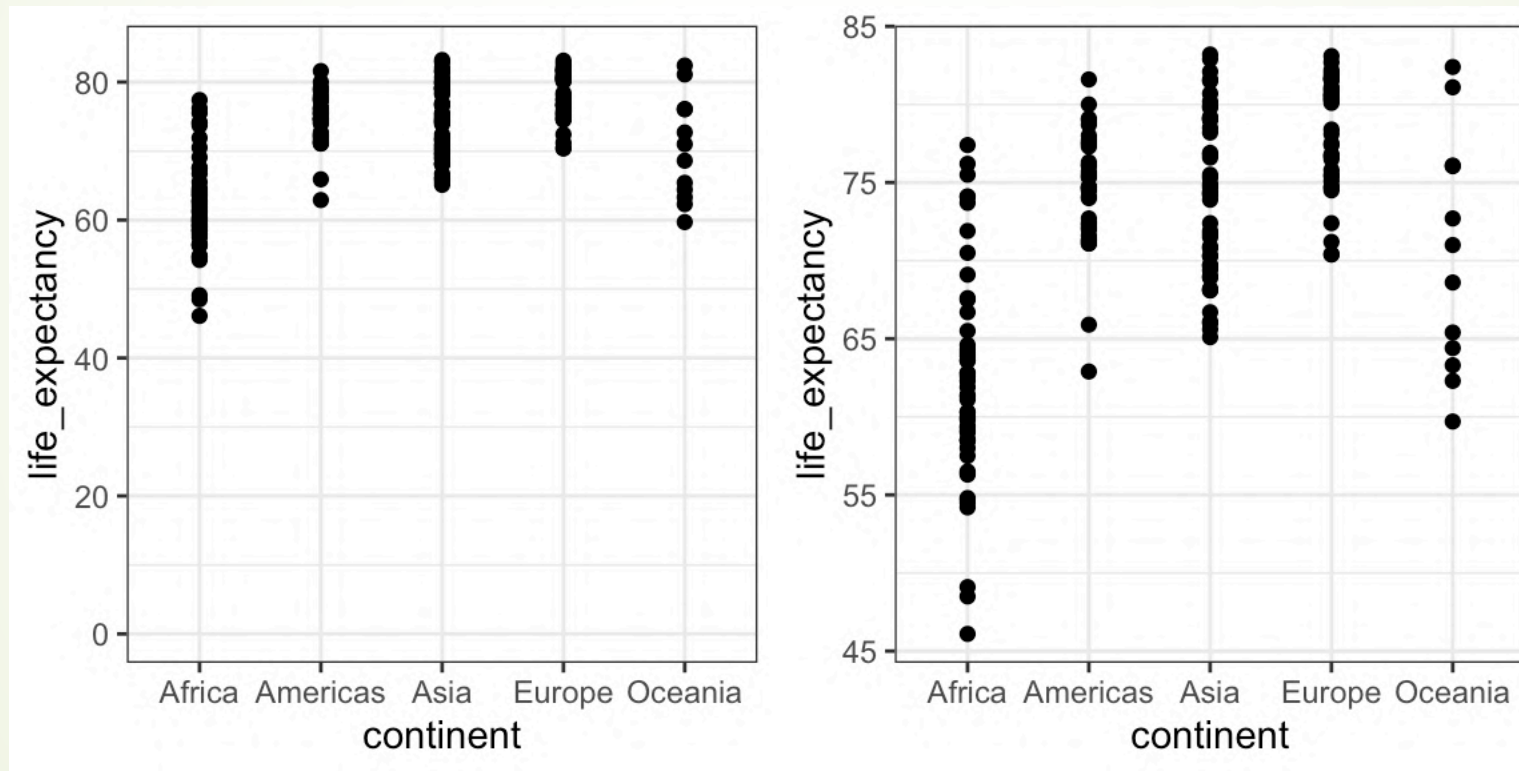


2. Know when to include zero

- **Not important** when **position** is used for comparison

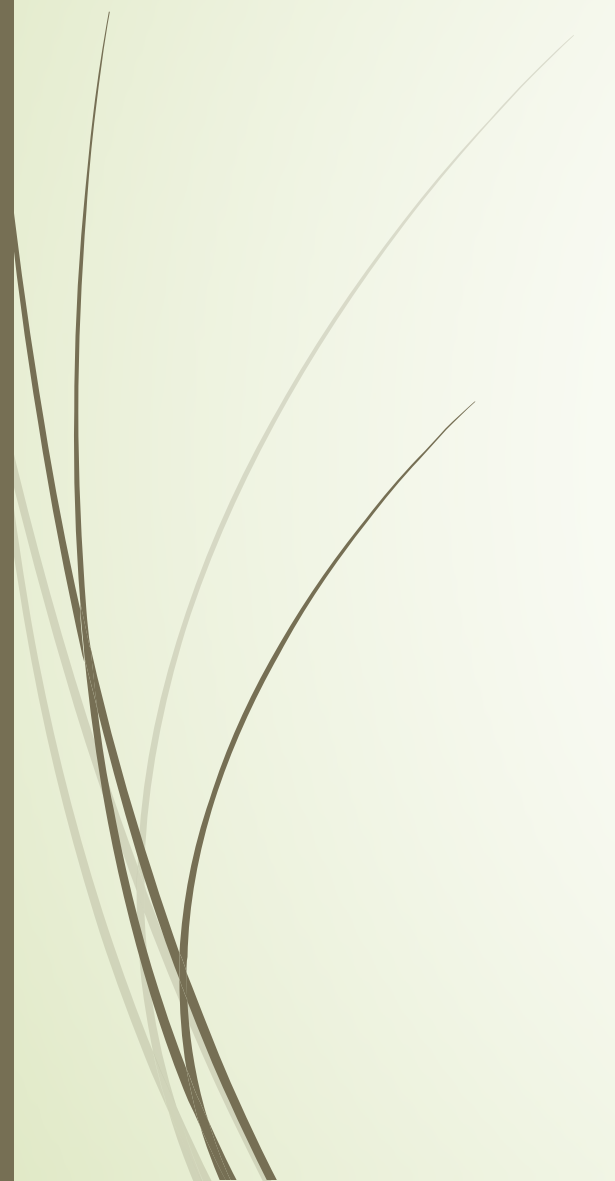
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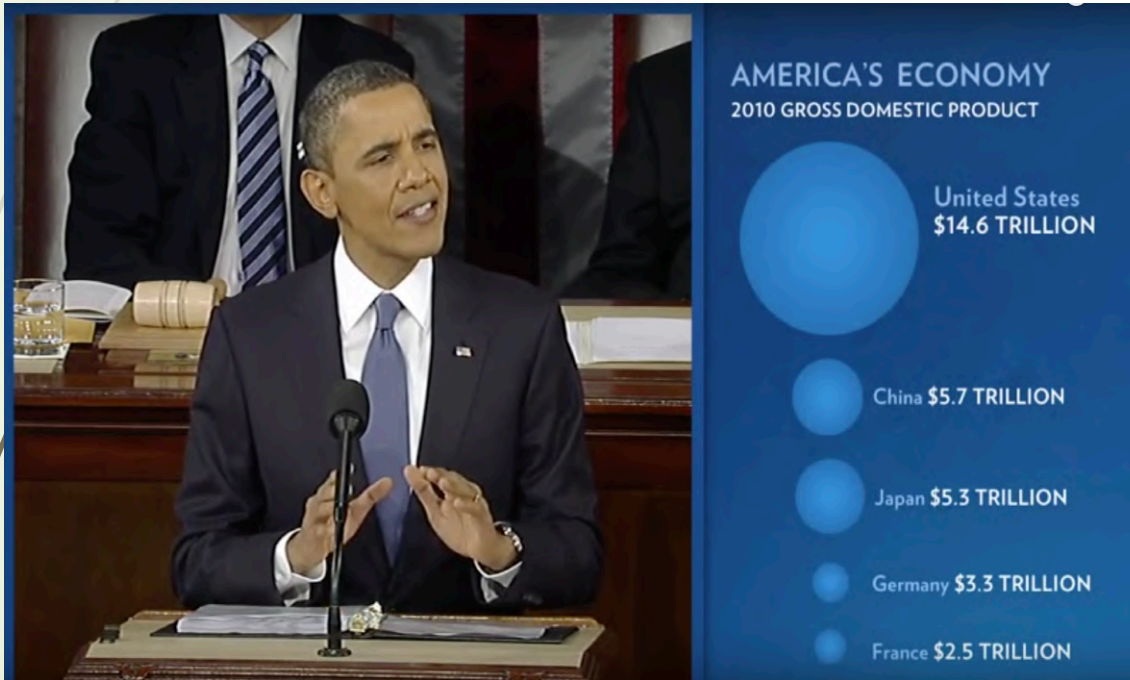


3. Do not distort quantities



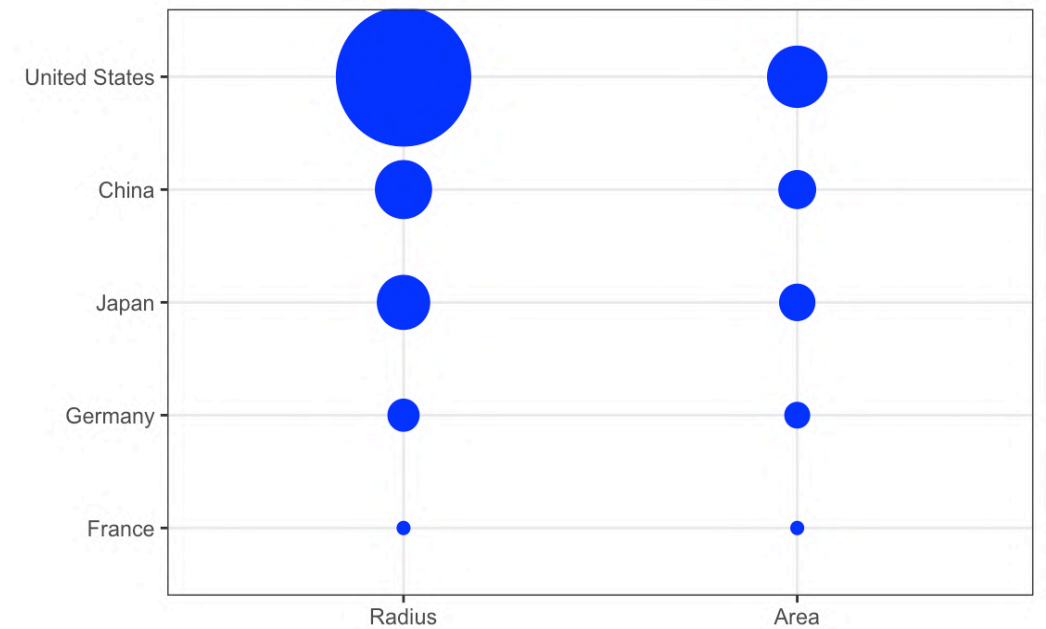
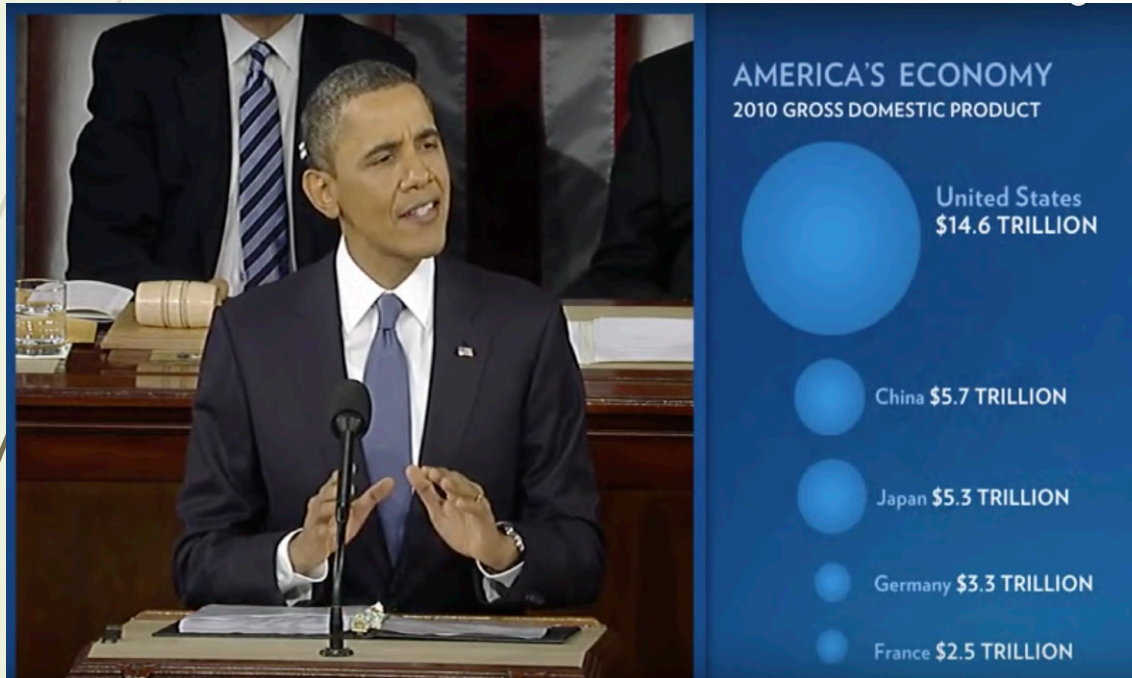
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(Source: The 2011 State of the Union Address)



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