After so many years we have noticed an empire of lies of the power of the visualization of information via graphs, tables, maps and diagrams that are used to deceive. The question that remains relevant, can information graphics and visualizations lie? the answer remains positive, for this organizations putting in order to criticize them while gaining popularity. This discovery about the lack of objectivity of the media is due to a bestseller by Darrel Huff entitled "How to lie with statistics" this document deals with the basics of deception and inventing a unit of measurement calling 'lie factor' while formulating a calculation: Lie factor= Effect size shown in graph/ Effect size in data

Based on the essence of the word lie, we could dissect graphs, tables, maps and diagrams that do not lie, it is the designers who only lie to their common senses. Base. However, lying may be accepted in some cases even or even in certain circumstances that is why codes of conduct make the difference between truth and telling the truth Several books come to the idea of informing how to lie, some tips to lie:

1) Doesn't show much data

2) Display data inaccurately

3) Obfuscate the data on codes of conduct more specifically on the ethics revealed of a serious and unacceptable violation.

The relevant hidden data could be put to good use and beneficial for the person or company such as: the company that displays the upward trend of its company that operates on several markets without giving access to other details on the other markets or there is a sharp decline. Despite the use of inappropriate graphics this proves convincing in the eyes of readers.

Visual lies are inevitable to freedom of expression despite us denouncing them, they will never disappear no matter how aggressive we mock them and the rigor we will analyze them therefore to remedy this scourge it is better to prepare future generations of visual communicators who rely on evidence whose main objective is to inform the public in a truthful and accurate way and not to market them. Several authors intervene such as Jack Fuller wrote: "We cannot accept the kind of ignorance of basic statistics that so often leads to grotesque reporting on scientific claims" and Thomas E. Patterson the following statement "Journalists cannot meet the needs of democracy". Several authors intervene such as Jack Fuller wrote: "We cannot accept the kind of ignorance of basic statistics that so often leads to grotesque reporting on scientific claims" and Thomas E. Patterson the following statement "Journalists cannot meet the needs of democracy".