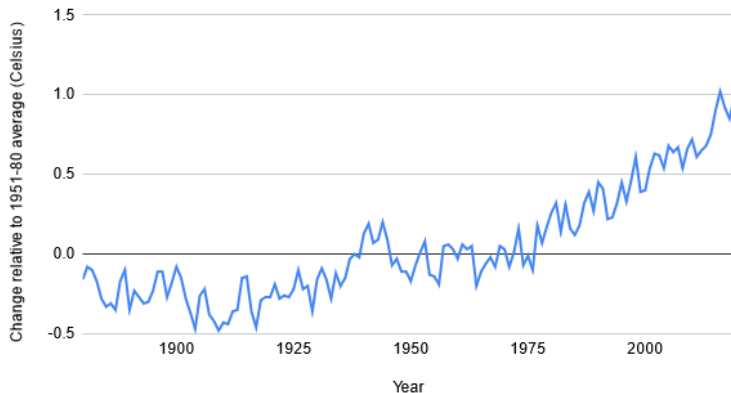


# Deceptive Visuals

Nikodem Lewandowski

# Axis manipulation

Global Temperature Change, 1880-2019 (NASA/GISS)



# Axis manipulation

Global Temperature Change, 1880-2019 (NASA/GISS)

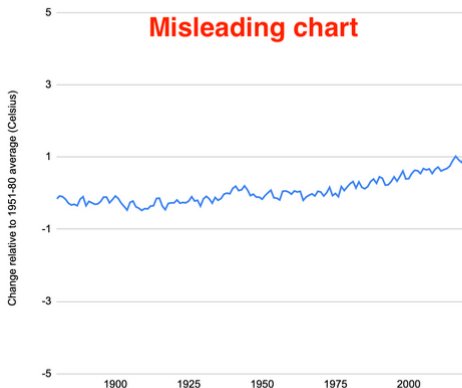


Figure 14.3: Misleading chart with a lengthened vertical axis.

Setup Customize

Vertical axis

Label font Theme Default... Label font size Auto

Label format B I Text color Auto

☐ Treat labels as text

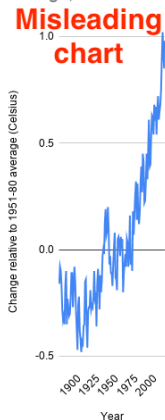
☐ Show axis line

Min -5 Max 5

☒ Allow bounds to hide data

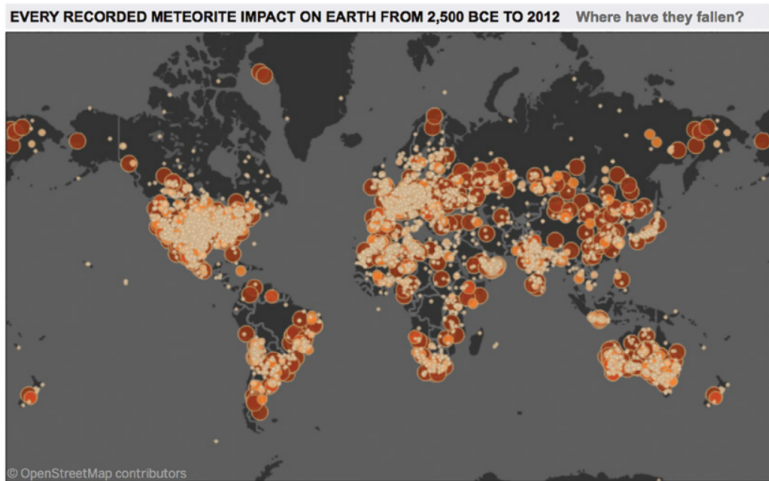
# Axis manipulation

Global  
Temperature  
Change, 1880-2019

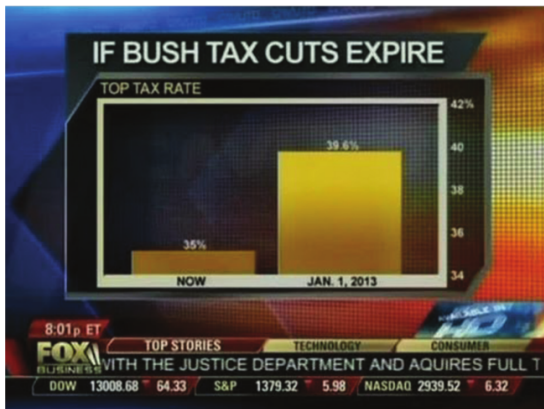


*Figure 14.5: Rules of thumb do not always work. Cairo's recommendation to use 1:3 aspect ratio to represent 300% change results in a misleading chart in this particular example.*

# Data Insufficiency

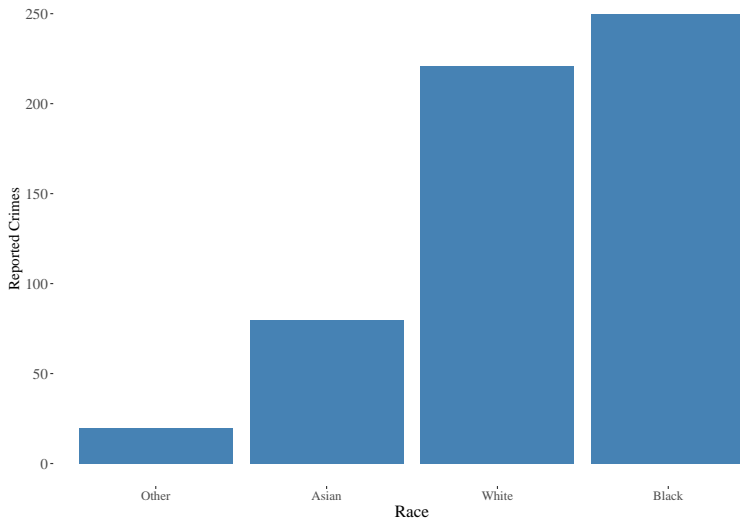


# Liar's Coefficient

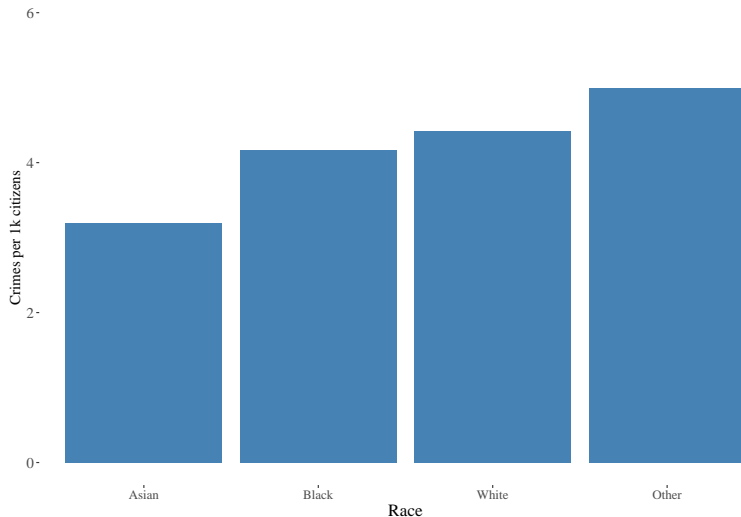


Visual Increase / Actual Increase  
460% / 13%  
35.38

# Ordinal values misunderstanding, Reported Crimes



# Ordinal values misunderstanding, Crimes per 1k citizens

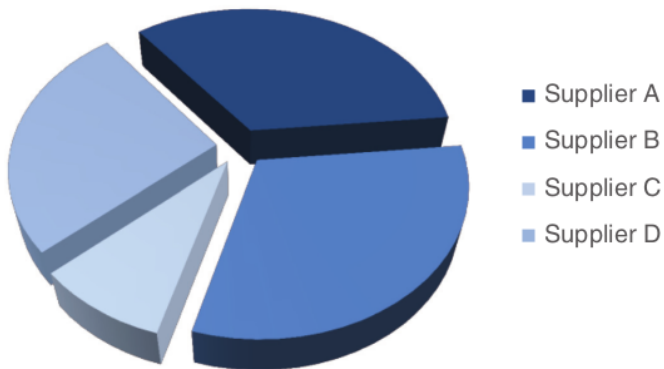




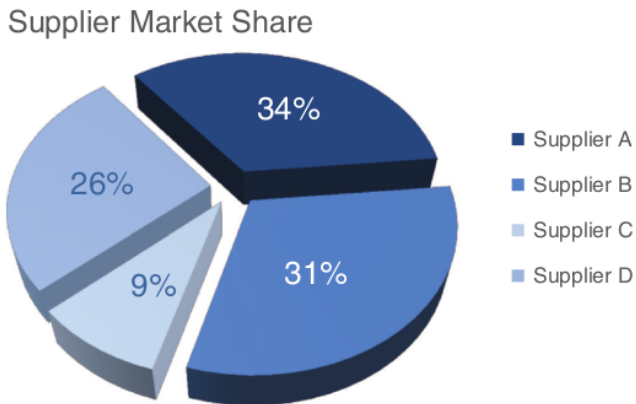
# Bad visuals

- Which slice is the largest?

Supplier Market Share



# Bad visuals



# Supplementary materials

Cool YouTube videos to watch:

- How to spot a misleading graph - Lea Gaslowitz
- Data Visualization and Misrepresentation