# Ethics and Conduct

Meaningful visualisation results in increase of knowledge and understanding in the relevant problem. This can help in future prediction which can help in more improve decision in that field. Since, visualisation is the cognitive process which is under research, so it is difficult to come up with ethical guide to visualisation but some of the ethics that should be considered by the designers while creating graphics:

1. Visualisations are intended to bring attention to relevant matter.
2. Visualisations are based on thorough analysis of information.
3. Visualisation are built in a way that are easy to comprehend.
4. Selection of meaningful, clear, efficient and in-depth informative graphic that makes sense to the viewer rather than selecting one which a designer likes or easy to implement (Cairo, 2014).
5. Things like hierarchy of visual properties and appropriate labelling must be kept in mind while designing (Skau, 2012).
6. Depict the data and analysis in accurate way.
7. Clearly exposing to different visualisation techniques and remain open to criticism.
8. Visualisation shouldn’t be intentionally used for hiding or confusing the truth. It shall not misguide the uninformed.
9. Designer shall remain fully responsible for virtual and actual meaning portrayed by the graphics.

# References

Cairo, A. (2014). Ethical Infographics: In data visualization, Journalism meets Engineering . *The IRE Journal: The Magazine of Investigative Reporters and Editors Inc.*, 25-27.

Skau, D. (2012, Feburary 7). *A Code of Ethics for Data Visualization Professionals.* Retrieved from Visually - High Impact visual Content: https://visual.ly/blog/a-code-of-ethics-for-data-visualization-professionals/