

Goals of Statistical Graphics

Goals

1. Graphics for analysis. Consumers: yourself, close collaborators.
2. Graphics for communication. Consumers: the wider research community.
3. (outdated) Graphics as data delivery.

In 1. the goal is to **understand** what the data tells you.

In 2., you have understanding, the goal is to **communicate** this understanding to others.

Highly readable texts

Tufte: The visual display of quantitative information (and 3 other books).

Cleveland: Visualizing Data (and The Elements of Graphing Data).

Tufte writes about graphics for communication.

Cleveland writes about graphics for analysis. This work created the trellis/lattice system.