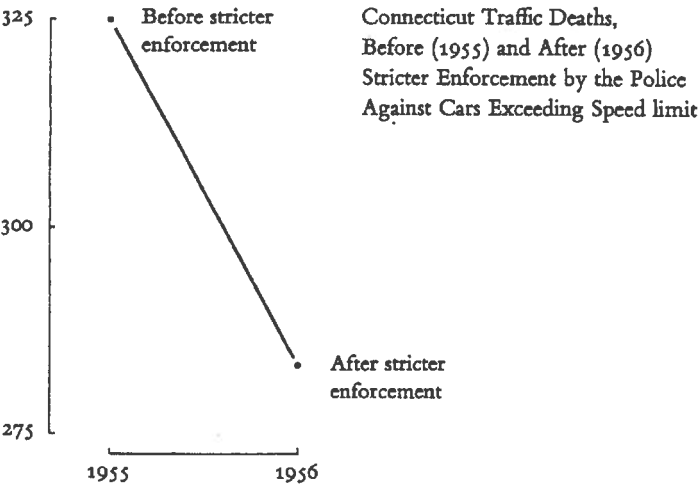## Context is Essential for Graphical Integrity

To be truthful and revealing, data graphics must bear on the question at the heart of quantitative thinking: "Compared to what?" The emaciated, data-thin design should always provoke suspicion, for graphics often lie by omission, leaving out data sufficient for comparisons. The principle:

> Graphics must not quote data out of context.

Nearly all the important questions are left unanswered by this display:

Connecticut Traffic Deaths, Before (1955) and After (1956) Stricter Enforcement by the Police Against Cars Exceeding Speed limit

A few more data points add immensely to the account:

Connecticut Traffic Deaths, 1951–1959