How to deceive with visualization

Jonas Schöley

jschoeley@health.sdu.dk
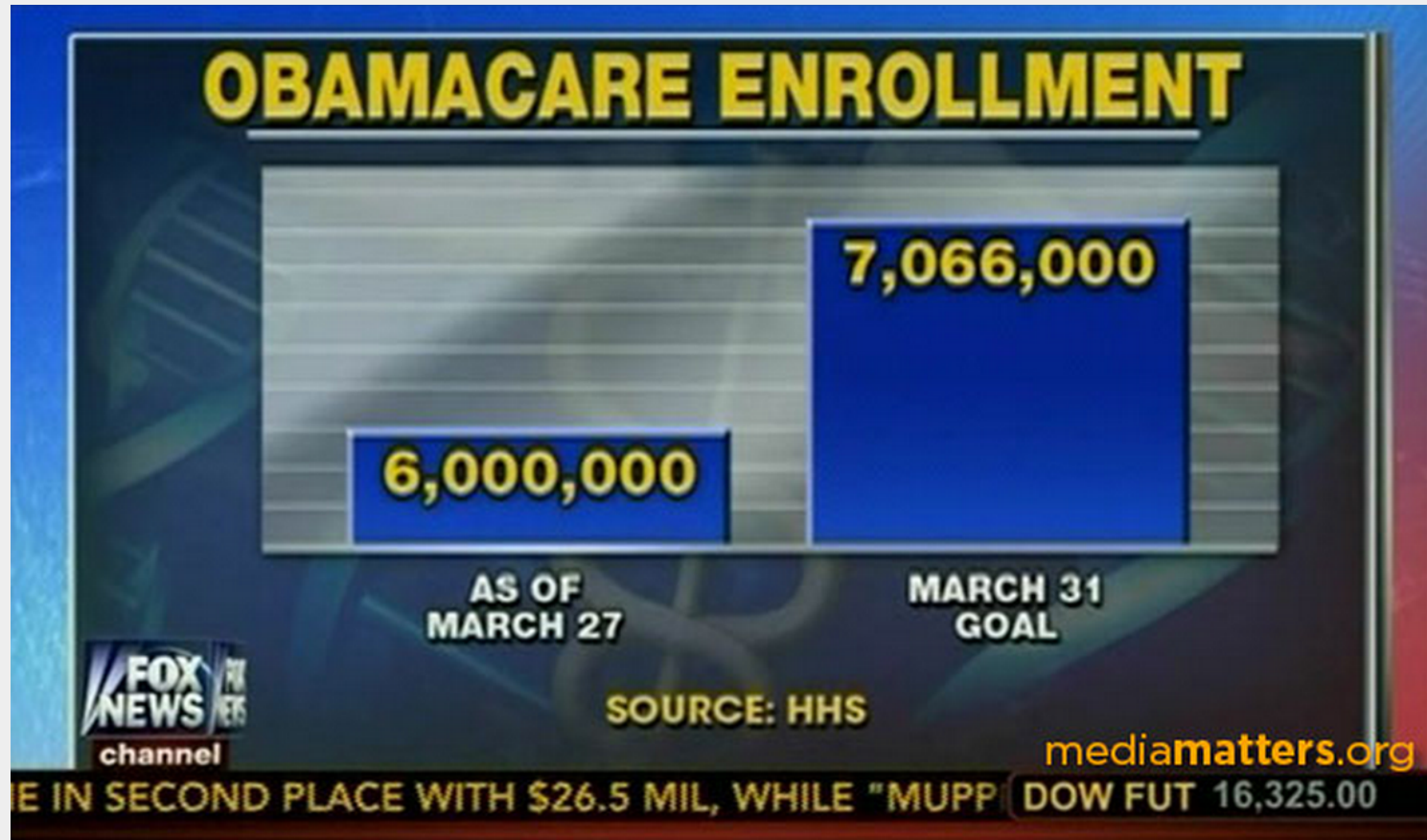
Max-Planck Odense Center on the
Biodemography of Aging
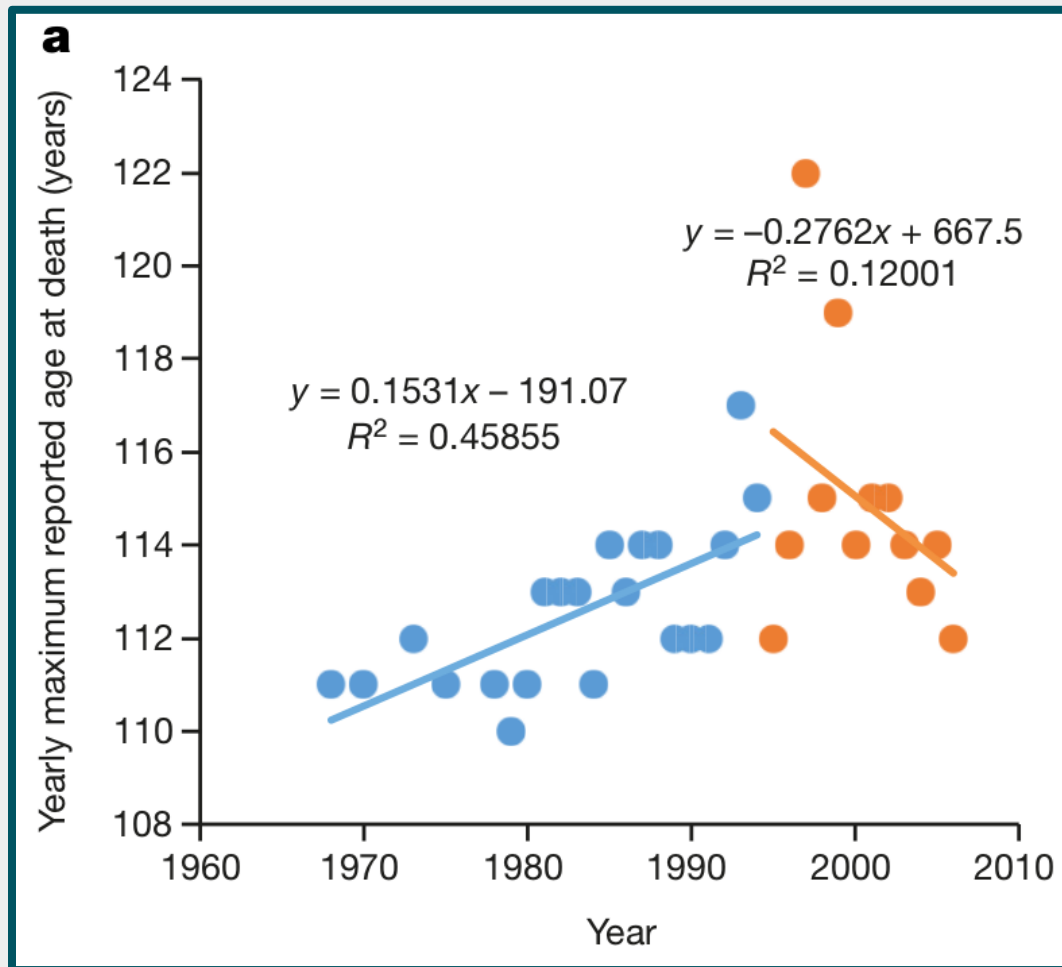
Department of Public Health
University of Southern Denmark
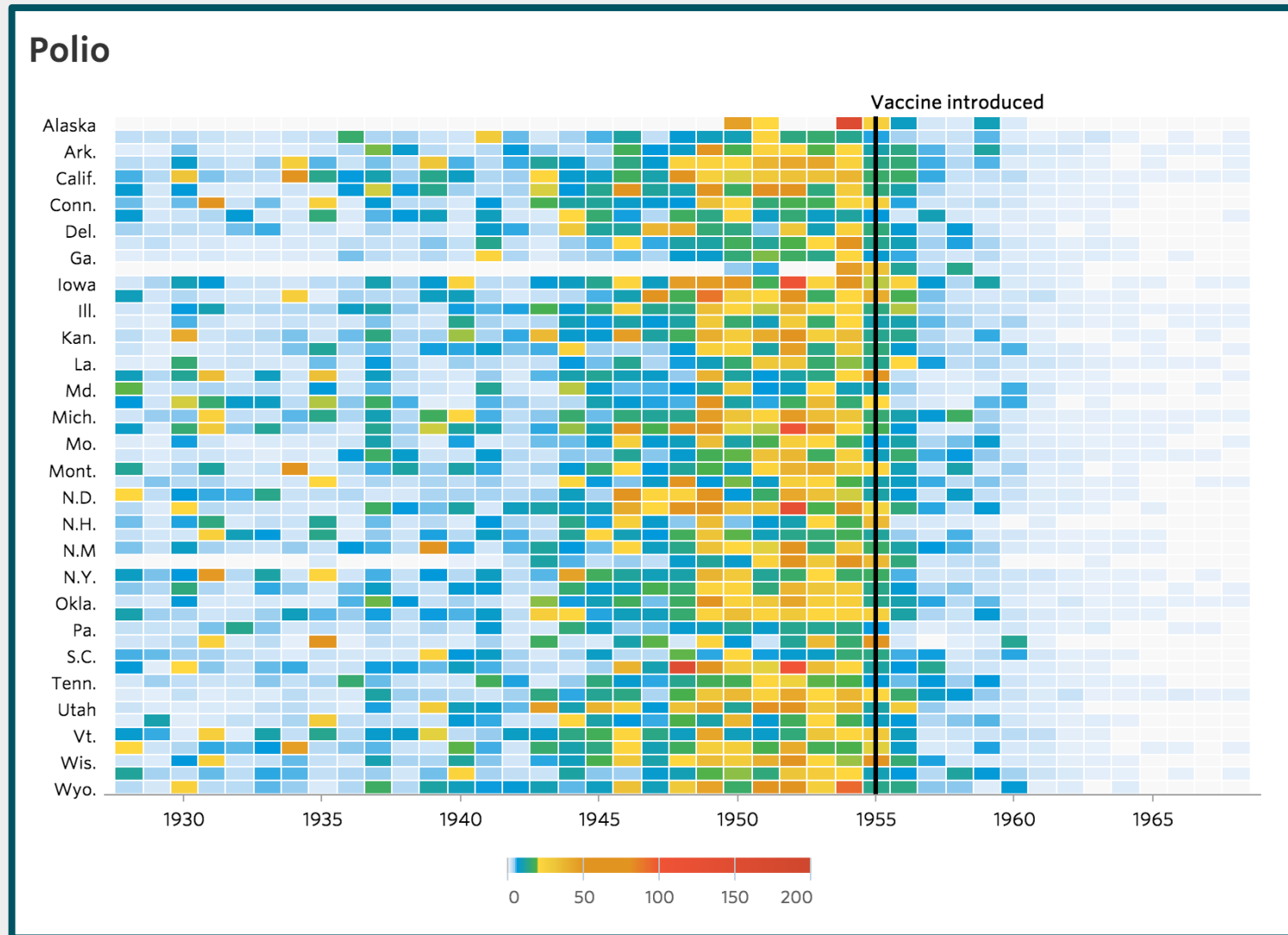
Manipulating Proportions

Source: Fox News.

Leading the eye

Dong, Xiao, Brandon Milholland, and Jan Vijg. 2016.
"Evidence for a Limit to Human Lifespan."
Nature Publishing Group 538: 5–7. doi:10.1038/nature19793.

What makes a good color scale?

Source: Wall Street Journal 2015.

Deception:

Communicating a finding which is
not supported by your data

Slides available at
github.com/jschoeley/2016-edsd-viz

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jschoeley@health.sdu.dk   Twitter: @rettungstweet