

# How to deceive with visualization

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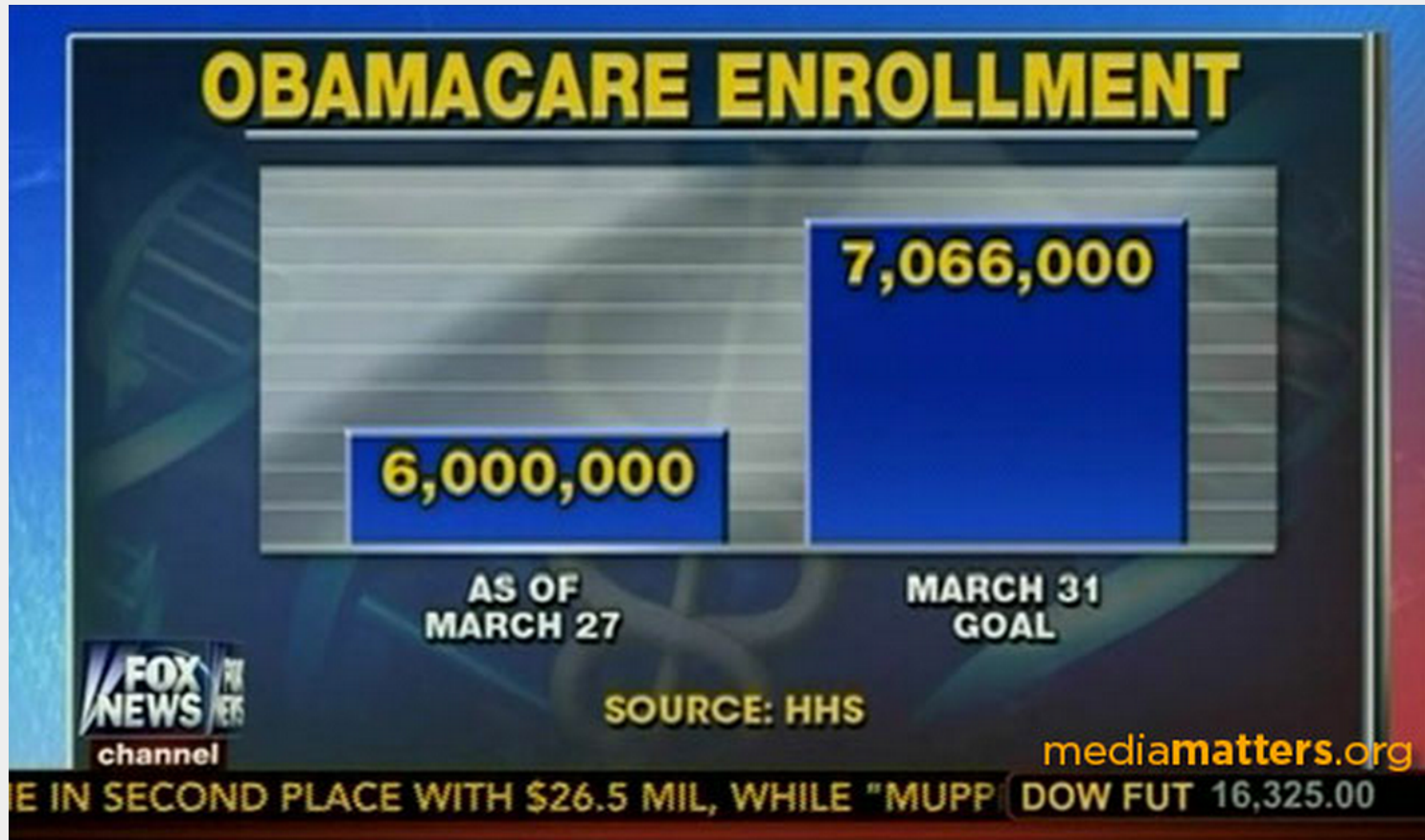


Max-Planck Odense Center on the  
Biodemography of Aging



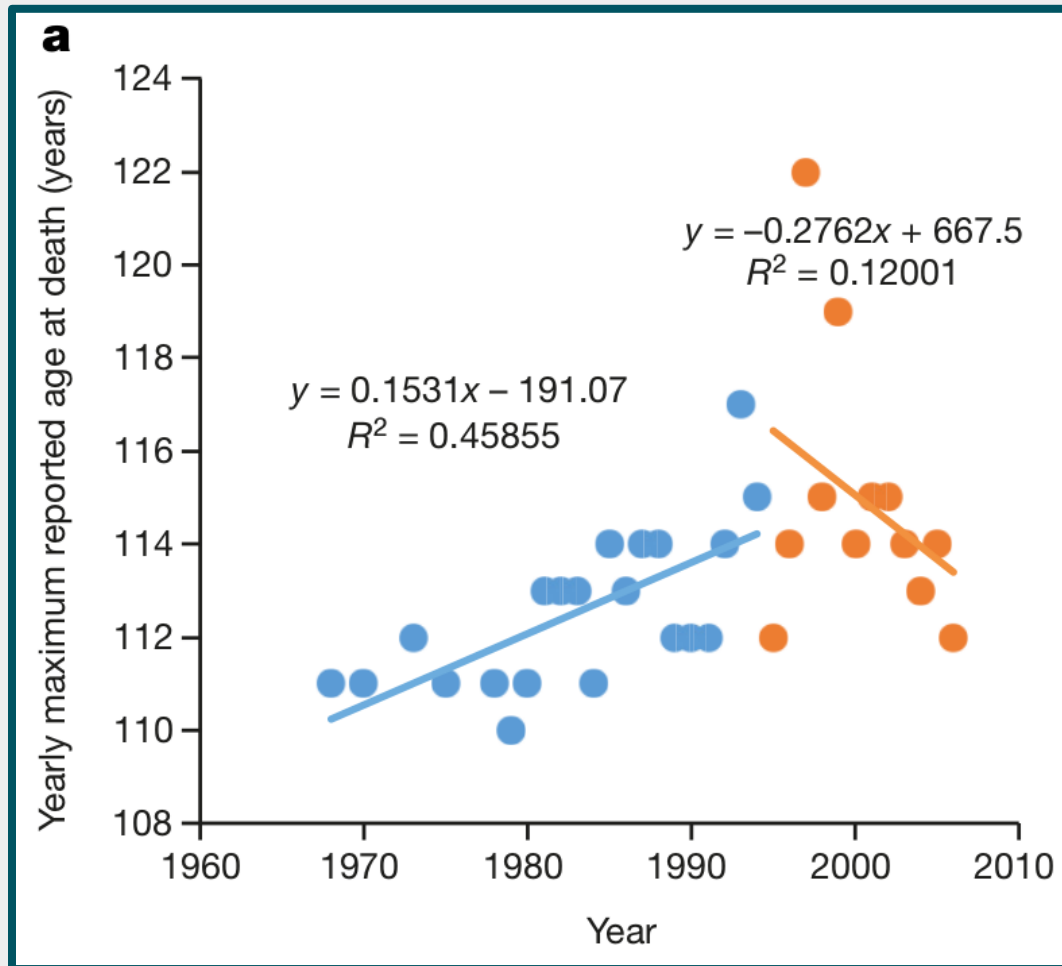
Department of Public Health  
University of Southern Denmark

# Manipulating Proportions



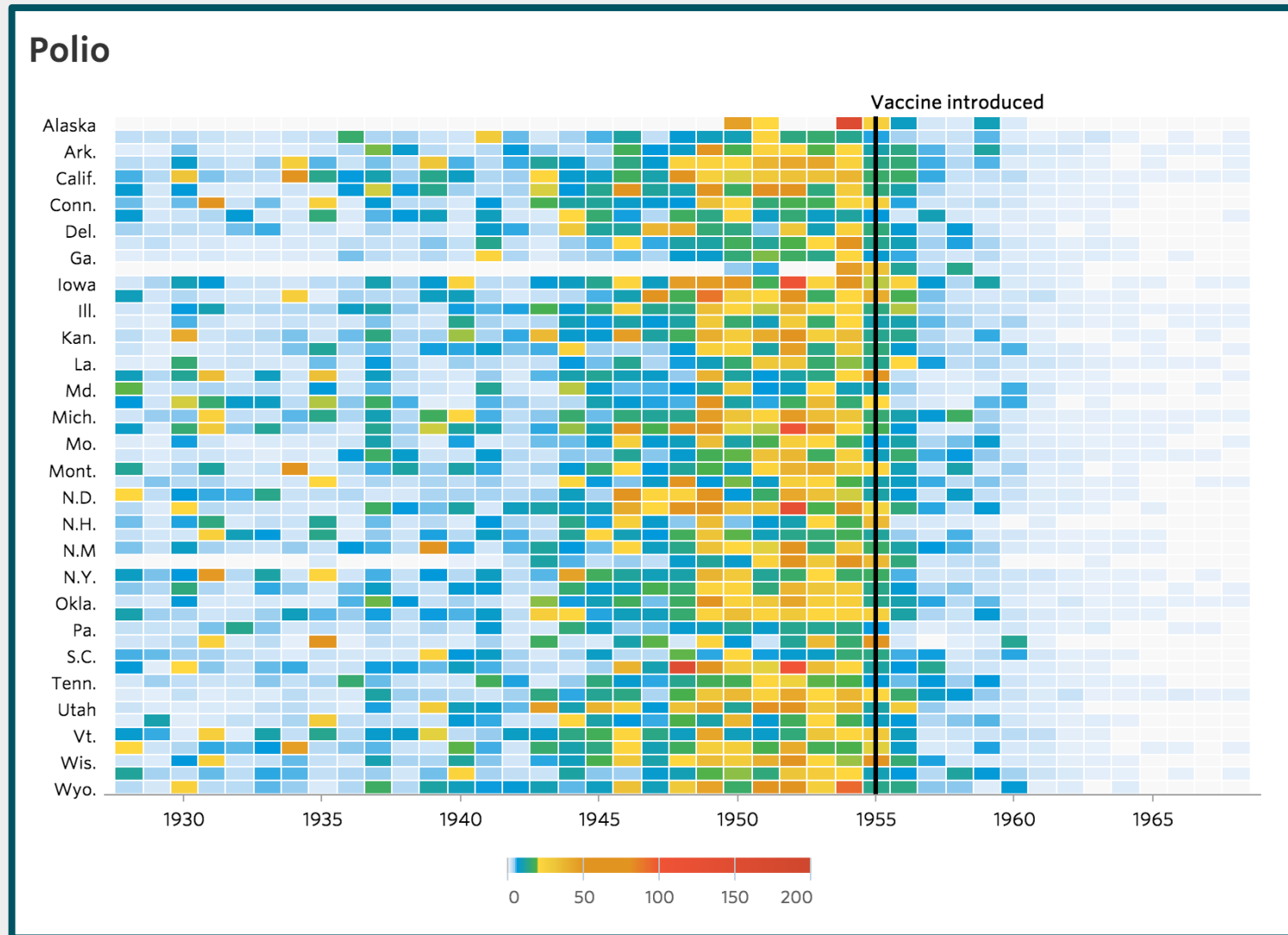
Fox News.

# 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?



Wall Street Journal 2015.

**Deception:**  
Communicating a finding which is  
***not supported by your data***

**Slides available at**  
[github.com/jschoeley/2016-edsd-viz](https://github.com/jschoeley/2016-edsd-viz)

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