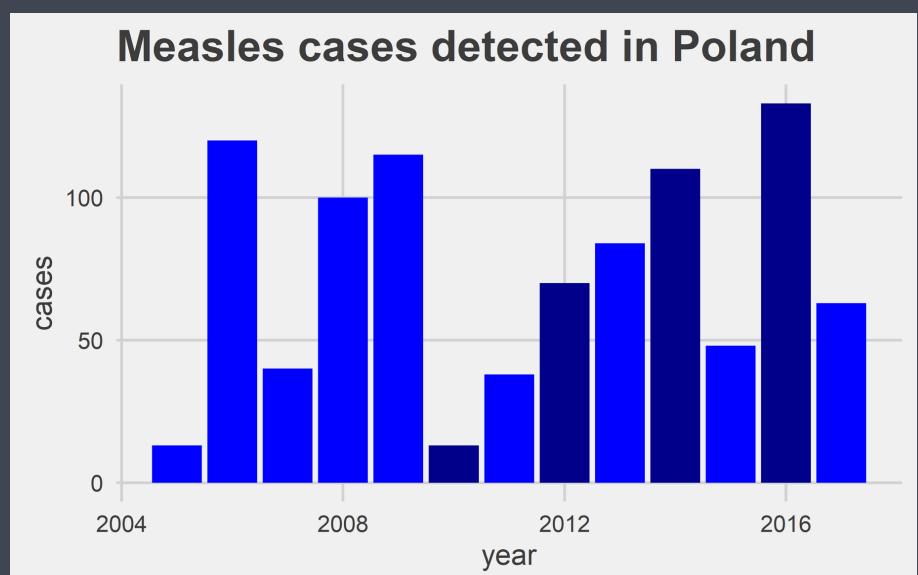
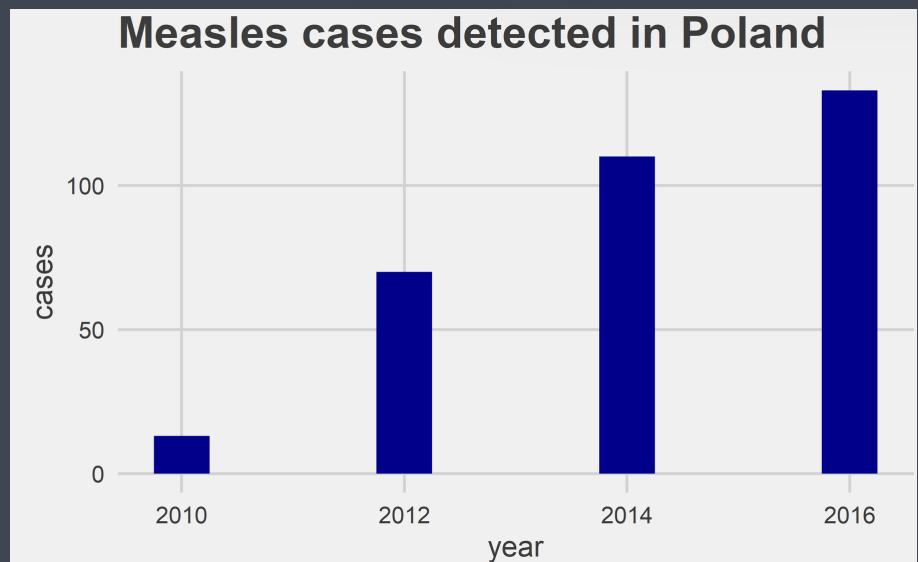


# INSINCERE CHARTS



## SELECTIVE PRESENTATION OF DATA

On the left we can look at the data on the number of measles cases detected in years 2005-2017. Both charts show the same data. **By selecting only individual years on the first chart, we see a worrying upward trend in the number of cases.\*** However, when we consider the data from all years, as shown on the second chart, the situation looks different. This time the "magical" increase in cases will disappear.

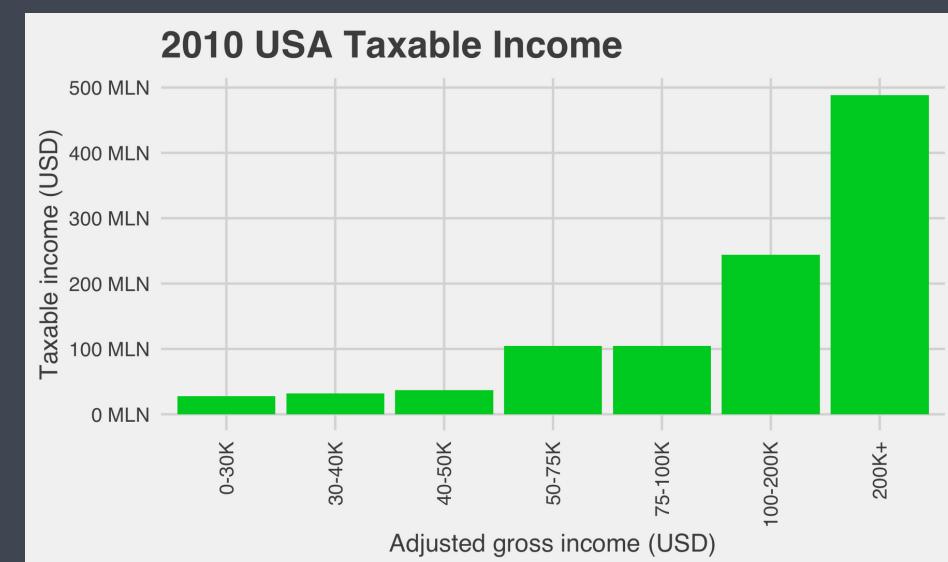
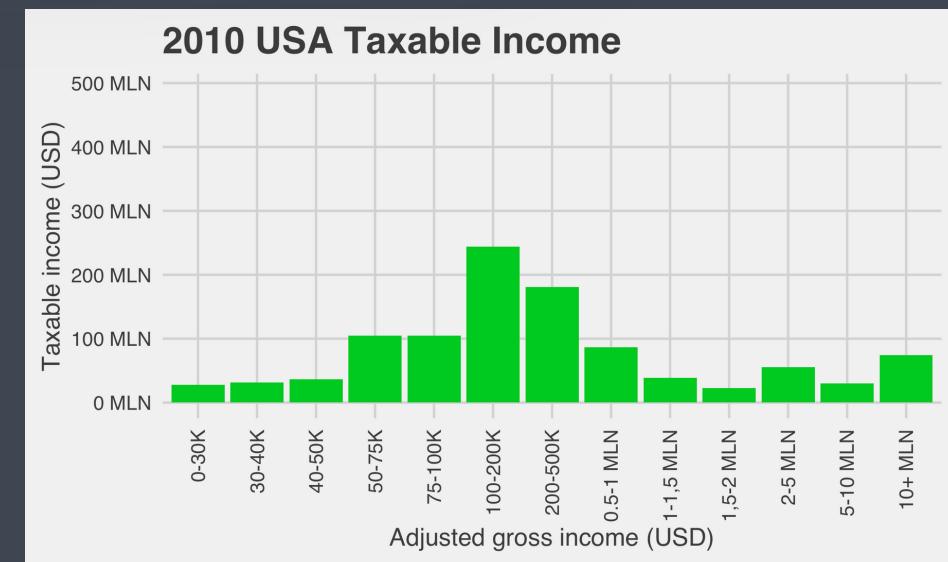
\*We are actually seeing a multi-year increase in the number of cases at present, but this could not be inferred from the data before 2017. The data come from "Rządowe Centrum Bezpieczeństwa"

## DIVIDE (DATA) AND RULE

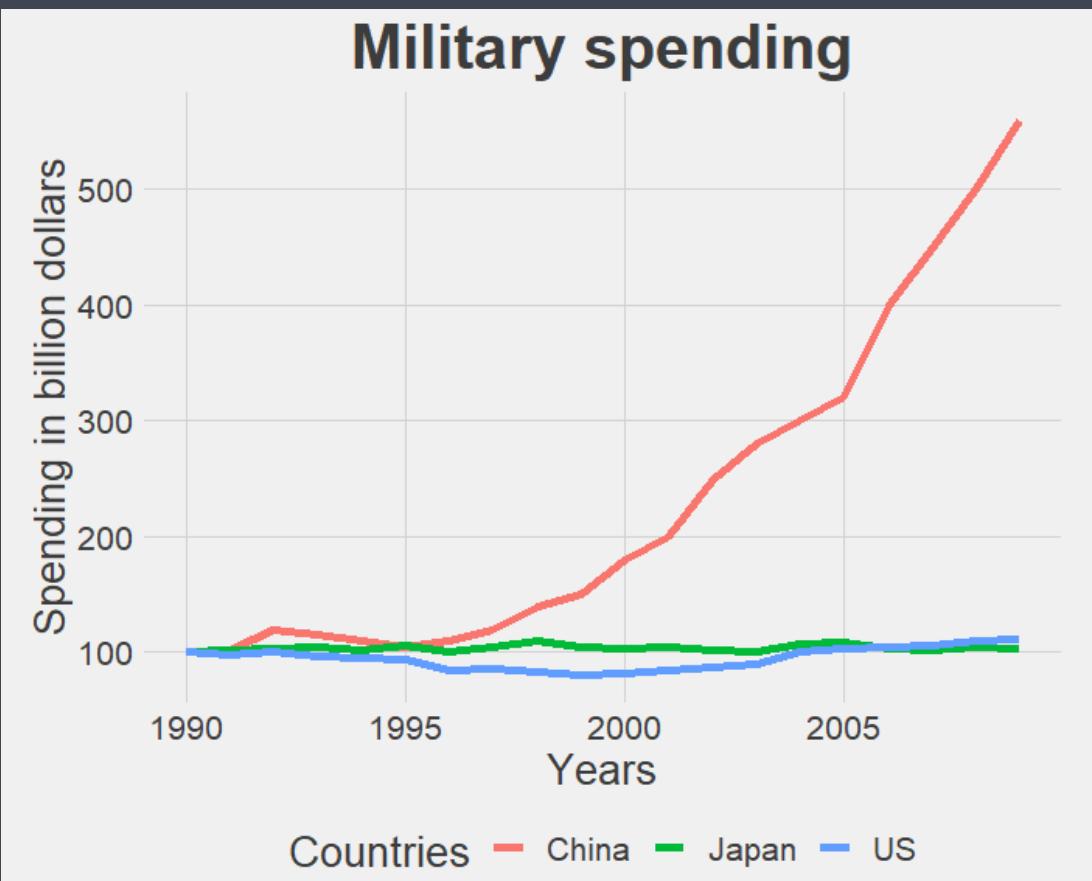
This data manipulation technique is based on cunning grouping data in ranges, so that we can make the reader come to **different conclusions**. An example of using this technique is shown in charts. These charts show taxable income in the United States in 2010 based on citizens income. Data used to create these charts comes from Internal Revenue Service website.

**On the first chart** we can see that the **biggest taxable income was generated by the middle class** of the society.

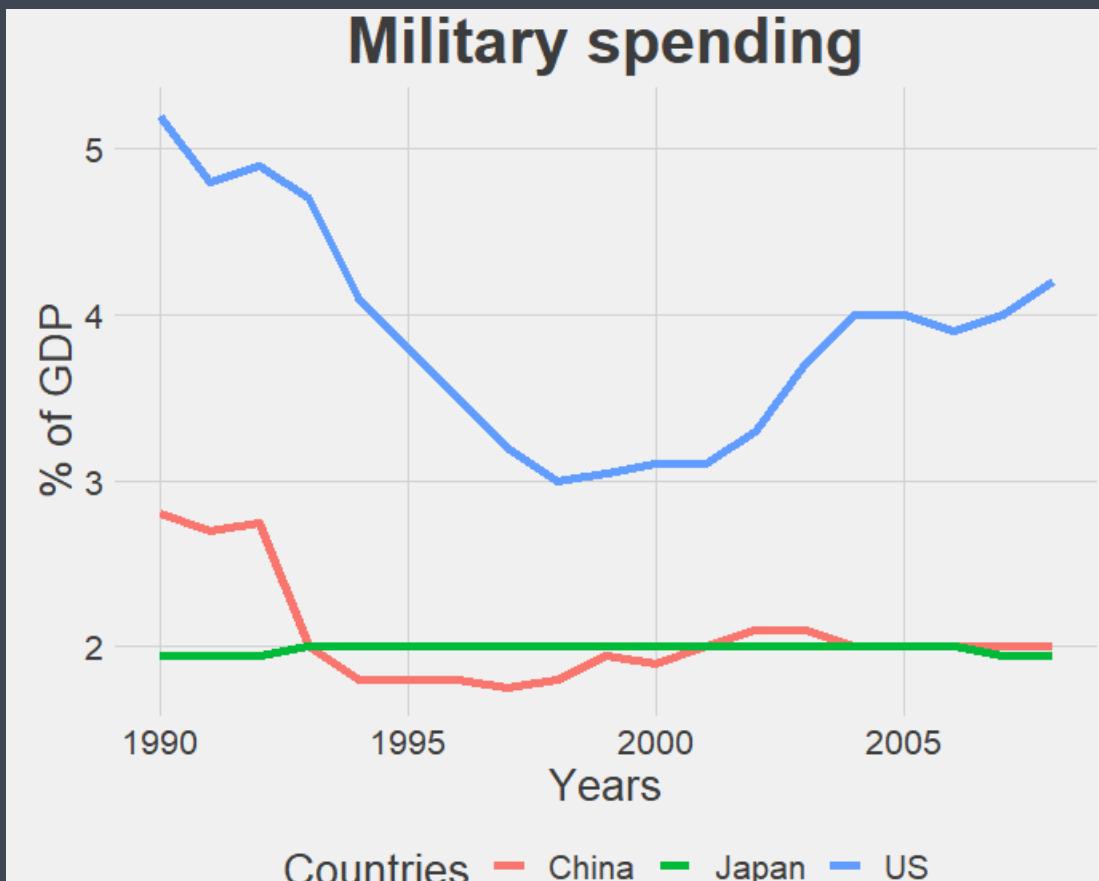
However, **on the second** one we can come to the conclusion that **the upper class is the one which has the highest taxable income**. Depending on what impact we want to achieve on the reader the first or the second chart can be presented.



## TWO GLANCES AT Y-AXIS



In this picture we see estimated military spending in billion dollars in three countries: China, Japan and the US. The chart shows that China is spending a few times more money than the US or Japan. **If we look only at this picture, we can see how much China is arming.**



In contrast, this picture shows estimated military spending but in % of GDP (Gross domestic product). We see the same three countries as previous: China, Japan and the US. The chart shows that the US is spending a few times more than China or Japan. **So this time, we can easily show how much the US is arming.**

But what if we look at both charts and compare the data? We can draw conclusions that even though China is spending more billions on the military than the US, this represents less of the country's GDP. **Depending on what effect we want to achieve, we show such a graph.**