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Christian Hennig :

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From Data to Viz

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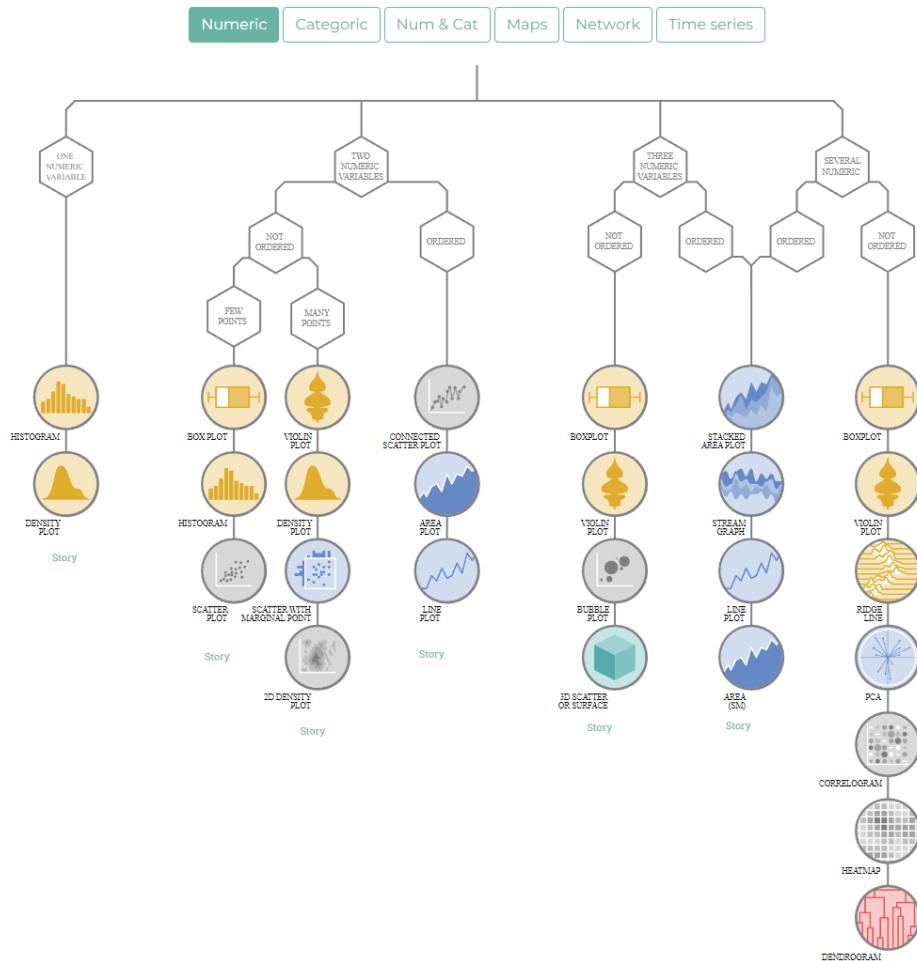


Figure 1: From Data to Viz

Visual Vocabulary

(Financial Times)

“ ”

Deviation

Emphasise variations (+/-) from a fixed reference point. Typically the reference point is zero but it can also be a target or a long-term average. Can also be used to show sentiment (positive/neutral/negative)

Examples of use

Trade surplus/deficit, climate change

Chart types

bar-diverging



A simple standard bar chart that can handle both negative and positive magnitude values

bar-diverging-stacked



Perfect for presenting survey results which involve sentiment (eg disagree, neutral, agreed)

spine-chart



Splits a single value into 2 contrasting components (eg Male/Female)

line-surplus-deficit-filled



The shaded area of these charts allows a balance to be shown, either against a baseline or between two series

Figure 2: Visual Vocabulary

Note

Few *Show Me the Numbers* (Few 2004) Robbins *Creating Better Graphs* (Robbins 2006)

Few, Stephen. 2004. *Show Me the Numbers*. Burlingame, CA: Analytics Press.
Robbins, Naomi B. 2006. *Creating More Effective Graphs*. Hoboken, NJ: Wiley.