**The Risks of Visualization**

Visualization is an effective way to transfer your ideas to audience. However, because of it effectiveness, it potentially implies some misleading understanding information that we want to present. The followings are some of them:

* the potentially misleading perception of reliability of a visualization (visualizations may appear more convincing and sound than they really are),
* the (multiple) implicit meanings inherent in visualizations (leading to ambiguous interpretations),
* the high prerequisites for diagram interpretation (a visualization’s efficacy depends on the user’s previous experience and visual literacy).

People classify the disadvantage of visualization into mainly 3 categories: causes, effects, and countermeasures.

* Causes: by the designer and by user who interpret the meaning of designer
* Effects: into cognitive, emotional, and social effects
* Countermeasures: fundamental vs. focused changes, substantial vs. superficial modifications, drastic vs. cosmetic one, …

Each picture created by the designer is the information that the author would like to present. However, as a user, he/she can understand it in their own way. The ways that audience interpret depends on many factors such as education, culture, structures of the images. To avoid those disadvantage, we may organize information into order, focus, reduce noise and unnecessary features. We may need to learn about audience’s culture, characteristics, … etc, so the information we transfer is interpreted as we want.