

Analysis of Common Distortion Techniques



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CHI '15: Proceedings of the 33rd Annual ACM Conference on Human Factors in Computing Systems • April 2015 • Pages 1469–1478 • <https://doi.org/10.1145/2702123.2702608>

Published: 18 April 2015

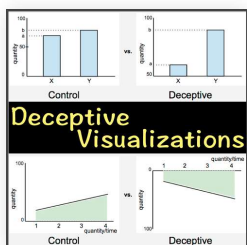
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ABSTRACT



In this paper, we present an empirical analysis of deceptive visualizations. We start with an in-depth analysis of what deception means in the context of data visualization, and categorize deceptive visualizations based on the type of deception they lead to. We identify popular distortion techniques and the type of visualizations those distortions can be applied to, and

formalize why deception occurs with those distortions. We create four deceptive visualizations using the selected distortion techniques, and run a crowdsourced user study to identify the deceptiveness of those visualizations. We then present the findings of our study

deceptive each of these visual distortion techniques are, and for what kind of

paper presents a first step in empirically studying deceptive visualizations, and will pave the way for more research in this direction.

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Index Terms

How Deceptive are Deceptive Visualizations?: An Empirical Analysis of Common Distortion Techniques



Human-centered computing

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