LACO

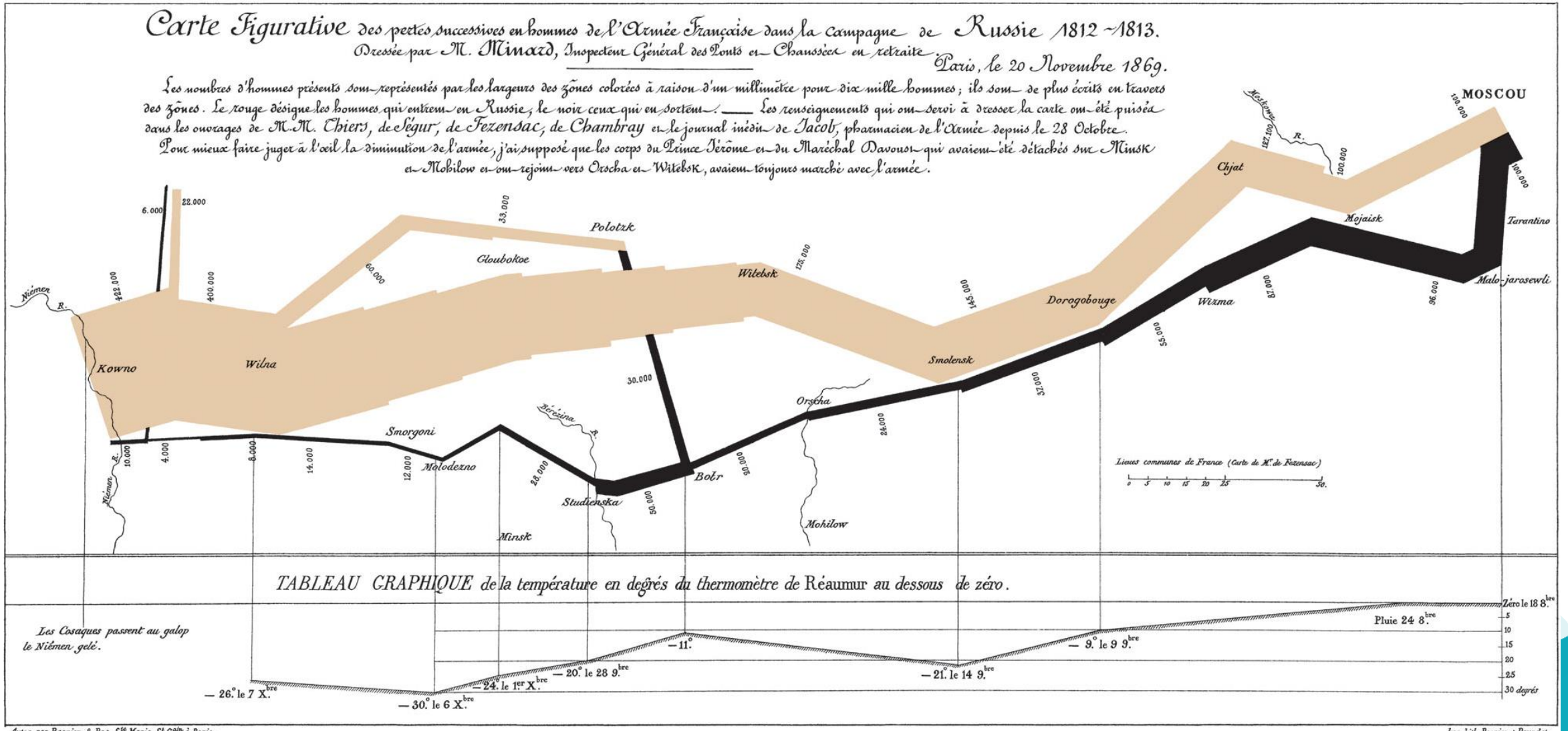
The importance of Data Visualization

Tell the right story with your data
The right way

adn
SHARE & CONNECT

30 September 2022

A great piece of history



LACO

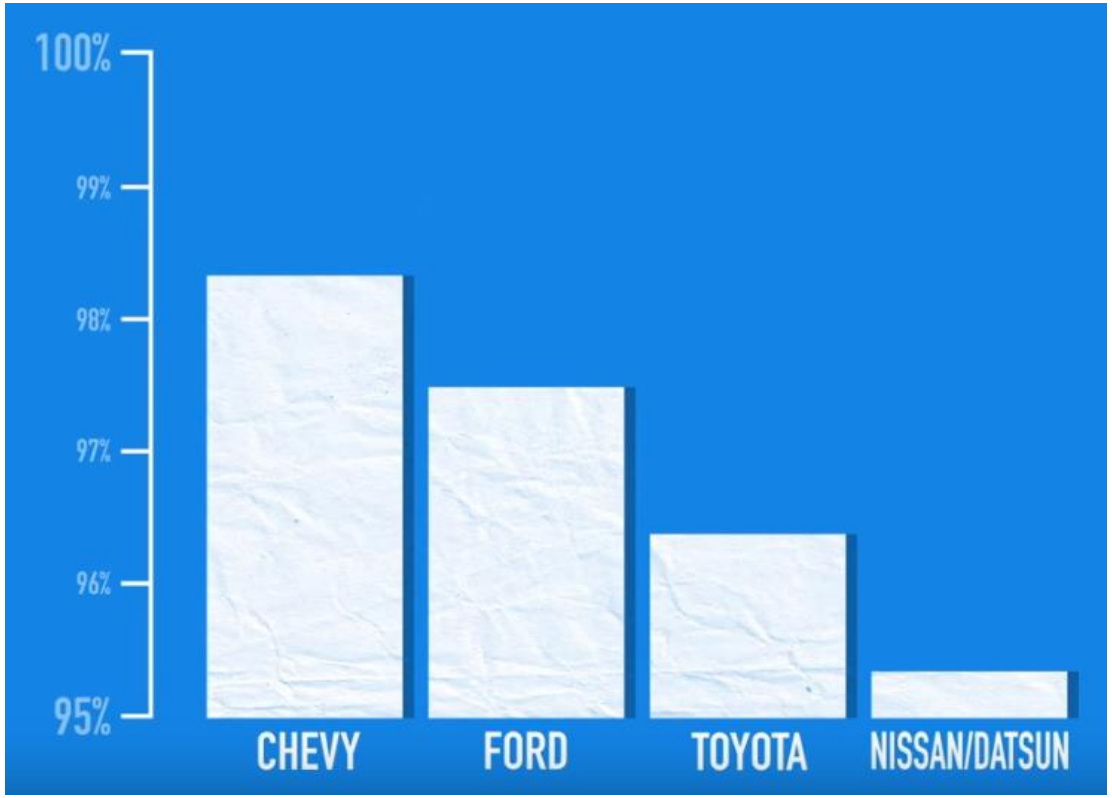
Misleading graphs

5 ways writers use
to manipulate you

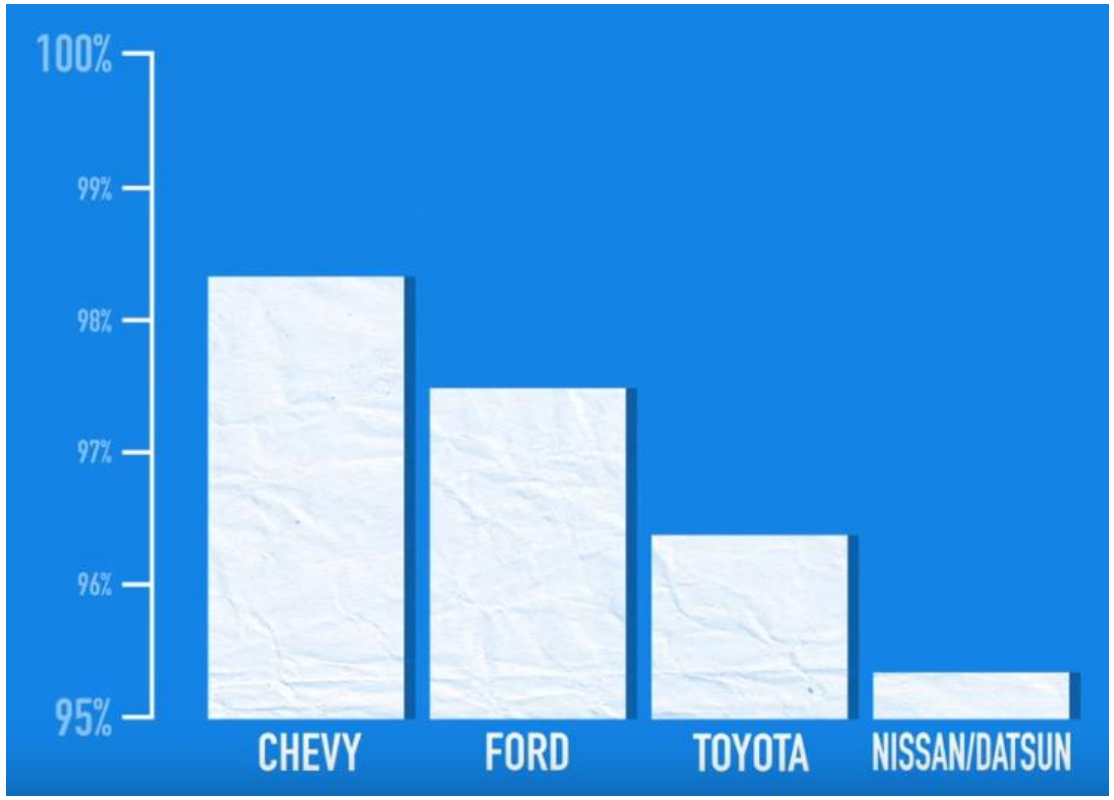
30 September 2022

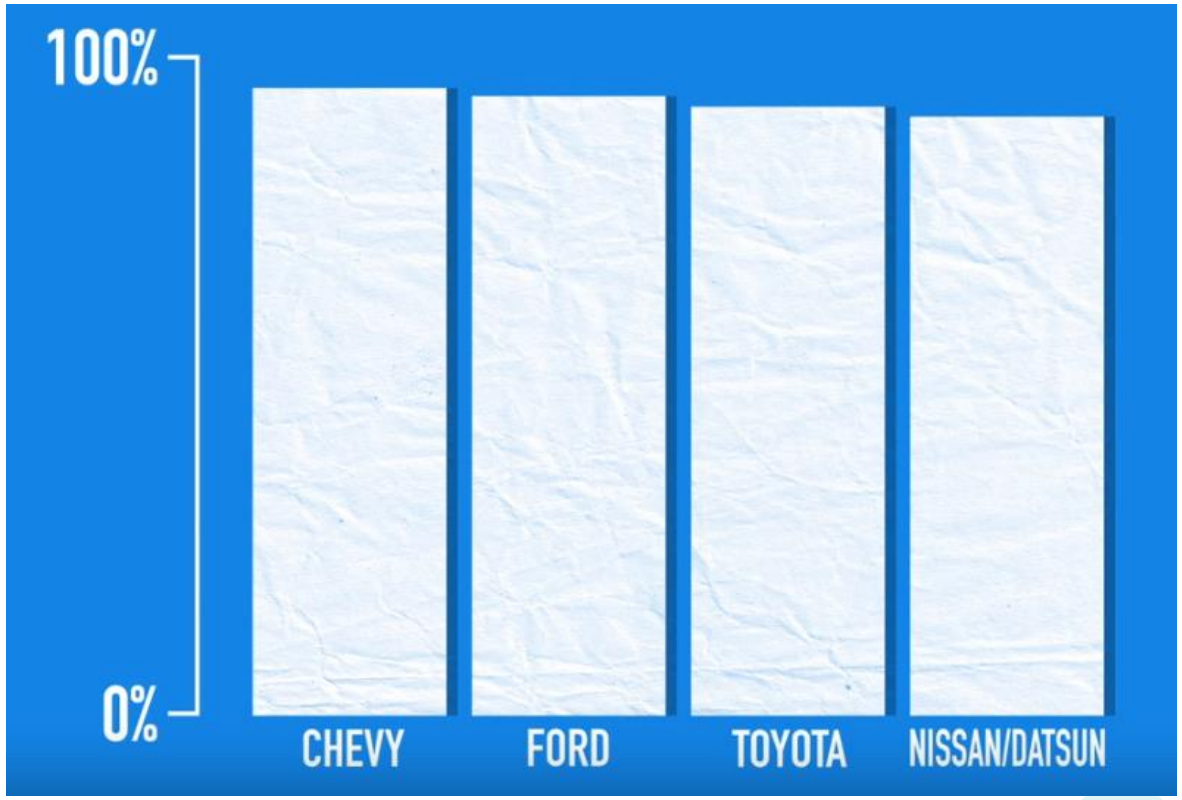
/Omitting the Baseline/

What's wrong?



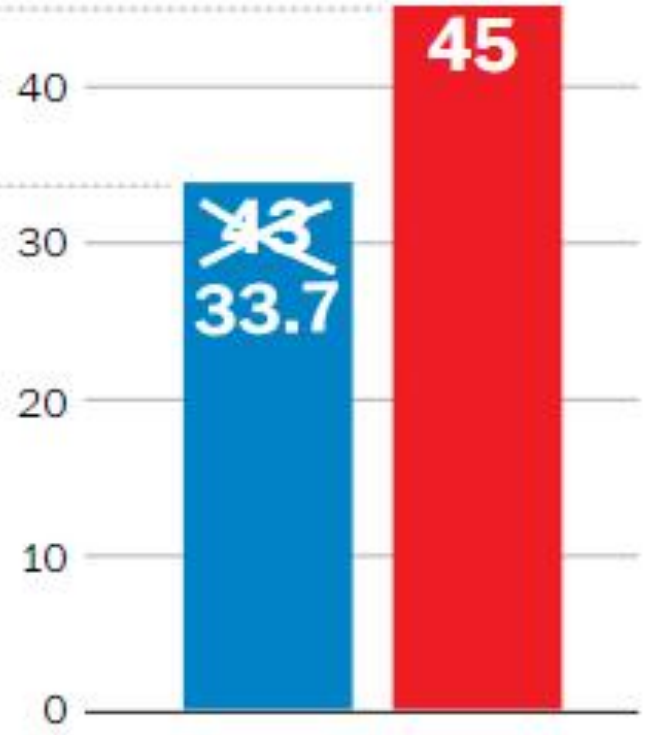
1 - Omitting The Baseline





Manipulating The Axis

Manipulating The Axis



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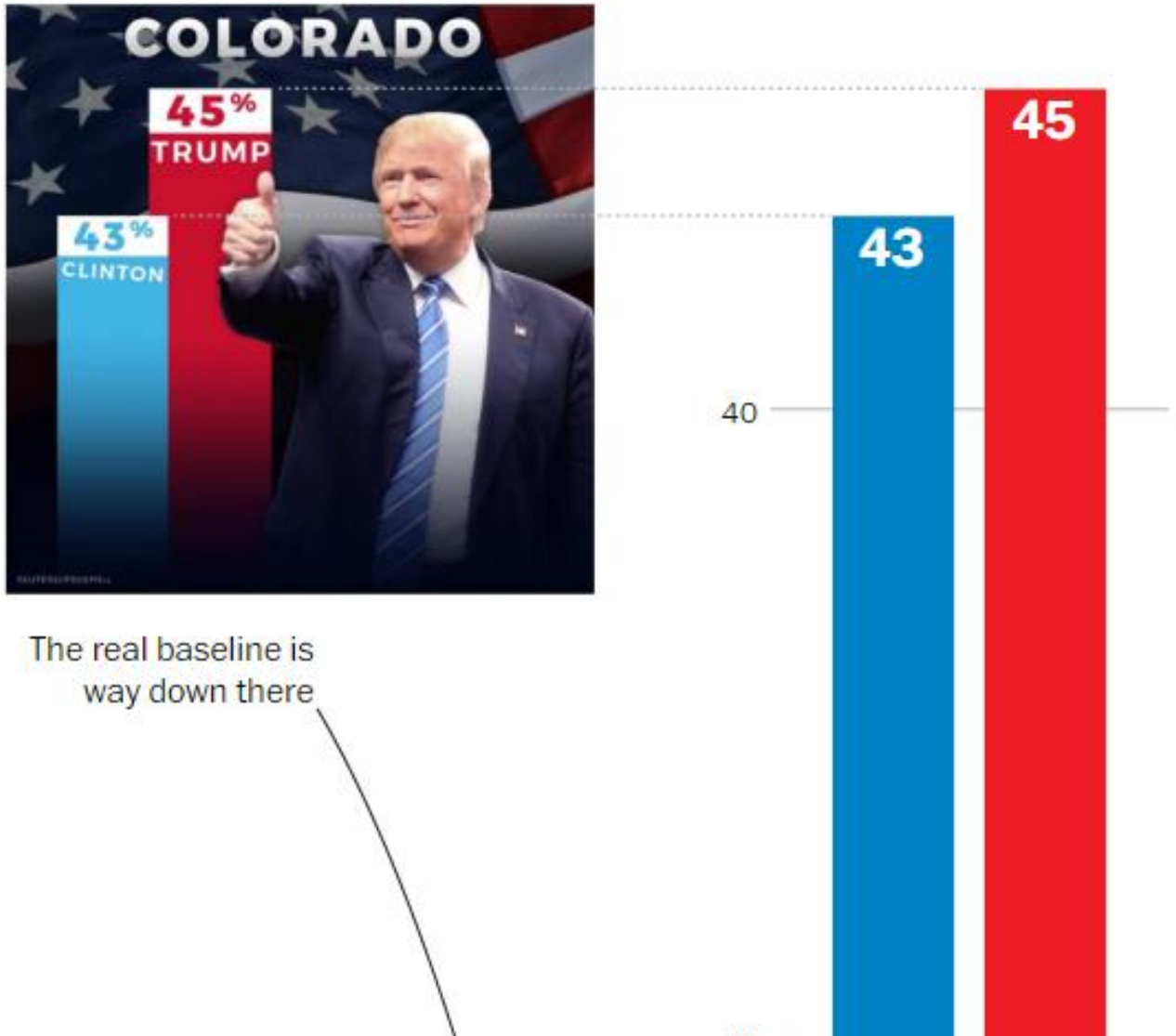
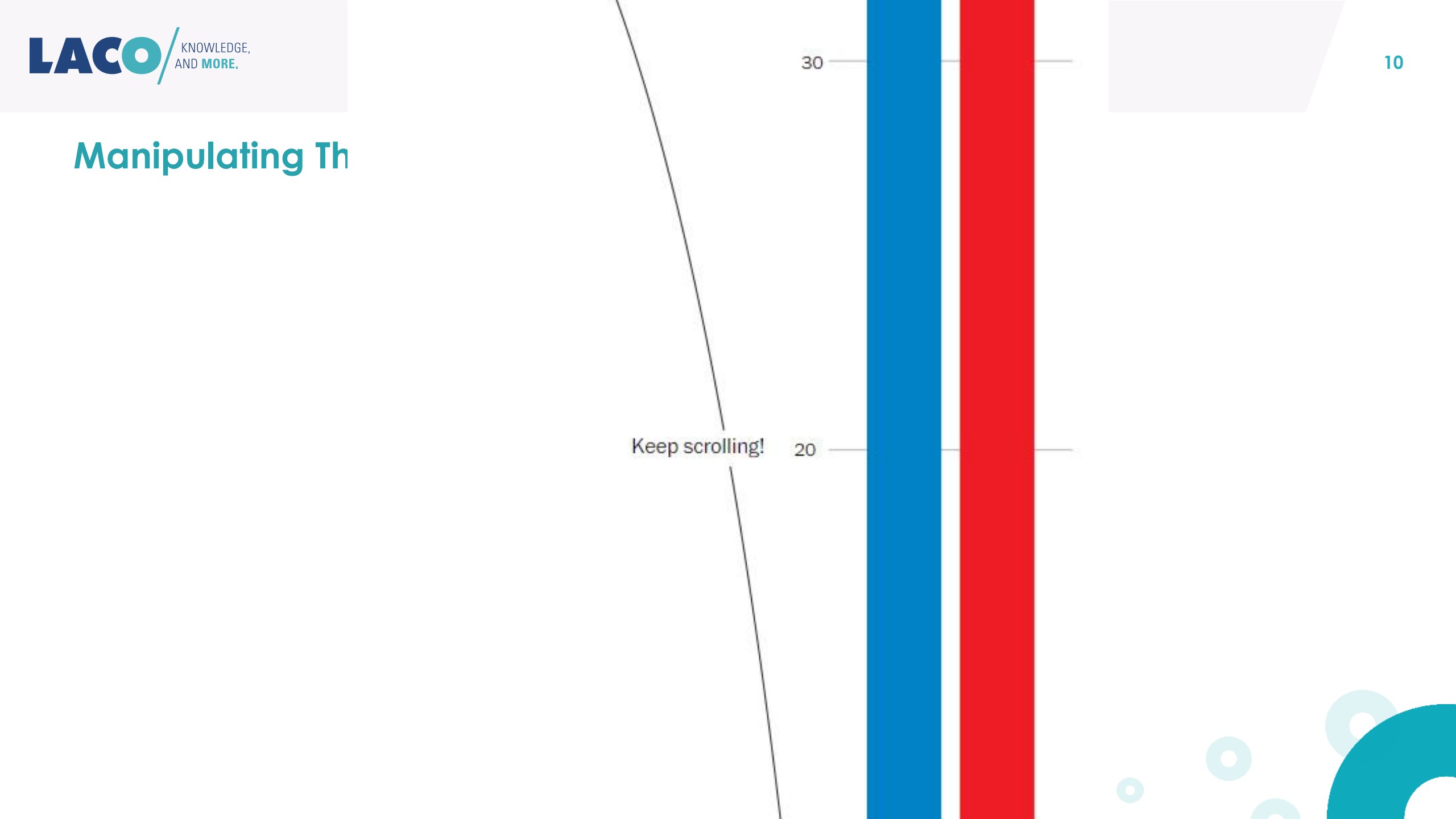
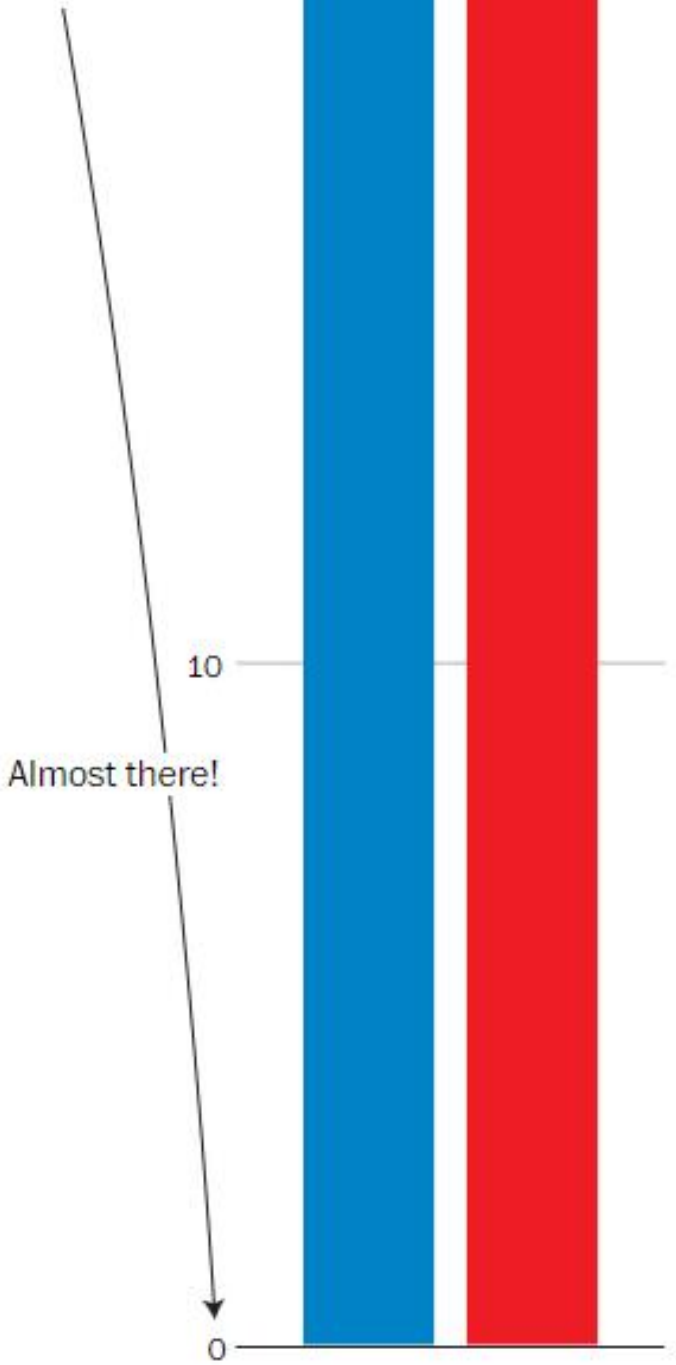


Manipulating Th



Manipulating Th



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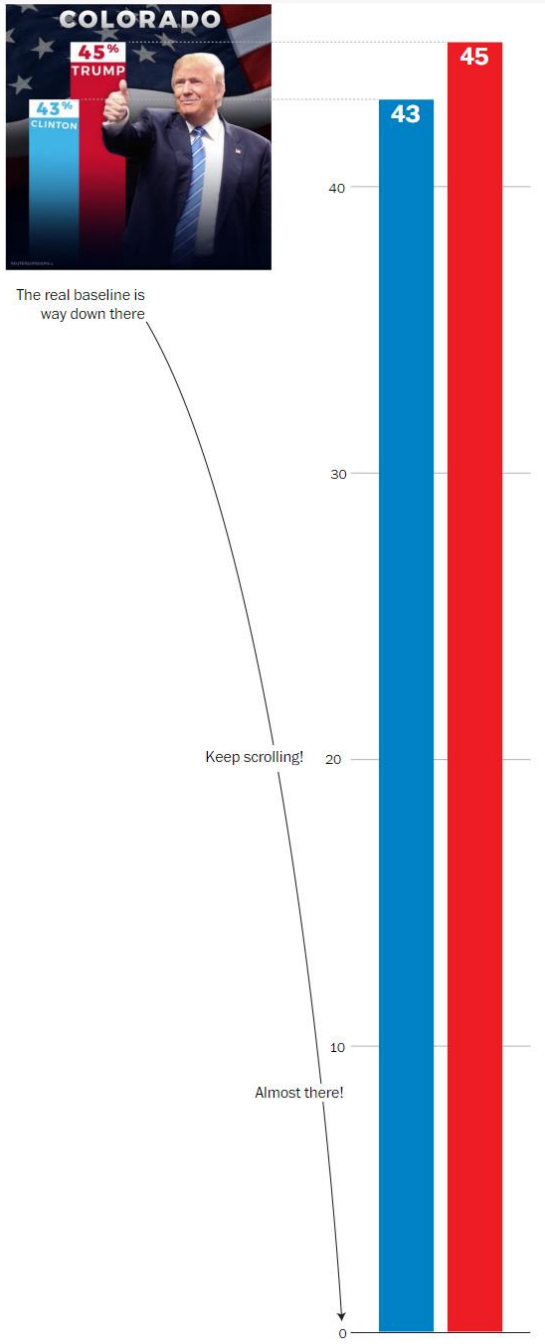
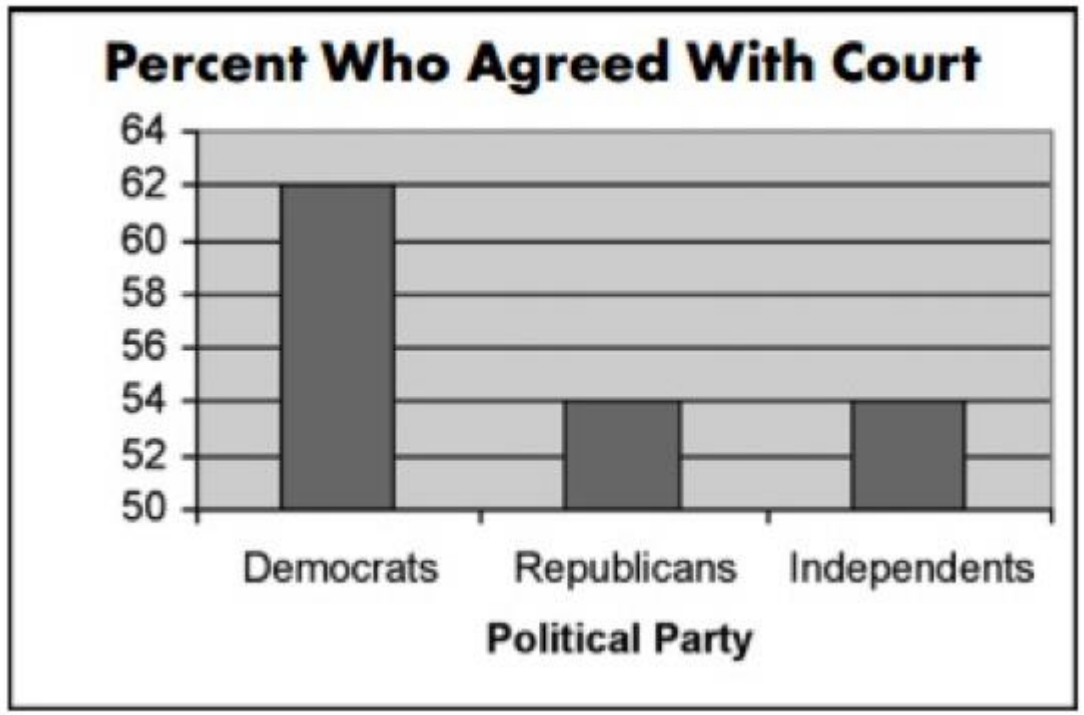
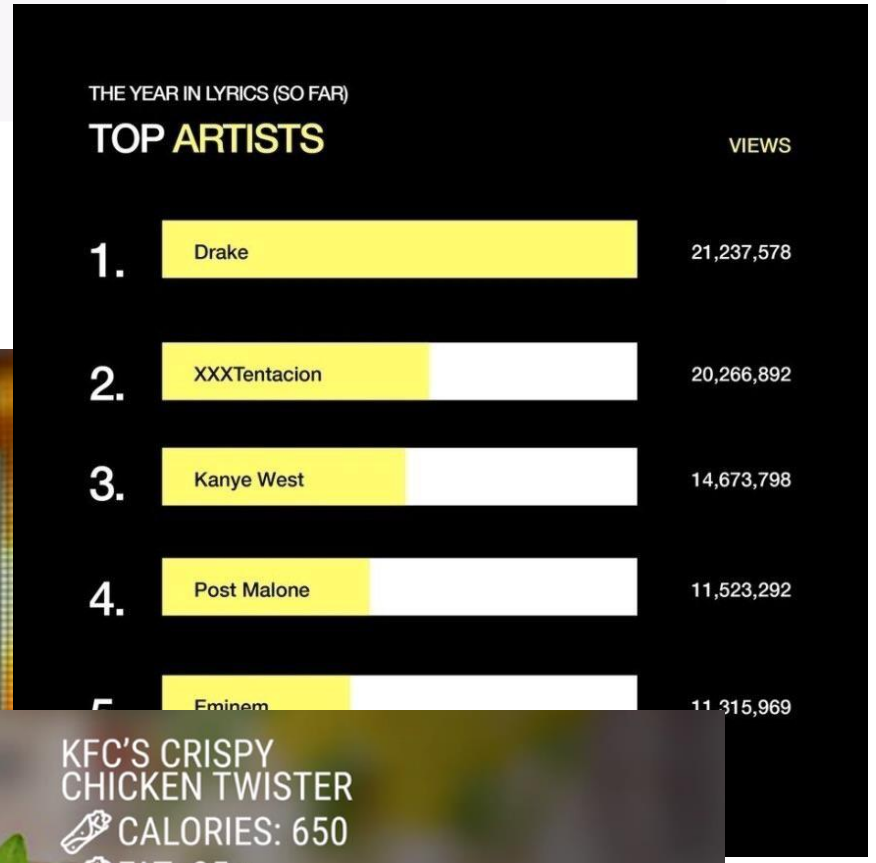
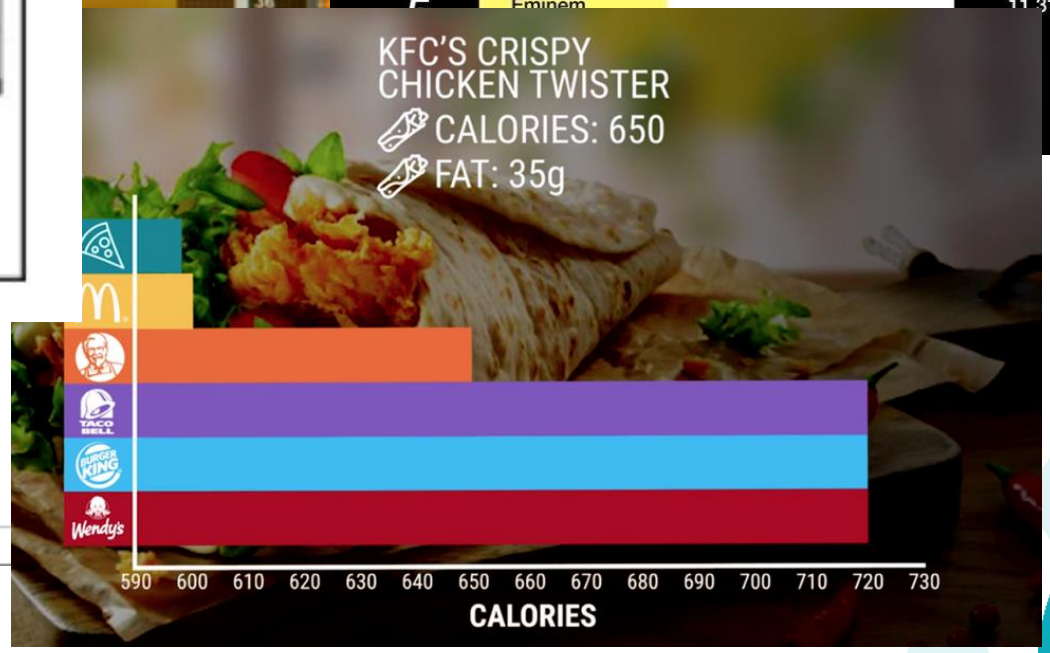


LACO KNOWLEDGE, AND MORE.

1 - Omitting The Baseline

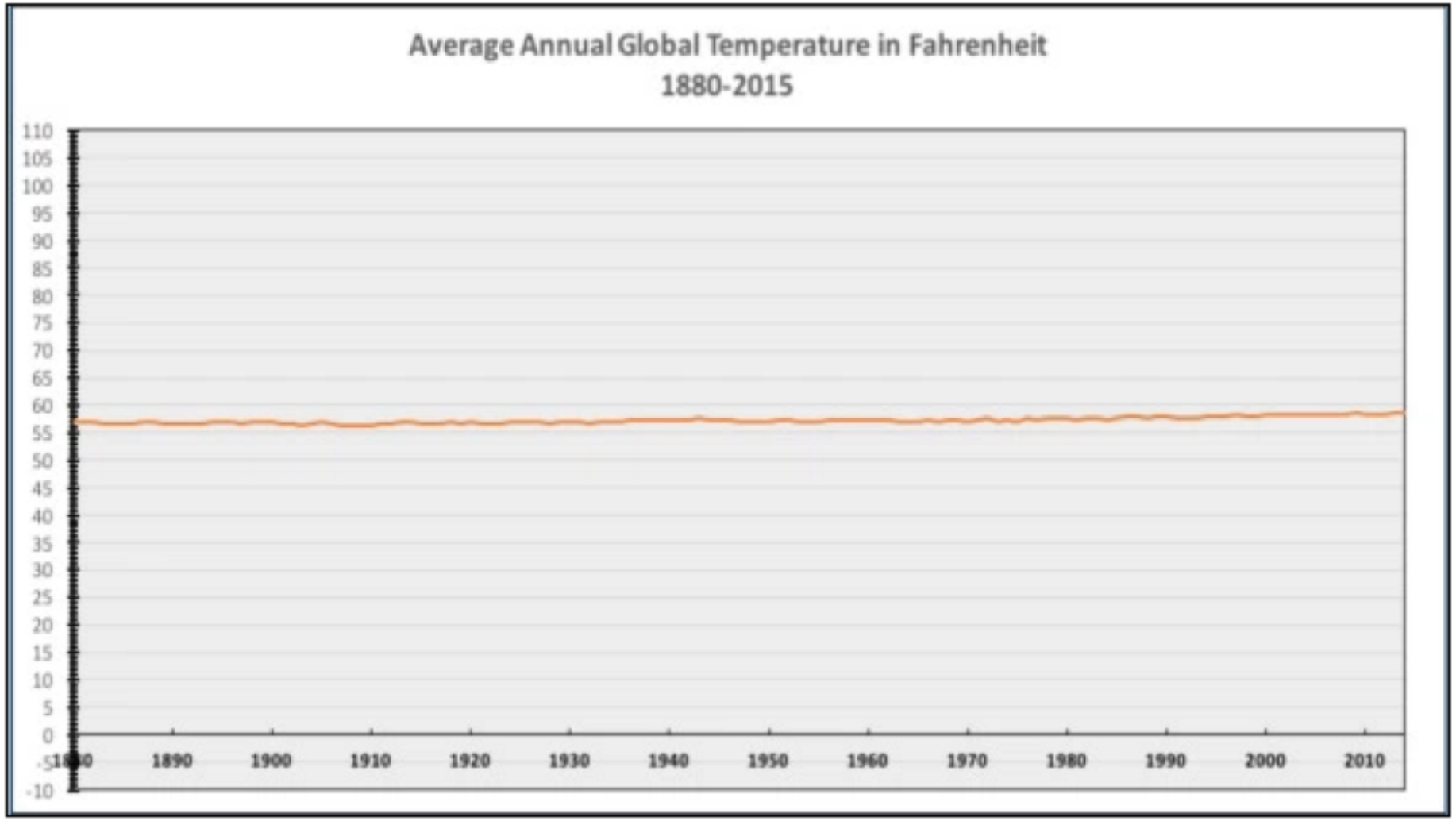




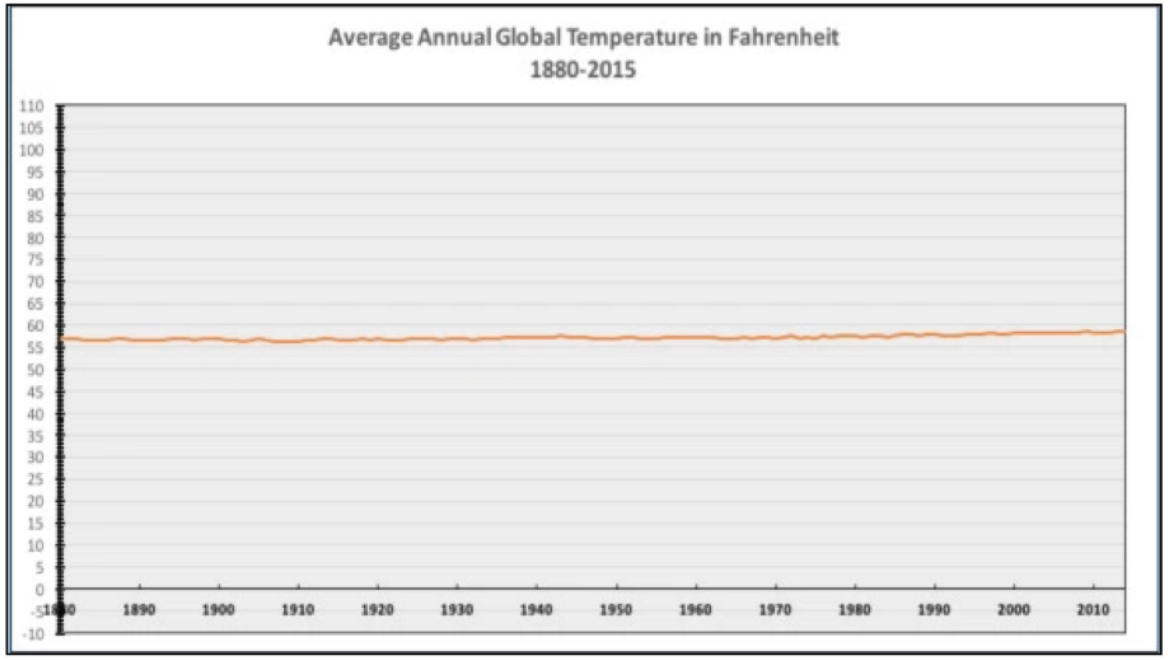


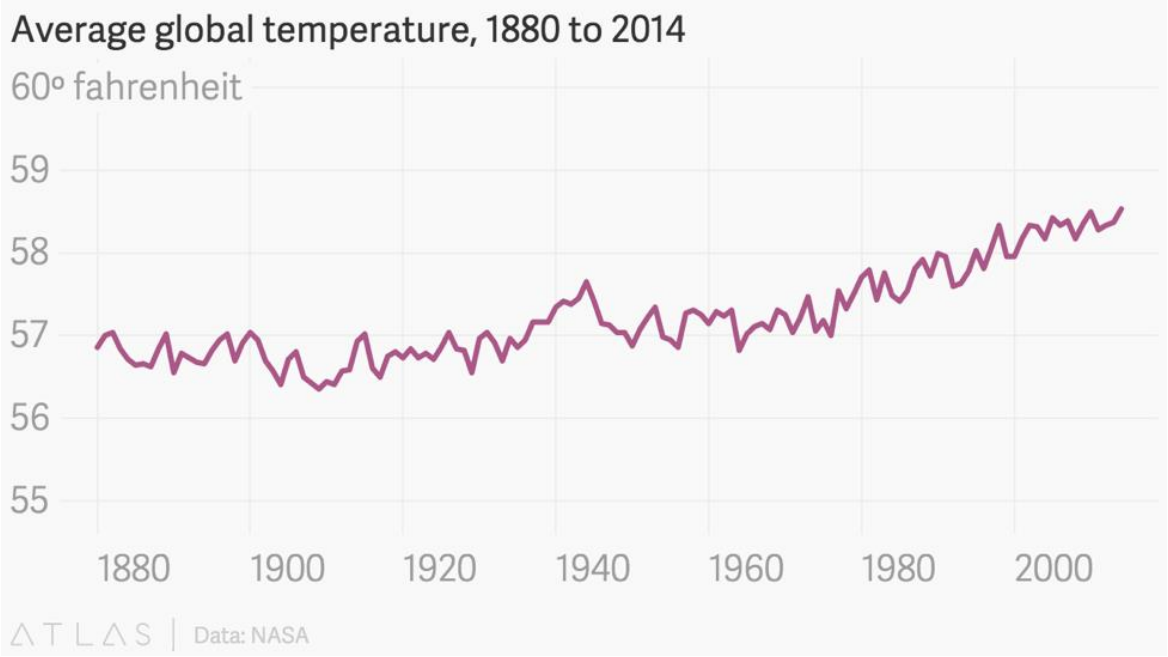
/Manipulating The Axis/

What's wrong?


Average Annual Global Temperature in Fahrenheit
1880-2015
110
105
100
95
90
85
80
75
70
65
60
55
50
45
40
35
30
25
20
15
10
5
0
-5
-10
1890
1900
1910
1920
1930
1940
1950
1960
1970
1980
1990
2000
2010

Manipulating The Axis





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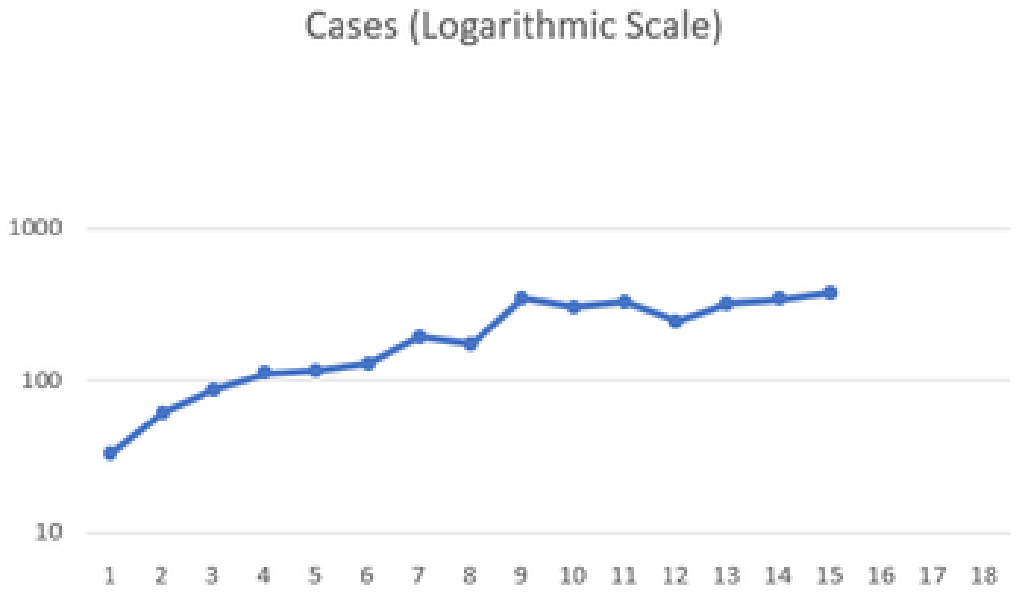
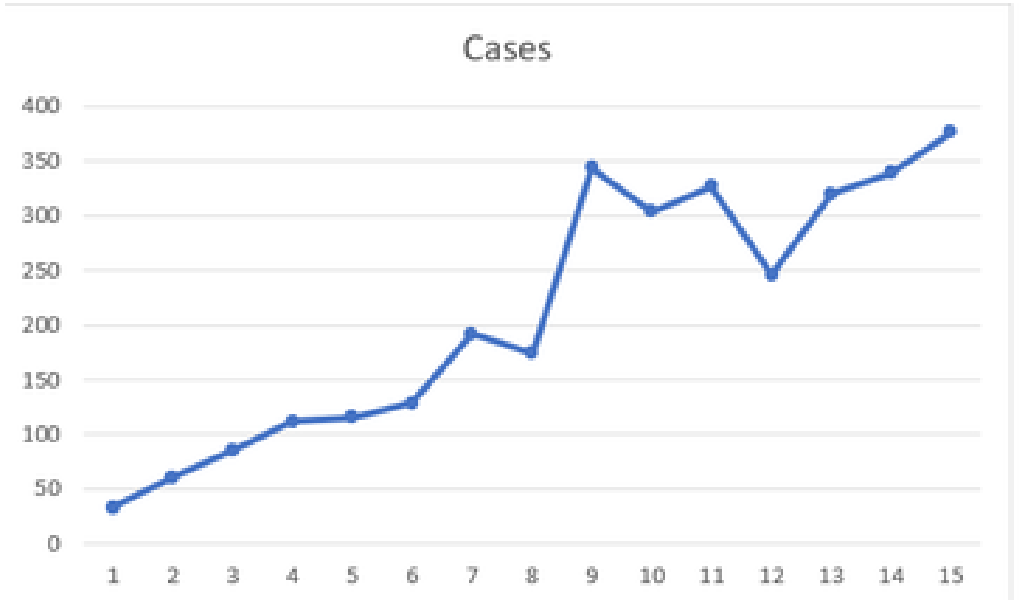
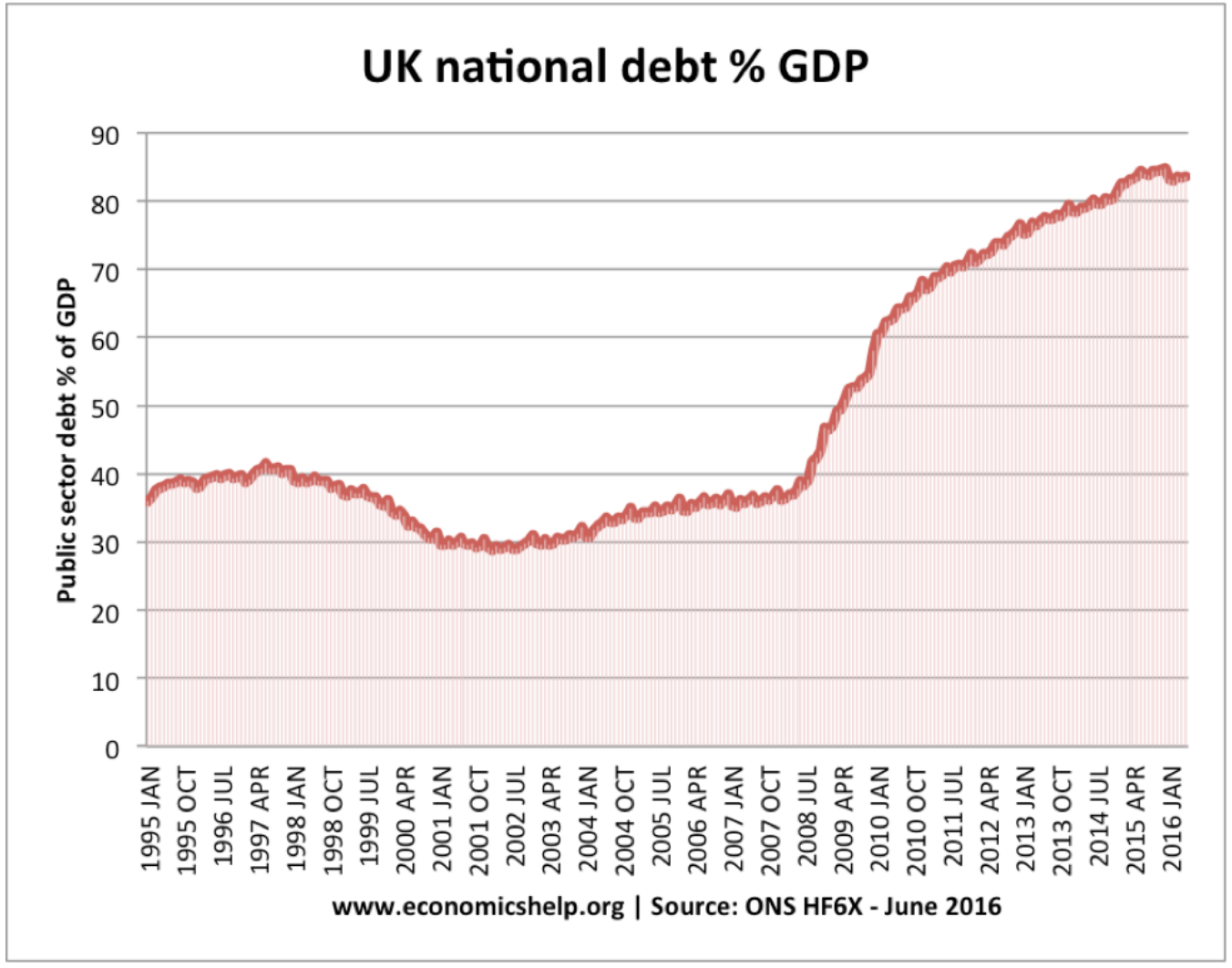




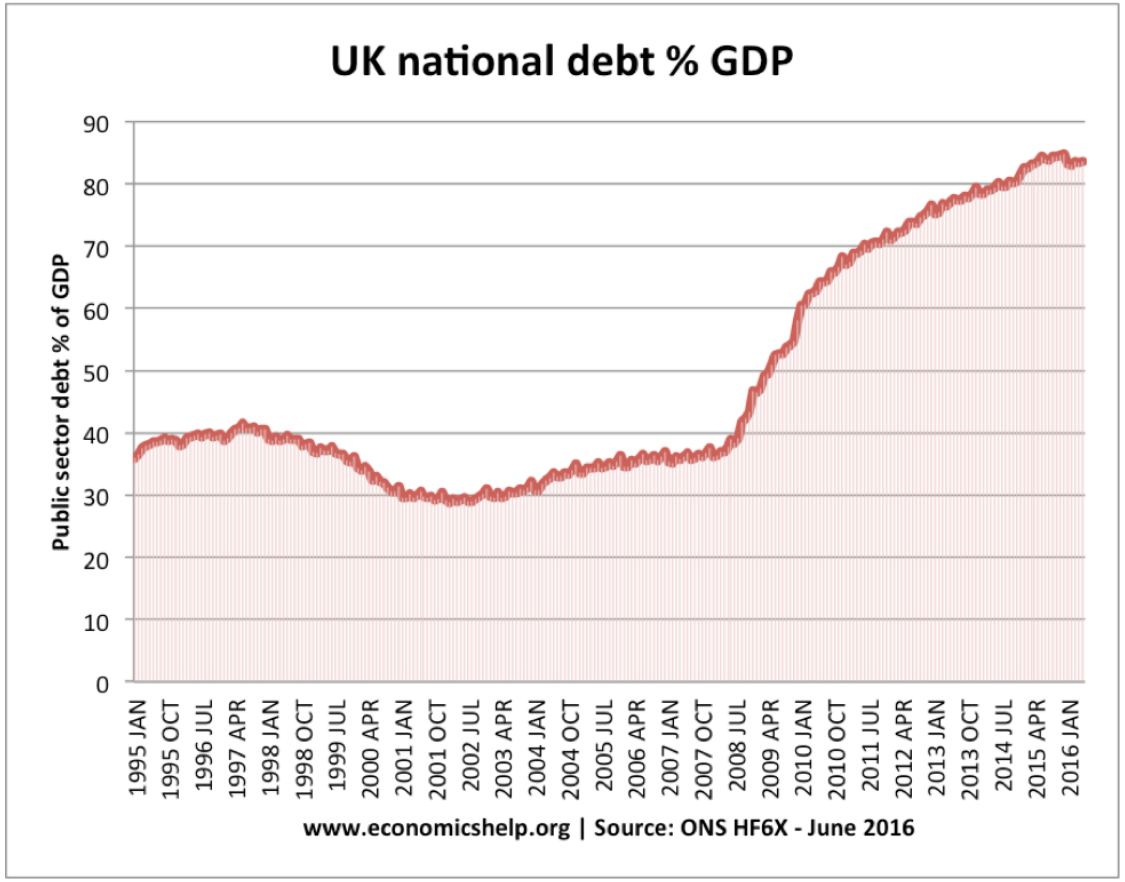
Manipulating The Axis

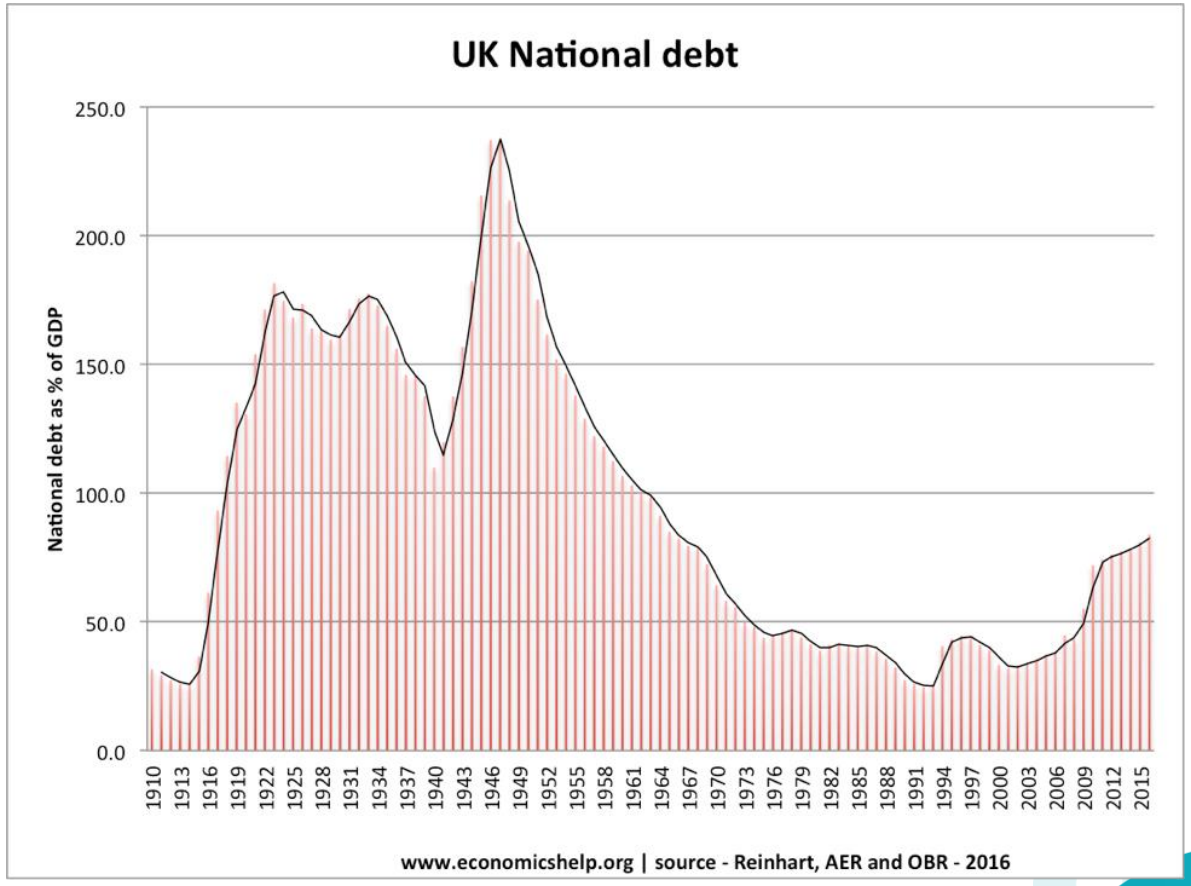
Cherry Picking Data

What's wrong?


UK national debt % GDP
Public sector debt % of GDP
90
80
70
60
50
40
30
20
10
0
1995 JAN
1995 OCT
1996 JUL
1997 APR
1998 JAN
1998 OCT
1999 JUL
2000 APR
2001 JAN
2001 OCT
2002 JUL
2003 APR
2004 JAN
2004 OCT
2005 JUL
2006 APR
2007 JAN
2007 OCT
2008 JUL
2009 APR
2010 JAN
2010 OCT
2011 JUL
2012 APR
2013 JAN
2013 OCT
2014 JUL
2015 APR
2016 JAN
www.economicshelp.org | Source: ONS HF6X - June 2016

Cherry Picking Data





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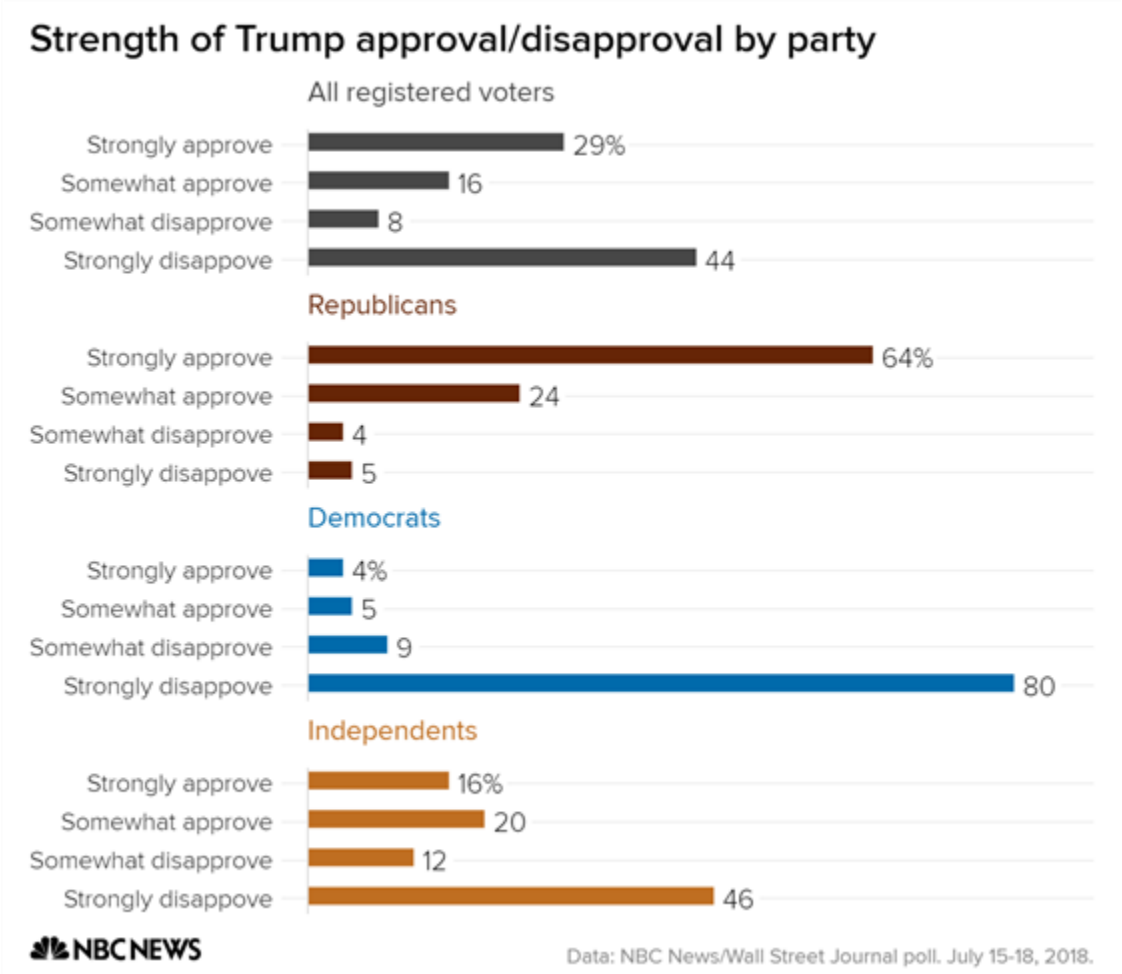


Twitter Inc

NYSE: TWTR - May 24, 3:33 PM EDT

17.97 USD ↓0.17 (0.94%)

1 day | 5 day | 1 month | 3 month | 1 year | 5 year | max

Open	18.10	Mkt cap	12.93B
High	18.34	P/E ratio	-
Low	17.83	Div yield	-

Twitter Inc

NYSE: TWTR - May 24, 3:34 PM EDT

17.98 USD ↓0.16 (0.91%)

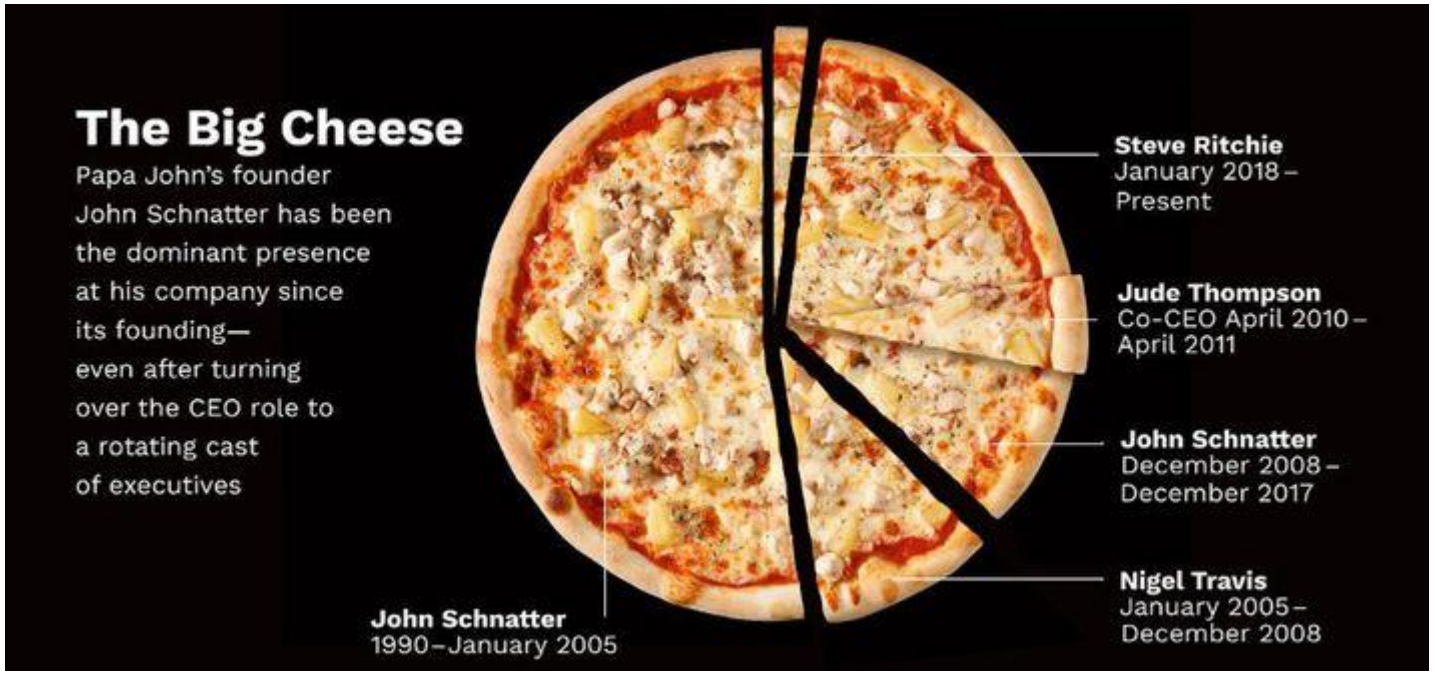
1 day | 5 day | 1 month | 3 month | 1 year | 5 year | max

Open	18.10	Mkt cap	12.93B
High	18.34	P/E ratio	-
Low	17.83	Div yield	-

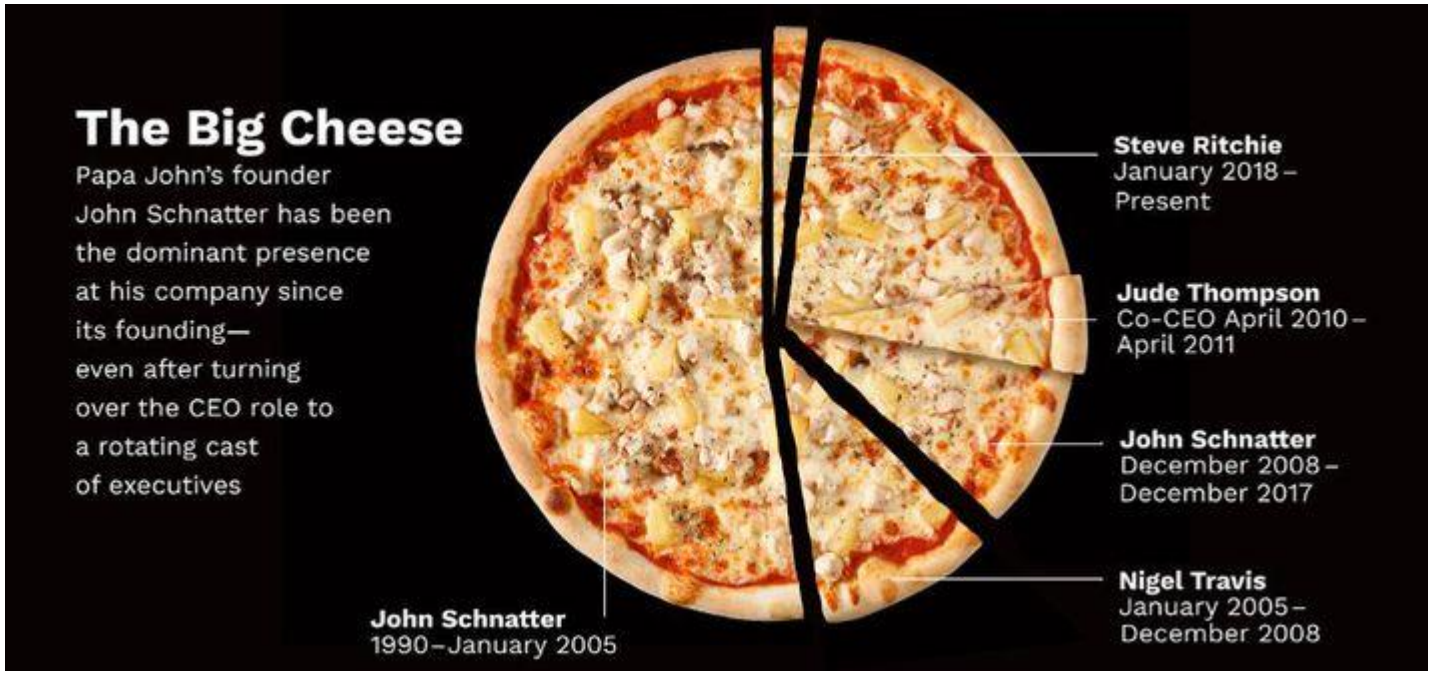
Cherry Picking Data

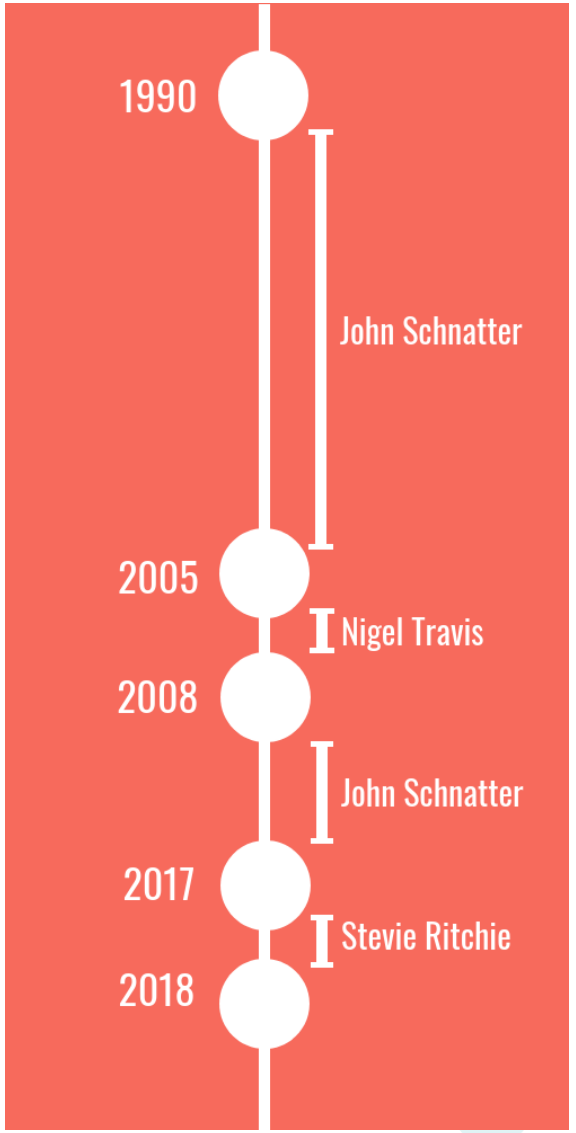
Using the Wrong Graph

What's wrong?


The Big Cheese
Papa John's founder John Schnatter has been the dominant presence at his company since its founding— even after turning over the CEO role to a rotating cast of executives
Steve Ritchie
January 2018 – Present
Jude Thompson
Co-CEO April 2010 – April 2011
John Schnatter
December 2008 – December 2017
Nigel Travis
January 2005 – December 2008
John Schnatter
1990 – January 2005

Using the Wrong Graph





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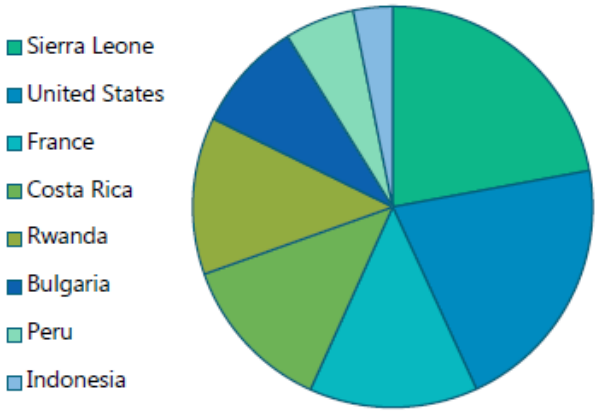

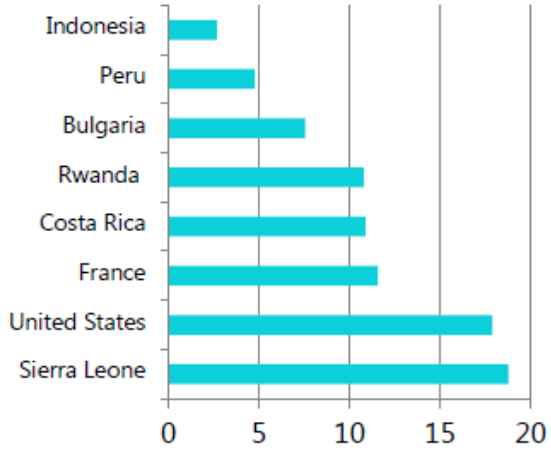

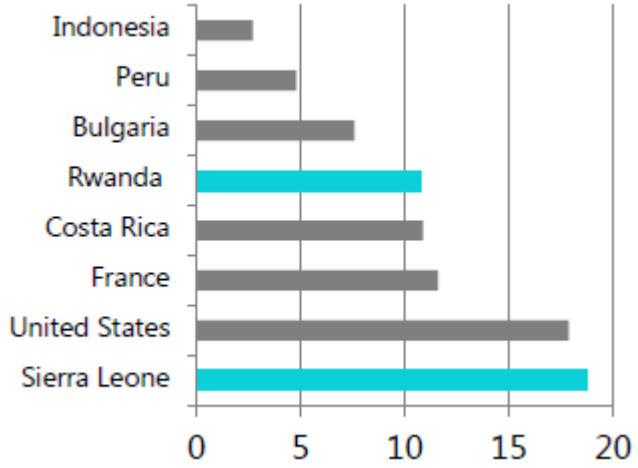

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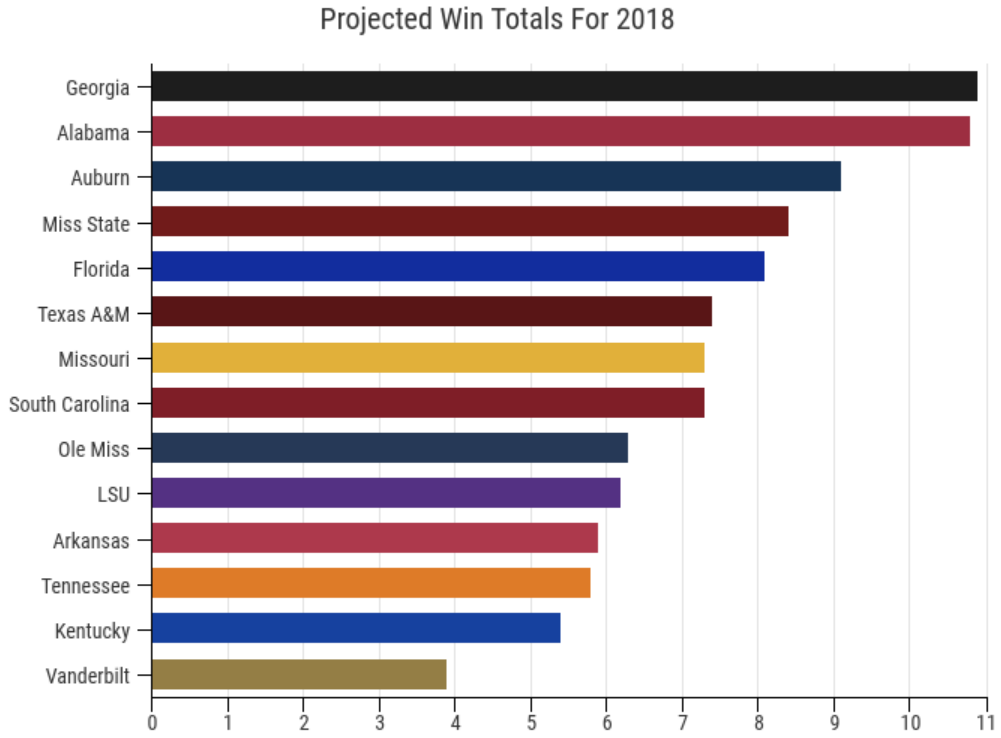


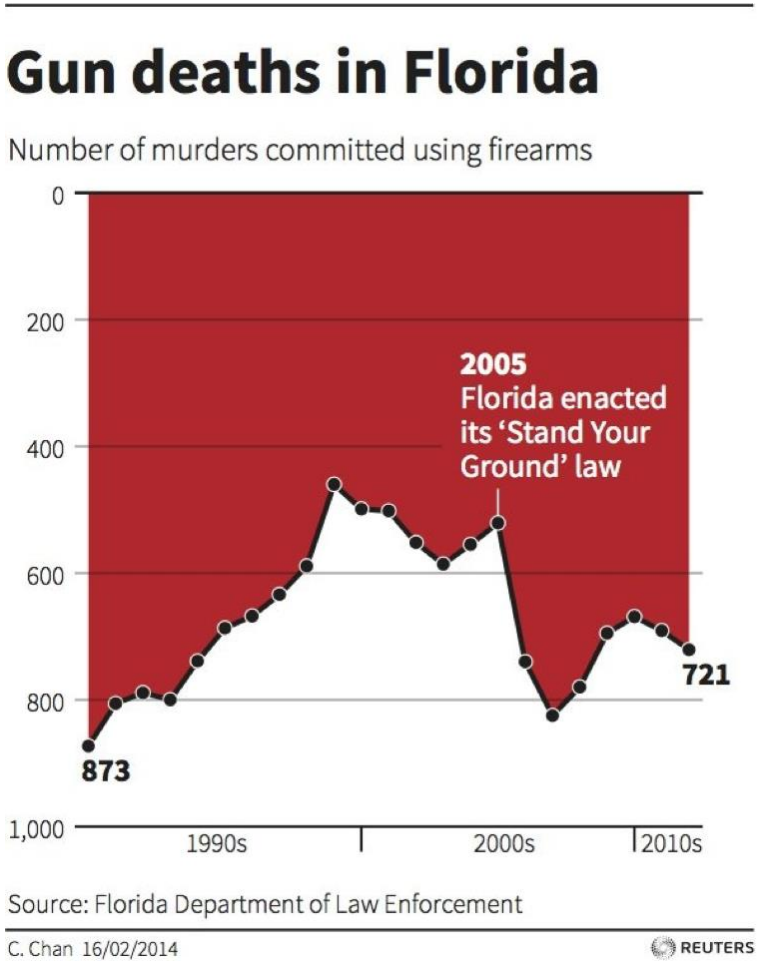
Going Against Conventions

Going Against Conventions

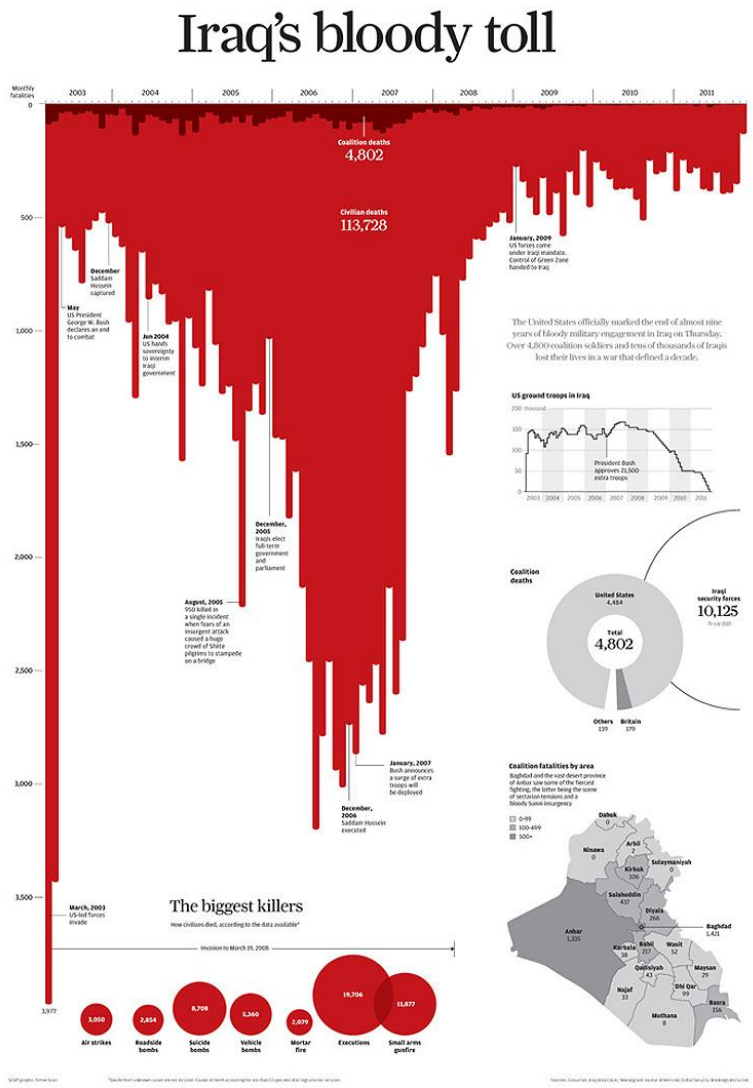
NOT IDEAL

BETTER

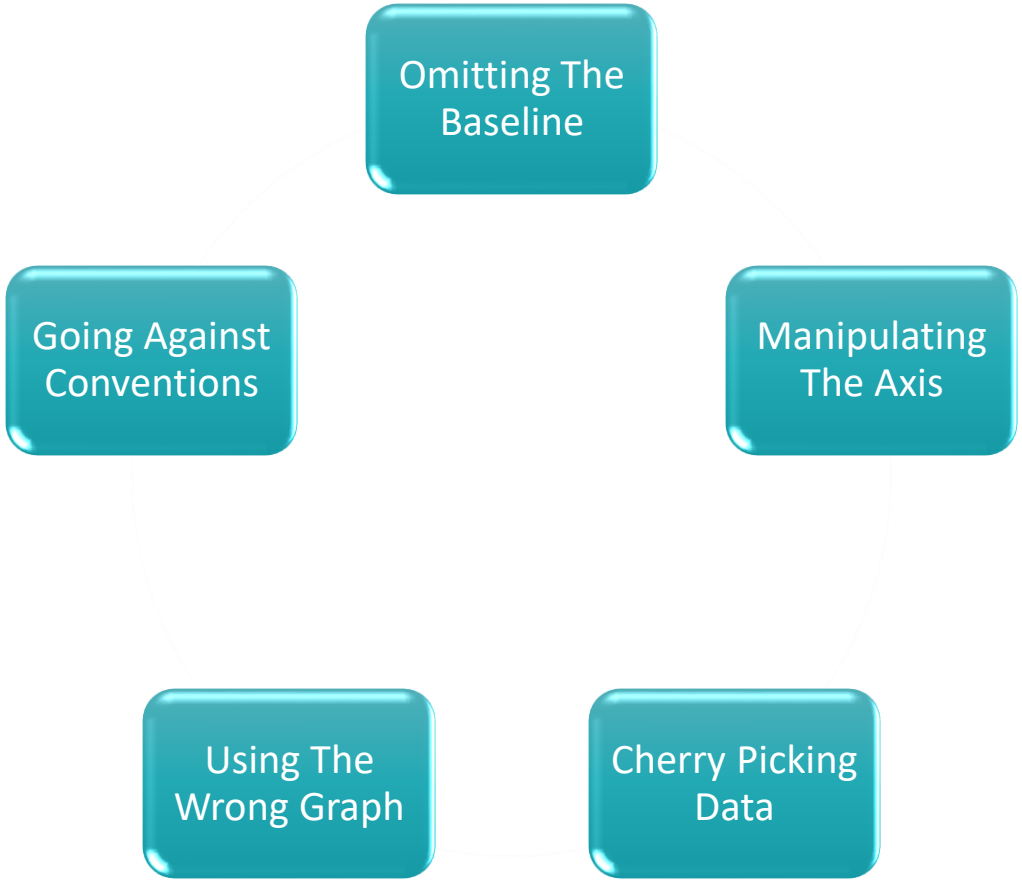
Going Against Conventions



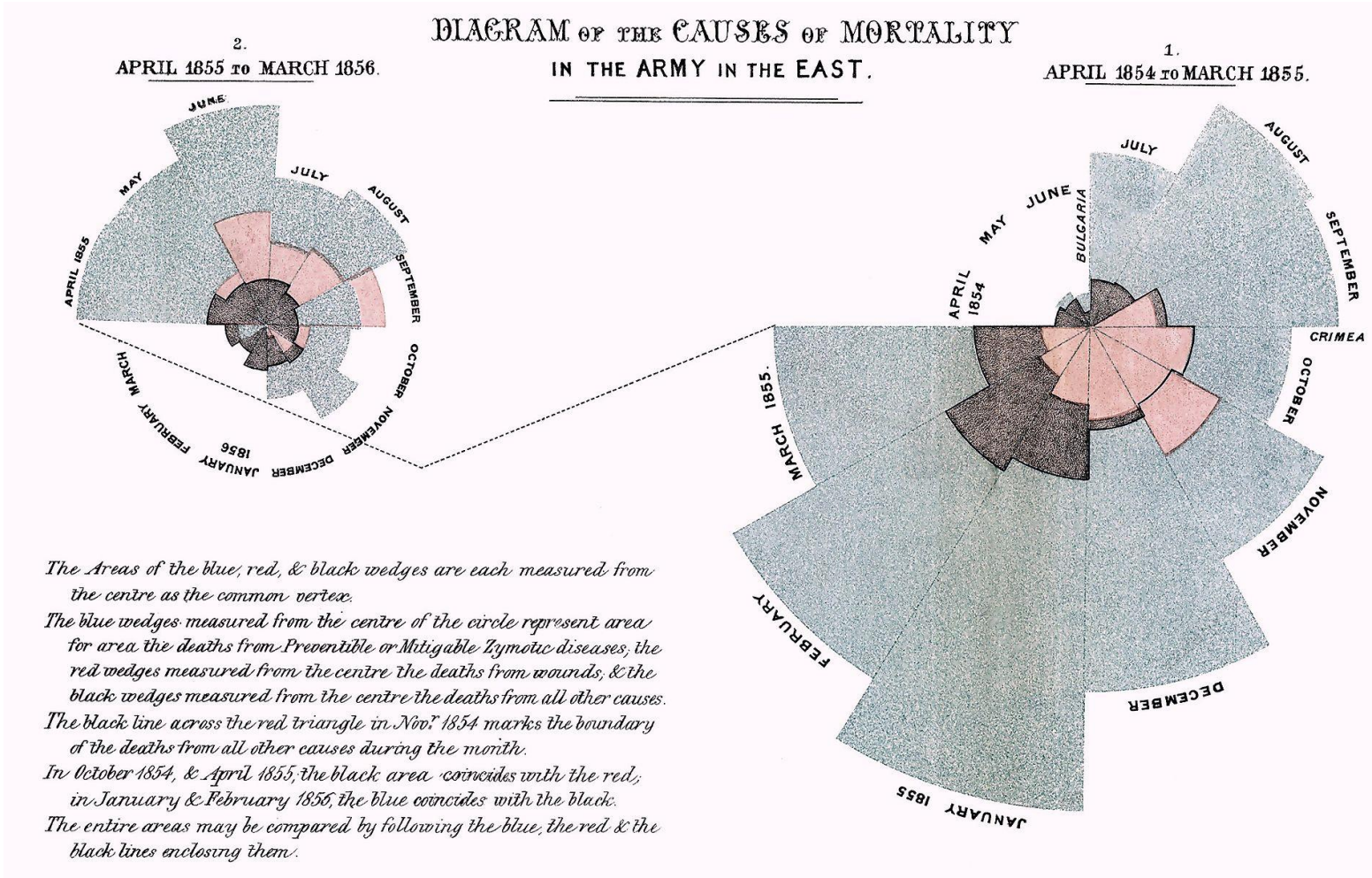
Going Against Conventions



5 Ways Writers Use To Manipulate You



Have an impact – Like Florence Nightingale



LACO/ KNOWLEDGE, AND **MORE.**

Thanks for your attention!

www.laco.be