

How to Lie with Charts



Gerald E. Jones

How To Lie With Charts

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How to Lie with Charts Gerald Everett Jones, 2018-10-07 This is the new edition of the definitive textbook on data visualization There s added material on fake news and social media disinformation misinterpretation of metadata and the uses and abuses of Big Data If you re using a computer to generate charts for meetings and reports you don t have to be taught how to lie you re already doing it You probably don t know your charts are unreliable and neither does your audience So you re getting away with it until a manager or a sales prospect or an investor makes a bad decision based on the information that you were so helpful to provide The main focus of How to Lie with Charts is on the principles of persuasive and undistorted visual communication It s about careful thinking and clear expression So don t blame the computers People are running the show

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