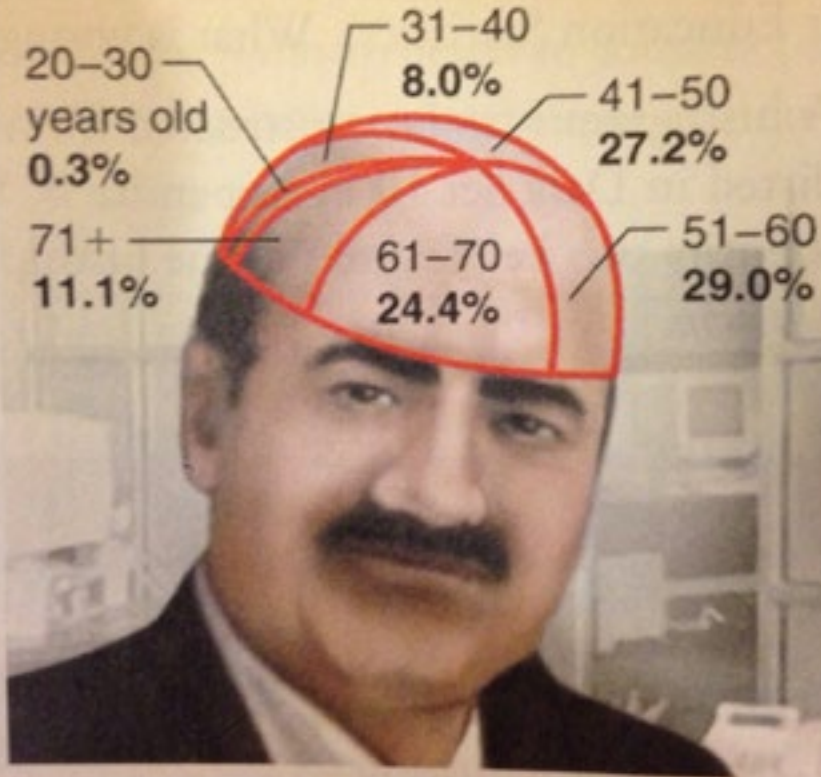


WHAT WE CAN LEARN FROM

**TERRIBLE
DATA VIZ**

@katiepark

CEOs by Age Group

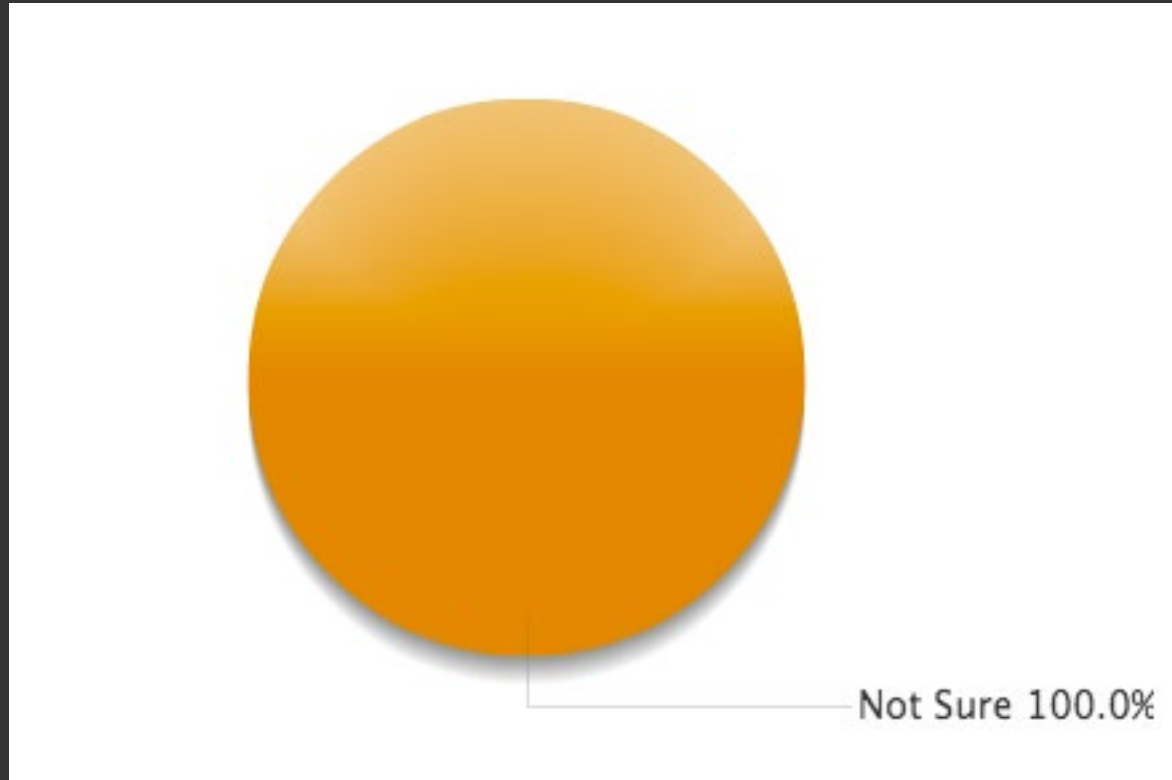


SOURCE: Arthur Anderson/Mass Mutual Family Business Survey '97

from thejoober via reddit.com

**NOT EVERYTHING
NEEDS TO BE A CHART**

100% ACCURATE



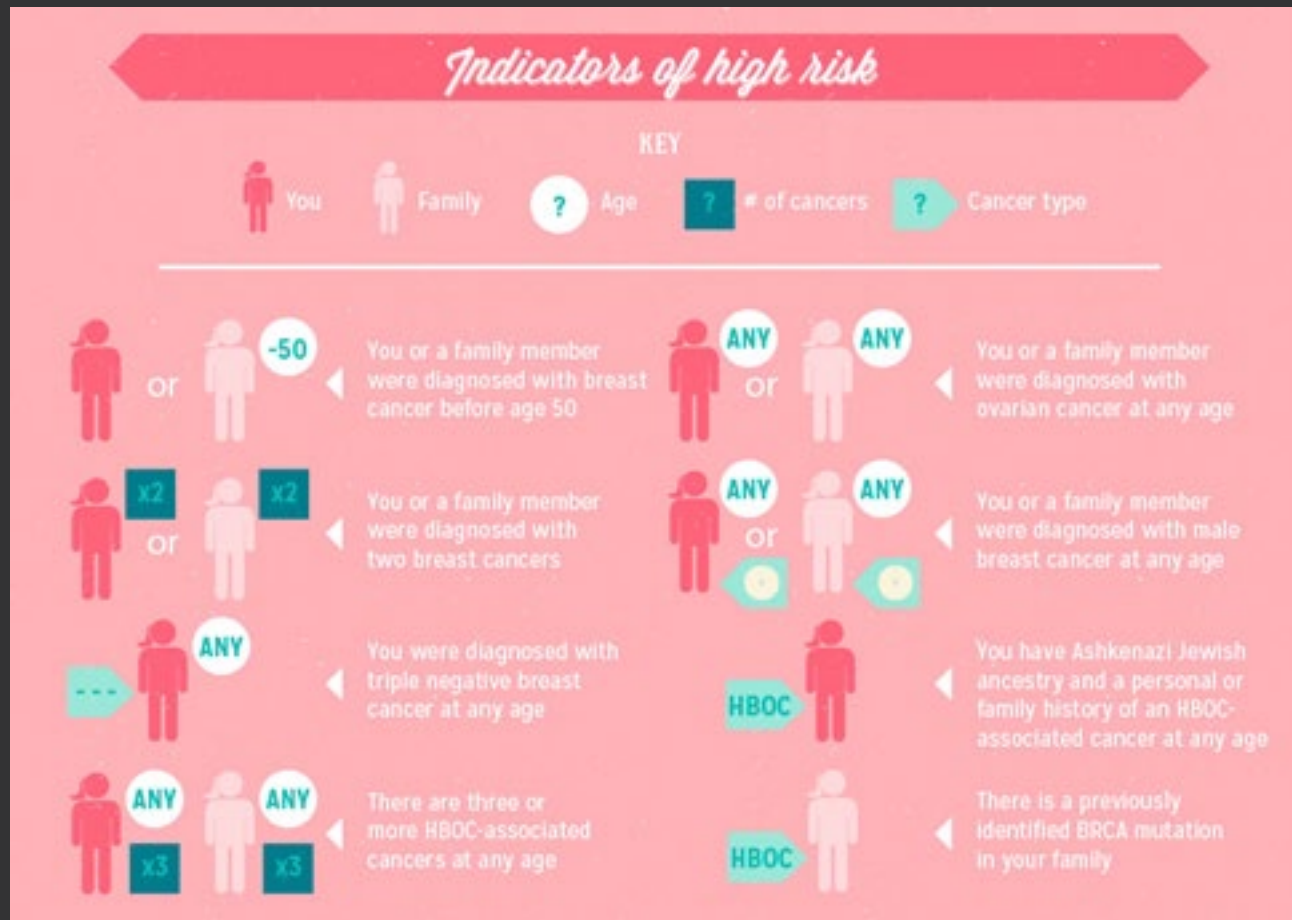
from @jackiekazil via WTF Visualizations

IT'S 13 O' CLOCK SOMEWHERE



from UK Office of National Statistics

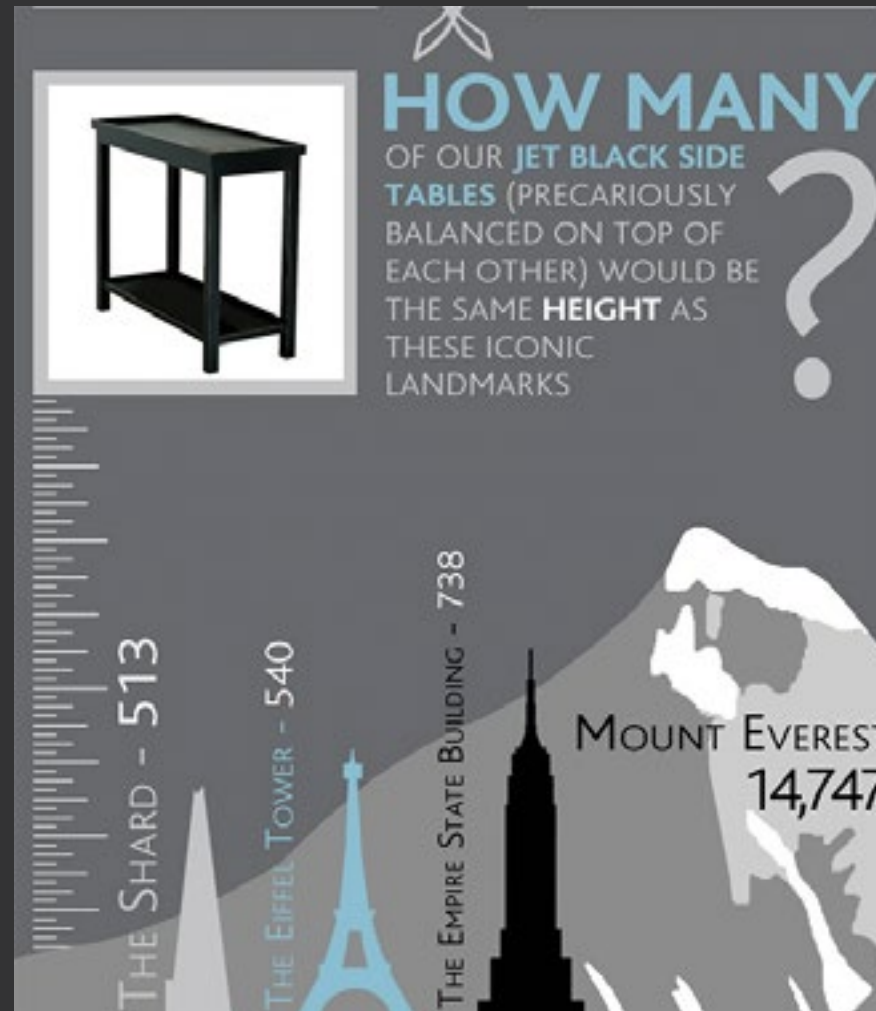
AGED NEGATIVE 50?



from mySupport360

WATCH YOUR SCALE

CLOSE ENOUGH



HOW MANY
OF OUR **JET BLACK SIDE TABLES** (PRECARIOUSLY BALANCED ON TOP OF EACH OTHER) WOULD BE THE SAME **HEIGHT** AS THESE ICONIC LANDMARKS

THE SHARD - 513
THE EIFFEL TOWER - 540
THE EMPIRE STATE BUILDING - 738
MOUNT EVEREST - 14,747

from "12 Things You Didn't Know About Side Tables," Oka

GETTING BIGGER AND BIGGER



via WTF Visualizations

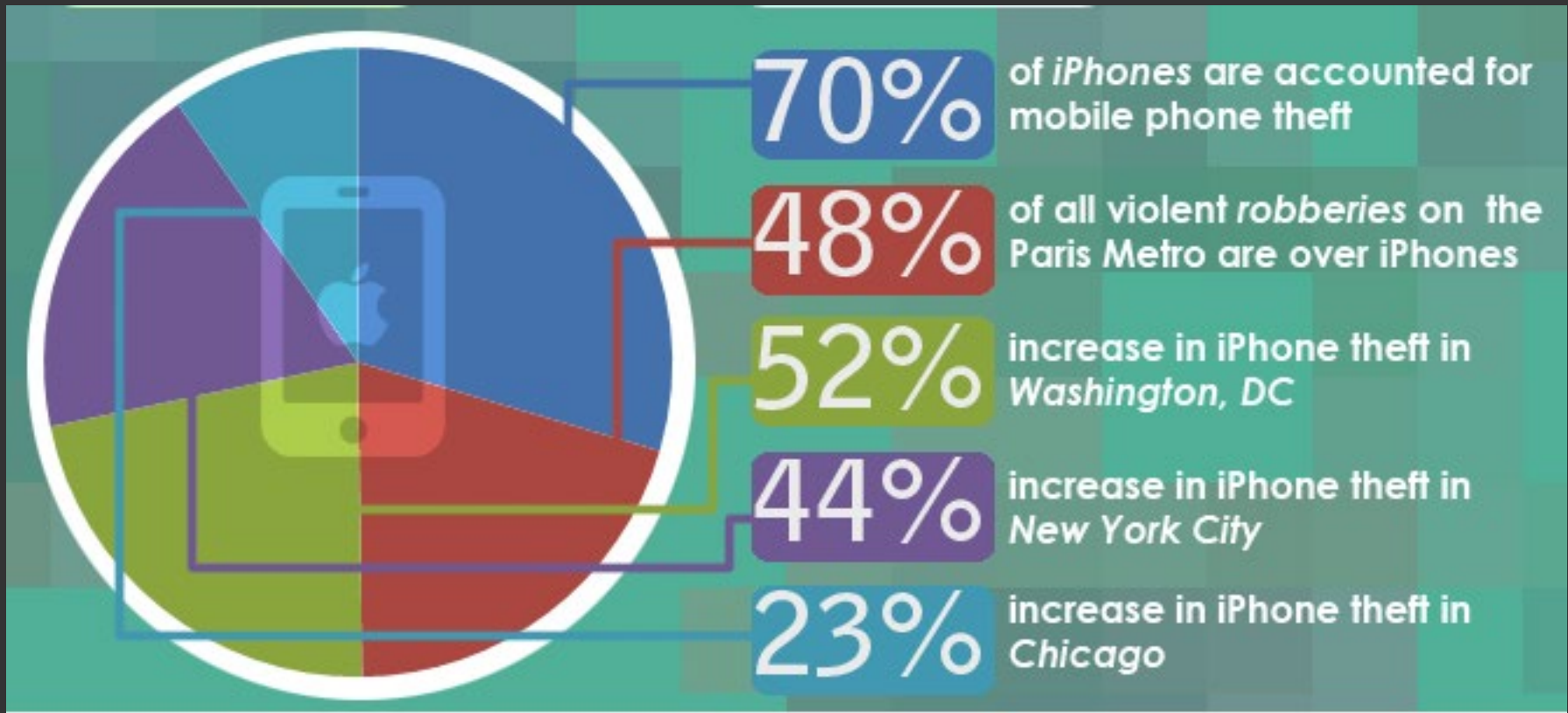
ONE ARBITRARY HEIGHT VS. ANOTHER



from Fox News via mediamatters.org

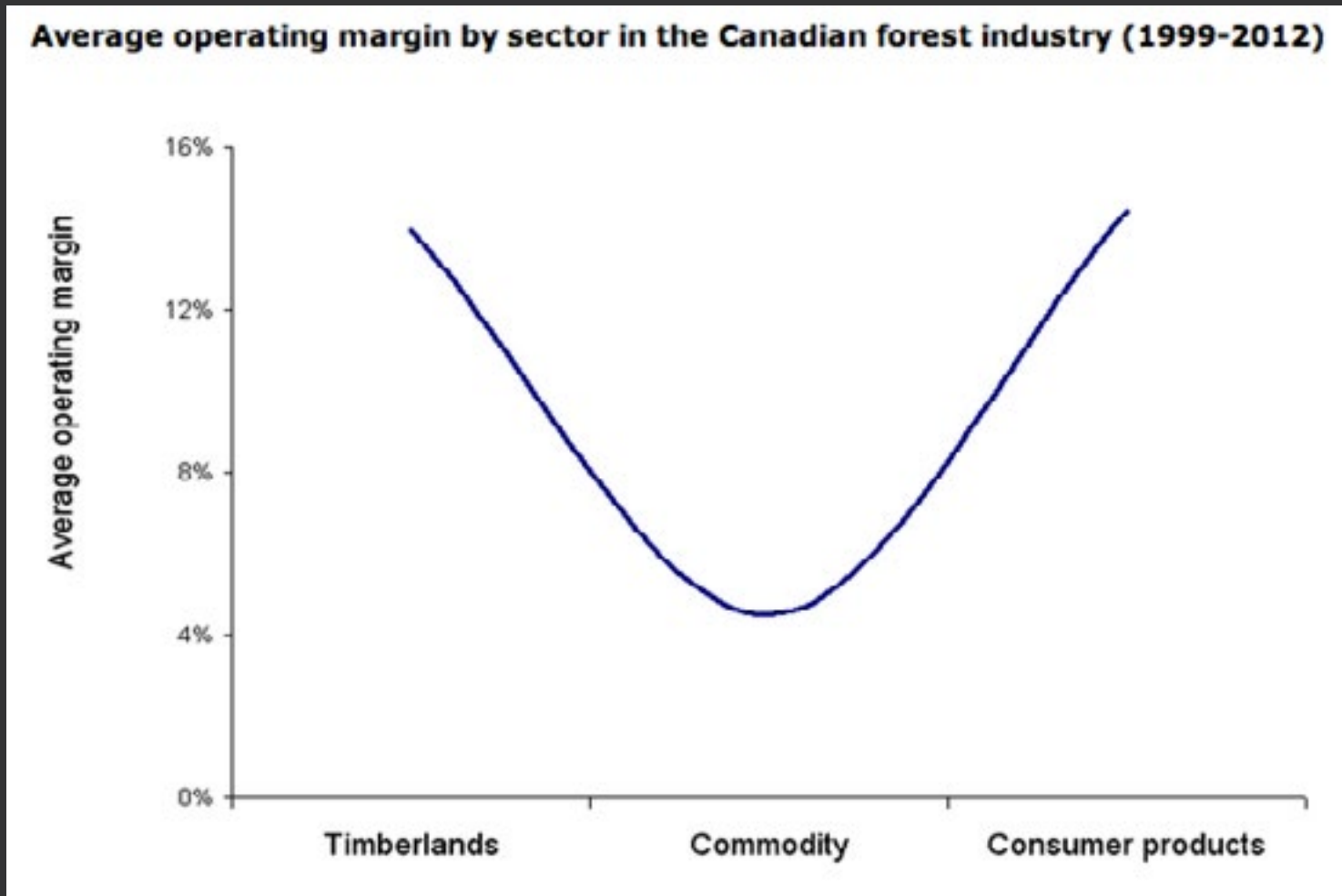
KNOW YOUR DATA TYPES

PERCENTAGES != PIE CHARTS



from unlock.my

CATEGORICAL VS. CONTINUOUS



from Natural Resources Canada

OH, WHO KNOWS



from Doug's Shoot N Sports

**DOUBLE CHECK YOUR
INFORMATION.**

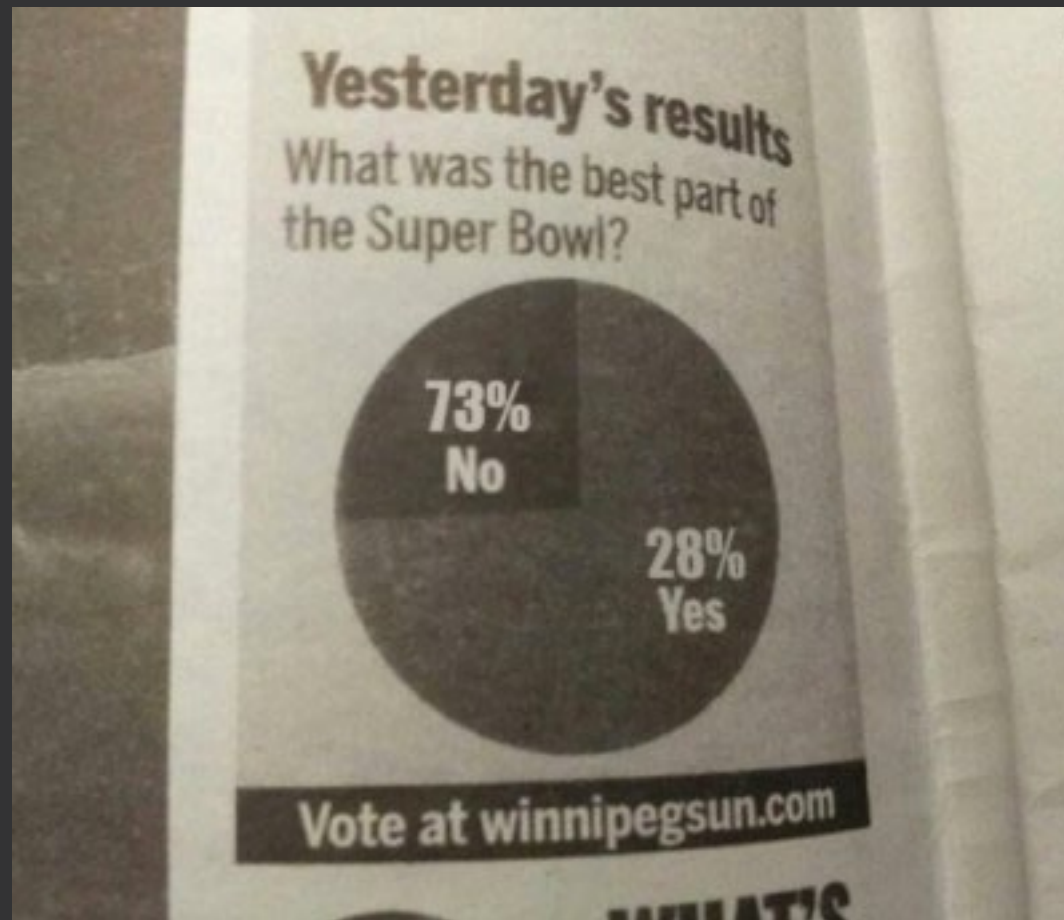
AGAIN.

COLUMBIA?



via visual.ly

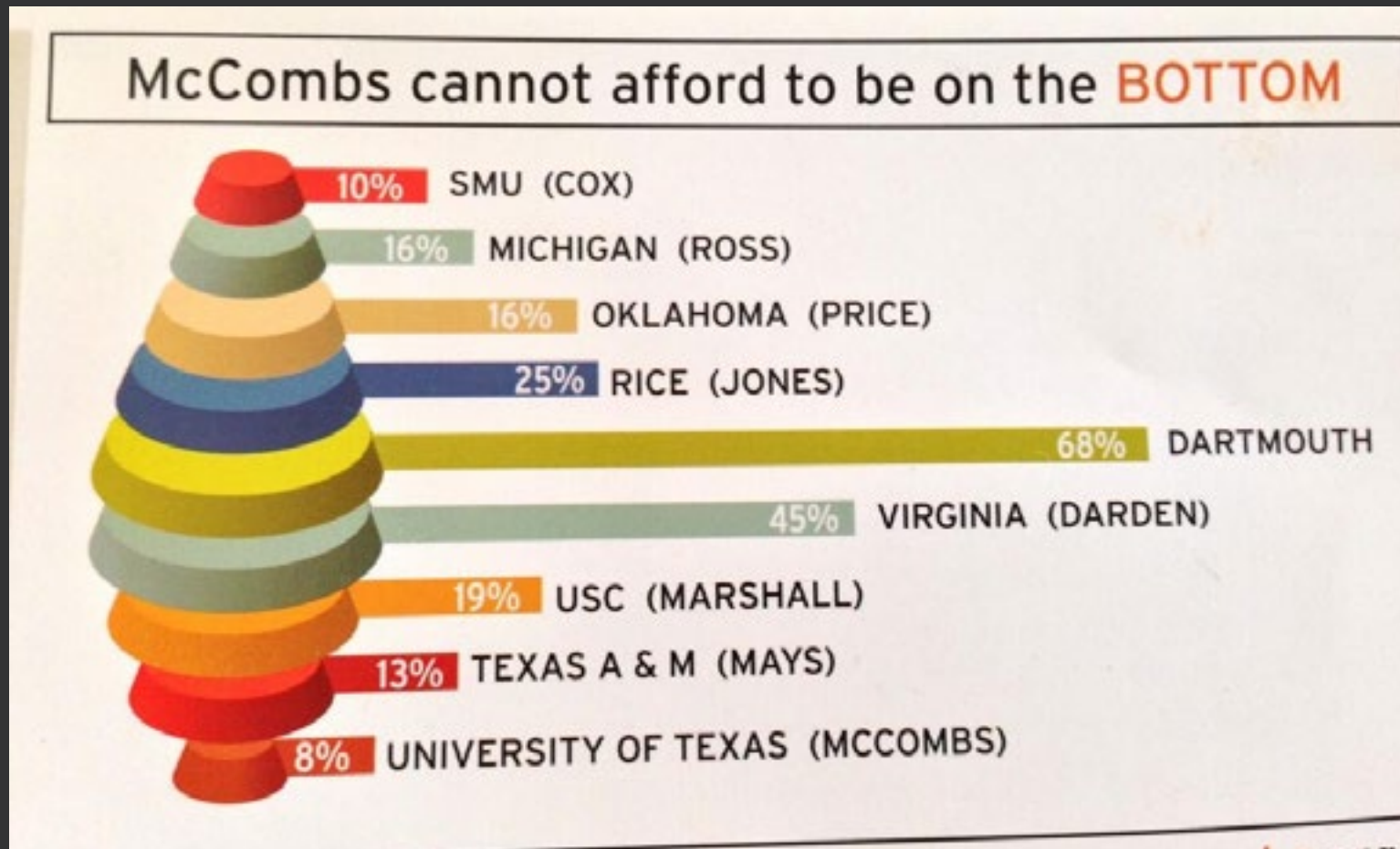
IT ALSO ADDS UP TO 101%



from Winnipeg Sun via I Love Charts

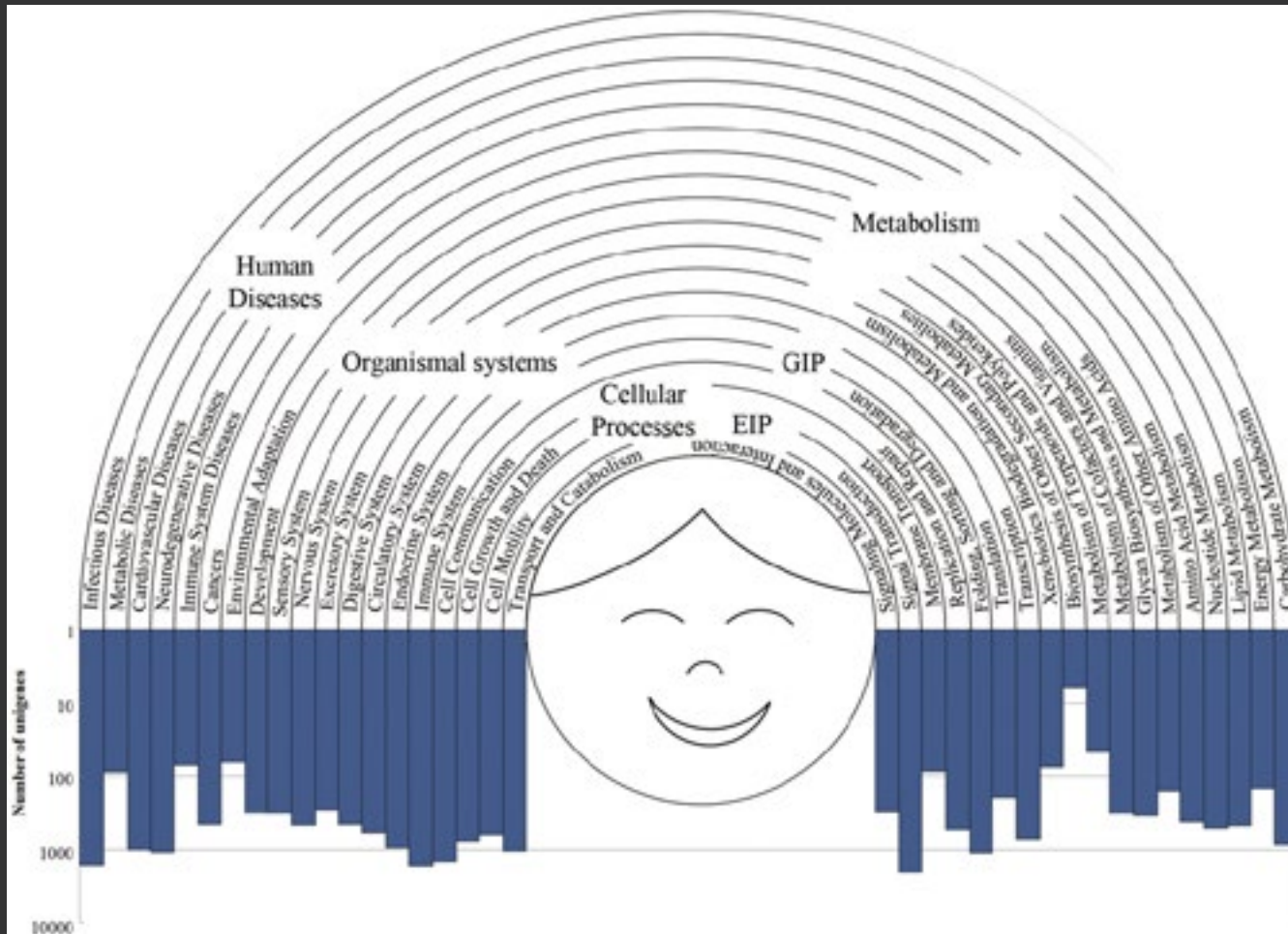
DON'T OVERDO IT

CANNOT AFFORD A CROOKED BASELINE



from @theresaneil via WTF Visualizations

:)



from PLoS ONE

THANKS

(ESPECIALLY TO WTFVIZ.NET FOR INSPIRATION)



@katiepark

katie-park.com/nicar-2014.pdf