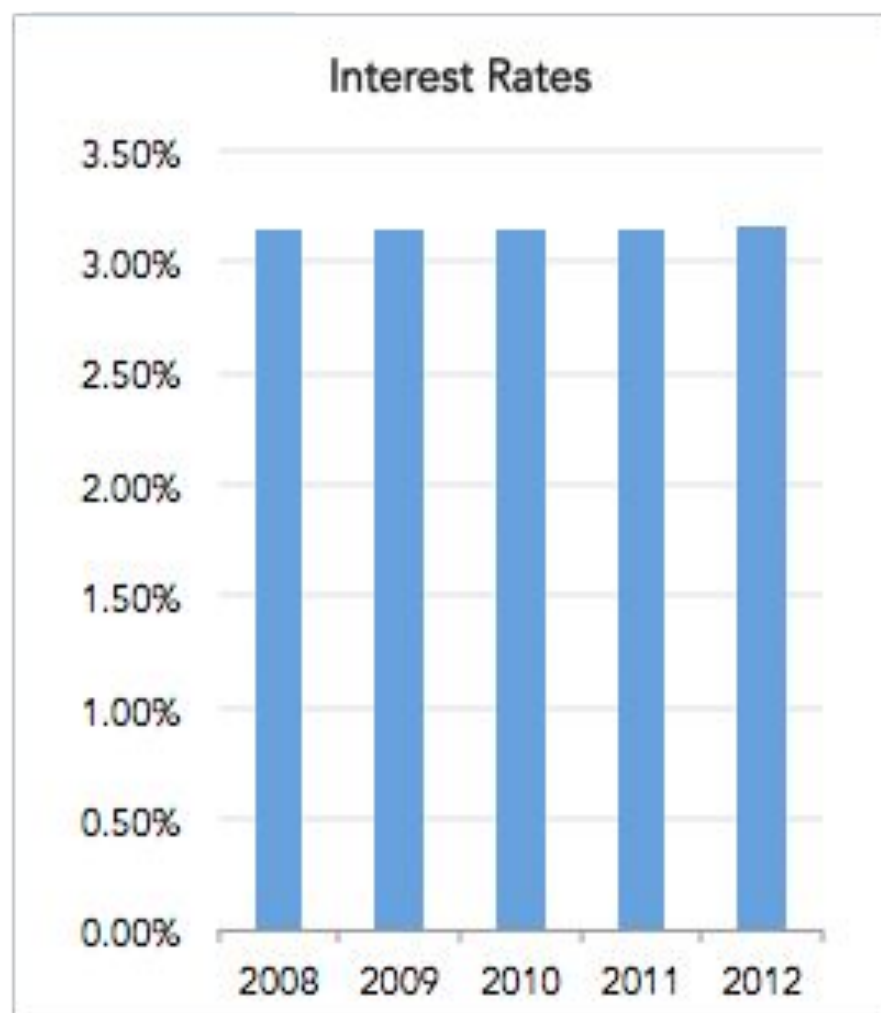
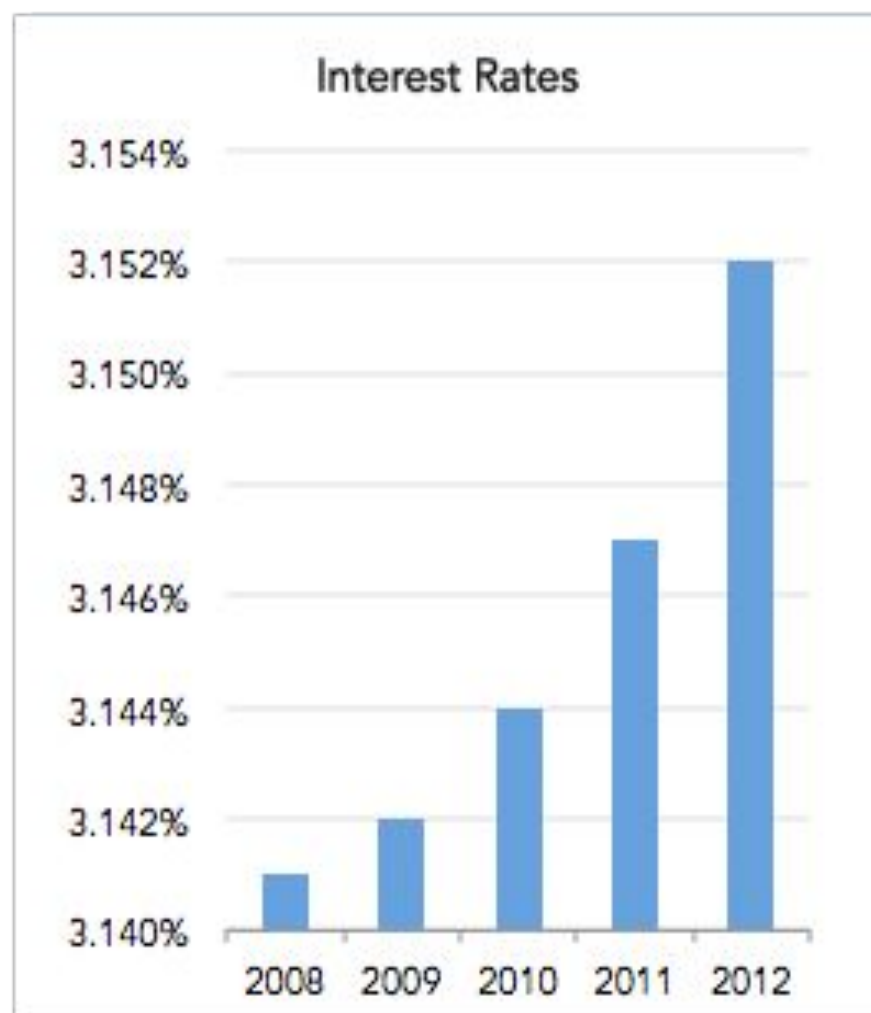


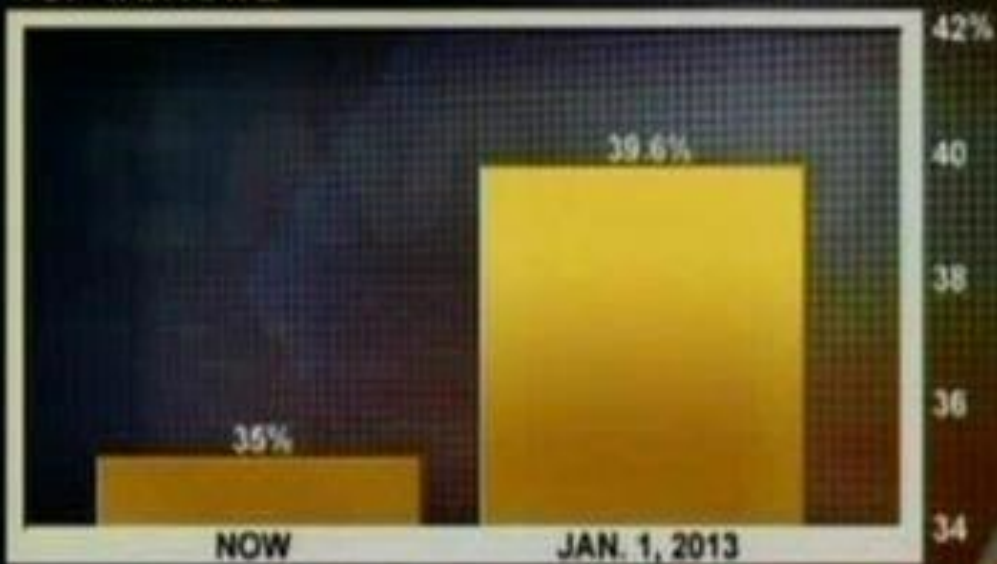
# Эти коварные диаграммы

## Same Data, Different Y-Axis



## IF BUSH TAX CUTS EXPIRE

TOP TAX RATE



8:01p ET

**FOX**  
BUSINESS

TOP STORIES

TECHNOLOGY

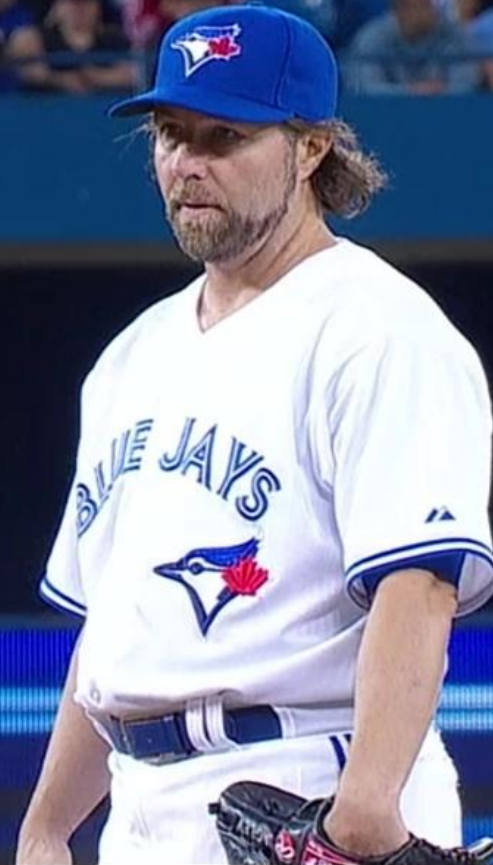
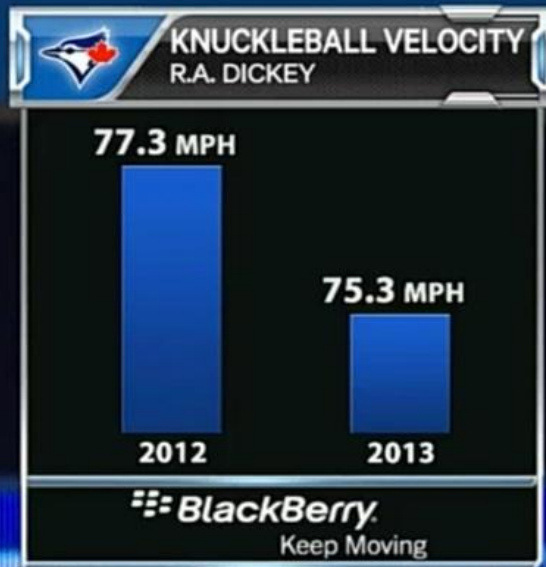
CONSUMER

WITH THE JUSTICE DEPARTMENT AND ACQUIRES FULL T

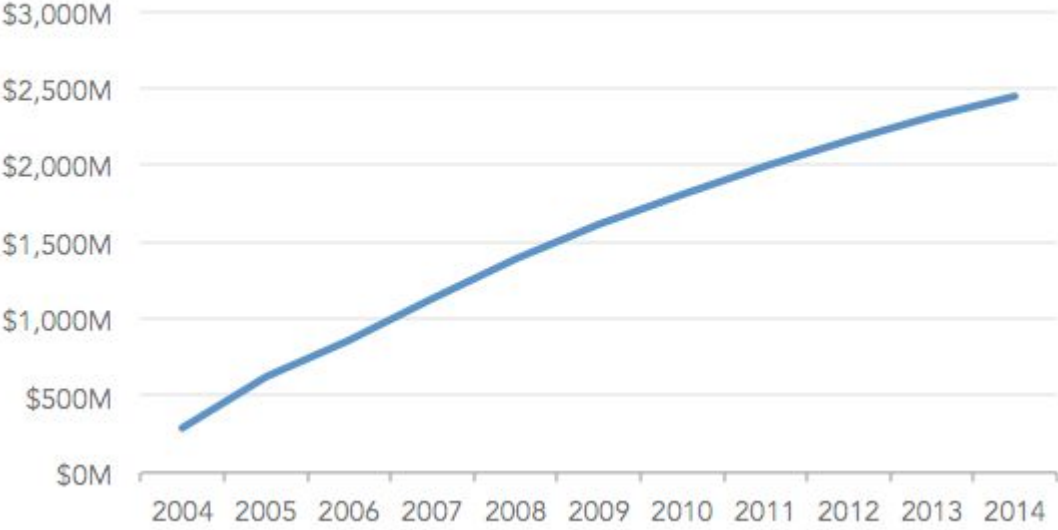
DOW 13008.68 ▼ 64.33

S&P 1379.32 ▼ 5.98

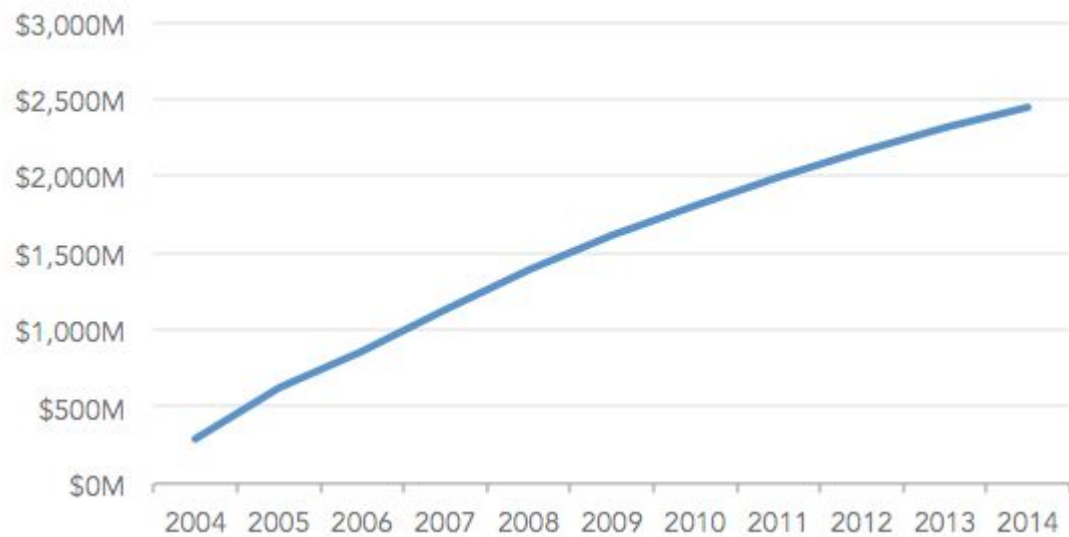
NASDAQ 2939.52 ▼ 6.32



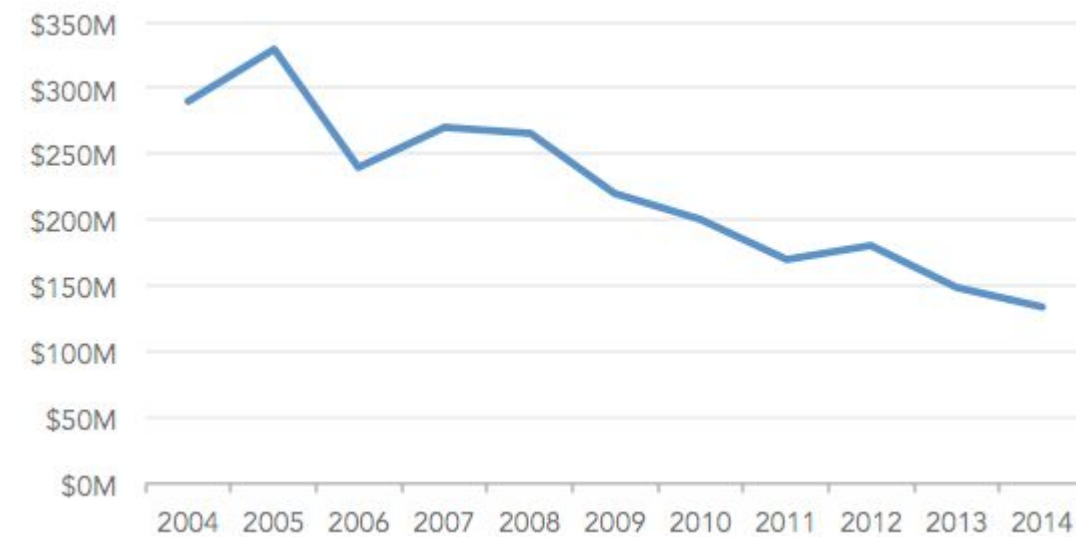
**Cumulative Annual Revenue**



**Cumulative Annual Revenue**



**Annual Revenue**





**THINK  
PROGRESS**

## 2012 PRESIDENTIAL RUN

GOP CANDIDATES



**FOX**

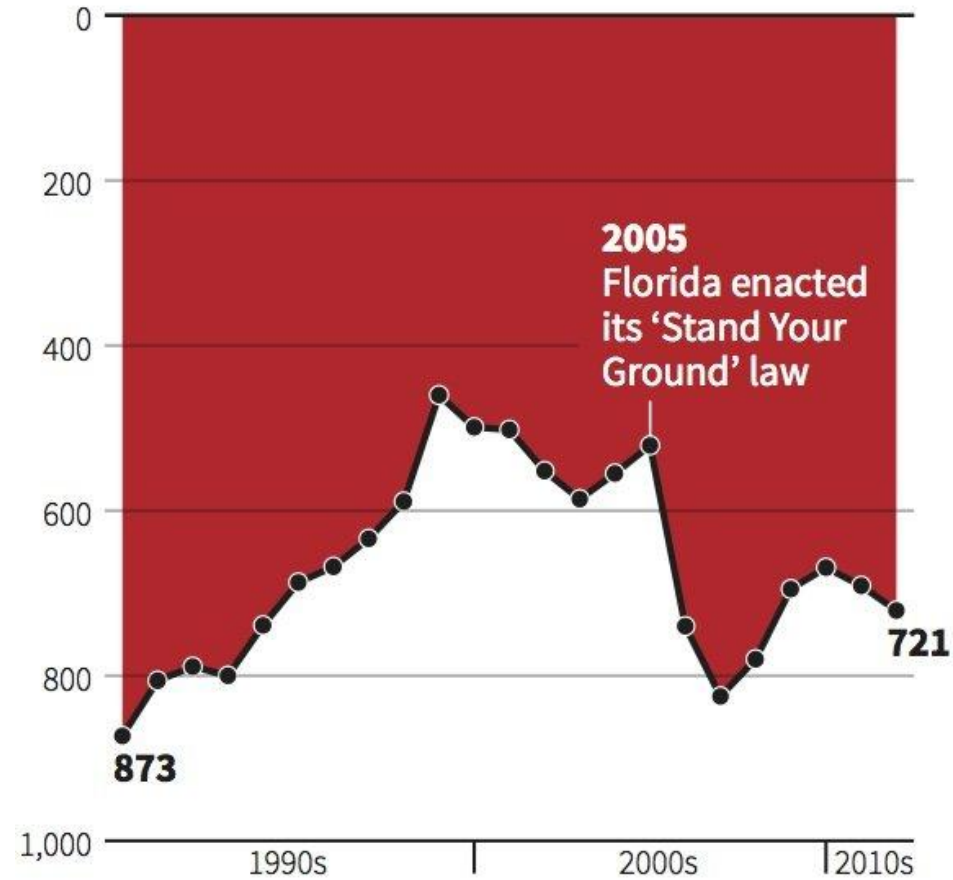
9:17 PM

SOURCE: OPINIONS

DYNAMIC

# Gun deaths in Florida

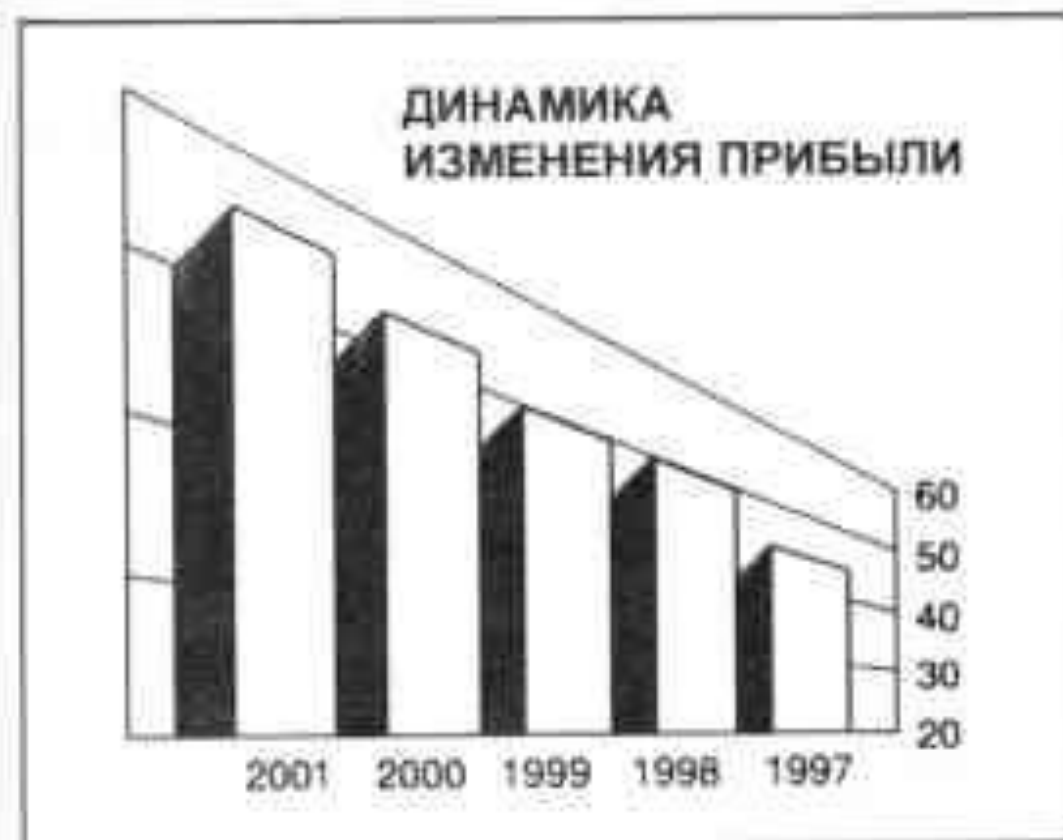
Number of murders committed using firearms



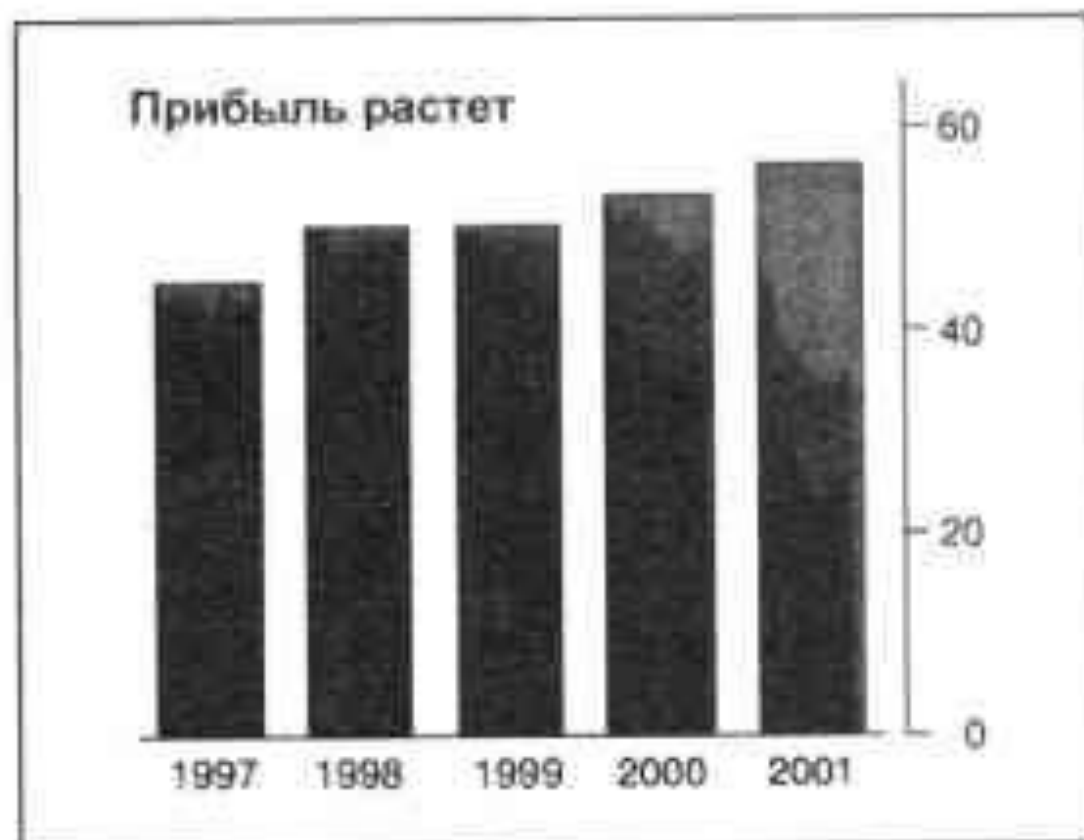
Source: Florida Department of Law Enforcement



## Ненамеренная ошибка



## Правильная диаграмма

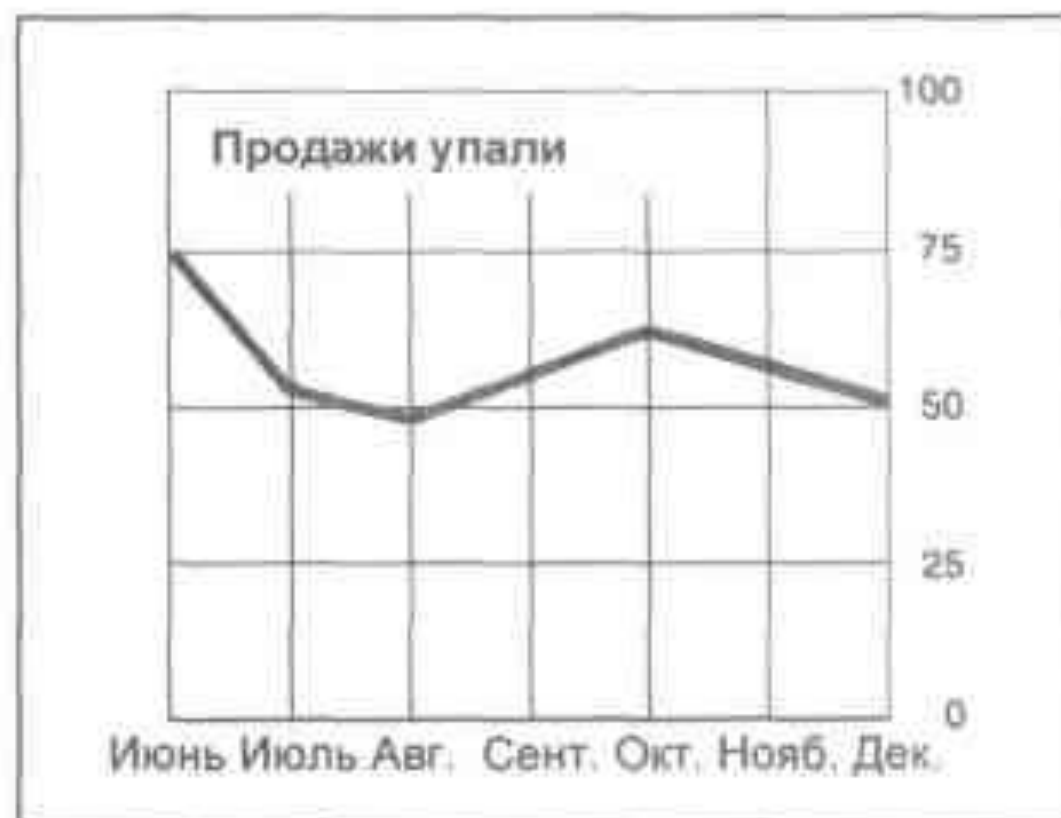


## Пример ► 2

Намеренный обман

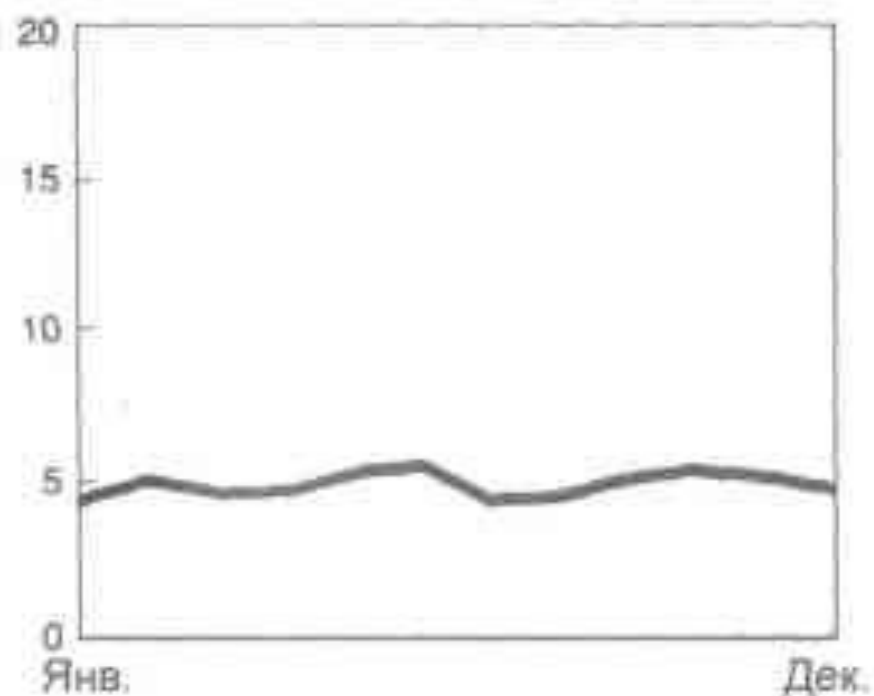


Правильная диаграмма



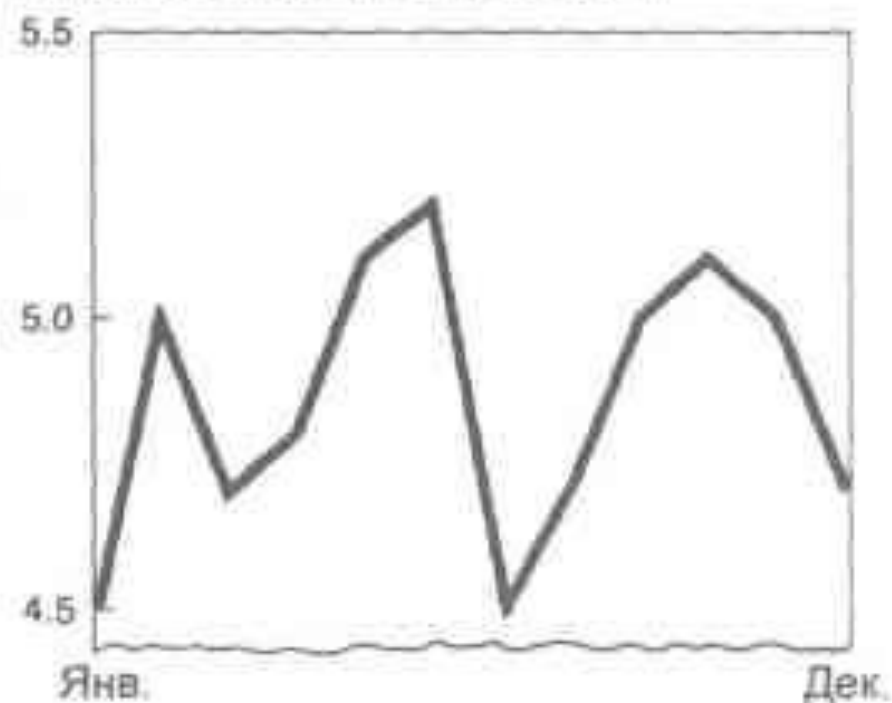
► А

Наш бизнес  
относительно **СТАБИЛЕН**



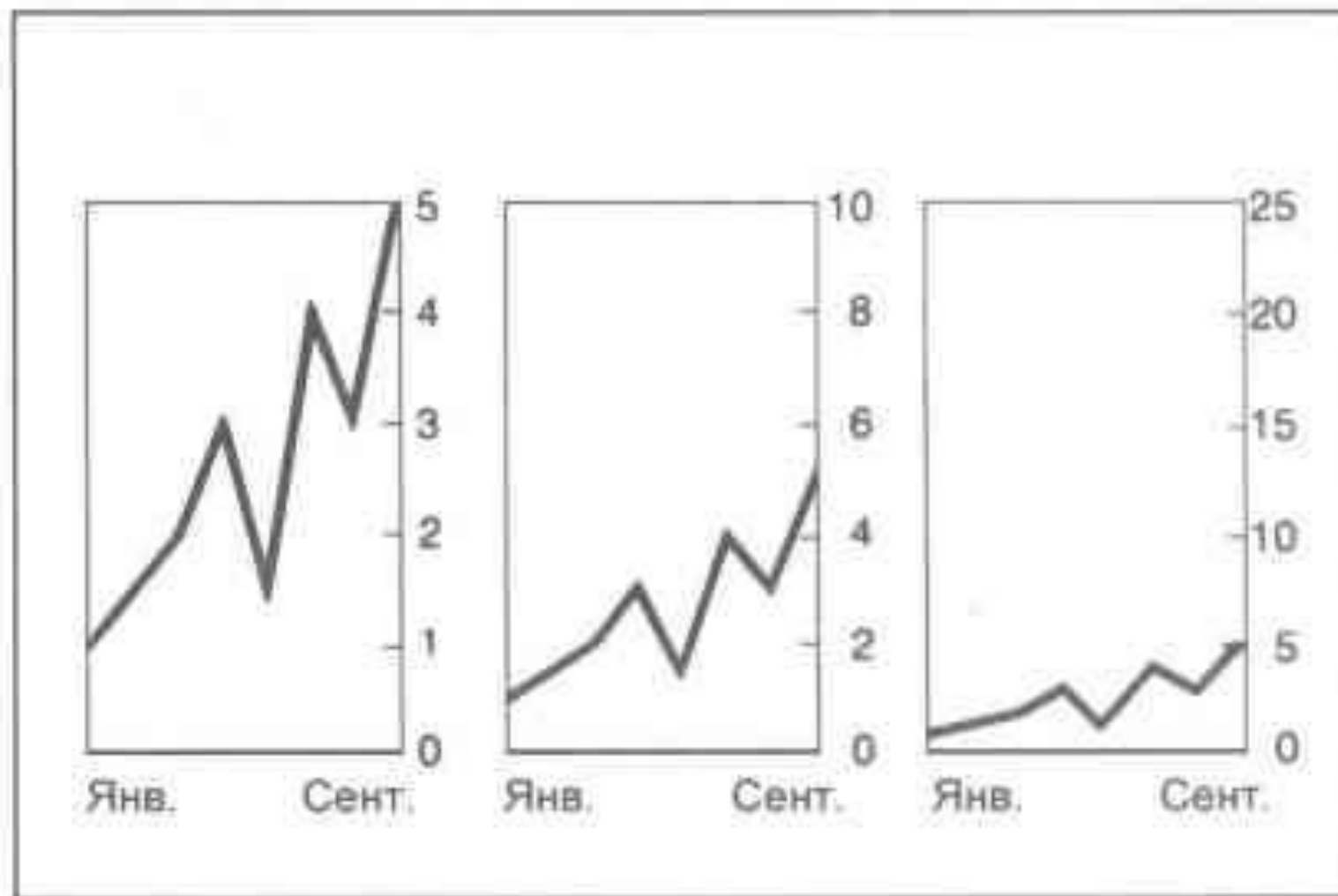
► Б

Наш бизнес  
относительно **НЕСТАБИЛЕН**



Какую шкалу  
выбрать?

Зависит от  
контекста и  
цели.





Продажи Burger King в три раза больше продаж Starbucks.

Но площади логотипов отличаются в 9 раз!

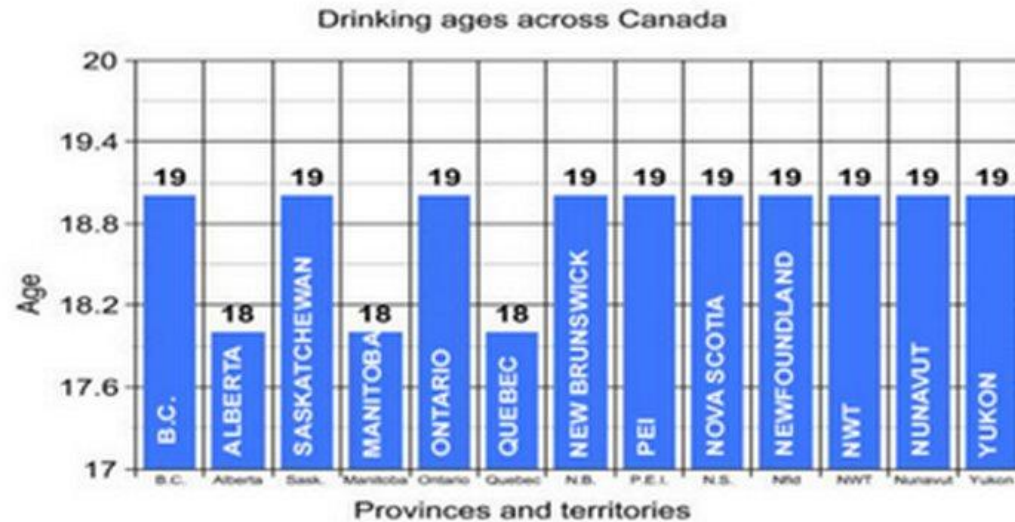


Gizmodo was trying to demonstrate that the new iPad battery gained 70% in capacity. They did this by making the battery on right 70% taller than the battery on left. However, since they also expanded the width of a cylinder, the implied volume has skyrocketed of the battery. Whoops.



# Drinking age will remain 19 in Saskatchewan

CBC News Posted: Mar 4, 2013 11:59 AM CST | Last Updated: Mar 4, 2013 11:55 AM CST 25



Canadian Centre on Substance Abuse

You have to be 19 in Saskatchewan to have a drink, while in Alberta and Manitoba, the drinking age 18. (CBC)

The Saskatchewan Party government has ruled out lowering the drinking age, four months after party members put the issue in the public eye.



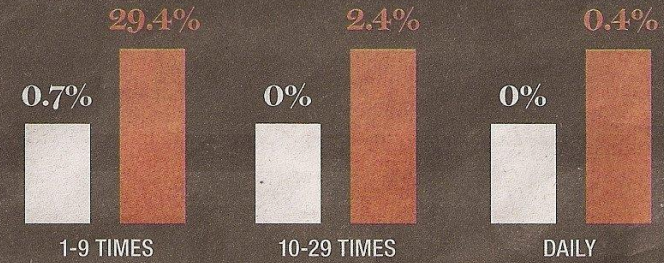
возраст, с наступлением которого разрешается потребление спиртных напитков – dj dc

Чтоoooo?

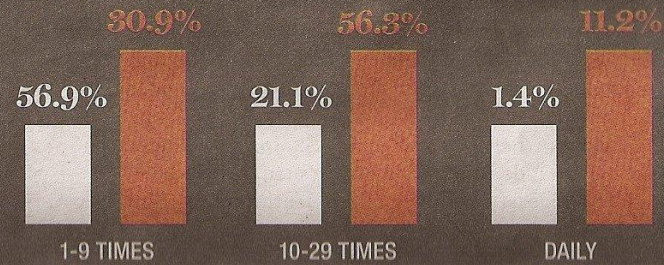
# BY THE NUMBERS

The National Collegiate Health Assessment was taken by 1,000 UCSB students in Spring 2009. Participants were asked how frequently they used substances over the past 30 days. Numbers in white reflect actual student use, while red numbers indicate perceived substance use. The average age of participants was 20 years and approximately 99 percent were full-time students.

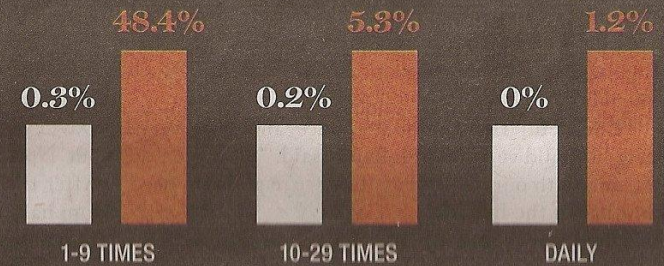
## OPIATES



## ALCOHOL



## COCAINE







Fox News really got this wrong. First of all, if we lost 15 million jobs in one quarter this country would be a lot worse off than it actually was. The points don't actually follow a straight line, something you don't notice because there isn't actually a Y-axis. The four points are also not equidistant with time.

<https://www.youtube.com/watch?v=h1osOniNVCY> - 146%

<https://charter97.org/ru/news/2016/3/11/194681/>

<https://www.youtube.com/watch?v=6Xmk2rZOPiY>