Designing effective infographics, data visualisation, and visual abstracts

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- Trained in Medical Biochemistry (Uni of Surrey)
- Worked in clinical trials developing various types of assays for biologics
- Read and wrote about science in my spare time, occasionally got paid for it
- Somehow convinced company to pay for me to do a MSc in Science Communication (Uni of West England), even though completely unrelated to my role
- Left company (lol) to become a freelance science writer / communicator (3 years)
- Expanded out into developing graphics alongside writing, mostly out of interest and a way to add more visual appeal to the blog I ran.
- Decided freelance is too much work and a salary is nice
- Joined Uni of Ox dept Primary Care Health Sciences (2015)
- Started giving you this presentation…

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Briefly me and a quick question...

A

Out-running "Bad" Diets: Beyond Weight Loss There Is Clear Evidence Of The Benefits Of Physical Activity

1 Viewed through the lens of a **strict weight loss approach to health**, a **dietary approach** to reduce energy intake is **more effective for weight loss** (in the short term) and is more likely to promote weight loss maintenance than an exercise alone approach. However, a **combination of diet and physical activity improves either practice in isolation.**

2 Evidence shows that **you can out-exercise/out-work poor nutritional choices...**

BUT **most people do not** since they are either unmotivated, unwilling, or cannot practically perform enough physical activity to do so.

3 Being **physically active and, in particular, attaining an adequate level of fitness, is associated with many health benefits** (including reduced risk for all-cause mortality) **that are unlikely to be achieved through diet, alone.**

4 **Physical Exercise & Higher Levels Of Cardiovascular Fitness Can Help...**

- ❌ **Hypertension**
- ❌ **Cardiovascular Disease**
- ❌ **Type 2 Diabetes**
- ❌ **Common Cancers**
- ❌ **All-cause Mortality**

Created by Adam Virgile adamvirgile.com
Social Media in @AdamVirgile @AVSportSci

Graphic References

Phillips, S.M. and Joyner, M.J., 2018. Out-running 'bad' diets: beyond weight loss there is clear evidence of the benefits of physical activity. *British Journal of Sports Medicine.* doi:10.1136/ bjsports-2018-100226.

Moore, et al. (2016). Association of leisure-time physical activity with risk of 26 types of cancer in 1.44 million adults. *JAMA Internal Medicine,* 176(6), pp.816-825.

- **Words (or info)** *with* **Graphics**
- **Graphics do little to enhance the content**
- **Too much text**
- **Too cramped**

B

- **Graphics** *enhance* **understanding of the info**
- **Image tells a story (in its most basic sense) on its own**
- **More space and easier to interpret**

SO, WHAT IS AN INFOGRAPHIC?*

- Uses visual cues to better communicate information

- Simplifies how information is presented

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* Or at least what does *Gavin* think of as a infographic...
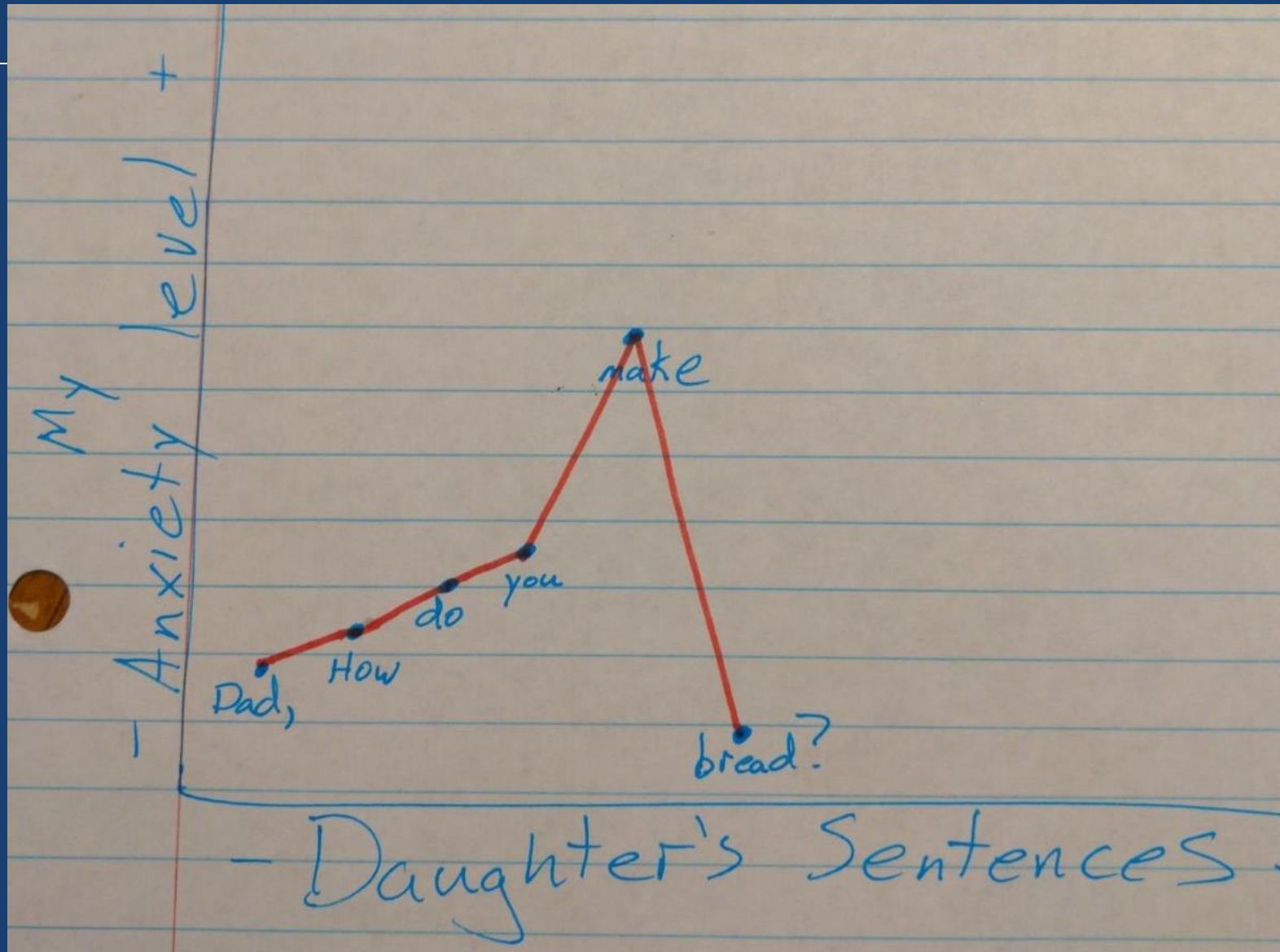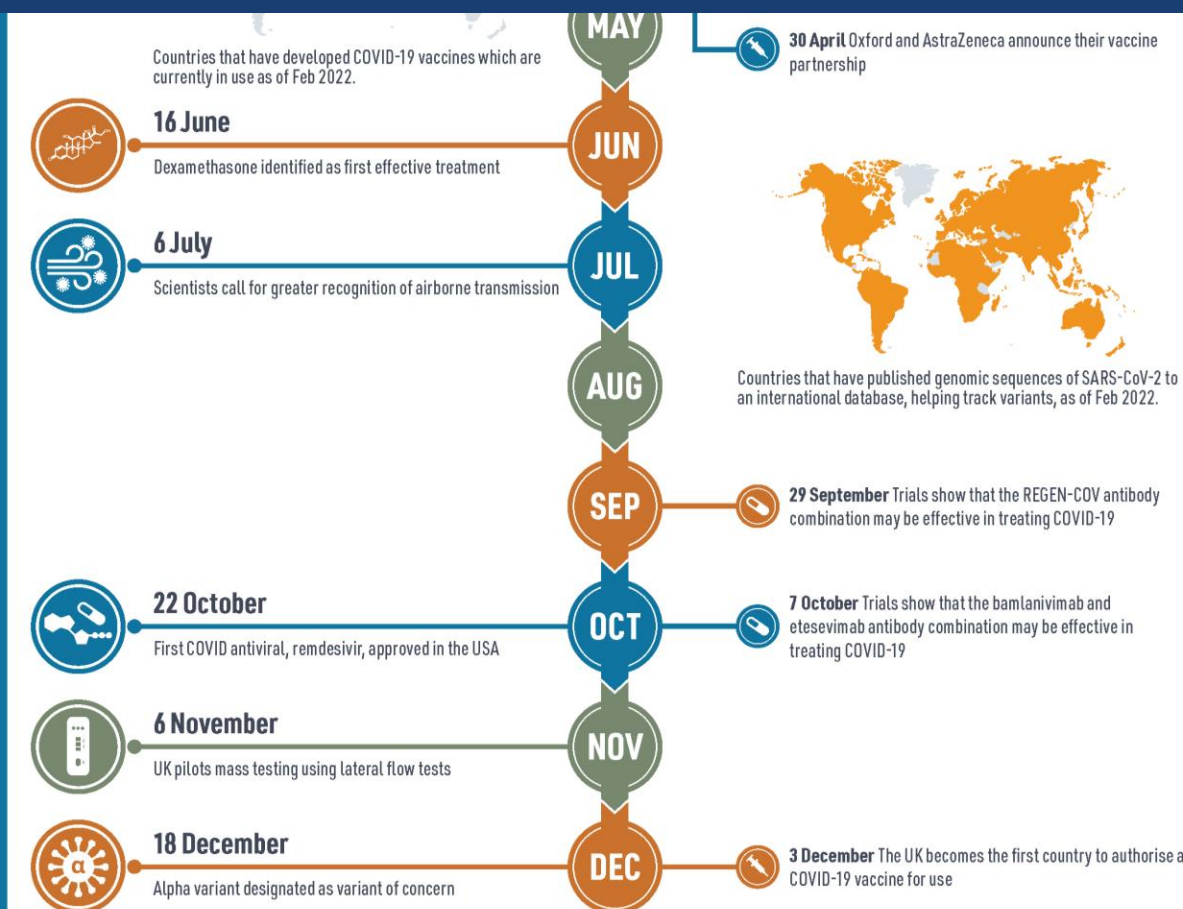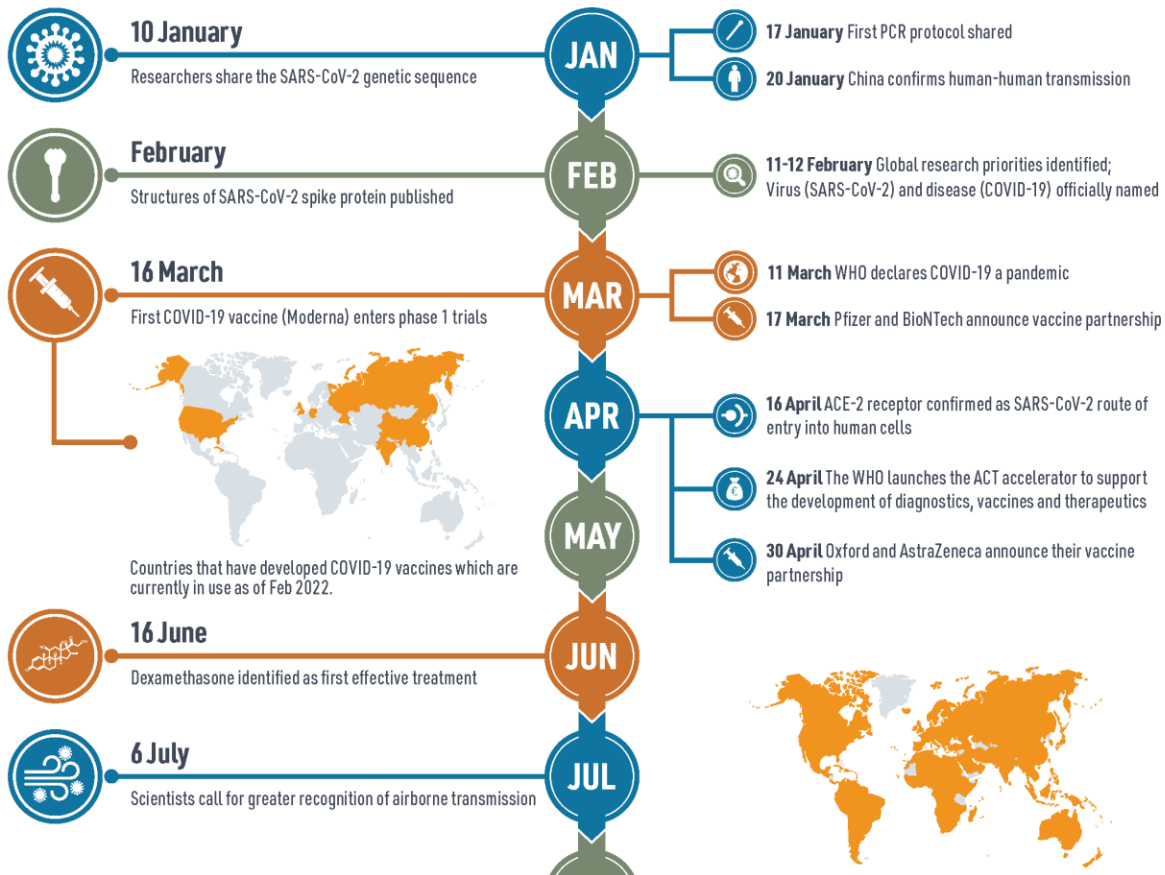
The data in an *infographic* brings insights and connections between things, sometimes surprisingly, and THAT is the story you're telling.

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CHEM VS COVID TIMELINE

KEY MILESTONES IN THE FIGHT AGAINST THE PANDEMIC IN 2020

10 January
Researchers share the SARS-CoV-2 genetic sequence

JAN

17 January First PCR protocol shared

20 January China confirms human-human transmission

February
Structures of SARS-CoV-2 spike protein published

FEB

11-12 February Global research priorities identified; Virus (SARS-CoV-2) and disease (COVID-19) officially named

16 March
First COVID-19 vaccine (Moderna) enters phase 1 trials

MAR

11 March WHO declares COVID-19 a pandemic

17 March Pfizer and BioNTech announce vaccine partnership

APR

16 April ACE-2 receptor confirmed as SARS-CoV-2 route of entry into human cells

24 April The WHO launches the ACT accelerator to support the development of diagnostics, vaccines and therapeutics

MAY

30 April Oxford and AstraZeneca announce their vaccine partnership

Countries that have developed COVID-19 vaccines which are currently in use as of Feb 2022.

16 June
Dexamethasone identified as first effective treatment

JUN

6 July
Scientists call for greater recognition of airborne transmission

JUL

Countries that have developed COVID-19 vaccines which are currently in use as of Feb 2022.

MAY

30 April Oxford and AstraZeneca announce their vaccine partnership

16 June
Dexamethasone identified as first effective treatment

JUN

6 July
Scientists call for greater recognition of airborne transmission

JUL

AUG

Countries that have published genomic sequences of SARS-CoV-2 to an international database, helping track variants, as of Feb 2022.

SEP

29 September Trials show that the REGEN-COV antibody combination may be effective in treating COVID-19

22 October
First COVID antiviral, remdesivir, approved in the USA

OCT

7 October Trials show that the bamlanivimab and etesevimab antibody combination may be effective in treating COVID-19

6 November
UK pilots mass testing using lateral flow tests

NOV

18 December
Alpha variant designated as variant of concern

DEC

3 December The UK becomes the first country to authorise a COVID-19 vaccine for use

View the full interactive Chem vs. COVID timeline at: www.rsc.li/chemvscovid

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EXAMPLES

http://ngm.nationalgeographic.com/2011/07/food-ark/food-variety-graphic

A CENTURY AGO
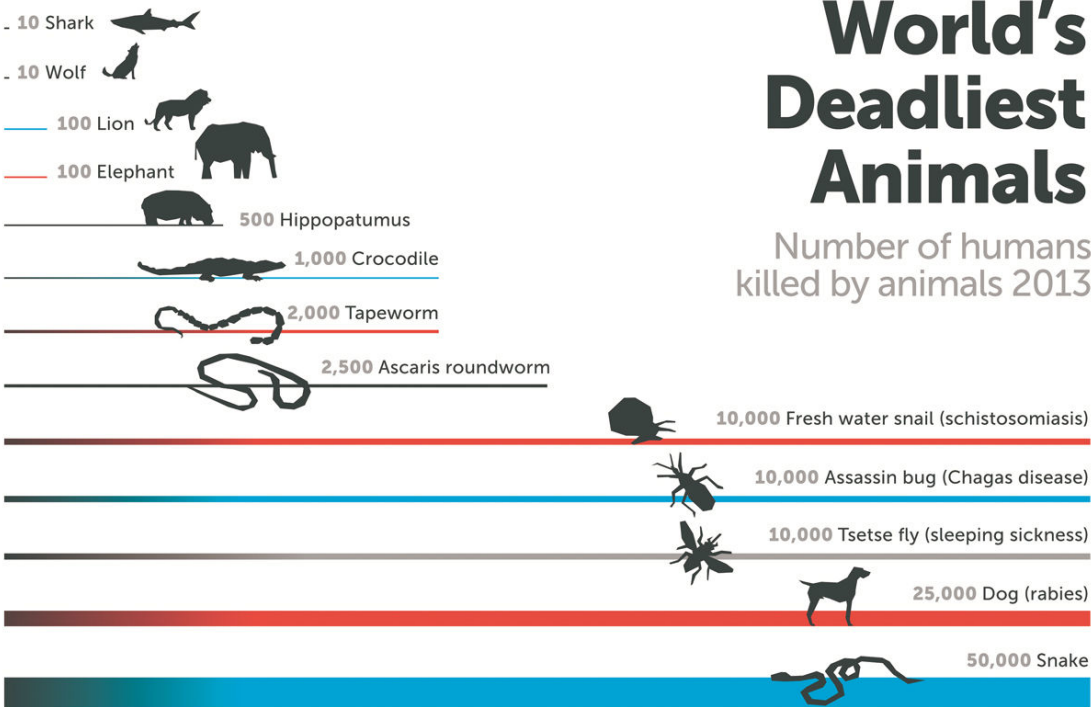In 1903 commercial seed houses offered hundreds of varieties, as shown in this sampling of ten crops.

Width equals the number of varieties

Muskmelon 338
Pea 408
Lettuce 497 varieties
Radish 463
Sweet corn 307
Squash 341
Cabbage 544
Tomato 408
Beet 288
Cucumber 285
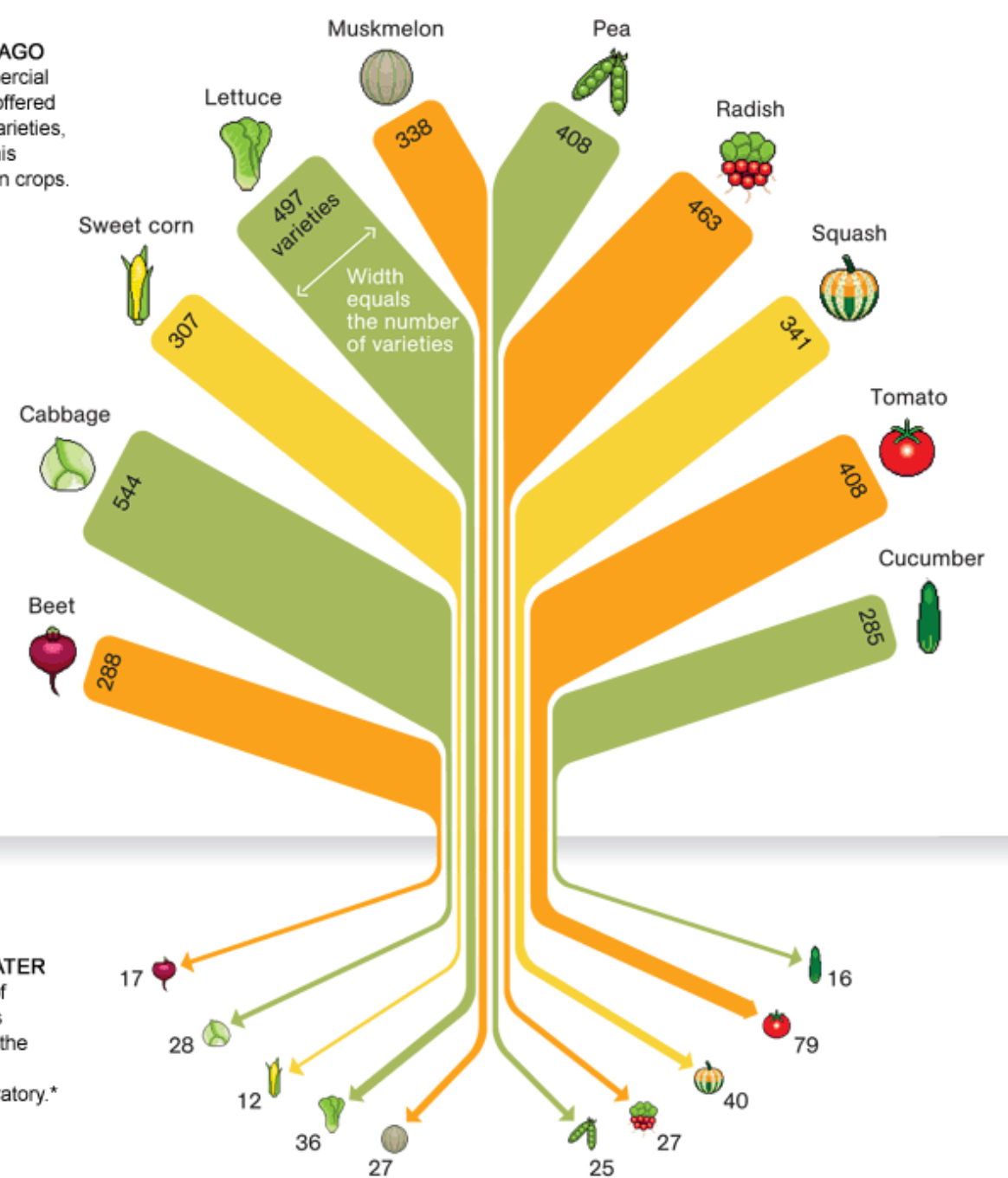
80 YEARS LATER
By 1983 few of those varieties were found in the National Seed Storage Laboratory.*

17
16
28
79
12
40
36
27
27
25

* CHANGED ITS NAME IN 2001 TO THE NATIONAL CENTER FOR GENETIC RESOURCES PRESERVATION

JOHN TOMANIO, NGM STAFF. FOOD ICONS: QUICKHONEY
SOURCE: RURAL ADVANCEMENT FOUNDATION INTERNATIONAL

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World's Deadliest Animals — MOSQUITO WEEK

Number of humans killed by animals 2013

Number of deaths | Killer

- 10 Shark
- 10 Wolf
- 100 Lion
- 100 Elephant
- 500 Hippopatumus
- 1,000 Crocodile
- 2,000 Tapeworm
- 2,500 Ascaris roundworm
- 10,000 Fresh water snail (schistosomiasis)
- 10,000 Assassin bug (Chagas disease)
- 10,000 Tsetse fly (sleeping sickness)
- 25,000 Dog (rabies)
- 50,000 Snake

475,000 People

1,300,000 Mosquito

SOURCES: IHME; crocodile-attack.info; Kasturiratne et al. (doi.org/10.1371/journal.pmed.0050218); FAO (webcitation.org/6OgpS8SVO); Linnell et al. (webcitation.org/6ORL7DBUO); Packer et al. (doi.org/10.1038%2F436927a); Alessandro De Maddalena. All calculations have wide error margins.

https://www.gatesnotes.com/health/most-lethal-animal-mosquito-week

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SO, WHAT IS A DATA VISUALISATION?*

- Infographics tell a premeditated story to guide the audience to a conclusion (subjective)

- Data visualisations let the audience draw their own conclusions (objective)

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DIFFERENCE BETWEEN INFOGRAPHICS AND DATA VISUALISATIONS

	Infographics	Data viz
Complexity	Generally quite simple, targeting a layman audience	Vary in complexity depending on the type of data.
Includes narrative or story telling	Usually	No. Any narrative is usually external to the visualisation (think charts in a paper)
Design and aesthetics	Often a lot of design, thought and work goes into making it visually appealing	*Usually* not a lot of design, i.e. just what R, Stata or Excel can spit out with a few visual tweaks…
Includes meta data (units, source, definitions)	Sometimes (but good practice include sources and units as a minimum)	As with narrative, usually external to the data visualisation itself.
Includes graphics	Generally yes, as they are what gives the visual appeal and impact	Sometimes. May depend on use and audience.
Interactive	Increasingly so online, but still plenty of 'in print' infographics.	Increasingly so online.
Time take to complete	Can take quite a while to get right.	Generally not long and can be automatically produced by software.

SO, WHAT IS A VISUAL ABSTRACT?*

- Somewhere between an infographic and a data viz…

- A visual summary of the info in an abstract, meant to convey the key findings in a shorter format and /or entice someone to read on for more detail

* Or at least what does *Gavin* think of as a data viz…

VISUAL ABSTRACT

What do UK adults with, or at risk of, type 2 diabetes prefer in weight loss programmes?

Analysing choices of 3,960 participants living with overweight across seven characteristics of weight loss programmes

Why?

- Losing weight can reduce people's risk of developing a range of health problems.

- 75% of people decline current weight loss programmes in the UK.

- Understanding what people like and dislike about different programmes could help us make more appealing programmes.

What?
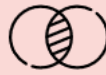
- Similar preferences regardless of diabetes status.
- Preference for healthy eating over meal replacement diets.
- Favouring individual over group activities.
- Choosing programs with higher 10-15 kg weight loss goals.
- Online content preferred to in-person interactions.
- Specific preferences noted in women and ethnic minorities.

So?
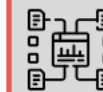
We modelled the data to see what difference incorporating such preferences might make.

% of people accepting a weight loss programme

25% — Current practice
42% (+17%) — Tailored programmes

SUPPORTED BY

newDAWN

NIHR | National Institute for Health and Care Research

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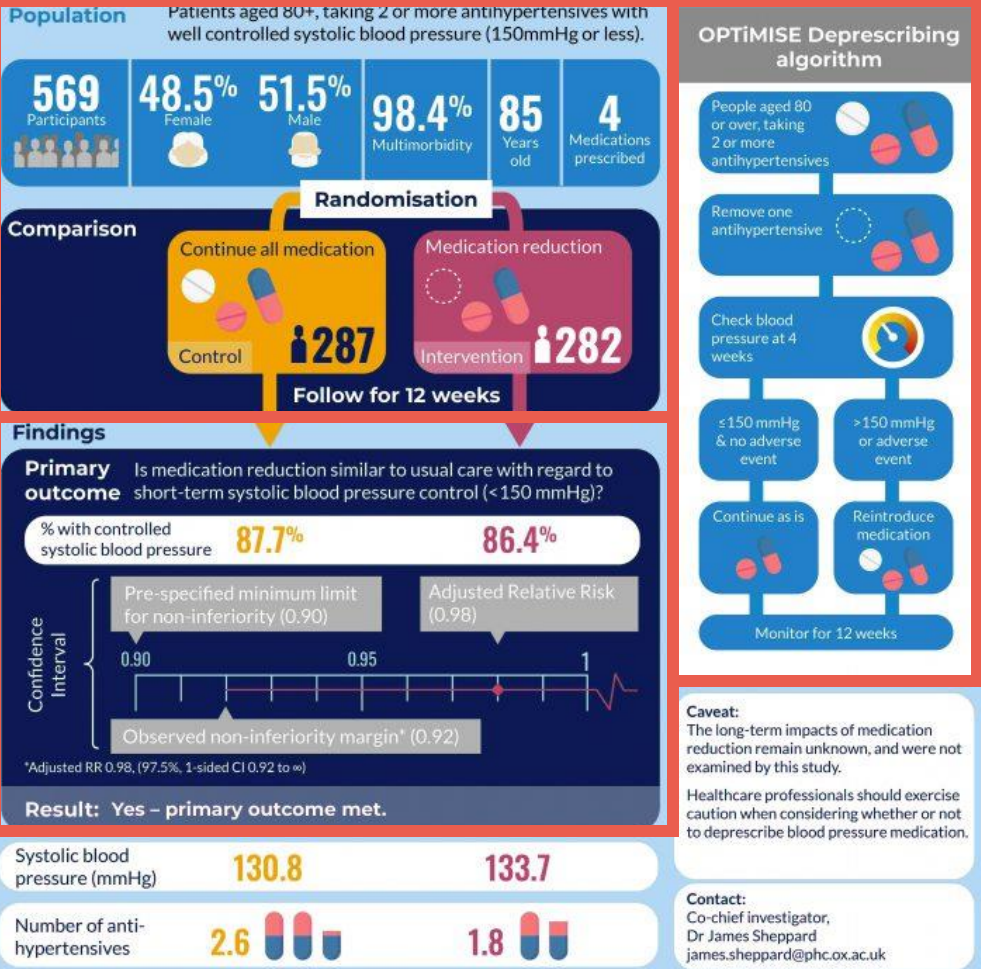
- Overall, the distinction between these things, not that important, it's about information design and use.

- BUT, important to be clear that you're communicating to people correctly when you say what you want (data vis or infographic or, if what you really want, is just some info prettied up with some design / graphics

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1. **The data**
2. **The audience**
3. **The key message**
4. **The medium**
5. **The design**

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* Data viz or visual abstract

Step One: The Data

- **Start with quality data**:
Ensure your information is accurate, relevant, and timely.

- **Quantity matters**:
Have enough data to tell a compelling story, but not so much that it overwhelms.

- **Context is key**:
Understand the broader implications of your data.

- **Source credibility**:
Always cite your sources to build trust and reliability.

- **Data tells a story**:
Look for narratives or insights within your numbers.

- **Consider limitations**:
Be aware of any gaps or biases in your data.

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- **Know your target**:

  Understand the specific needs, interests, and background of your audience.

- **Consider diversity**:

  Account for cultural, educational, and generational differences.

- **Assess appropriateness**:

  Is an infographic the best medium for this particular audience?

- **Avoid assumptions**:

  Don't presume prior knowledge or shared cultural references.

- **Be sensitive**:

  Frame information appropriately, avoiding exaggeration or scare tactics.

- **Evaluate effectiveness**: Remember, popularity doesn't always equal comprehension.

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Key Point: The information needs of a clinician, researcher, patient, or general public member can vary drastically. Tailor your approach accordingly.

Example Audience Considerations:

- Age groups (e.g. young adults vs. seniors)
- Professional background (e.g. healthcare providers vs. patients)
- Cultural context (e.g. long-term residents vs. recent immigrants)
- Literacy levels (both general and 'health literacy')

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Step Three: The key message

Defining Your Message:

- **Understand**: What's the primary takeaway for your audience?

- **Feel**: What emotion do you want to evoke?

- **Act**: What action do you want your audience to take?

Remember: A powerful visual without a clear message is just a pretty picture. Your key message is the backbone of your infographic.

Step Three: The key message

Key Considerations:

- **Clarity**: Can you articulate your message in one clear sentence?

- **Relevance**: Does your message resonate with your audience's needs and interests?

- **Impact**: Is your message compelling enough to inspire the desired response?

- **Balance**: Are you informing without overwhelming or understating?

- **Ethics**: Is your message presented responsibly, especially for health-related topics?

Tip: *Consider including your key message as text within your visual to reinforce your core point.*

Primary Considerations:

- **Format**: Will it be a leaflet, postcard, web page, social media post, etc.?
- **Viewing Context**: Where and how will your audience encounter this visual?
- **Device Compatibility**: Will it be viewed on smartphones, desktops, or in print?

Strategic Planning:

- **Multi-format Design**: Plan for adaptability across different mediums
- **Modular Approach**: Create sections that can be easily repurposed
- **Scalability**: Ensure your design works at various sizes and resolutions

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Key Factors to Consider:

- **Accessibility**: Is your chosen medium accessible to your target audience?

- **Interactivity**: Could interactive elements enhance engagement?

- **Shareability**: How easily can your visual be shared or distributed?

- **Longevity**: Is this for short-term impact or long-term reference?

Remember: The medium isn't just a vessel for your message – it's an integral part of how your message is received and understood.

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Research Objective and workstream linkages

Research Objectives

Workstreams

- Optimisation of Care
- Patient Experience
- Electronic Health Records
- Health Economics
- Large Cohorts
- Determinants of Mental ill health
- Interaction between Mental and Physical illness
- Immunology and Early Markers of disease
- Interaction between Musculoskeletal System and Systemic Multimorbidity
- Identification of determinants of MM
- Combinations of determinants
- Temporal and causal links between physical and mental health and illness
- Platform for the evaluation and validation of disease clusters
- Clusters based on determinants of disease to prevent and/or manage MM
- Characterisation of benefits and harms of care management
- Patterns associated with 'healthy ageing'
- Trajectories and quantification of resource use and health outcomes

Legend
- Nuffield Department of Primary Care Health Sciences
- Nuffield Department of Population Health
- Nuffield Department of Medicine
- Department of Psychiatry
- Nuffield Department of Orthopaedics, Rheumatology and Musculoskeletal Sciences

Remember: Infographics don't have to be numerical data!

They can show more qualitative or relationship oriented information as well.

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They can show more qualitative or relationship oriented information as well.

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GP Explanations for delays in diagnosis

Individual GP Level
- Lacking knowledge or awareness including awareness of range of symptoms, or guidance
- Infrequent clinical exposure to menstrual problems or gynaecology (for example if patients tend to preferentially see female GPs)
- Falsely reassured by negative tests
- Aware of uncertainties/unknowns, including variability and unpredictability of clinical sequelae of endometriosis
- Do not feel diagnosis needed if adequate symptom control achieved (including experience of this following referral to secondary care)
- Concern about investigations required for diagnosis

Structural and organisational primary care factors
- GP workload
- Pressure to reduce referrals
- Long delays/limited access to secondary care
- Reduced continuity in primary care, for example impacting on follow up of trials of treatment or initial investigations
- Limited education for the whole primary care clinical team about endometriosis and women's health compared to other aspects of primary care (both in training and on-going)
- Delays due to women seeing super specialists, necessitating multiple referrals to different secondary care teams, or women rapidly discharged from secondary care following initial investigations then requiring re-referral for emergent symptoms or concerns (including after inconclusive investigations in secondary care).

Factors specific to endometriosis
- Difficult to diagnose (impossible in primary care)
- Disease impacts variable and unpredictable and across multiple systems
- Need to follow a diagnostic "hierarchy" and exclude red flags first
- Trials of treatment advised in guidance (vs. perception that masks symptoms and delays diagnosis)

Community and external factors
- Normalisation of menstrual pain (by both community and professionals)
- Menstrual stigma
- Not seen as a priority for drug companies or research
- Some women do not want referral or further investigations, including when symptoms are controlled in primary care

Step Five: The design (1)

- *Clarity and accuracy are more important than aesthetics*.*

- Infographics are not clip art. They are not necessarily easy to do, and they must fit your data and story.

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*But that doesn't mean you can't have both!

Step Five: The design (2)

1. **Get to the essence of what your data shows**
   Try to distil it into one short sentence.

2. **What is/are the insight(s)?**
   What is the question and the answer to this meaningful information that people didn't know about?

3. **Create the narrative**
   What's the story behind the insights? Start connecting the dots between questions/answers and insights.

4. **Create a visual analogy**
   You're not telling your narrative, you're showing it.

5. **Make a sketch**
   Rough it out on paper, to see how it might work. You're first ideas are likely to be obvious and boring or cliché, so try at least a few different things before committing to anything.

6. **Create the layout**
   Keep it simple and make sure there's a clear path for people to navigate through it (start to finish of the story).

7. **Make it beautiful**
   *Clarity and accuracy are the most important, BUT, if you can, make something that **people will want** to look at it, not something that **you want them to look at**. Err on the side of minimalism.*

Step Five: The design (3)

- *Your first ideas will probably be pants…*

- *Steal from others: look around online for designs, colour schemes, font pairings etc that you like.*

- *Take what you like, but* **don't copy them wholesale**. *Smash together the ideas you like, see if they work.*

Visual hierarchy

Visual hierarchy

Contrast

"The difference in *visual properties* that makes an object (or its representation in an image) distinguishable from other objects and the background."

• Colour contrast

<div>

Good contrast

Bad contrast

</div>

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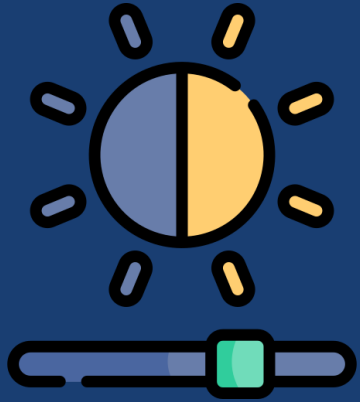
Contrast

But context (i.e. what's behind or next to) of the colours you use is also important and can change how they *look*.

Step Five:

Colours:

- *Keep to 3-5 c...*
- *Use colours ... attention*
- *Colours can a...*
- *If colours are... be careful wit...*

The Psychology of Colors

C 100 M 80 Y 27 K 11 Pantone 7687 C R 25 G 62 B 114 Hex #193E72	C 1 M 75 Y 66 K 0 Pantone 7416 C R 234 G 93 B 78 Hex #EA5D4E	C 1 M 50 Y 86 K 0 Pantone 715 C R 242 G 147 B 48 Hex #F29330	C 0 M 19 Y 60 K 0 Pantone 1345 C R 254 G 212 B 122 Hex #FED47A	C 69 M 62 Y 0 K 0 Pantone 7456 C R 102 G 103 B 173 Hex #6667AD	C 73 M 10 Y 33 K 0 Pantone 631 C R 46 G 169 B 176 Hex #2EA9B0	C 72 M 7 Y 71 K 0 Pantone 7723 C R 70 G 168 B 108 Hex #46A86C	C 37 M 19 Y 20 K 2 Pantone 5517 C R 172 G 188 B 195 Hex #ACBCC3
80% R:71 G:89 B:137 Hex #475989	80% R:236 G:124 B:114 Hex #EC7C72	80% R:246 G:171 B:93 Hex #F6AB5D	80% R:255 G:220 B:151 Hex #FFDC97	80% R:132 G:130 B:190 Hex #8482BE	80% R:111 G:186 B:192 Hex #6FBAC0	80% R:121 G:185 B:137 Hex #79B989	80% R:190 G:202 B:208 Hex #BECAD0
60% R:116 G:124 B:163 Hex #747CA3	60% R:242 G:188 B:149 Hex #F29E95	60% R:249 G:193 B:135 Hex #F9C187	60% R:255 G:229 B:178 Hex #FFE5B2	60% R:162 G:160 B:208 Hex #A2A0D0	60% R:155 G:203 B:208 Hex #9BCBD0	60% R:161 G:202 B:166 Hex #A1CAA6	60% R:206 G:214 B:219 Hex #CED6DB
40% R:162 G:164 B:193 Hex #A2A4C1	40% R:244 G:189 B:184 Hex #F4BDB8	40% R:252 G:214 B:176 Hex #FCD6B0	40% R:255 G:238 B:205 Hex #FFEECD	40% R:193 G:191 B:225 Hex #C1BFE1	40% R:193 G:221 B:224 Hex #C1DDE0	40% R:196 G:221 B:197 Hex #C4DDC5	40% R:223 G:227 B:231 Hex #DFE3E7
20% R:208 G:208 B:224 Hex #D0D0E0	20% R:248 G:221 B:219 Hex #F8DDDB	20% R:253 G:235 B:216 Hex #FDEBD8	20% R:255 G:246 B:230 Hex #FFF6E6	20% R:224 G:223 B:241 Hex #E0DFF1	20% R:225 G:238 B:240 Hex #E1EEF0	20% R:226 G:238 B:227 Hex #E2EEE3	20% R:239 G:241 B:243 Hex #EFF1F3
NIHR Navy	NIHR Coral	NIHR Orange	NIHR Yellow	NIHR Purple	NIHR Aqua	NIHR Green	NIHR Grey

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Alignment: line up visual elements

- Helps to create order

- Organises disparate elements into a whole

- Creates imaginary visual connections

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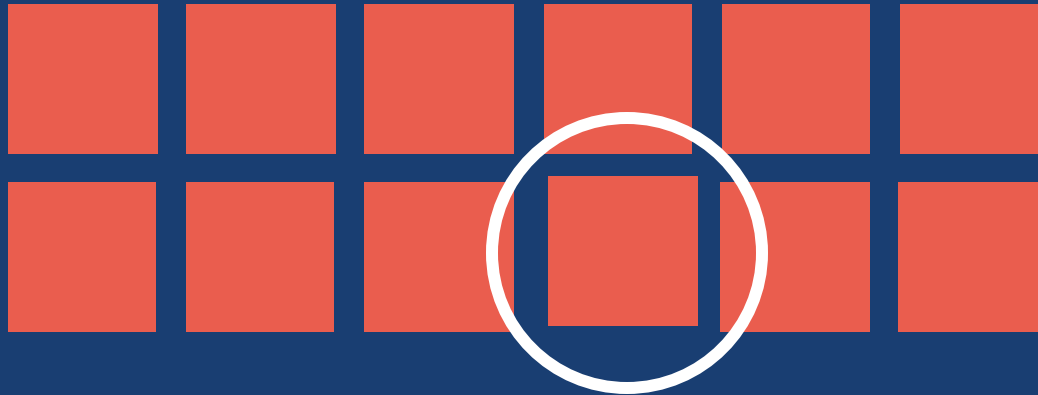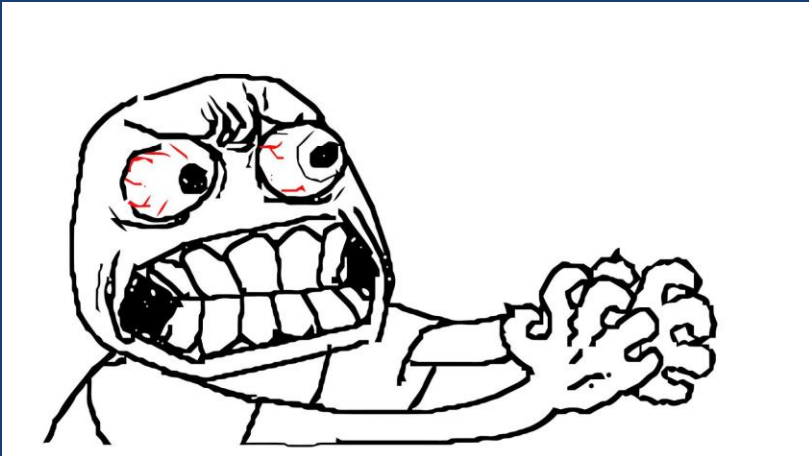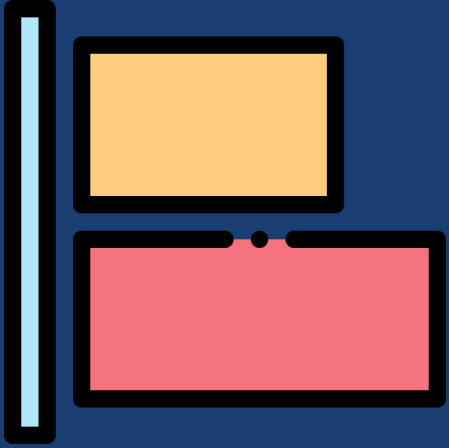
Step Five: The design (5)

Alignment and layout:

- *Align the various elements of your infographic, i.e. on a grid, with similar spacing between them*

- *Helps to guide the reader through the infographic*

- *Colour breaks – Good way of organising data and sectioning off information without relying entirely on headings. Also helps to break the monotony.*

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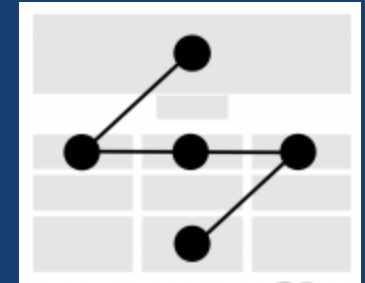
Visual hierarchy: 4

Alignment: line up visual elements

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Visual hierarchy: 4

Layouts

Infographic Layout Cheat Sheet
by SeeMei Chow
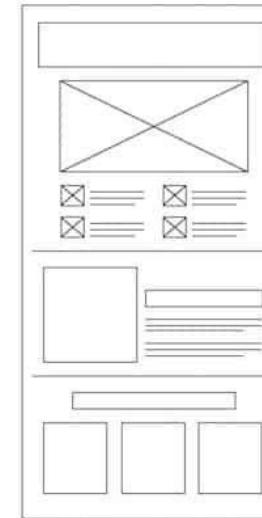
Useful Bait
Works well with most of the data
Easy to read and good usability
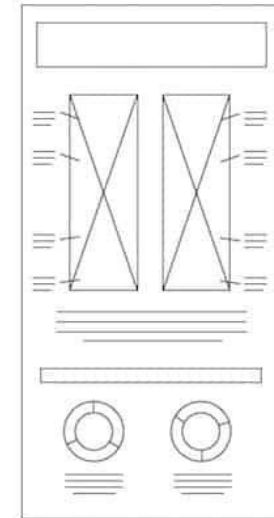
Versus/ Comparison
Works well with a lot of informations
Design(visual) is very important
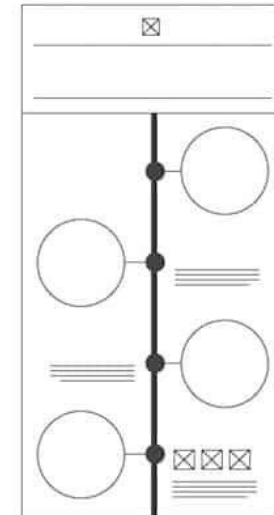Informations have to be very interesting
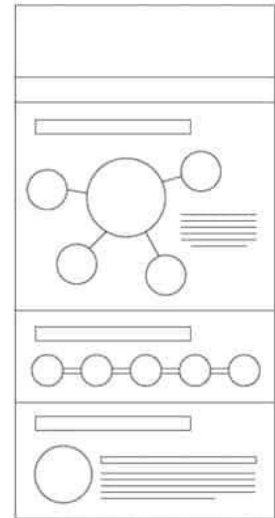
Heavy Data (numbers porn)
Works well with marketing strategy
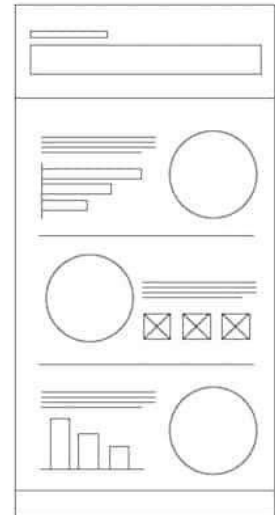Timeline for project
Can extend to a flowchart
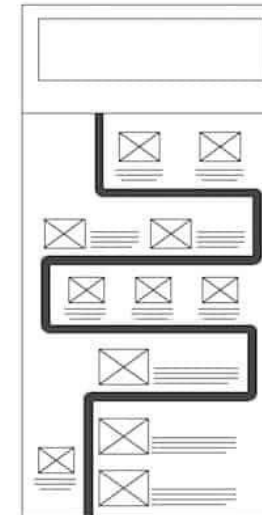
Road Map
Good for storyline/journey
Can be used as a timeline too

Timeline
Can be a comparison
Good for timeline or journey too
From simple to complex
(depends on your data)

Visualized Article
Needs strong title
Works well with heavt content
Easy to read and understand

Step Five: The design (6)

Fonts:

- *Use at most 3, e.g. one for headers, body text and quotes or sub headings. Ideally 2.*

- *If you need more variation, use different weights (e.g. light, thin, bold, extra bold etc).*

- *Search for good font pairings online –inkbotdesign.com/font-combinations/*

- *Download and use fonts for free from fonts.google.com.*

- *Generally, use sans-serif fonts, but use what works for your infographic.*

Fonts

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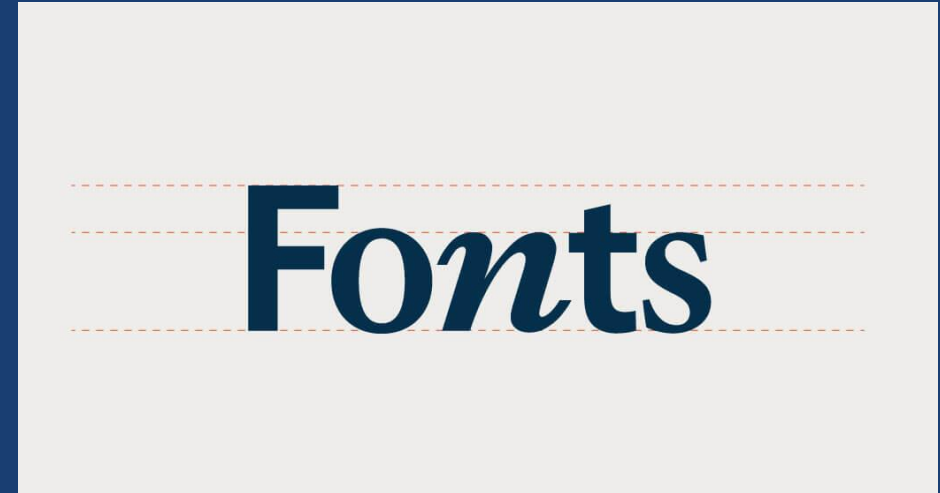
# Step Five: The design (7)

Add a focal point:

- *a memorable image that reinforces the message*

- *a key statistic or information picked out in a larger font*

- *every good infographic has a hook or primary take-away*

How much weight did they lose (after 3 months)?

3.4 kg (7.5 lbs)

About the weight of a Yorkshire Terrier

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Step Five: The design (8)

Fancy or plain?:

- If comprehension is most important (such as in a medical environment or when an immediate decision is needed to be made) then plainer infographics will be more effective.

- Fancy or embellished infographics will however have a wider appeal.

decision tree

root

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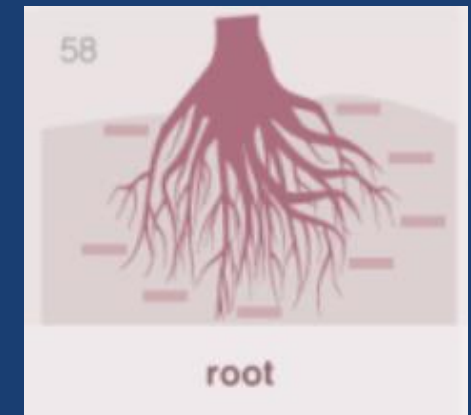
What kind of chart?

Show the individual parts that make up a whole:
- Pie chart
- Stacked bar
- Stacked column

Understand how the data is distributed:
- Scatter plot
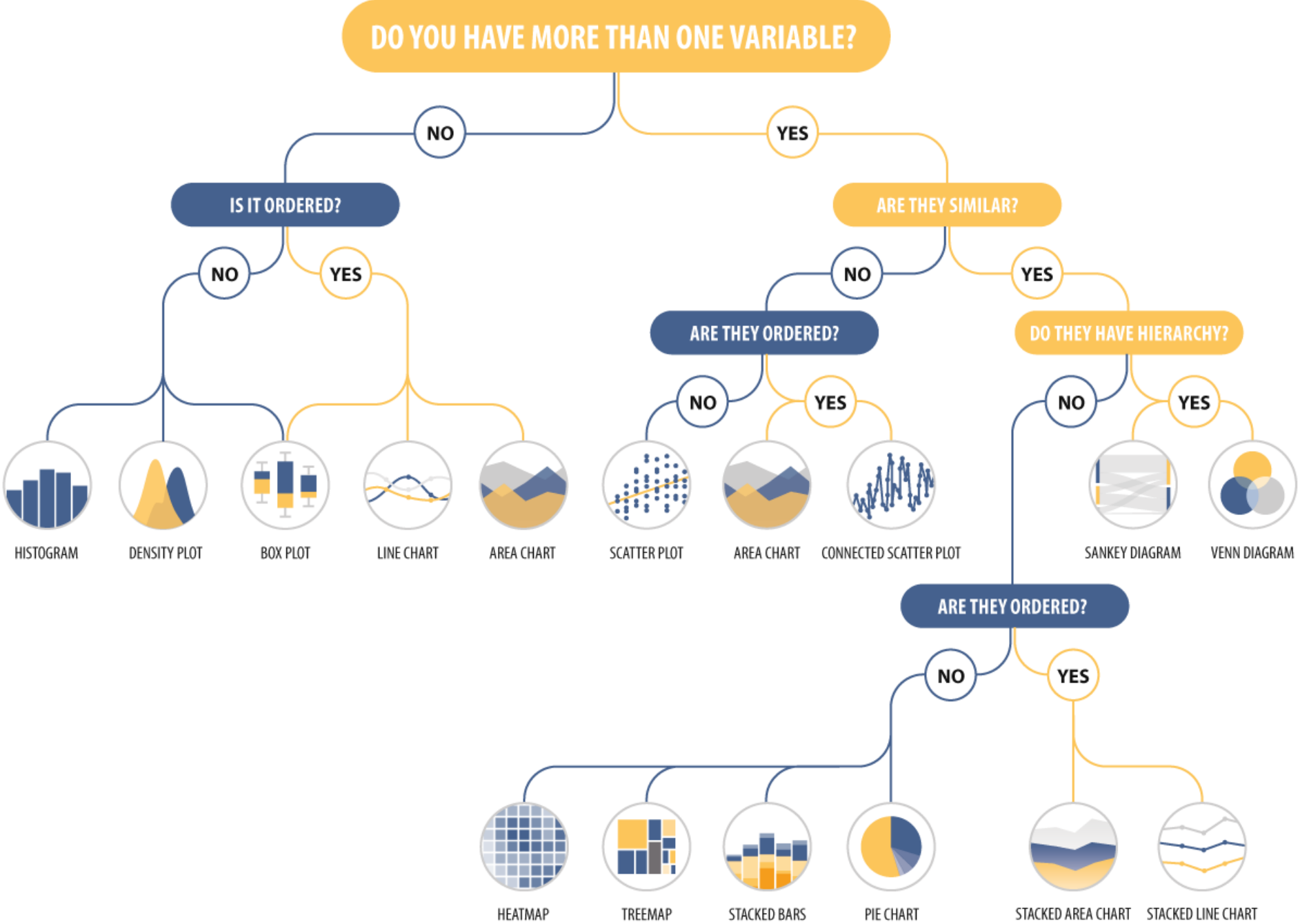- Line chart
- Bar chart

Analyse trends:
- Line chart
- Bar chart

Show/ the relationship between data sets:
- Line chart
- Scatter plot
- Bubble chart

Compare values:
- Bar chart
- Line chart

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Headings

- **Like a headline, it needs to grab attention, be easily readable and relevant**
- **Generally, keep it high in contrast and large**
- **They play a role in how an infographic is viewed**

Types of Headings

- *Subject:* *"Obesity in the UK"*
- *Message:* *"1 in 10 British children are obese"*
- *Question:* *"What is the state of childhood obesity in the UK?"*
- *Fear:* *"The childhood obesity crisis"*
- *Hopeful:* *"Childhood Obesity: complex but conquerable"*
- *Call:* *"Help kids to be healthy, not heavy"*

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Software for making infographics

Installable Software

- **Adobe Creative Cloud** **(£££ subscription)**

- **Affinity Designer** **(£ one time purchase, and actually really good…)**

- **PowerPoint/ Excel** **(Really, it can be fine! It's just more fiddley)**

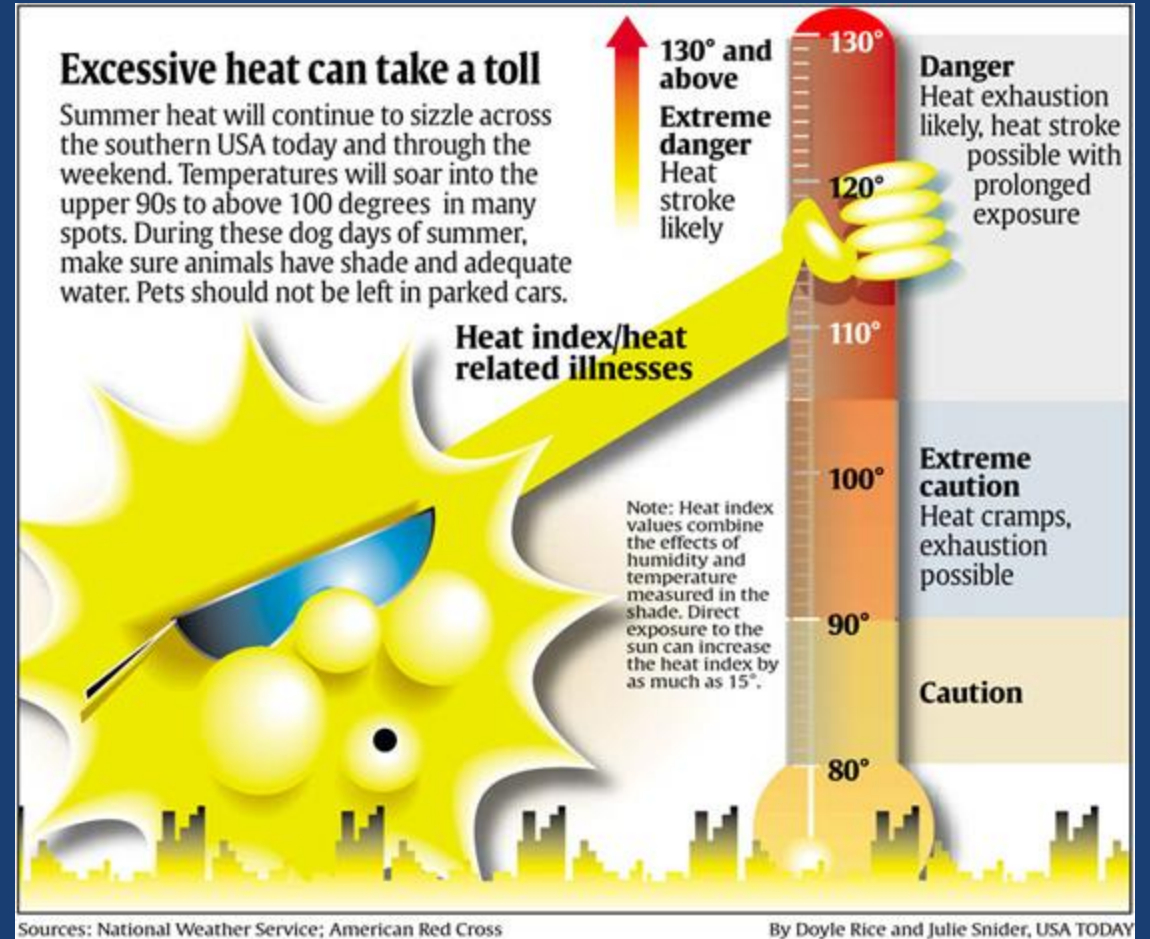- **inkscape.org – Open source alternative to Adobe Illustrator** **(Free)**

Online Options

- **Adobe Spark** **(Free!)**

- **Piktochart.com** **(Free with limits, or £ subscription)**

- **biteable.com/infographic** **(Free trial and £ subscription)**

- **canva.com/create/infographics** **(Free trial and £ subscription)**

- **boxy-svg.com** **(Free, but basic)**

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Common errors...

Not running it past people before publishing it...

(Though I struggle to believe this wasn't deliberate...)

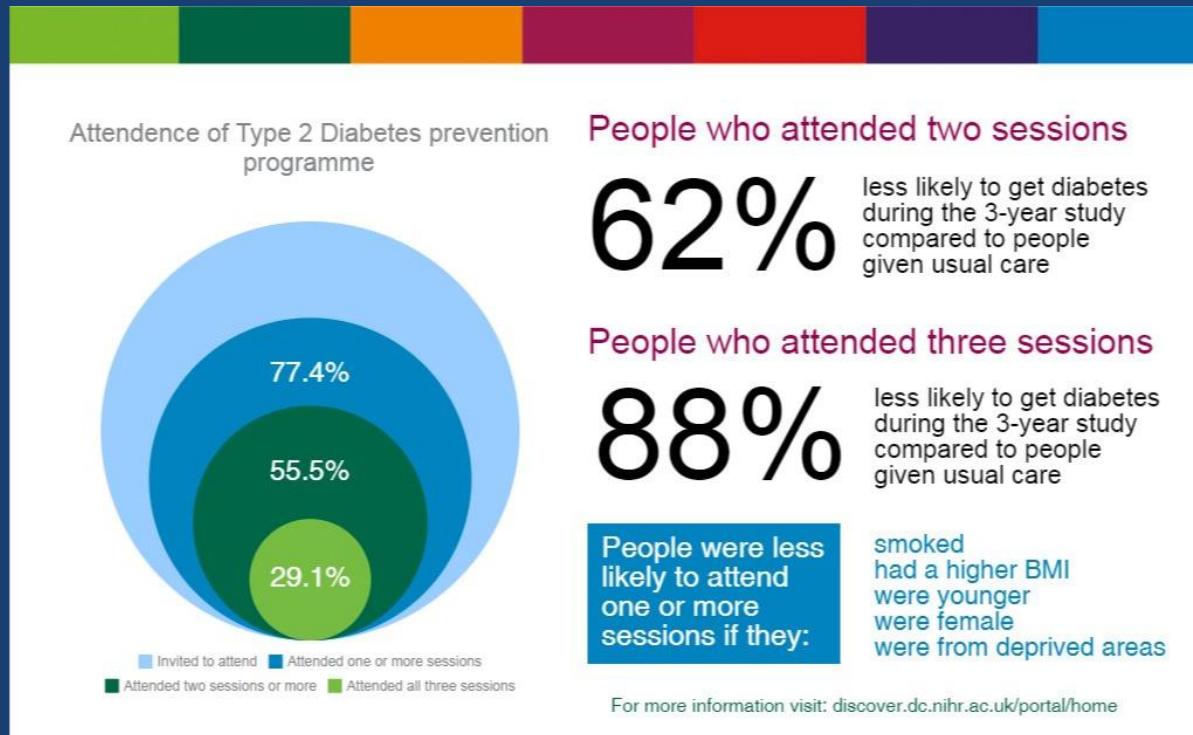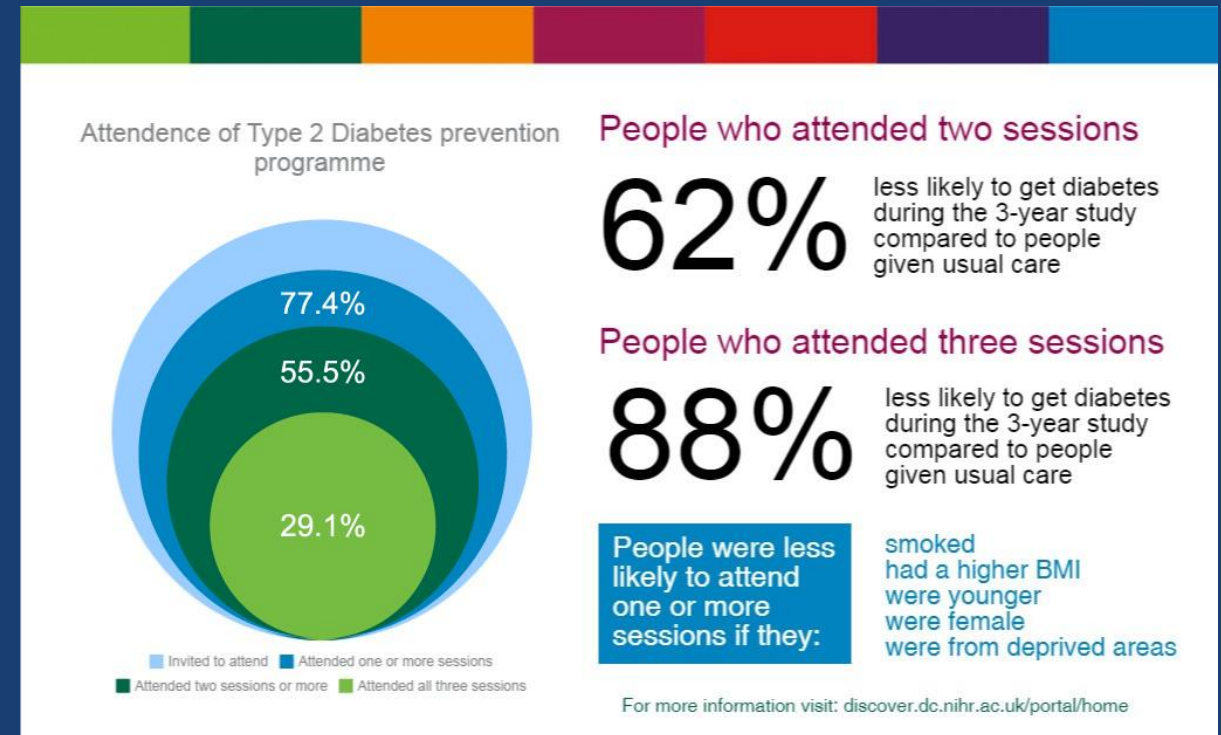**Excessive heat can take a toll**

Summer heat will continue to sizzle across the southern USA today and through the weekend. Temperatures will soar into the upper 90s to above 100 degrees in many spots. During these dog days of summer, make sure animals have shade and adequate water. Pets should not be left in parked cars.

Heat index/heat related illnesses

Note: Heat index values combine the effects of humidity and temperature measured in the shade. Direct exposure to the sun can increase the heat index by as much as 15°.

130° and above
Extreme danger
Heat stroke likely

130°

Danger
Heat exhaustion likely, heat stroke possible with prolonged exposure

120°

110°

100°
Extreme caution
Heat cramps, exhaustion possible

90°

Caution

80°

Sources: National Weather Service; American Red Cross

By Doyle Rice and Julie Snider, USA TODAY

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Common errors...

Not proof reading*:

* Hyphens are important...

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In *faux* graphics

Something doesn't add up…

Prevalance ratio of Depression, anxiety and stress.
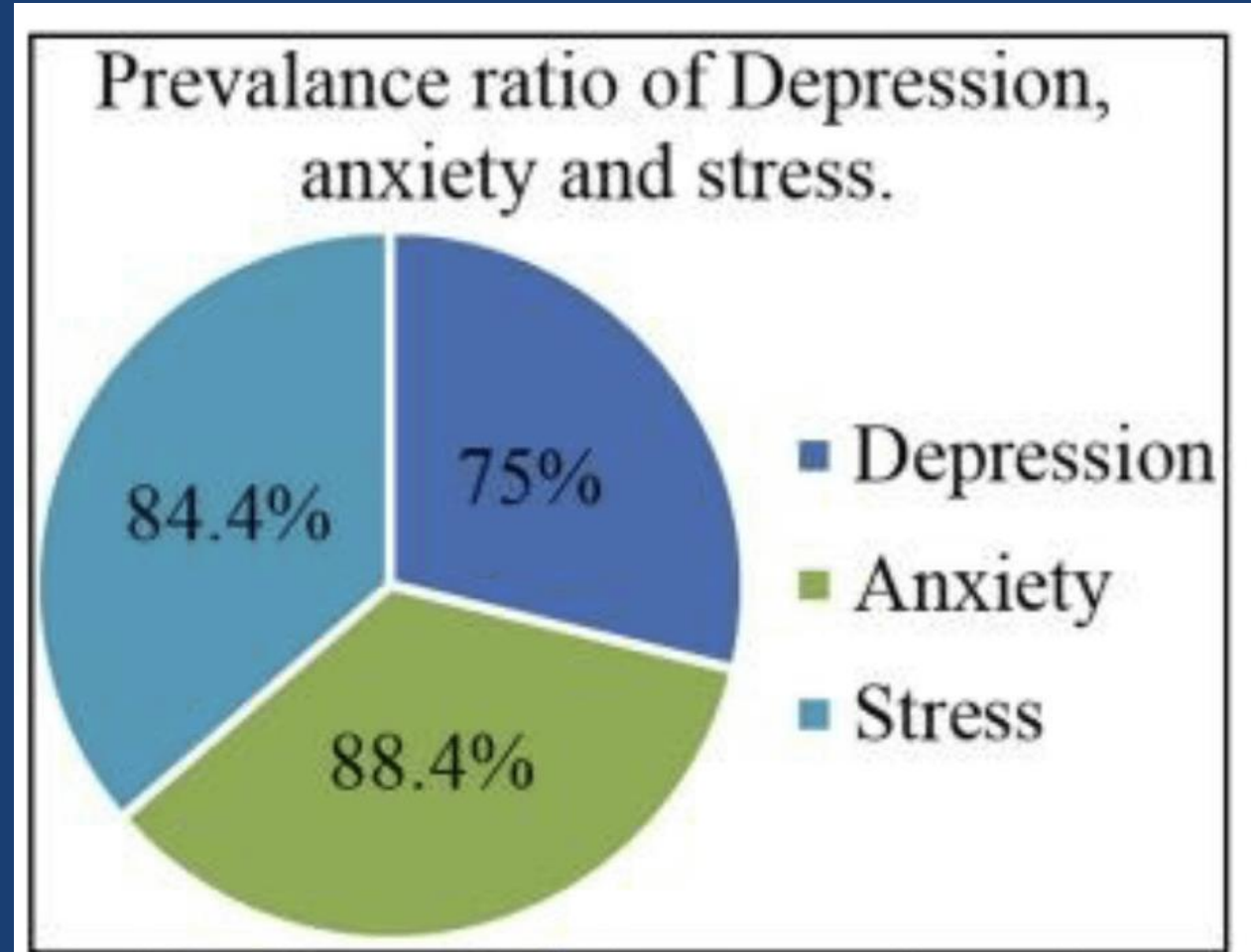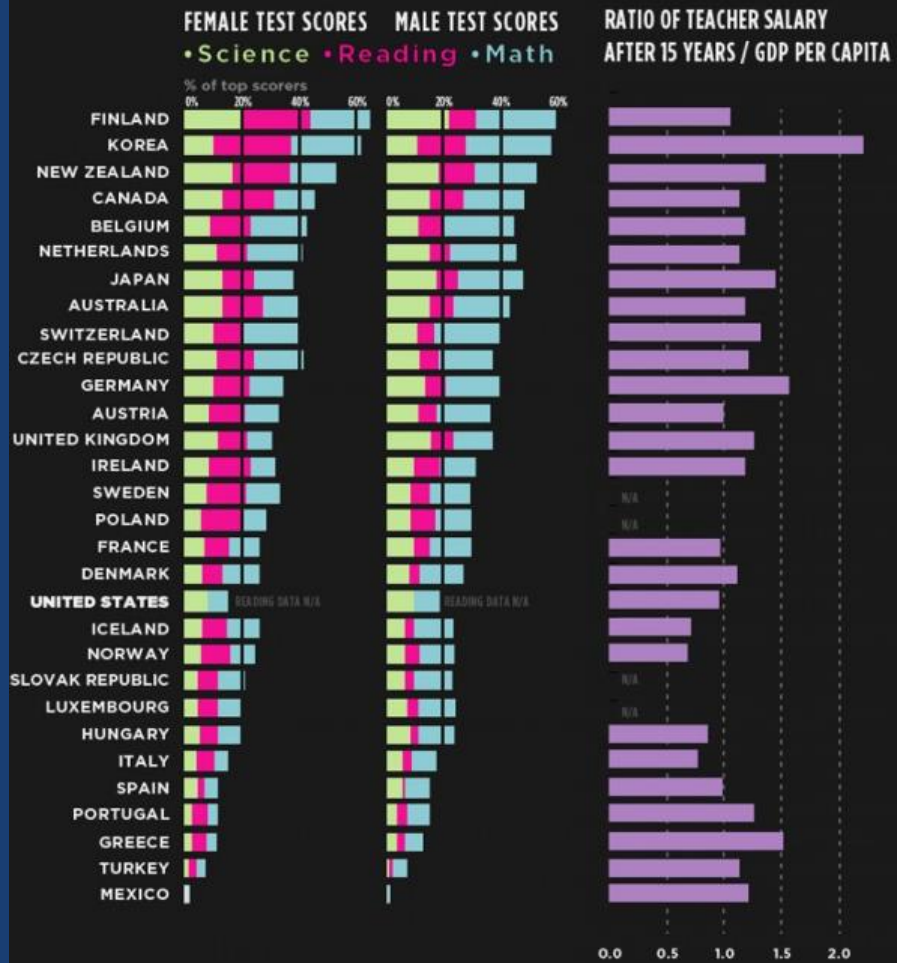
84.4%
75%
88.4%

- Depression
- Anxiety
- Stress

Fig.1: Prevalence ratio of depression anxiety and stress.

Just being wrong…

London?

DO BETTER PAID TEACHERS MAKE SMARTER STUDENTS?

Source: Education at a Glance 2009: OECD Indicators

I don't...I don't know...?

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Car Sales, by colour, each year

https://community.jmp.com/t5/JMP-Blog/Exploring-30-years-of-car-colors/ba-p/30746
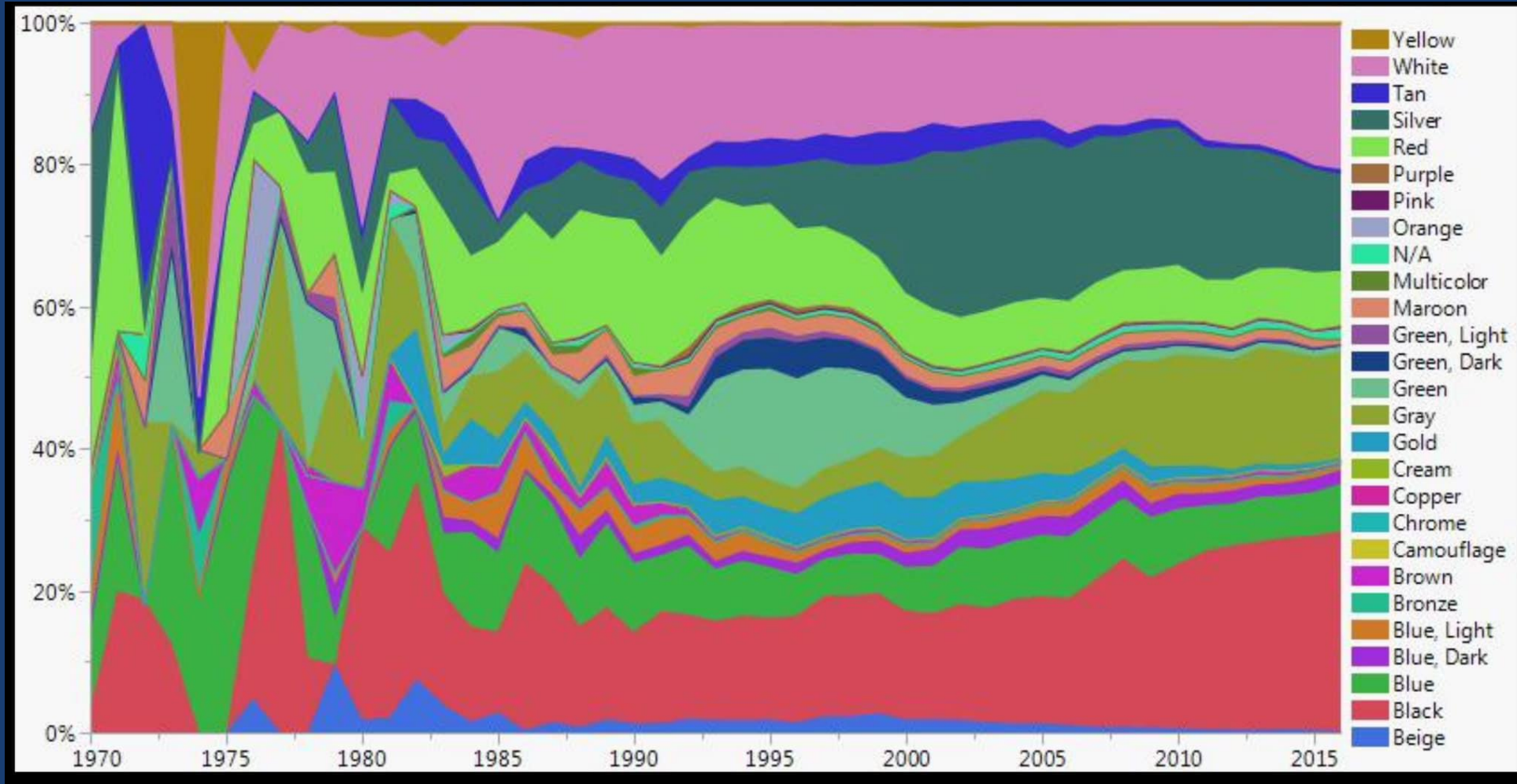
In *faux*graphics

Just plain not caring about your job anymore...

Or being Fox News, who apparently hate y-axis labels...
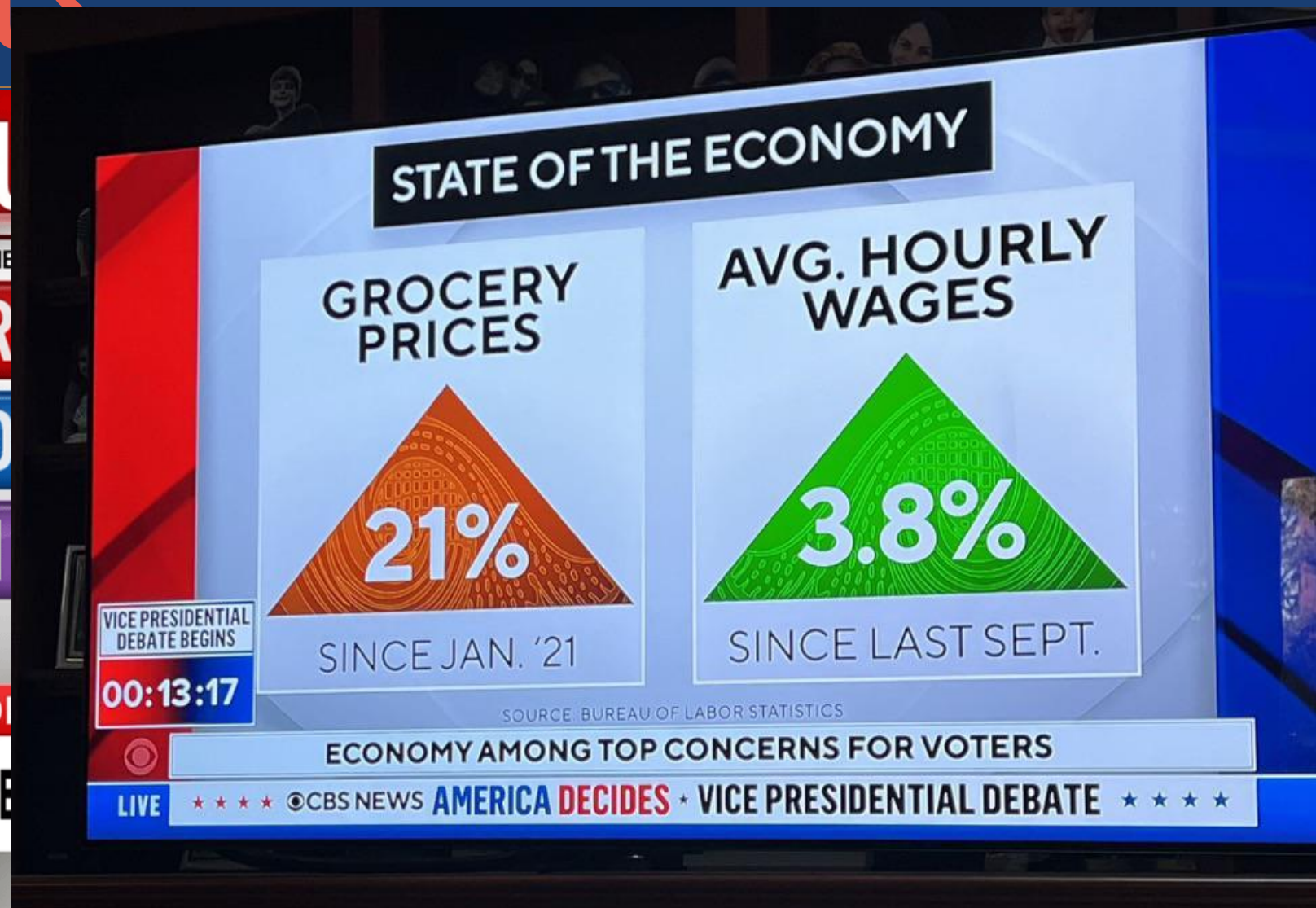
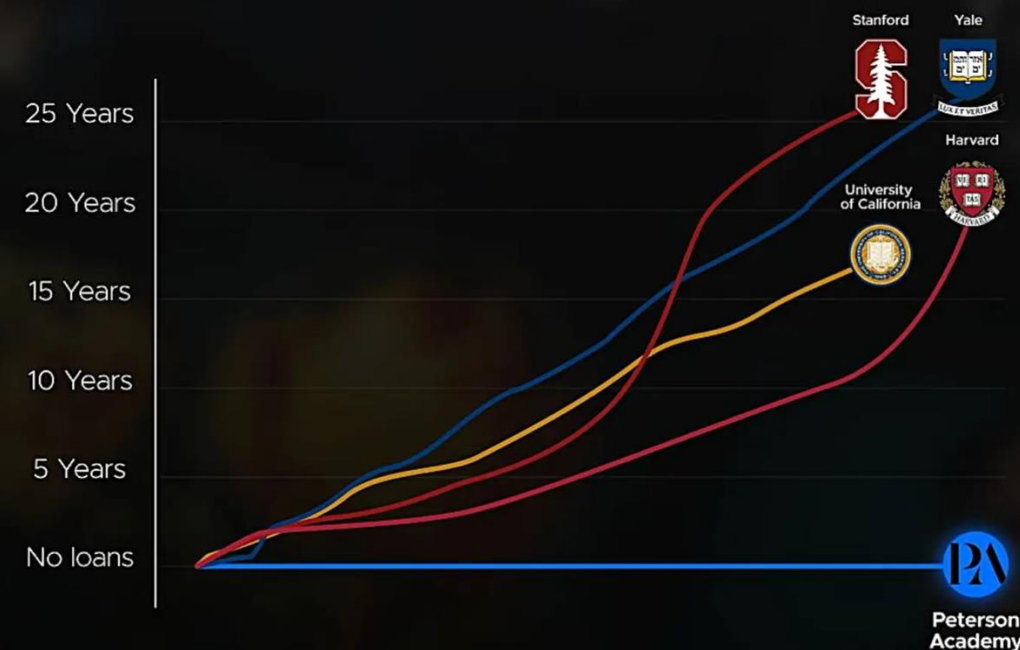For the love of all you may hold holy, *please* label your axis!

Dr Jordan B Peterson ✔
Sponsored · 🌐

Enroll now for access on September 9th for the public launch at **petersonacademy.com.** 18 beautiful courses, 3 new courses monthly, optional AI... See more
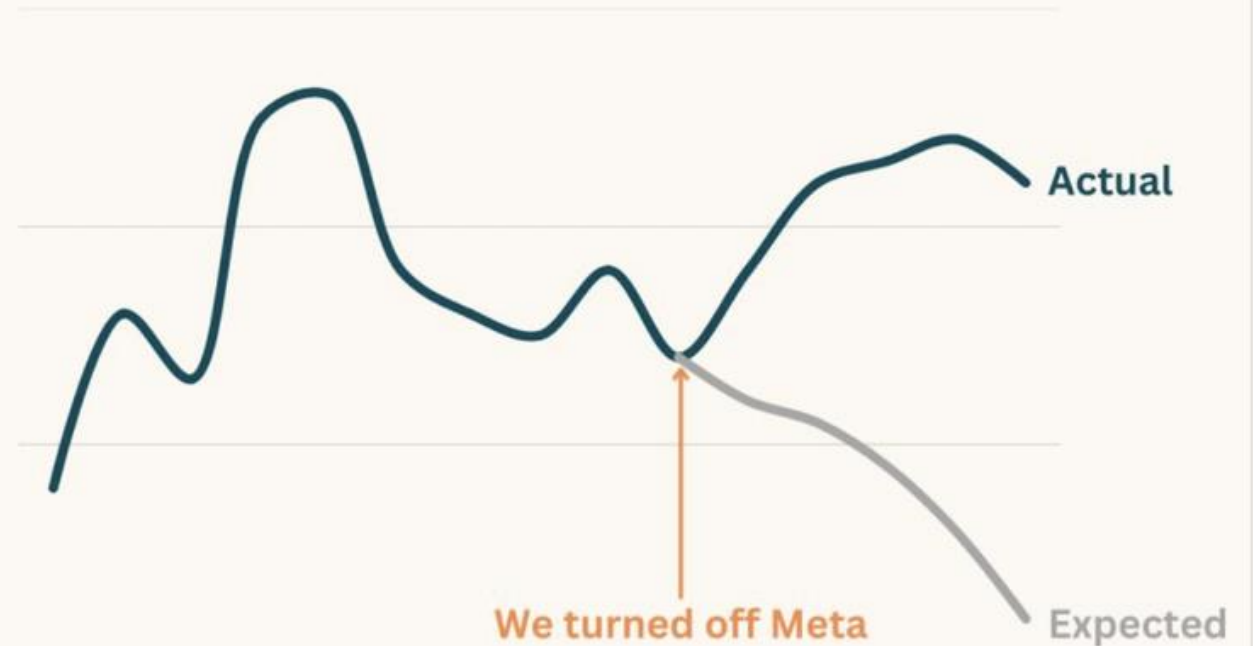

The average time to pay-back student loans

Stanford   Yale

25 Years

20 Years   University of California   Harvard

15 Years

10 Years

5 Years

No loans   Peterson Academy

World class education — at 1% of the price.

Hell, why even bother with axis?

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Or just put the graph upside down...

https://comm[...]

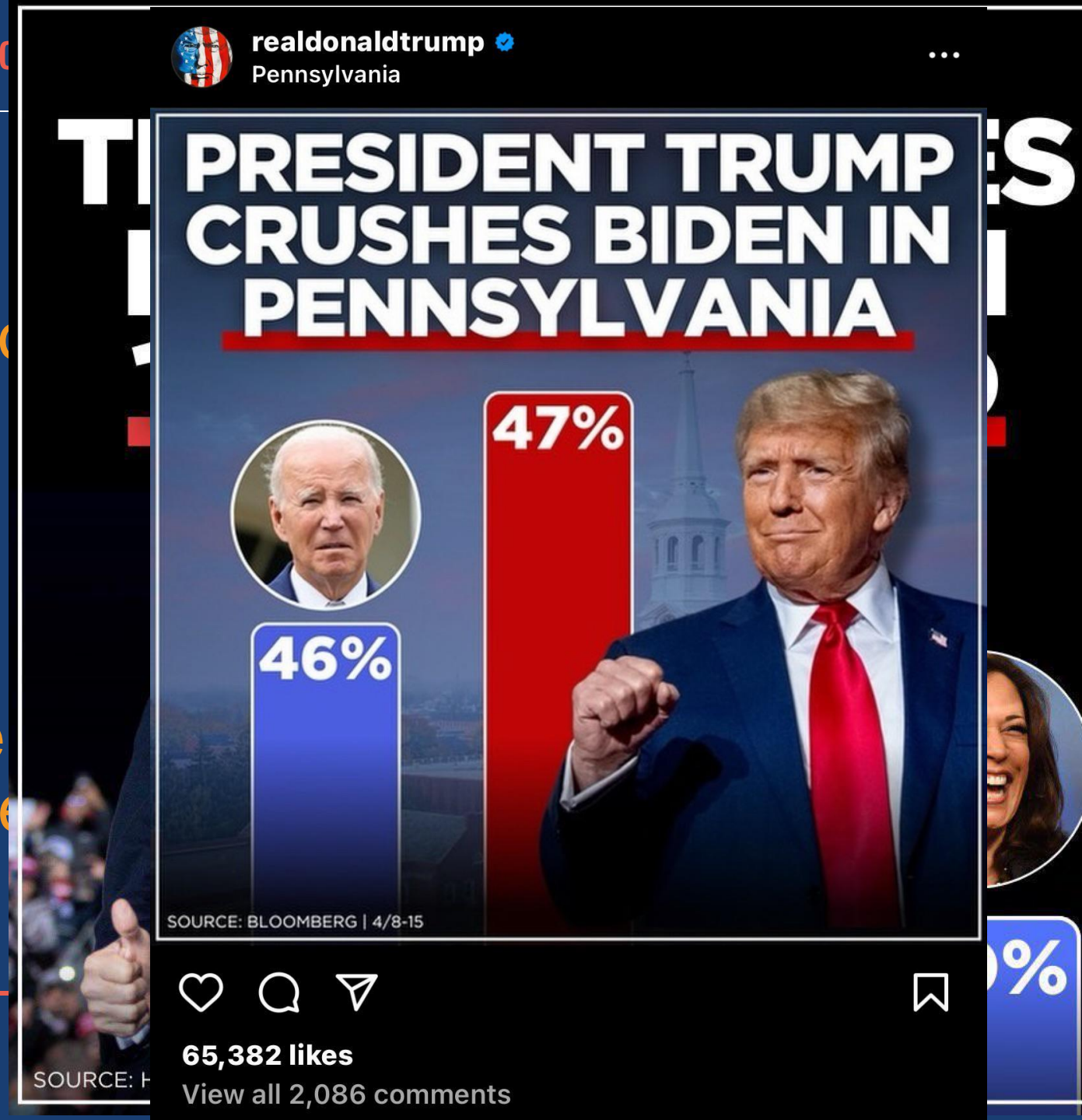**NIHR** | Applied Research Collaboration Oxford and Thames Valley
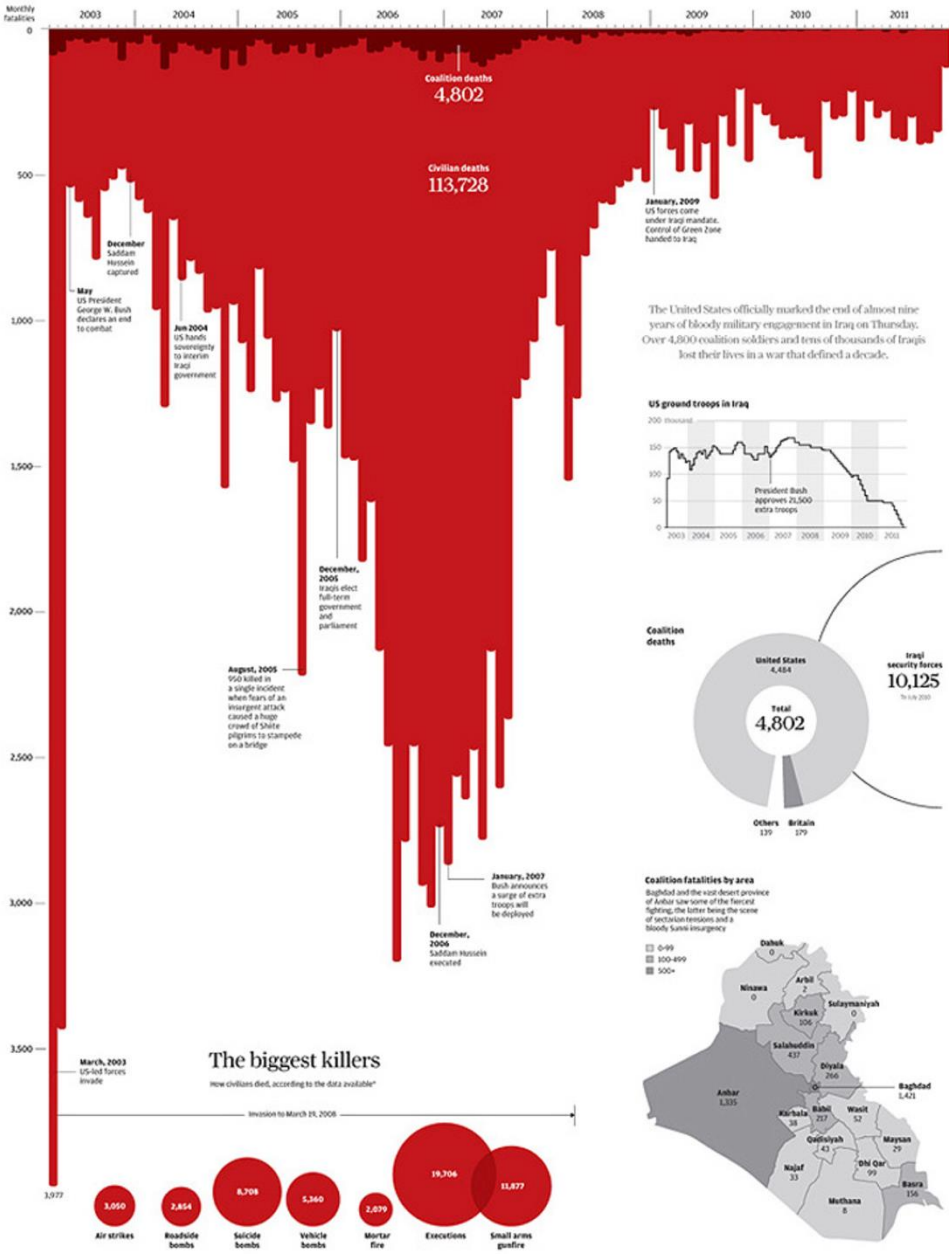
In *faux*graphics

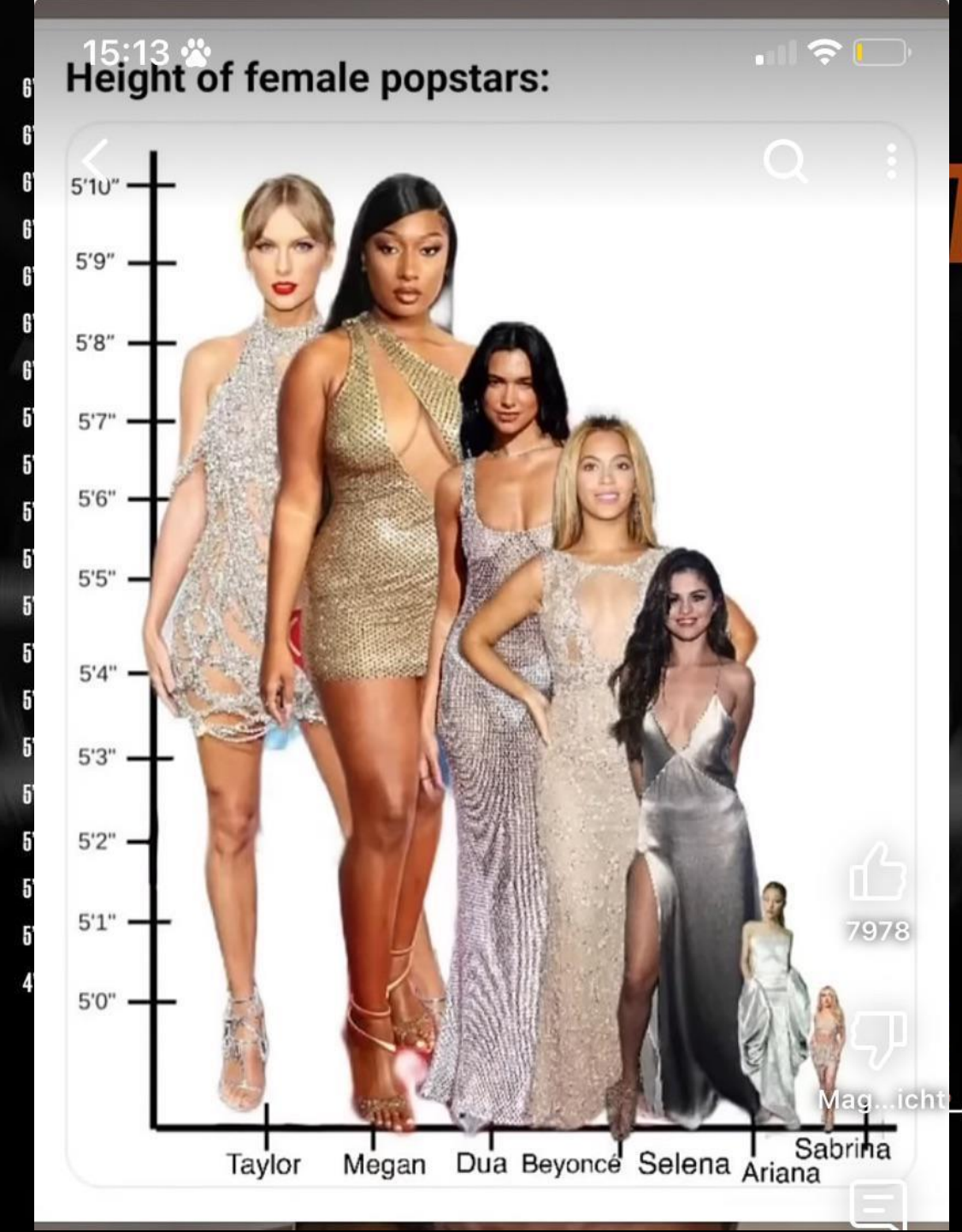And while we're on the subject of axis…

So…

- four stick people stand in f[o]r about 43,000 nurses?

- But then *28* stick people stand in for an additional *3,000* nurses.

- This makes a 7% increase look like a 7000 % increase

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realdonaldtrump
Pennsylvania

PRESIDENT TRUMP CRUSHES BIDEN IN PENNSYLVANIA

47%

46%

SOURCE: BLOOMBERG | 4/8-15

65,382 likes
View all 2,086 comments

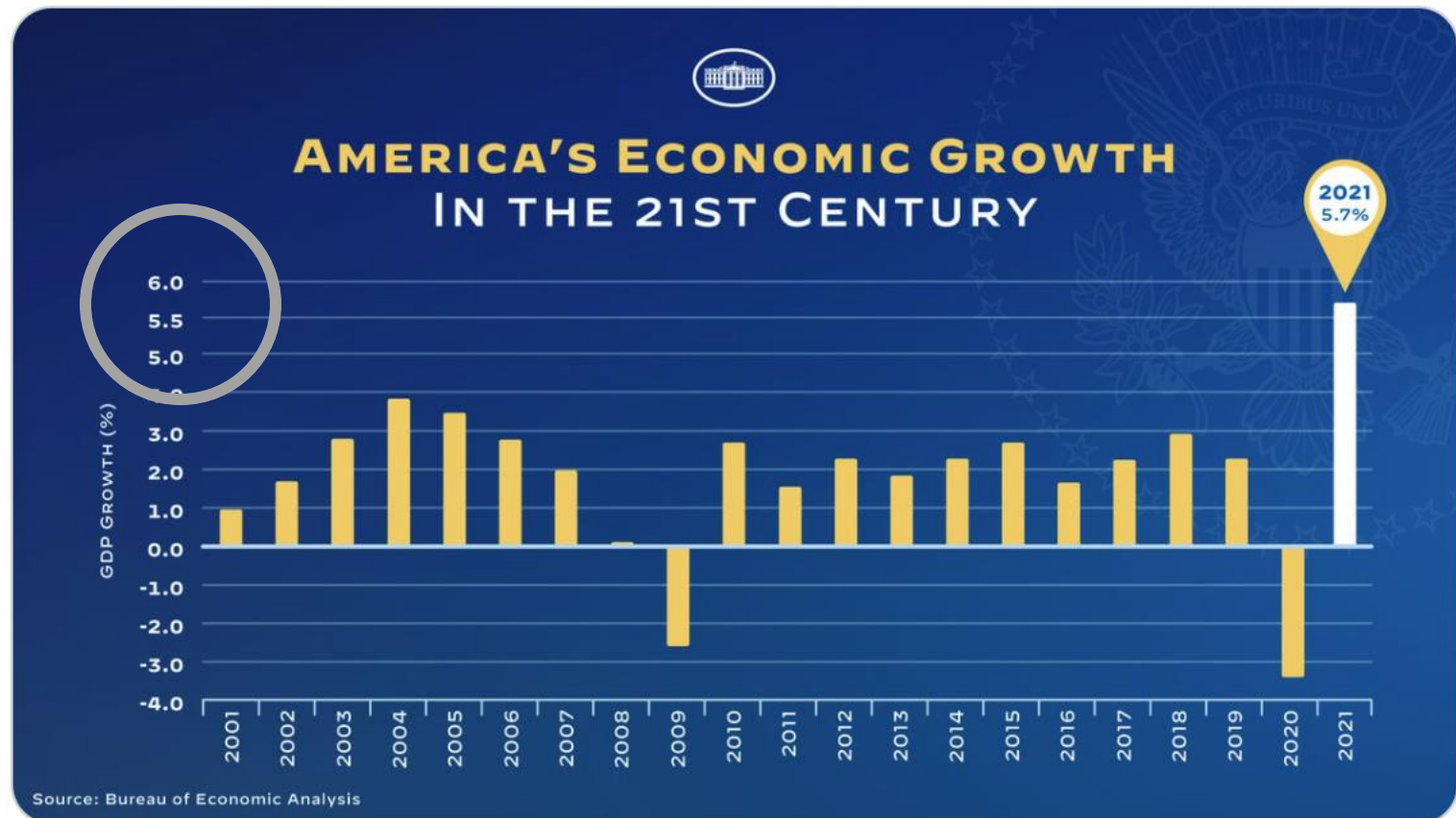Here's some more playing with non-zero axis nonsense.

FIVE STEPS TO AN INFOGRAPHIC

Want another example of a government infographic, perhaps… exaggerating things?

Anyone see what the problem is?

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The White House
@WhiteHouse

We just learned that President Biden's first year in office was the strongest year for economic growth since 1984.

AMERICA'S ECONOMIC GROWTH
IN THE 21ST CENTURY

2021
5.7%

Source: Bureau of Economic Analysis

9:35 AM · Jan 27, 2022 · The White House

Thanks!

Contact:

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www.phc.ox.ac.uk

Gimme Feedback!

(We'll email you a form, and it would be super helpful for me!)

https://forms.gle/Ki3jRaj3YVjnwxc9A