

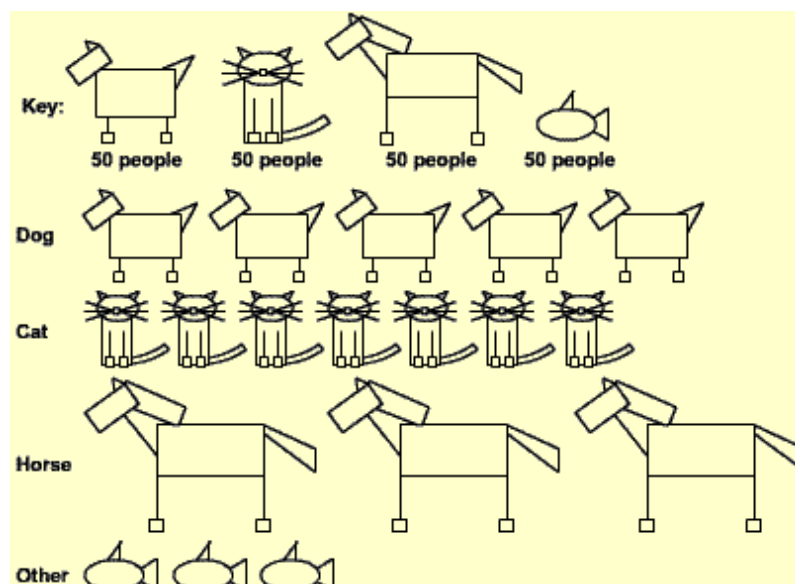
1.2 Displaying Categorical Data Part 3

Bar charts are a bit dull to look at. It is tempting to replace the bars with pictures or to use special 3-D effects to make the graphs seem more interesting.

DON'T DO IT!!!!!!!

Our eyes react to the area of the bars as well as to their height. When all bars have the same width, the area varies in proportion to the height, and our eyes receive the right impression about the quantities being compared.

What is misleading about this pictograph?



Here is an example of a misleading bar chart:



There are two important lessons to be learned from these examples:

1.) **BEWARE THE PICTOGRAPH**

and

2.) **WATCH THOSE SCALES**