Değerlendirme

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How to Lie with Statistics

By DARRELL HUFF

Pictures by IRVING GELS

31st printing
$45,000

$15,000

$10,000

ARITHMETICAL AVERAGE

$5,700

$5,000

$3,700

MEDIAN (the one in the middle)

12 above him, 12 below

$3,000

$2,000

MODE (occurs most frequently)
Science proves that tossed pennies come up heads 80 per cent of the time.
Collier’s has used this same treatment with a bar chart in newspaper advertisements. Note especially that the middle of the chart has been cut out:

*From an April 24, 1953, newspaper advertisement for Collier’s*
How to Make $22,500 a year (gross)

1. Acquire at least 1 (one) wife and 13 children.
2. Calculate the U.S. per capita income. (answer: $1,500 per year, approx.)
3. Multiply by 15. (ans. $15,000 = $22,500)
There are approximately 2,267,233,742 global Internet users.

InternetWorldStats.com
Dec 31, 2011

FIGURE 1-12: A text number by itself has no context. [14][15]
FIGURE 1-14:
Providing a second value for comparison creates context. ¹⁴ ¹⁵

There are approximately
2,267,233,742
global internet users.
internetWorldStats.com
Dec 31, 2011

Approximately
311,591,917
Total people in the U.S.
US Census Bureau (USCB)
July 2018
FIGURE 1-15:
Providing a different second value for context

There are approximately
2,267,233,742
global internet users

Approximately
7,009,000,000
Total people on Earth

US Census Bureau (USCB)
July 2017
Starbucks Corporation

Apple, Inc.

The Coca-Cola Company

Nike, Inc.

The Home Depot U.S.A. Inc.

Budweiser, Anheuser-Busch

FedEx Corporation

**FIGURE 1-16:**
Consumers are more likely to remember a company’s logo than the text of the company name

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**Picture Superiority Effect**

Memory retention after 3 days

<table>
<thead>
<tr>
<th>Text or Audio Only</th>
<th>10%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Text + Picture</td>
<td>65%</td>
</tr>
</tbody>
</table>
FIGURE 5-14: Word cloud of positive customer product reviews on Amazon.com

FIGURE 5-15: Word cloud of negative customer product reviews on Amazon.com
You don’t want your audience to remember that you used PowerPoint; you want them to remember your specific information. For the Picture Superiority Effect to be effective, the visual elements have to be related to the information. So, you need to make the visual elements of your charts relevant to your data.

**Figure 5-16:** Original chart created with a PowerPoint template

**Figure 5-17:** Chart redesigned in PowerPoint

**2012 Store Openings**
FIGURE 6-1:
WRONG! Pie charts MUST add up to 100 percent.

FIGURE 6-2:
The survey data is correctly visualized as a stacked bar chart.
64%
Parents look at the contents of their child's cell phone

**Figure 6-8:**
Big fonts are NOT data visualizations.

**Figure 6-9:**
Visualized data is perceived as more important.

48%
Parents use the phone to monitor their child's location

64%
Parents look at the contents of their child's cell phone
FIGURE 6-11:
PowerPoint automatically creates a chart legend by default.

FIGURE 6-12:
PowerPoint chart with icons embedded into the chart to eliminate the chart legend.
the Power of Infographics

Using pictures to communicate and connect with your audiences

Foreword by Guy Kawasaki, author of Enchantment and former chief evangelist of Apple

Mark Smiciklas
Your audience can also be interested in other important information about your organization, including who you are, what you stand for, company-related timelines, and location-based information.

Infographics can be used to humanize your business in the following ways:

- They can give audiences insight into your organization’s personality and values.
- They can build trust through visualizing product, service, or company history.
- They can present geographic bearings or scope via mapping.
FIGURE 4.6 NHL entry draft statistics.

This infographic breaks down the 2011 NHL entry draft by country. (Source: Dan Gustafson, SixteenWins.com)
FIGURE 7.3  Cigarette taxes represented by photos.
Yararlanılan Kaynaklar