

• DETAILED CONTENTS •

Acknowledgments	xi
About the Author	xiii
1. Our Backbone: Why We Visualize	1
Why We Visualize	1
When Visualization Is Harmful	5
Which Chart Type Is Best?	6
How to Use This Book	8
Exercises	9
Resources	10
References	10
2. When a Single Number Is Important:	
Showing Mean, Frequency, and Measures of Variability	11
What Stories Can Be Told With a Single Number?	12
How Can I Visualize a Single Number?	12
<i>A Single Large Number</i>	12
<i>Icon Array</i>	13
<i>Donut or Pie Graph</i>	15
<i>Bar Graph</i>	18
How Can I Show Measures of Variability?	21
Exercises	30
Resources	31
References	31
3. How Two or More Numbers Are Alike or Different:	
Visualizing Comparisons	33
What Stories Can Be Told About How Two or More Numbers	
Are Alike or Different?	34
How Can I Visualize How Two or More Numbers Are Alike or Different?	34
<i>Side by Side Column</i>	35
<i>Slopegraph</i>	36
<i>Back-to-Back Bars</i>	44
<i>Dot Plot</i>	54
<i>Dumbbell Dot Plot</i>	59
<i>Small Multiples</i>	66
Exercises	69
Resources	70
References	70

4. How We Are Better or Worse Than a Benchmark: Displaying Relative Performance	71
What Stories Can Be Told About How We Are Better or Worse Than a Benchmark?	72
How Can I Visualize How We Are Better or Worse Than a Benchmark?	72
<i>Benchmark Line</i>	73
<i>Combo Chart</i>	76
<i>Bullet Graph</i>	77
<i>Indicator Dots</i>	91
Exercises	99
Resources	100
References	100
5. What the Survey Says: Showing Likert, Ranking, Check-All-That-Apply, and More	101
What Stories Can Be Told About What the Survey Says?	102
How Can I Visualize What the Survey Says?	103
<i>Rating</i>	103
<i>Stacked Bar</i>	103
<i>Small Multiples</i>	108
<i>Diverging Stacked Bar</i>	111
<i>Aggregated Stacked Bar</i>	116
Ranking	119
<i>Column Graph</i>	119
<i>The Lollipop Variation</i>	121
<i>Large Number With Icon</i>	128
Branching	129
<i>Annotated Graph</i>	129
<i>Nested Area Graph</i>	130
Visualizing Not Applicable or Missing Data	132
<i>Note Small Consistent Missing Data</i>	132
<i>Add Sample Size for Large Consistent Missing Data</i>	133
<i>Add a Graph on the Side for Large Inconsistent Missing Data</i>	134
Exercises	136
Resources	138
References	138
6. When There Are Parts of a Whole: Visualizing Beyond the Pie Chart	139
What Stories Can Be Told When There Are Parts of a Whole?	140
How Can I Visualize the Parts of a Whole?	141
<i>Don't Visualize at All</i>	141
<i>Pie Charts Done Right</i>	141
<i>100% Stacked Bar</i>	143
<i>Histogram</i>	145
<i>Treemap</i>	147
<i>Map</i>	150
Exercises	159
Resources	159
References	160

7. How This Thing Changes When That Thing Does:	161
Communicating Correlation and Regression	
What Stories Can Be Told About How This Thing Changes	162
When That Thing Does?	162
How Can I Visualize How This Thing Changes When That Thing Does?	162
<i>Scatterplot</i>	166
<i>Diagram</i>	171
<i>Don't Visualize It at All</i>	172
Exercises	172
Resources	173
References	
8. When the Words Have the Meaning: Visualizing Qualitative Data	175
What Stories Can Be Told When the Words Have the Meaning?	177
How Can I Visualize When the Words Have the Meaning?	177
<i>Word Clouds</i>	182
<i>Pictures</i>	187
<i>Heat Map</i>	190
<i>Prezi</i>	193
Exercises	193
Resources	194
References	
9. How Things Changed Over Time: Depicting Trends	195
What Stories Can Be Told About How Things Changed Over Time?	196
How Can I Visualize How Things Changed Over Time?	196
<i>Your Old Friend, the Line Graph</i>	200
<i>Area Graph</i>	202
<i>Stacked Column</i>	207
<i>Deviation Bar</i>	215
<i>Slopegraph (as a Macro)</i>	217
<i>Dot Plot (as a Macro)</i>	219
<i>Sankey</i>	222
Exercises	222
Resources	223
References	
10. It's About More Than the Buttons	225
Dot Plots Generate Healthcare Pioneers	227
Clearly Labeled Line Graphs Streamline Decisions at a Fortune 500	229
Diverging Stacked Bars Make for Community Leaders in the Midwest	232
Icons Support Informed Policymaking	234
Exercises	235
Resources	235
Reference	