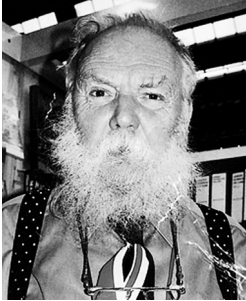


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Published in 53 languages.

How Designed Data Influences Decisions

Abstract:

Having worked for 50 years managing a company that create charts, diagrams, maps for print and electronic media I have collected examples which reveal the truth or which distort it.

Part One: Truth revealed

Examples of designers using visualizing to disclose the truth from the spread of diseases to the results of battles.

Part Two: Truth concealed:

Examples of designers using visualization to conceal the truth.

Examples from the past

Examples from USA, USSR, Europe and Asia

Purpose of the talk:

To entertain, to enlighten, to introduce the audience to merit and dangers of graphic (visual information) activities.