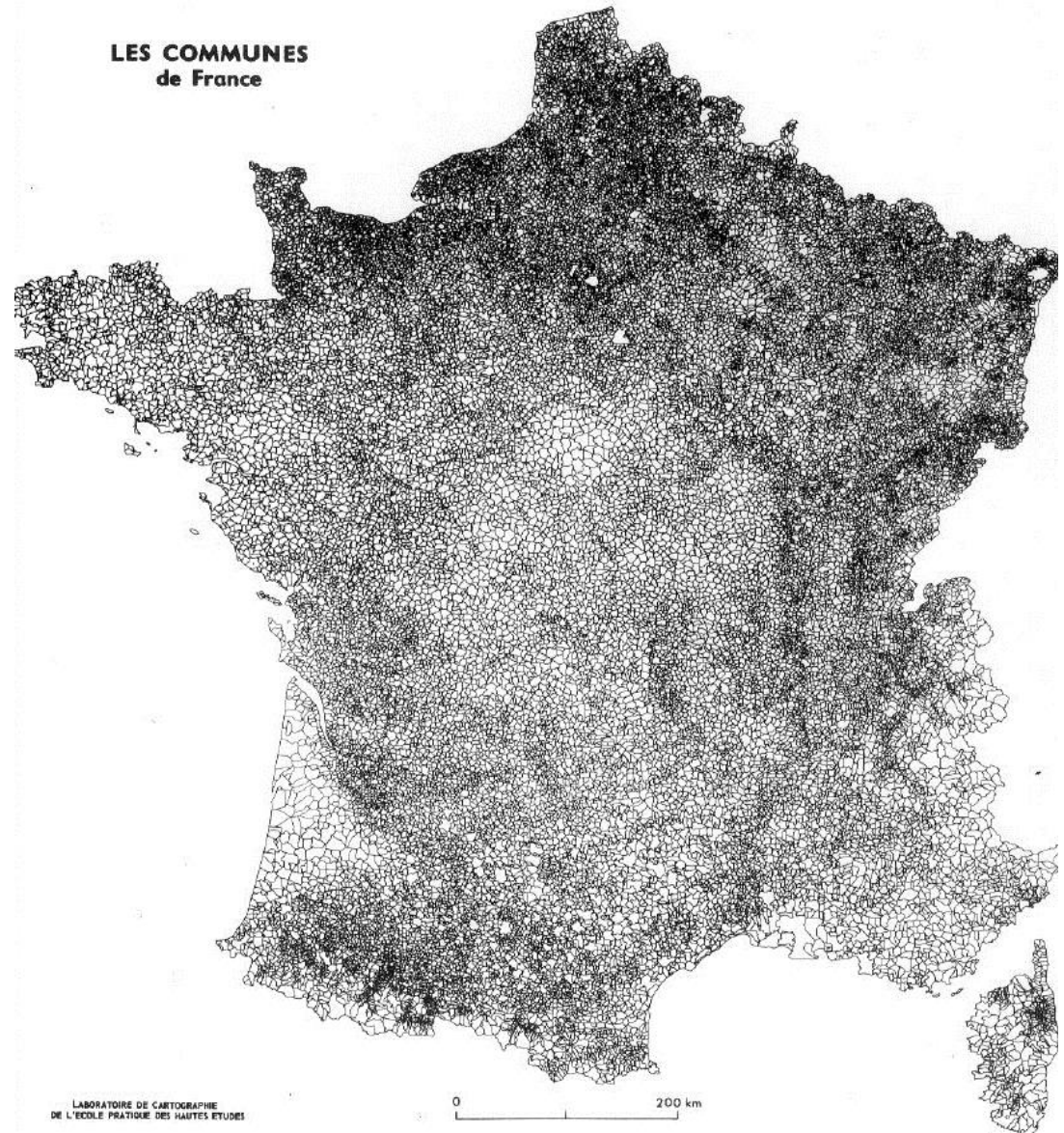


Data Density

“Very few statistical graphics achieve the information display rates found in maps. Highly detailed maps portray 100,000 to 150,000 bits per square inch.”

- Edward Tufte, *The Visual Display of Quantitative Information*



Jacques Bertin, *Semiologie Graphique*

30,000 communes

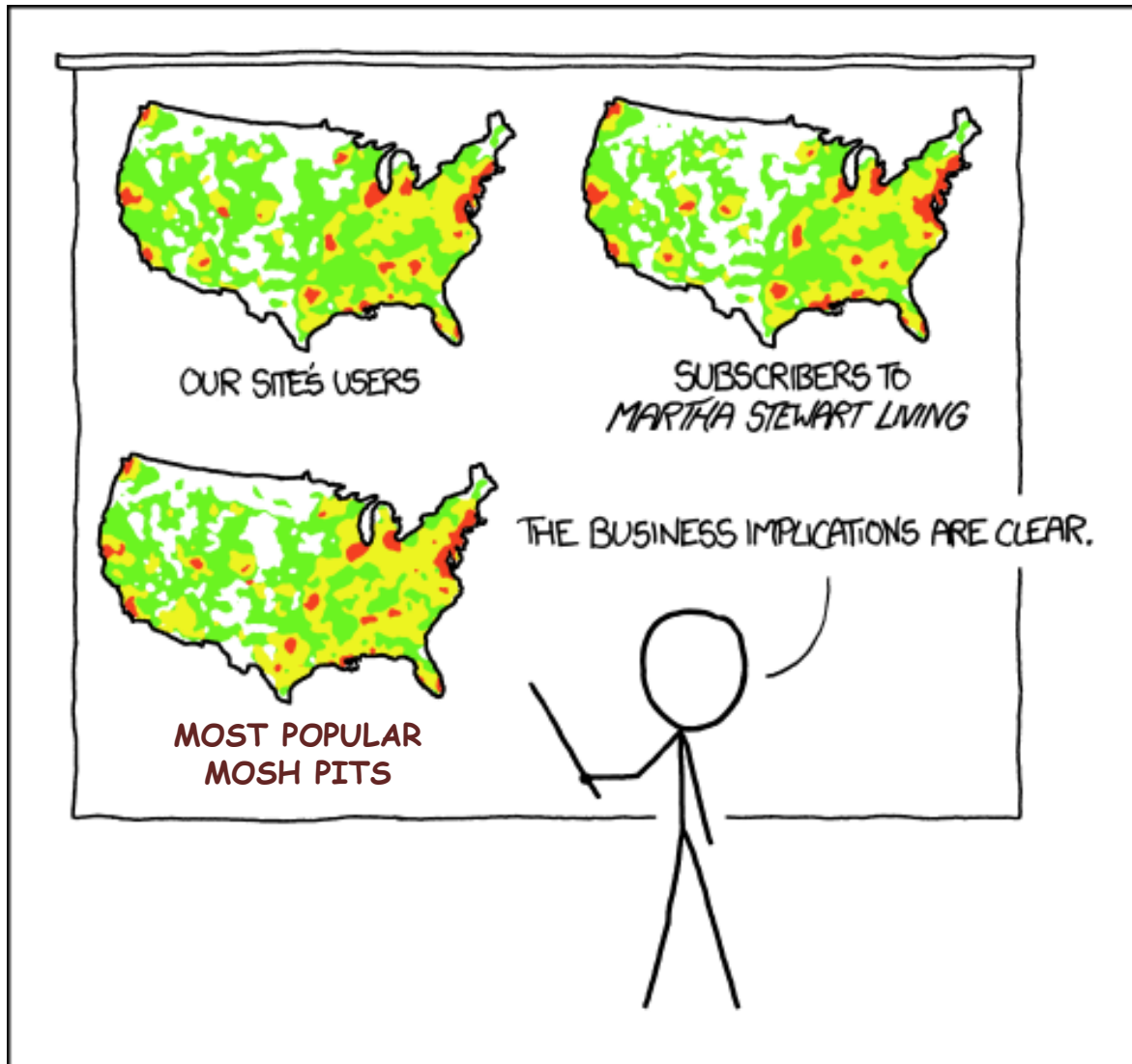
240,000 numbers

9,000 numbers/sq. in.

How to mislead

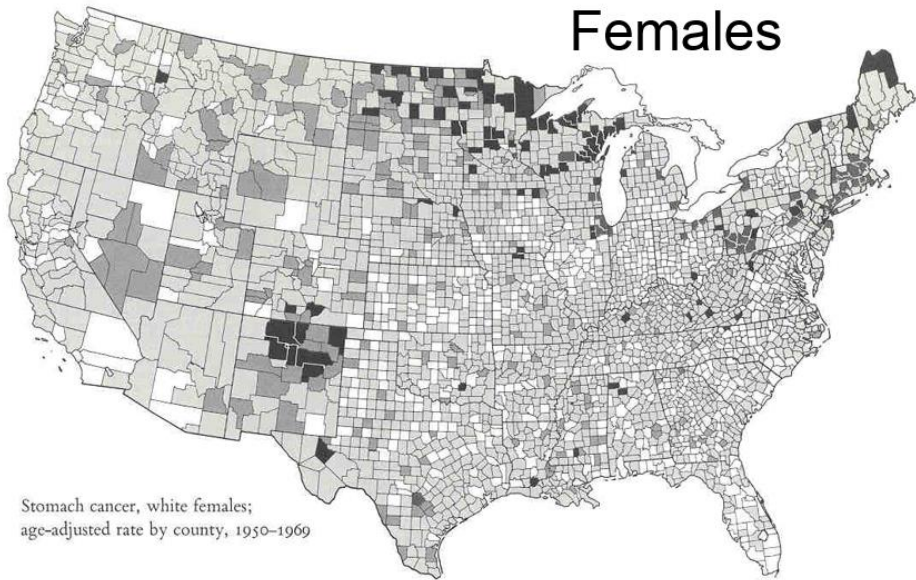
“Introduce a statistician to a cartographer and there is no limit to their visual wizardry. Never mind if the data do not fit the argument, a chart will soon prove the point.”

- *The Economist Numbers Guide*



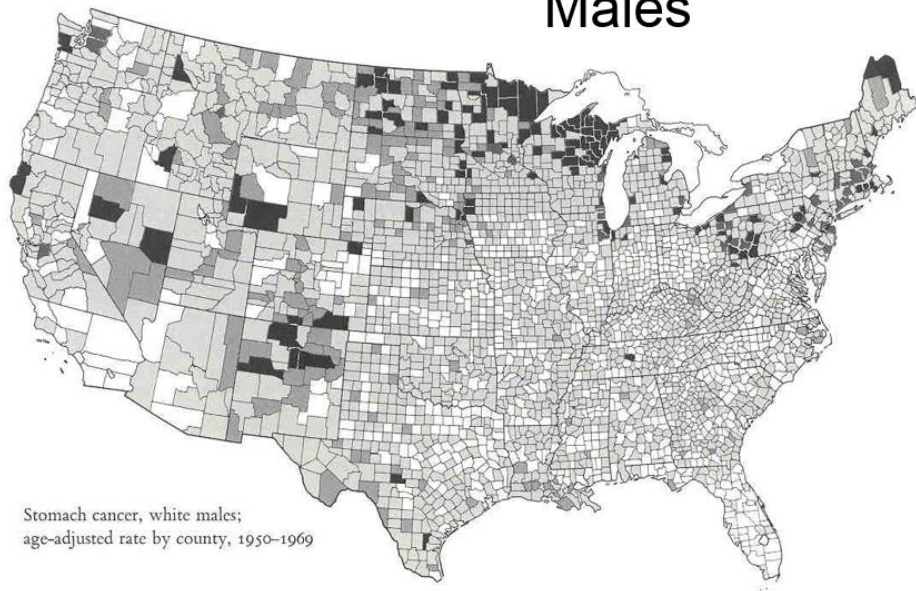
PET PEEVE #208:
GEOGRAPHIC PROFILE MAPS WHICH ARE
BASICALLY JUST POPULATION MAPS

Females

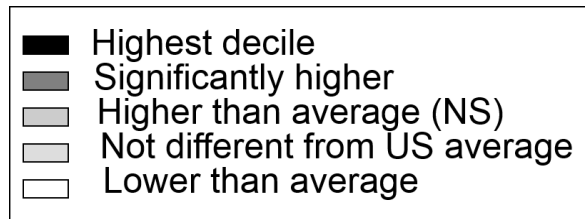


Stomach cancer, white females;
age-adjusted rate by county, 1950-1969

Males



Stomach cancer, white males;
age-adjusted rate by county, 1950-1969



Adapted from Atlas of Cancer Mortality for U.S. Counties:
1950-1969,
TJ Mason et al, PHS, NIH, 1975

cited in Tufte, *The Visual Display of Quantitative Information*