**he Good, the Bad, and the Infographics**

Data visualization is a key part of the enterprise data process - we don't collect, manipulate, and analyze data for the heck of it, we need to have some sort of report when all is said and done. While the Business Intelligence (BI) dashboard is a ubiquitous example, infographics are more interesting and have a broader applicability - not everyone who is taking this course will be dealing with enterprise data but real-life data surrounds our every waking moment. According to Wikipedia (I'm willing to risk the Wikialien ;-) an infographic (it's a portmanteau word: information + graphic = infographic) is:

"A graphic visual representation of information, data or knowledge intended to present complex information quickly and clearly. They can improve cognition by utilizing graphics to enhance the human visual system's ability to see patterns and trends. The process of creating infographics can be referred to as data visualization, information design, or information architecture."

Folks have been creating and using infographics since the 1600s. Actually, this is a pretty good article, so you should read it, including the links at the bottom: <http://en.wikipedia.org/wiki/Information_graphics>

Infographics are a great way to easily share large amounts of data, but did you know that it's also easy to manipulate that data? Knowing how unsavory characters can use misleading infographics will make you a smarter and more discerning consumer - and perhaps a more devious technologist, but we won't go there ;-) In that spirit this term we will take a journey to an end point of creating dueling accurate/misleading infographics. First, during Weeks 1/2, we will study misleading infographics.

Review these articles on misleading infographics:

* <http://www.fastcodesign.com/3024273/infographic-of-the-day/infographics-lie-heres-how-to-spot-the-bs>
* <http://idsgn.org/posts/good-and-evil-of-infographics/>
* <https://mathblag.wordpress.com/2012/06/08/misleading_infographic/>
* <http://io9.gizmodo.com/11-most-useless-and-misleading-infographics-on-the-inte-1688239674>
* <https://www.smashingmagazine.com/2010/05/imagine-a-pie-chart-stomping-on-an-infographic-forever/>

These Bing searches might help if you feel you want more information on the topic:

* <https://www.bing.com/search?q=Misleading+Data+Visualization>
* <https://www.bing.com/search?q=Misleading+Graphs+in+the+News>

Also, review these articles:

* <http://www.vox.com/2014/4/22/5636960/a-rough-guide-to-spotting-bad-science> (it has a science focus but is generally applicable)
* <http://mentalfloss.com/article/68705/20-cognitive-biases-affect-your-decisions>

After reading all of those you should have a clear idea of what a misleading infographic is and how to spot one (you don't have to worry about creating your own just yet). Now, you're meeting a good friend for lunch. Your friend is curious about what you've learned about misleading infographics. Write up a transcript, at least 250 words, of what you would tell your friend about what you've learned in terms of misleading infographics. It's assumed that you had your smartphone or tablet with you to show examples, if you wished.

**What You Submit to the Weeks 1 and 2 Discussion Board - Infographics Thread**

1. Your at least 250-word transcript of what you've told your friend that you learned about misleading infographics.