

Contents

	<i>Introduction</i>	<i>xi</i>
1	Understanding Data	1
	What Data Represents.....	2
	Variability.....	20
	Uncertainty.....	30
	Context.....	35
	Wrapping Up.....	41
2	Visualization: The Medium	43
	Analysis and Exploration.....	45
	Information Graphics and Presentation.....	58
	Entertainment.....	69
	Data Art.....	74
	The Everyday.....	81
	Wrapping Up.....	89
3	Representing Data	91
	Visualization Components.....	93
	Putting It Together.....	115
	Wrapping Up.....	132
4	Exploring Data Visually	135
	Process.....	136
	Visualizing Categorical Data.....	143
	Visualizing Time Series Data.....	154
	Visualizing Spatial Data.....	165
	Multiple Variables.....	176
	Distributions.....	193
	Wrapping Up.....	199

5	Visualizing with Clarity	201
	Visual Hierarchy	202
	Readability.....	205
	Highlighting	221
	Annotation.....	228
	Do the Math	236
	Wrapping Up.....	239
6	Designing for an Audience	241
	Common Misconceptions	242
	Present Data to People.....	254
	Things to Consider	258
	Putting It Together.....	268
	Wrapping Up.....	273
7	Where to Go from Here	277
	Visualization Tools	278
	Programming	283
	Illustration	288
	Statistics	289
	Wrapping Up.....	289
	<i>Index</i>	291