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Nota di contenuto	Presenting Data; Contents; List of Tables; List of Figures; Introduction; Preface; Audience; How to read; Acknowledgements; 1 Understanding number; 1.1 Thousands separator; 1.2 Decimal separator; 1.3 Level of detail in comparisons; 1.4 Justification of data; 1.5 Basic rounding; 1.6 Effective rounding; Notes; 2 Tables; 2.1 Position of totals in tables; 2.2 What is a table?; 2.3 Reference tables; 2.4 Summary tables; 2.5 How tables are read; 2.6 Layout of data in tables; 2.7 Capital letters for table titles and headings in tables; 2.8 Use of bold typeface 2.9 Use of gridlines and other lines in tables Notes; 3 Charts (bar charts, histograms, pie charts, graphs); 3.1 How the user interprets charts; 3.2 Written aims for charts; 3.3 Scale definition and display; 3.4 Difference between bar charts and histograms; 3.5 Pie chart principles; 3.6 Issues with pie charts; 3.7 Graph principles; 3.8 Issues with graphs; 3.9 Pictogram principles; 3.10 Comparative charts: Multiple pies, multiple bar charts, double scale graphs; 3.11 Graphics; 3.12 Three-dimensional charts; Notes; 4 Numbers in text; 4.1 Numbers written as text; 4.1.1 Correct numbers 4.1.2 Clear numbers 4.1.3 Concise numbers; 4.1.4 Consistent numbers; 4.2 Ordering of data; 4.3 Technical terms; 4.4 Plain language;

4.5 Emotive language; 4.6 Key messages; Notes; 5 Data presentation on the Internet; 5.1 The early years; 5.2 Statistics on CD-ROMs; 5.3 Data on the Internet; 5.4 Charts on the Internet; 5.5 Text on the Internet; Notes; EULA

Sommario/riassunto

Presenting Data provides an easy-to-understand guide to the basic principles of data presentation and their application without the need for prior statistical training. Following the theory of each technique, poor examples are presented and analyzed, lessons drawn and principles explained and summarized along with a concluding set of good examples. A vast range of tables, charts, maps, text and data visualization are presented to illustrate errors as well as possible solutions to difficult presentational issues; throughout the book the main focus is on getting the correct message from the
