

FIGURE 1. A simple pie chart (*left*) and bar graph (*right*) representing the hair color of an imaginary group of children.

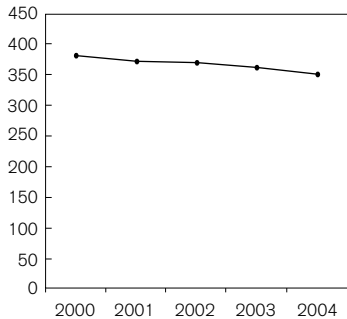
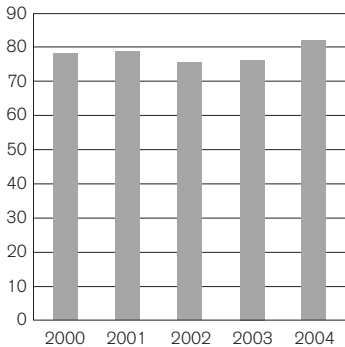


FIGURE 2. A bar graph (*left*) and a line graph (*right*) with zero as the base minimize differences.

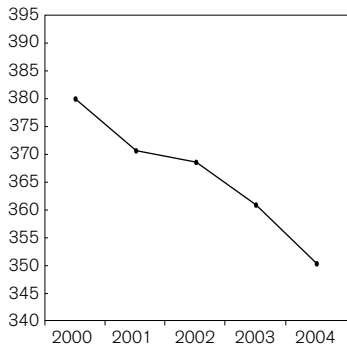
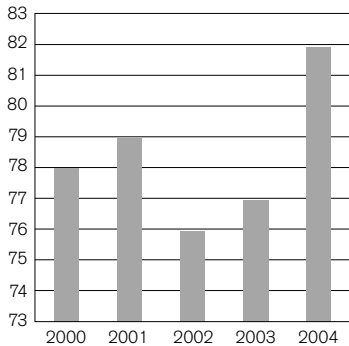


FIGURE 3. A bar graph (*left*) and a line graph (*right*) whose bases have been selected to emphasize differences.

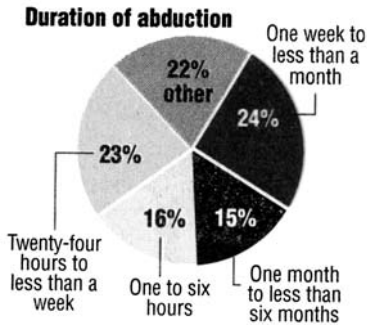


FIGURE 4. A confusing pie chart depicting the duration of child abductions by family members. (Source: Ryan Cormier, “A Missing Child, Unbearable Pain,” *The News Journal*, Wilmington, DE, July 13, 2003, p. A9; used by permission.)

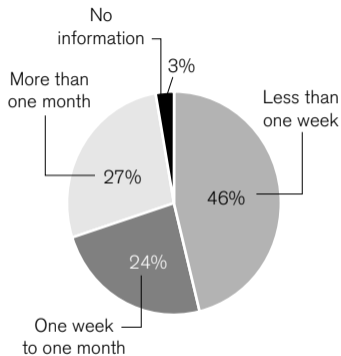
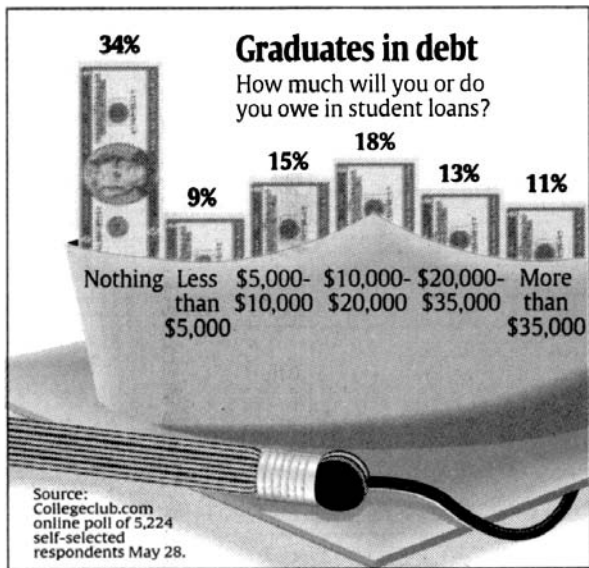


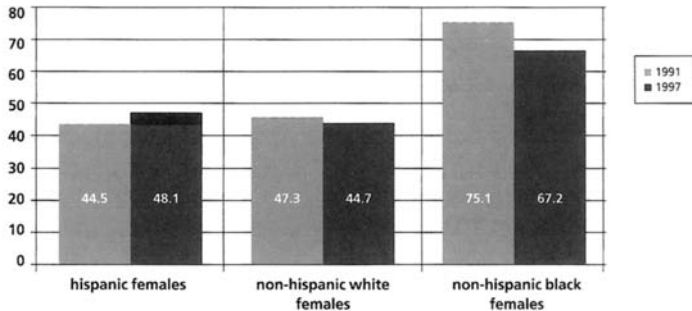
FIGURE 5. An improved pie chart depicting the duration of child abductions by family members.



By Lori Joseph and Marcy E. Mullins, USA TODAY

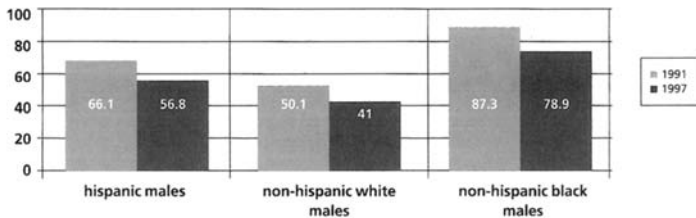
FIGURE 6. The meaning of this graphic is obscured by chartjunk.  
(Source: USA Today, August 6, 2002, p. 1A; © USA Today, reprinted  
by permission.)

**figure 3**  
Percentage of Sexually Active High School Females by Race



Source: Authors' tabulations from 1991 and 1997 Youth Risk Behavior Surveys.

**figure 4**  
Percentage of Sexually Active High School Males by Race



Source: Authors' tabulations from 1991 and 1997 Youth Risk Behavior Surveys.

FIGURE 7. A graphic double standard. (Source: Barbara Risman and Pepper Schwartz, "After the Sexual Revolution," *Contexts* 1, no. 1 [February 2002]: 19, © 2002 by American Sociological Association; reprinted by permission.)

# THINKING ABOUT SEX

Number of times 18- to 44-year-olds  
in the USA think about sex

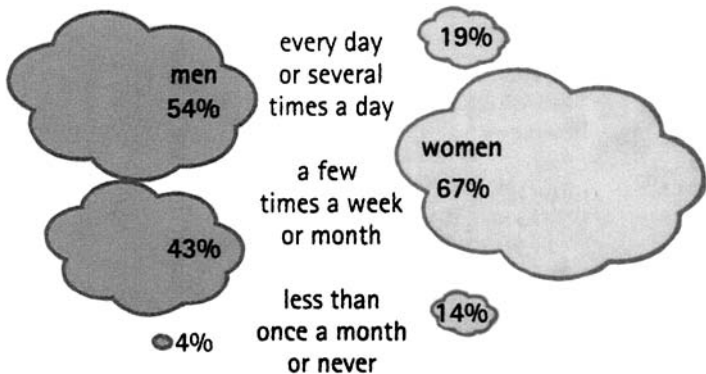
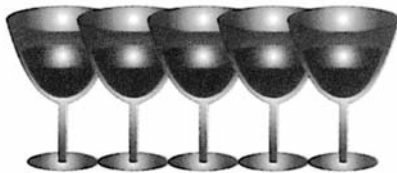


FIGURE 8. A graph in which visual proportions are unrelated to the numbers being represented. (Source: Judith Mackay, *The Penguin Atlas of Human Sexual Behavior* [New York: Penguin, 2000], p. 21; graphics © 2000 Myriad Editions, Ltd., used by permission of Viking Penguin.)

# ALCOHOL IMPEDES PREGNANCY

Percentage of women in Denmark,  
with different weekly alcohol  
consumptions, becoming  
pregnant within six months of  
discontinuing contraception.

Fewer than five drinks 64%



More than ten drinks 55%

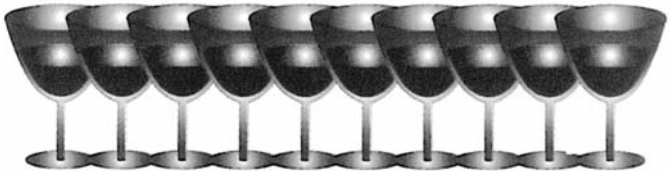
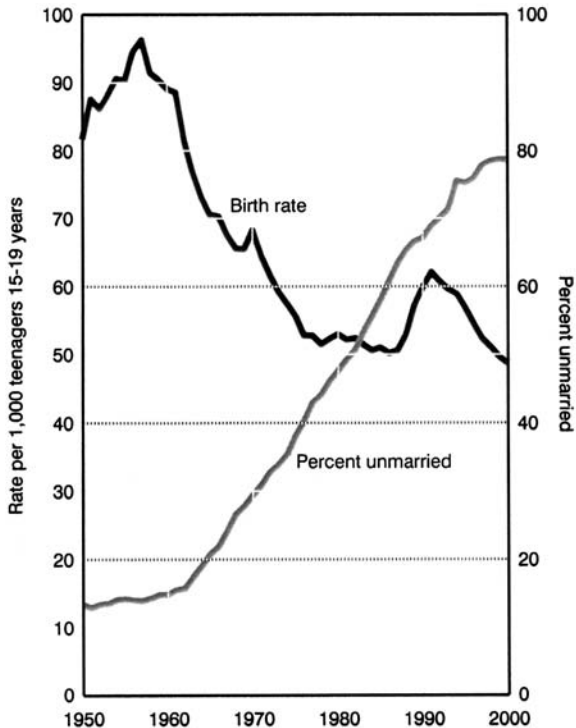


FIGURE 9. A visual display that graphs the scale instead of the data. (Source: Judith Mackay, *The Penguin Atlas of Human Sexual Behavior* [New York: Penguin, 2000], p. 47; graphics © 2000 Myriad Editions, Ltd., used by permission of Viking Penguin.)





NOTE: Data for 2000 are preliminary.

FIGURE 10. The two lines in this graph tell a complicated story. (Source: Stephanie J. Ventura, T. J. Mathews, and Brady E. Hamilton, “Births to Teenagers in the United States, 1940–2000,” *National Vital Statistics Reports* 49, no. 10 [September 25, 2001]: 2.)

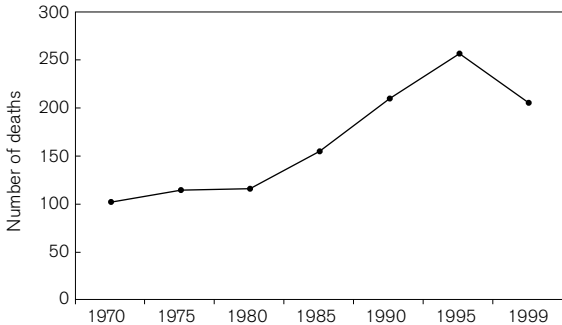


FIGURE 11. Suicides among African Americans ages ten to nineteen, 1970–1999. (Source: National Center for Health Statistics.)

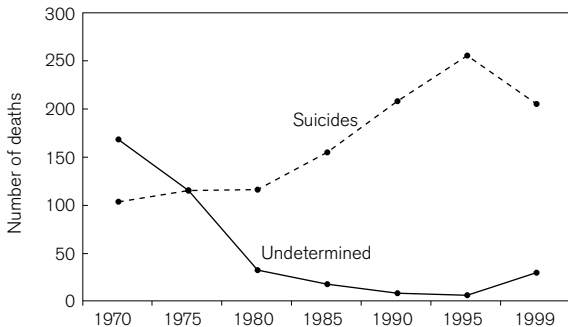


FIGURE 12. Suicides and deaths resulting from undetermined causes among African Americans ages ten to nineteen, 1970–1999. (Source: National Center for Health Statistics.)

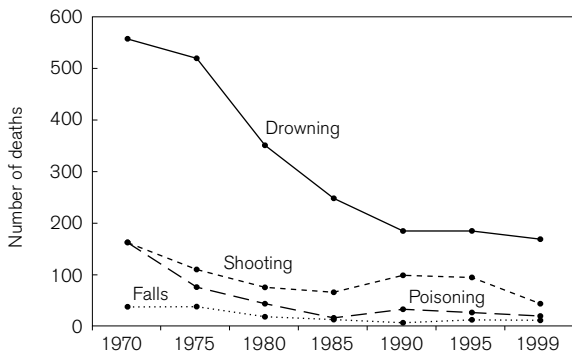


FIGURE 13. Accidental deaths resulting from drowning, shooting, poisoning, and falls among African Americans ages ten to nineteen, 1970–1999. (Source: National Center for Health Statistics.)

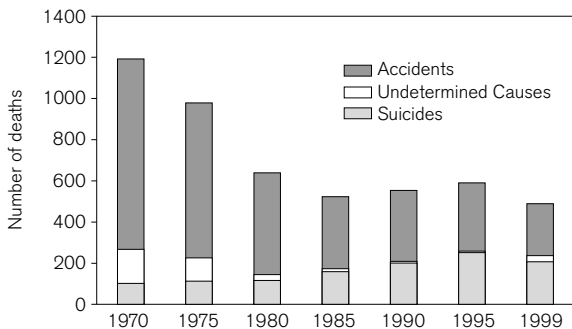


FIGURE 14. Deaths from four accidental causes, deaths from undetermined causes, and suicides among African Americans ages ten to nineteen, 1970–1999. (Source: National Center for Health Statistics.)