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**Assignment 1**

The video and the chapter reading have interestingly shown me the power of visuals in displaying information. Charts are truly captivating; hence, they require in-depth understanding to distinguish between the correctly displayed visuals and the misleading visuals that might convey wrongful information. I have had weird views about visuals and how they are used to display certain information. David McCandless's video has made me understand the magical way in which visuals standout, simplifying the complex sets of data using visuals in the best way that people understand. It still puzzles me how charts sparkle situations by drawing correlations and cohesion between data sets. It has become an essential tool of analysis in contemporary society. With more computer concepts developing, data visualization is becoming a useful tool of meaning extraction from complex and vast volumes of data to a more straightforward usable set that companies can use to achieve their objectives.

Visualization has made it possible to harmonize the most human appealing languages. That is the eyes' language, using patterns, shapes, and color with the mind's language using numbers, ideas, and words. The languages' simultaneous interaction is just excellent and can work at multiple levels to achieve data veracity and meaning. I have undoubtedly understood how pivotal visualization is and its role in simplifying data. These patterns, shapes, and colors draw clear demarcations, points of similarities, and the variations from the various classifications of data. These visuals have proved to be more appealing to the people. As David McCandless puts it, visual journalists take it as an advantage to draw people's attention through visual shocks, which instill fear into people. Therefore, it is necessary to pay attention to details not to fall into the trap of believing some of the visual lies, resulting from wrong data presentation, poor designs, and misleading patterns.

**References**

# Cairo, A. (2019). *How Charts Lie: Getting Smarter about Visual Information*. WW Norton & Company.

David M, (2016)**.** General Session: Keynote Presentation (Retrieved from, [http://sasgf16.v.sas.com/detail/video/4854770837001/general-session:-keynote-presentation-with-david-mccandless](http://sasgf16.v.sas.com/detail/video/4854770837001/general-session%3A-keynote-presentation-with-david-mccandless))