

New book

HOW CHARTS LIE

We've all heard that a picture is worth a thousand words, but what if we don't understand what we're looking at?

[See a few corrections to the first print edition of the book in my weblog](#)

Charts, infographics, and diagrams are ubiquitous. They are useful because they can reveal patterns and trends hidden behind the numbers we encounter in our lives. Good charts make us smarter—if we know how to read them.

However, they can also deceive us. Charts lie in a variety of ways—displaying incomplete or inaccurate data, suggesting misleading patterns, and concealing uncertainty— or are frequently misunderstood. Many of us are ill-equipped to interpret the visuals that politicians, journalists, advertisers, and even our employers present each day.

'How Charts Lie' teaches us to not only spot the lies in deceptive visuals, but also to take advantage of good ones. In his new book, Alberto Cairo demystifies an essential new literacy, one that will make us better equipped to navigate our data-driven world.

PRE-ORDER 'HOW CHARTS LIE'

[Barnes & Noble](#)

[Indiebound](#)

[Amazon.com](#)

[Amazon.co.uk](#)

[Books-a-Million](#)

[Target](#)

PRAISE FOR 'HOW CHARTS LIE'

What can I say? I'm a sucker for statistics explained in funny, engaging, and mathematically correct ways, especially when every now and then a line like "charts lie to us because we are prone to lying to ourselves" is thrown in with good humor. A must read for anyone who wants to stay informed.



Cathy O'Neil

author of *Weapons of Math Destruction*

I wish we lived in a world where you didn't need to read Alberto Cairo's *How Charts Lie*, a robust guide to self-defense against graphs and figures designed to mislead. But here we are, and yes, you do.



Jordan Ellenberg

author of *How Not to Be Wrong: The Power of Mathematical Thinking*

This book offers a succinct, elegant, accessible look at the ways data can be represented or misrepresented and is a perfect primer for anyone who cares about the difference.



Charles Wheelan

author of *Naked Statistics: Stripping the Dread from the Data*

Alberto Cairo has written a wise, witty and utterly beautiful book. You couldn't hope for a better teacher to improve your graphical literacy.



Tim Harford

author of *The Undercover Economist* and presenter of *More or Less* in the BBC

ABOUT ALBERTO CAIRO

Alberto Cairo is a journalist and designer, and the Knight Chair in Visual Journalism at the School of Communication of the University of Miami (UM). He is also the director of the visualization program at UM's Center for Computational Science. He has been head of information graphics at media publications in Spain and Brazil.

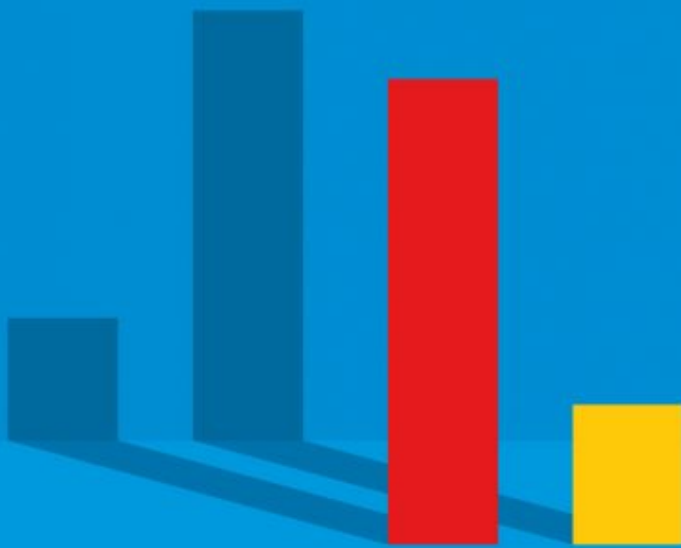
The author of several textbooks, Cairo currently consults with companies and institutions like Google and the Congressional Budget Office, and has provided visualization training to the European Union, Eurostat, the Centers for Disease Control and Prevention, the Army National Guard, and many others. He lives in Miami, Florida.

[Read more about Alberto Cairo](#)

[Read a long-form profile at Microsoft News](#)

BOOKS BY ALBERTO CAIRO

How Charts Lie



Getting Smarter about
Visual Information

Alberto Cairo

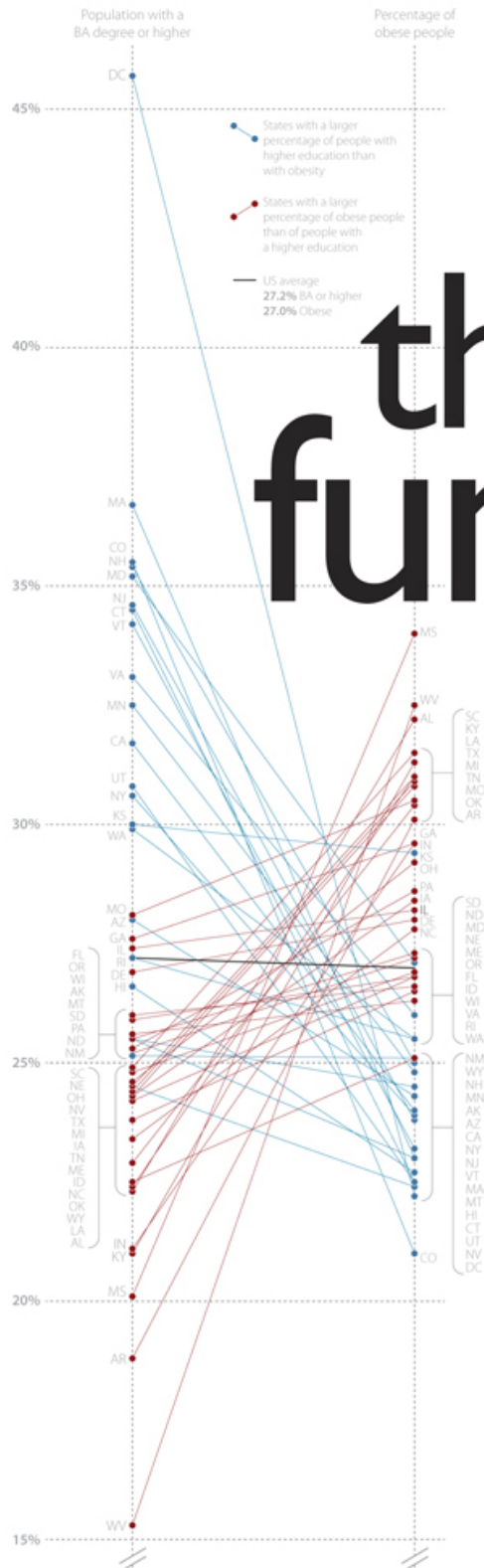
the truthful art

data, charts, and maps
for communication

alberto cairo

"Cairo sets the standard for how data should be understood, analyzed, and presented. *The Truthful Art* is both a manifesto and a manual for how to use data to accurately, clearly, engagingly, imaginatively, beautifully, and reliably inform the public."

Jeff Jarvis, professor, CUNY Graduate School of Journalism,
and author of *Geeks Bearing Gifts: Imagining New Futures for News*



the functional art

**an introduction to
information graphics
and visualization**

alberto cairo

"Welcome to Alberto's world. Cairo has done it all in *The Functional Art*: theory, practice, examples. And he's done it brilliantly. It is the most comprehensive and sensible book yet on real-world information graphics; we won't need another one for a long time."

Nigel Holmes

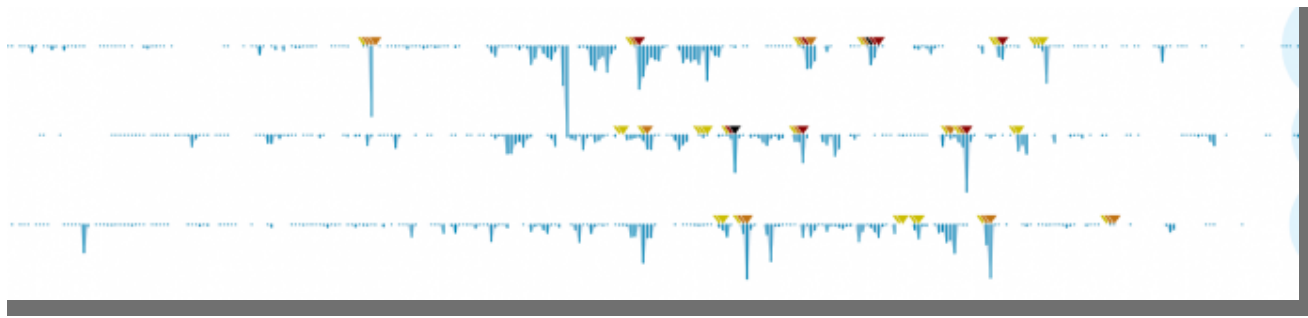


NERD

journalism

How Data and Digital Technology Transformed News Graphics

ALBERTO CAIRO



ORDER NOW

UPCOMING TALKS AND EVENTS

To book an event, please contact us

OCT 28 / 2019 / South Hadley, MA

Mount Holyoke College. 'How Charts Lie' public talk. [More information](#)

NOV 04 – 05 / 2019 / Girona, SPAIN

Fundación Princesa. [More information](#)

NOV 07 – 08 / 2019 / Mexico City, MEXICO

CENTRO, School of Design – CENTRO Conference. 'How Charts Lie' public talk. [More information](#)

NOV 14 – 15 / 2019 / Columbus, OH

Ohio State University / Tableau User Group

NOV 20 / 2019 / Madrid, SPAIN

Big Things 2019. [More information](#)

NOV 27 – 28 / 2019 / Copenhagen, DENMARK
University of Copenhagen. [More information](#)

DEC 3 / 2019 / Miami, FL
Public talk at the Miami Data Science Meetup. [More information](#)

DEC 11 / 2019 / Miami, FL
VizUM, the University of Miami annual visualization symposium. Free attendance. [More information](#)

JAN 24-25 / 2020 / Mexico City, MEXICO
Workshop for professionals. [Sign up here](#)

FEB 20 – 22 / 2020 / Savannah, GA
Georgia Southern University – Georgia International Conference on Information Literacy

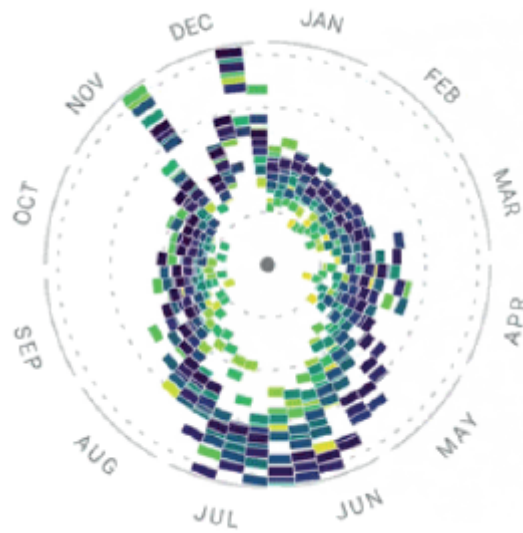
MAR 05 – 08 / 2020 / New Orleans, LA
IRE-NICAR. [More information](#)

MAR 26 – 27 / 2020 / Pamplona, SPAIN
Malofiej International Infographics Summit. More information coming soon

CONSULTING AND FREELANCING

Alberto Cairo provides visualization design, training and consulting services

For more information, please contact us



Design and art direction

Alberto Cairo has designed visualizations for numerous clients. Since 2016, he is the art director of an ongoing series of visualization projects created for Google by artists from all over the world.

[Read more](#)



Consulting and training

Cairo has provided training to institutions such as the National Guard, the Congressional Budget Office, the European Union, and the Centers for Disease Control and Prevention.

[Contact us to learn more](#)



A pioneer

Both Microsoft and Google have profiled Alberto Cairo. Microsoft wrote that he's always been "at the vanguard of visual journalism"

[Read the profile by Microsoft](#)

[Read profile by Google](#)

PRAISE FOR ALBERTO CAIRO'S WORK

Alberto Cairo has been a tremendous help. He hosted several on-site seminars teaching the fundamentals of data visualization. Incorporating our own draft work, he helped participants put the seminars in context. Alberto Cairo is both highly effective and passionate about visual design.

Jim Friedland
Director Marketing, McMaster-Carr