




how to

DISPLAY DATA

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Preface

The best method to convey a message from a piece of research in health is via a figure. The best advice that a statistician can give a researcher is to first plot the data. Despite this, conventional statistics textbooks give only brief details on how to draw figures and display data. The purpose of this book is to give advice on the best methods to display data which have arisen from a variety of different sources. We have tried to make the book concise and easy to read. By displaying data badly one can very easily give misleading messages (or hide inconvenient truths) and we try to highlight how consumers of data have to be aware of these problems. We have also included advice on displaying data for posters and talks.

Researchers who want to display the results of their studies in figures or tables particularly for publication in a journal will find this book useful. Readers of the research literature, who wish to critically appraise a piece of work will find useful tips on interpreting figures that they encounter. People who have to deliver a talk or a conference presentation should also find good advice on displaying their results.

We would like to thank Mary Banks and Simone Dudziak from Blackwell for their patience and advice.

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Chapter 1

Introduction to data display

1.1 Introduction

This book has arisen from our extensive experience as researchers and teachers of medical statistics. We have frequently been appalled by the poor quality of data display even in major medical journals. While there is already a wealth of information about how to display data, it is scattered across many sources. Our purpose in writing this book is to bring together this information into a single volume and provide clear accessible advice for both researchers, and students alike.

Well-displayed data can clearly illuminate and enhance the interpretation of a study, while badly laid out data and results can obscure the message or at worst seriously mislead. Although the appropriate display of data in tables and graphs is an essential part of any report, paper or presentation, little space is devoted to it in the majority of textbooks. The purpose of this book is to address this deficit and give clear guidelines on appropriate methods for displaying quantitative information, using both graphs and tables.

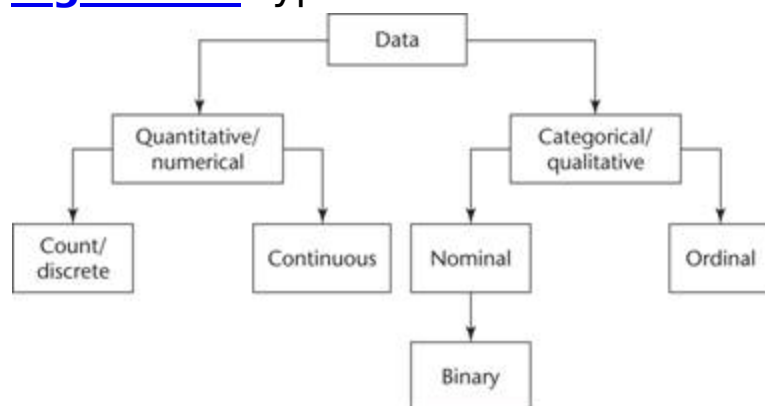
There are many different types of graph and table available for displaying data; their purposes will be outlined in subsequent chapters. This chapter will outline the reasons why it is important to get display right, good principles to adhere to when displaying data and the types of data that will be covered in the rest of the book. The second chapter will cover some of the many ways in which the display of

information can be badly done and the following chapters will then unpick these, and give clear guidance on how to do it well.

1.2 Types of data

To display data appropriately, one must first understand what types of data there are, as this determines the best method of displaying them. [Figure 1.1](#) shows a basic hierarchy of data types, although there are others. Data are either *categorical* or *quantitative*. Data are described as categorical when they can be categorised into distinct groups, such as ethnic group or disease severity. Although categorical data may be coded numerically, for example gender may be coded 1 for male and 2 for female, these codes have no intrinsic numerical value; it would be nonsense to calculate an average gender. Categorical data can be divided into either *nominal* or *ordinal*. Nominal data have no natural ordering and examples include eye colour, marital status and area of residence. *Binary* data is a special subcategory of nominal data, where there are only two possible values, for example male/female, yes/no, dead/alive. Ordinal data occurs when there can be said to be a natural ordering of the data values, such as better/same/worse, grades of breast cancer and social class.

Figure 1.1 Types of data.



Quantitative data can be either counted or continuous. *Count* data are also known as discrete data and, as the name implies, occur when the data can be counted, such as the number of children in a family or the number of visits to a GP in a year. Count data are similar to categorical data as they can only take discrete whole numbers. *Continuous* data are data that can be measured and they can take any value on the scale on which they are measured; they are limited only by the scale of measurement and examples include height, weight and blood pressure.

1.3 Where to start?

When displaying information visually, there are three questions one will find useful to ask as a starting point (Box 1.1). Firstly and most importantly, it is vital to have a clear idea about what is to be displayed; for example, is it important to demonstrate that two sets of data have different distributions or

Box 1.1 Useful questions to ask when considering how to display information

- What do you want to show?
- What methods are available for this?
- Is the method chosen the best? Would another have been better?

that they have different mean values? Having decided what the main message is, the next step is to examine the methods available and to select an appropriate one. Finally, once the chart or table has been constructed, it is worth reflecting upon whether what has been produced truly reflects the intended message. If not, then refine the display until satisfied; for example if a chart has been used would a table have been better or vice versa? This book will help you