Knowledge Is Beautiful

sampler

David McCandless
Welcome to this sampler of my latest infographic book.

I love ideas, truth & beauty. I love to understand the world. So both tomes are full to the brim with data-visualizations & information designs driven by my own questions and ignorance. They free-range across science, nature, thought, food, pop - anything strange and interesting.

I was out to sate my thirst for knowledge with this book. I hope you find some of these graphics rich and complex enough to sate yours.

David McCandless
Sep 2016
Birth-defect chances
Risky business

Child Killers
Main causes of death

Child Murderers
Who does it?

Death Rows
Total cost of death penalty for California 1978–2010

Big Country

Sodium

Salt

Pass the Salt


source: World Health Organisation, Institute of Food Research, Campbell et al (2012)

source: World Health Organisation, Institute of Food Research, Campbell et al (2012)

source: NASA, Google Maps

source: NASA, Google Maps

source: NASA, Google Maps

source: NASA, Google Maps


source: World Health Organisation, Institute of Food Research, Campbell et al (2012)

source: World Health Organisation, Institute of Food Research, Campbell et al (2012)
Best in Show
The ultimate data-dog

Inexplicably overrated

Public popularity

Sporting

Working

Non-sporting

Terrier

Toy

Herding

Our data score

Intelligence

Longevity

Aliments

Costs

Grooming

Appetite

Data score

Maize

Cassidy (2007), Canine Inherited Disorders Database, 'The Intelligence of Dogs' Stanley Coren

Sources: American Kennel Club, Cassidy (2007), Canine Inherited Disorders Database, 'The Intelligence of Dogs' Stanley Coren

Data: bit.ly/KIB_BestDogs

Rightly ignored

Overlooked treasures

Inexplicably overrated

Hot dog!

Longevity

Grooming

Appetite

Data score

Intelligence

Source: American Kennel Club, Cassidy (2007), Canine Inherited Disorders Database, 'The Intelligence of Dogs' Stanley Coren

Data: bit.ly/KIB_BestDogs

Overlooked treasures
The goal of meditation is not to empty the mind, but to observe the present moment non-judgementally. Meditation is acknowledging and observing whatever happens — pleasant or unpleasant — in a relaxed way.

This gives insight into how the mind really works, reducing attachment, letting us relax more deeply.

...transforming the mind and using it as a device to explore itself and the nature of reality.

**Common Hindrances**

- Laziness: putting meditation off until later
- Sinking: fading of concentration, dullness, sleepiness
- Drifting: restless tightness of mind, creating excitement or anxiety
- Stray thoughts: random mental phenomena like radio interference
- Trying too hard: over-focussing or trying to control restricts & tightens the mind

**Qualities of Mind Developed**

- Elemental Eastern terms:
  - Space: tranquil, calm, still
  - Air: agile, light, quick-witted
  - Fire: confident, self-assured, proficient
  - Water: malleable, strong, workable
  - Earth: steady, concentrated, centred

Sources: Buddhist eLibrary, ‘Meditation’ (Wind Horse, 1999)
### Types of Meditation

**Concentration**

Object of concentration: Hold attention on a primary object, usually your breath. Mentally note the upward movement of your abdomen as ‘rising’, downward as ‘falling’. That’s it!

**Mindfulness**

Object of mindfulness: Watch your thoughts, let them come and go, without reacting, judging or holding on.

**Attending**

Object of attending: Concentrate while carefully naming thoughts, sensations and other mental processes and distractions.

**Loving Kindness for Self**

Object of loving kindness for self: Acknowledge whatever you’re feeling. Playfully extend loving kindness to yourself by silently expressing feelings like, ‘May I be happy / healthy / loved / etc.’ Maintain this flow of intention.

**Silent Gratitude**

Object of silent gratitude: Imagine the face of someone you feel grateful to in great detail and silently thank them. Repeat for 4–5 people.

**Loving Kindness for Others**

Object of loving kindness for others: Picture someone you respect and love. Send a stream of metta (loving kindness) towards them using silent, suitable words. If a feeling of happiness arises, absorb yourself into it.

**Walking**

Object of walking: Feel every sensation in your feet while slow walking – contact, rolling, lifting etc. Add attending and name every distraction. Add loving kindness and extend metta to everyone who appears in your view.

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**Belly**

Object of belly: Just focus on the sensation of the breath in the belly as it rises and falls.

**Three-Part Breath**

Object of three-part breath: First fill the abdomen with air, then expand the chest, then lift ribs and collar bone. Exhale in reverse.

**Breath of Fire**

Object of breath of fire: Rapid rhythmic breathing through the nose. Exhale explosively by contracting anus, inhale by relaxing abdominal muscles.

**Circular Breathing**

Object of circular breathing: Inhale from the base of your spine up to the base of your neck. Exhale down the back of your spine.

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**Segmented Breathing 1**

Object of segmented breathing 1: Mouth in an ‘o’ shape. Make 8 small inhalations (sniffs) through the nose to form one breath. Exhale forcefully and deeply in one go. Repeat.

**Segmented Breathing 2**


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**Transcendental TVM**

Object of transcendental TVM: Chant a single, rhythmical sound phrase (mantra) over and over again. Examples: ‘Hare Krishna Maha Rama’, ‘Sa Ta Na Ma’, ‘Sa Re Ga Ma Pa’.

**Mantra**

Object of mantra: Chant a single, rhythmical sound phrase (mantra) over and over again.

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**Alternate Breath**

Object of alternate breath: Block right nostril with thumb. Take 4 slow, even breaths through left nostril. Repeat on other side.

**Zen**

Object of Zen: Sit in a posture of your choice.

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**Microcosmic Orbit**

Object of microcosmic orbit: Use the breath to circulate energy through an oval ‘microcosmic’ orbit. Start at the throat, end at the forehead.

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**Analytical**

Object of analytical: Sit with a deep question in your mind. ‘Who am I?’ is a good one. Explore who is thinking, hearing, seeing, wondering. What happens in the immediate moment as you ask this question? (Suggestion: ‘Others around.’)

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**Sources:** BuddhisteLibrary.org, BerzinArchives.com
Political Power Sources

**Democracy**
- Direct: rule by the people
- Representative: people vote & decide on everything
- Emergent: people elect representatives who vote & decide on everything
- Participatory: no central planning, usually via technology
- Rule by a small, unelected, privileged ruling class: PRE-REVOLUTION FRANCE
- Absolute (usually abusive) rule by a single person or party: LATIN AMERICAN DICTATORSHIPS

**Monarchy**
- Unquestioned rule by unelected, power unbound by constitution: SAUDI ARABIA
- Rule by Sultan (as supreme Islamic political & spiritual leader): OTTOMAN EMPIRE
- De-facto rule by technical experts (usually scientists): THE EU, GOOGLE

**Republic**
- Rule by elected president: USA (arguably)
- Rule by a small, unelected, privileged ruling class: PRE-REVOLUTION FRANCE
- Rule by women: FRENCH REVOLUTION
- Rule by a small, unelected, privileged ruling class: PRE-REVOLUTION FRANCE
- Rule by elected president: USA (arguably)

**Parliamentary**
- Rule by elected president: USA (arguably)
- Rule by a small, unelected, privileged ruling class: PRE-REVOLUTION FRANCE
- Rule by elected president: USA (arguably)
- Rule by elected president: USA (arguably)

**Technocracy**
- Power between warring elites (halfway autocracy & democracy): ZIMBABWE, KENYA
- Rule by elected president: USA (arguably)
- Rule by elected president: USA (arguably)
- Rule by spiritual leader or God-given spiritual system: VATICAN CITY, IRAN (PRE-CHINESE RULE)

**Bureaucracy**
- Constitutional rule by military power: MYANMAR
- Important decisions made by (non-elected) technical officials: most technical government institutions
- Important decisions made by (non-elected) technical officials: most technical government institutions
- Important decisions made by (non-elected) technical officials: most technical government institutions

**Wikiocracy**
- High-level bureaucracy mediated by software: WIKIPEDIA
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- High-level bureaucracy mediated by software: WIKIPEDIA

**Anarchy**
- No publicly enforced power: TWEET, FRENCH REVOLUTION
- Rule by anarchy: VATICAN CITY, IRAN (PRE-CHINESE RULE)
- Rule by elected president: USA (arguably)
- Rule by elected president: USA (arguably)

**Matriarchy**
- Rule by women: ELEPHANTS, BEES, ALIENS
- Rule by women: ELEPHANTS, BEES, ALIENS
- Rule by group reasoning: QUAKERS
- Rule by group reasoning: QUAKERS

**Sociocracy**
- Rule by group reasoning: QUAKERS
- Rule by group reasoning: QUAKERS
- Rule by group reasoning: QUAKERS
- Rule by group reasoning: QUAKERS

**Adhocracy**
- Rule by group reasoning: QUAKERS
- Rule by group reasoning: QUAKERS
- Rule by group reasoning: QUAKERS
- Rule by group reasoning: QUAKERS

**Meritocracy**
- Power held according to merit or ability: CONFUCIANISM
- Power held according to merit or ability: CONFUCIANISM
- Power held according to merit or ability: CONFUCIANISM
- Power held according to merit or ability: CONFUCIANISM

**Autocracy**
- Rule by a single person or party: LATE REVOLUTION FRANCE
- Constitutional rule by military power: MYANMAR
- Constitutional rule by military power: MYANMAR
- Constitutional rule by military power: MYANMAR

**Oligarchy**
- Rule by a small group of elites: APARTHEID SOUTH AFRICA, USA (arguably)
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- Rule by a small group of elites: APARTHEID SOUTH AFRICA, USA (arguably)

**Plutocracy**
- Rule by a small minority of wealthy: CITY OF LONDON
- Rule by a small minority of wealthy: CITY OF LONDON
- Rule by a small minority of wealthy: CITY OF LONDON
- Rule by a small minority of wealthy: CITY OF LONDON

**Kleptocracy**
- Corrupt rule by thieves for personal power & wealth: RUSSIA (arguably)
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- Corrupt rule by thieves for personal power & wealth: RUSSIA (arguably)

**Narcocracy**
- Rule by powerful drug lords: GUINEA-BISSAU, MEXICO (arguably)
- Rule by powerful drug lords: GUINEA-BISSAU, MEXICO (arguably)
- Rule by powerful drug lords: GUINEA-BISSAU, MEXICO (arguably)
- Rule by powerful drug lords: GUINEA-BISSAU, MEXICO (arguably)

**Corporatocracy**
- Rule by corporations or corporate interests: EAST INDIA COMPANY, USA (arguably)
- Rule by corporations or corporate interests: EAST INDIA COMPANY, USA (arguably)
- Rule by corporations or corporate interests: EAST INDIA COMPANY, USA (arguably)
- Rule by corporations or corporate interests: EAST INDIA COMPANY, USA (arguably)
Live Long...  
**What will really extend your life?**

**Strength of science**
- Highly suggestive
- Suggestive
- Good
- Strong
- Moderate
- Weak

**RECIPE**
- Married happy-go-lucky outdoors-loving sex-mad hippy party-girl in senior management with a cat

**YEARS**
- 10
- 15
- 20

**TIME SPAN**
- Short (1 year)
- Medium (3)
- Long (10+)
- Longer (10+)

**Bonds**
- Treasury (government)
- Corporate (privates)
- Municipal (local)

**Stocks**
- High-yield (junk)
- Global
- Domestic

**Property**
- US
- Global

**Others**
- Real estate
- Private equity
- Hedge funds
- Venture capital
- Global private equity

**Inflation (USA)**
- Low
- Medium
- High
- Very high

**RISK**
- Low
- Medium
- High
- Very high

**Average annualised % return**

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**Sources:** 
British Medical Journal, PLOS Medicine, New Scientist 
Forbes, TradingEconomics.com, The Economist, Yahoo! Finance, USA Today 
Data set by KIB, Gambling
Information is Beautiful.net

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impossible ideas, invisible patterns, hidden connections - visualized