



Fernando Arreguin

Freelance Data Analyst

**“Visualization and Infographics:
The Good, The Bad, and The Manipulative”**

January 26, 2022, 6 PM ET

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**This event is open to the general public*

Abstract: Now more than ever data comes in many forms. Visualizations and infographics present data in a format dating back to the days of cave drawings.

Visualizations and infographics come in many shapes and sizes. Since data comes in different forms, no one visualization or infographic fits all data. Some visualization and infographics are stronger than others depending on the type of data.

Though a “picture is worth a thousand words” not all of them are true. Throughout history media and marketers have used subtle psychological tricks that evoke emotional response to manipulate masses for righteous and nefarious purposes.

Bio: Fernando Arreguin is a US Army Veteran joined the Army in 2006 as a Lithographer (21L). He helped print newspapers, booklets, training manuals, maps, charts, leaflets, posters, handbills and other printed publications for 4th Psychological Operations Group.

Fernando Arreguin reclassified as an Army Information Technology Specialists (25B) and joined the California National Guard. Fernando Arreguin completed the Total Army Instructor Training Course to deliver battle-focused training in the Total Army School System.

In 2017 Fernando Arreguin was part of the first and second task force of 91st Cyber Brigade to stand up the 780th MI Brigade in support of U.S. Cyber Command and the Cyber National Mission Force.

Fernando Arreguin transitioned to data analytics, ML, and AI. Recently he completed the Data Analytics Master's program from Western Governors University.

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