**On the contrary and on the other hand**

These expressions have different meanings. *On the contrary* is used to contradict. It is used to say that what has just been said is not true.

First speaker: I suppose the movie wasn’t interesting.

Second speaker: **On the contrary**, it was fantastic. I absolutely loved it.

In an informal style, you can express the same idea using **actually**.

First speaker: I suppose the show was interesting.

Second speaker: **Well, actually**, it was a complete waste of time. (Less formal than ‘On the contrary it was a complete waste of time’.)

**On the other hand** is used to give the other side of the question.

She lacked experience, but **on the other hand** she was hard-working and willing to learn.

**On the other hand and by contrast**

My parents lived in the same village all their life. **By contrast**, I have traveled extensively.

Both **by contrast** and **in contrast** are used to compare two people or things and to say that the second one is different from the first one.

- There is a remarkable drop in the sale of printed books. Ebooks, **by contrast**, are selling quite well.

Note that the same idea can also be expressed using the adverb **on the other hand**.

- There is a remarkable drop in the sale of printed books. Ebooks, **on the other hand**, are selling quite well.

**In contrast to and by contrast with**

We use **in contrast to** before a person and **by contrast with** before a thing.

- **In contrast to his father**, he has an appetite for travel. (= His father was not really interested in traveling, but he is.)

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