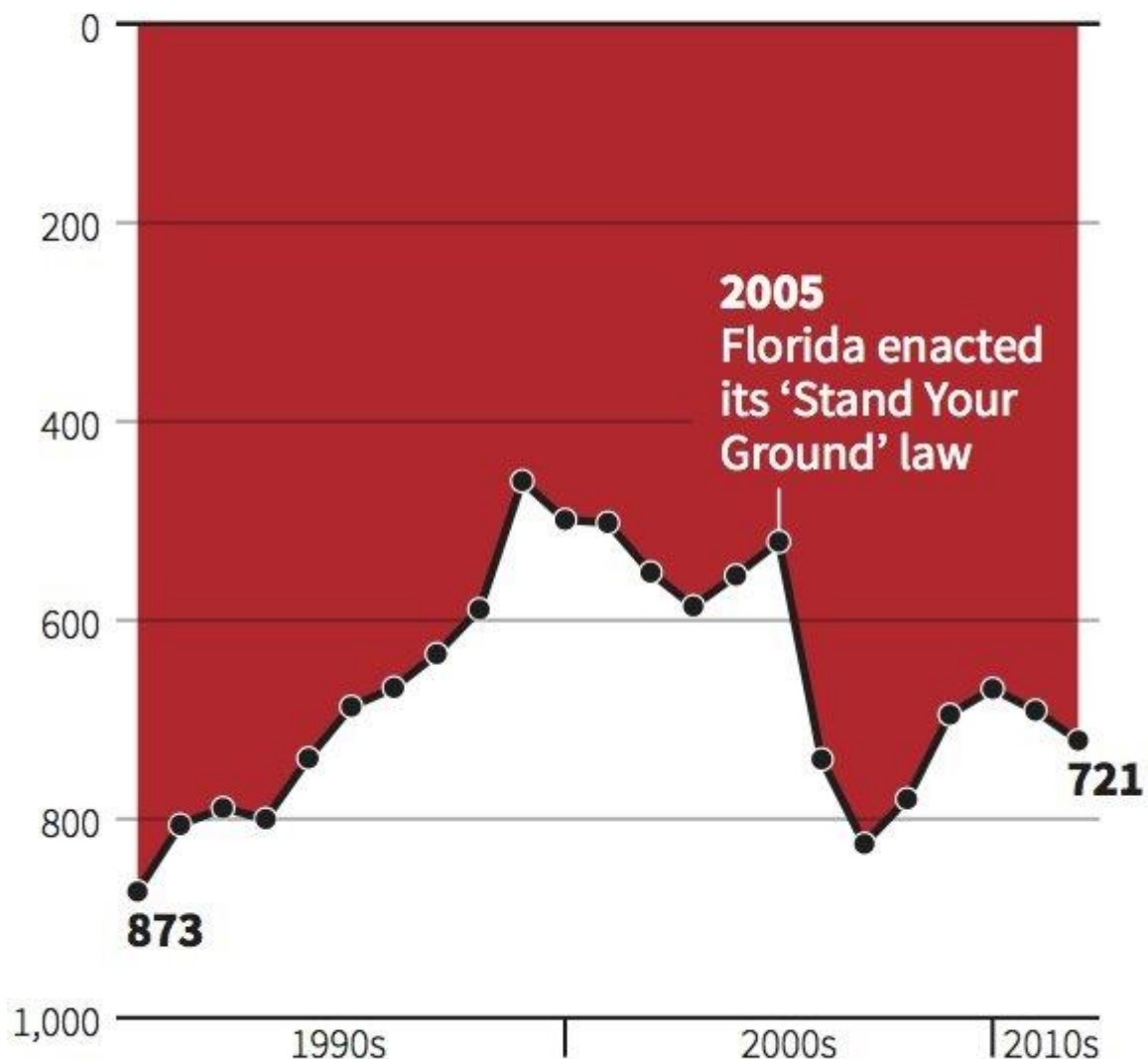# Florida Gun Deaths

➤ Locate an example of a misleading visual that uses one or more of the mechanisms for misleading that Cairo outlines in his book chapter: (1) Hiding relevant data; (2) Displaying too much data and obscuring reality; (3) Distorting data through visual forms.

Please upload an image of this visual using a widely accessible graphic format (e.g., PDF, .jpg, .png)

**Gun Deaths in Florida**



## Gun deaths in Florida

Number of murders committed using firearms

**2005**
Florida enacted its 'Stand Your Ground' law

873

721

1990s     2000s     2010s

Source: Florida Department of Law Enforcement

C. Chan 16/02/2014                                   REUTERS

The number of murders committed using firearms before and after 'Stand Your Ground' law was enacted.

- Briefly describe the context for the visual by addressing the following questions:

  1. What is the source of the visual? (e.g., URL or bibliographic citation)

  2. Who is the intended audience (i.e., decoders)? How do you know this?

    1. Source: https://www.businessinsider.in/This-Chart-Shows-What-Happened-To-Gun-Deaths-In-Florida-After-Stand-Your-Ground-Was-Enacted/articleshow/30635752.cms
    2. **Intended Audience: People(mostly young) interested in Political and business news.**

    - I concluded this as this article is from Business Insider and it is America's one of the biggest financial and business news website published by Insider Inc.
    - And 'mostly young' as one of their own journal article quoted - "We're reaching the next generation of leaders - the digital generation. By design, we have a younger readership than most legacy business publications". *Link: https://www.businessinsider.in/Business-Insider-Is-Now-Bigger-Than-The-Wall-Street-Journal/articleshow/29675674.cms*

- PROMPT:

  1. Identify the specific component(s) of the visual that is/are misleading

  2. For each part(s) of the visualization that is/are misleading, identify the mechanism that is used: hiding relevant data to highlight what benefits us; displaying too much data to obscure reality; using graphic forms in inappropriate ways (distorting the data)

  3. Explain how the mechanisms are used to mislead

    1. Y-axis of the graph.
    2. Graphic forms have been used in inappropriate ways to distort the data and create confusing/misleading graphics.
    3. This Reuters chart about the number of Florida gun deaths since the Stand Your Ground law passed ends up implying the opposite of what the data shows. Because it is upside down. The Y axis starts at 0 and then goes down to 800, which makes it look like the gun deaths were less than zero.

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