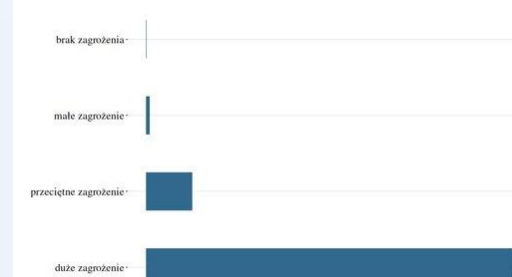
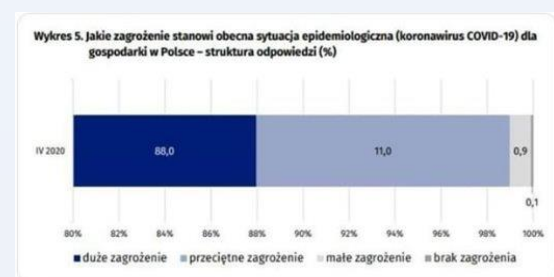
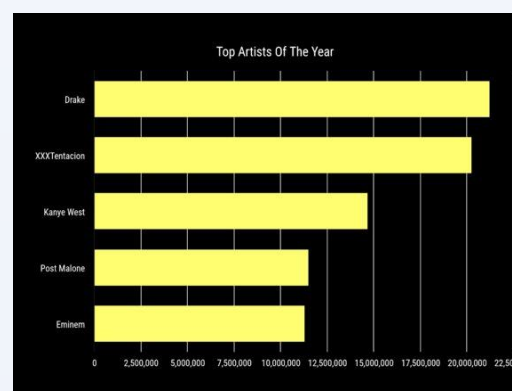
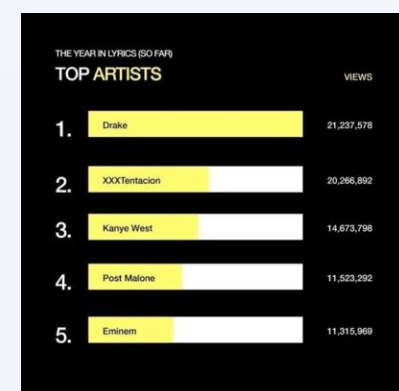
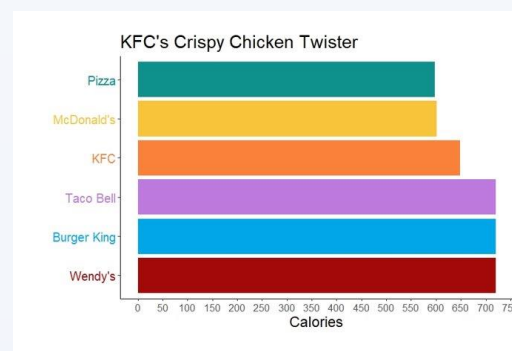
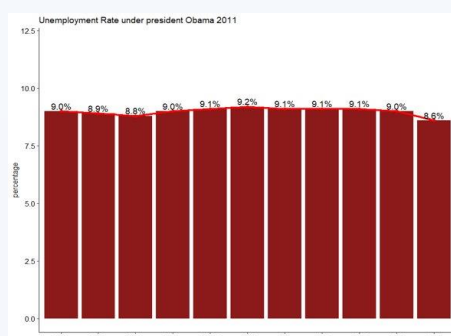
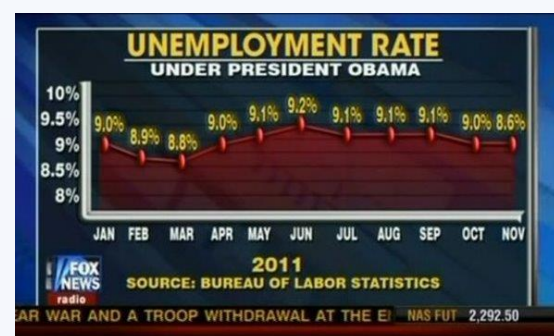


# DON'T LET MEDIA MANIPULATE YOU

## Misleading axes

We have the values started at some random point, creating, as a result, large differences where they are not so large or even - don't really exist at all...  
But we really wish they did...



The media use it to fool us.

You watch TV or social media mainly after a tiring day and you don't pay enough attention to spot such details.

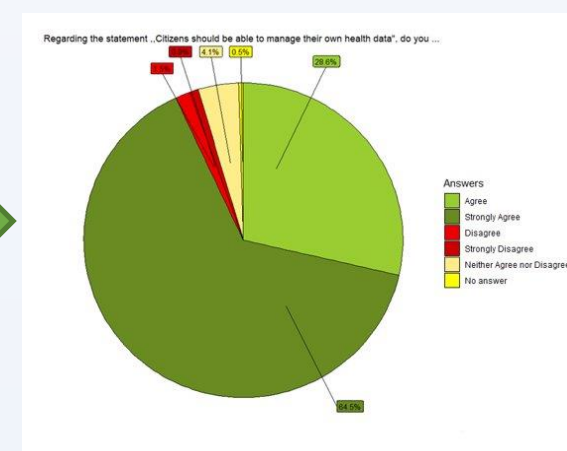
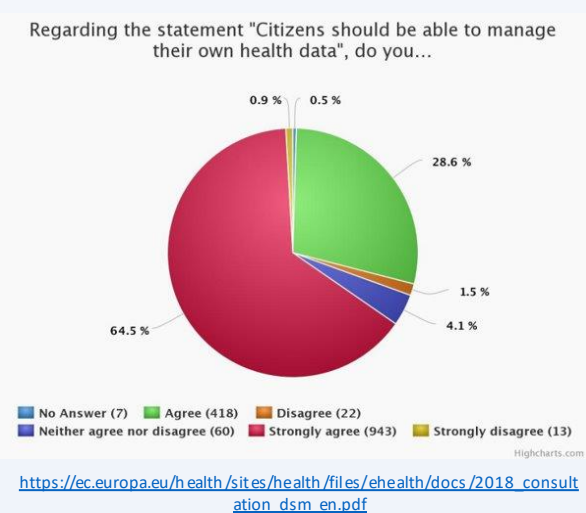
The media are creating different reality to make you believe that e.g. Burger King has 10 times more calories than McDonald's. As a result, next time you'll choose McDonald's instead and be 100% sure that's **a healthy choice**...

## Choice of colours



STI means Sexually Transmitted Infections. This map presents **rates** of STI in each state. What's interesting, this rating has **reversed scale** – the higher the score, the smaller the proportion of STIs and the lighter colour.

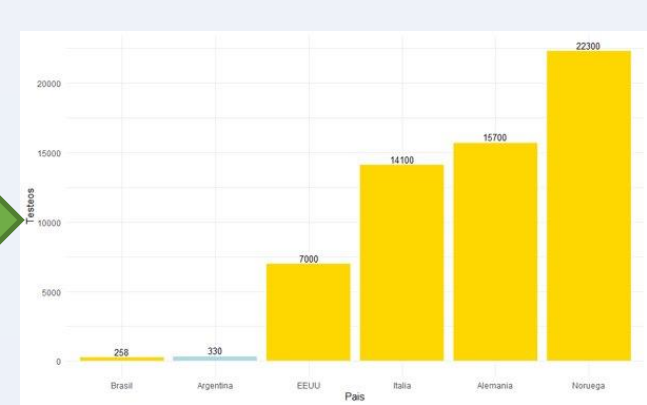
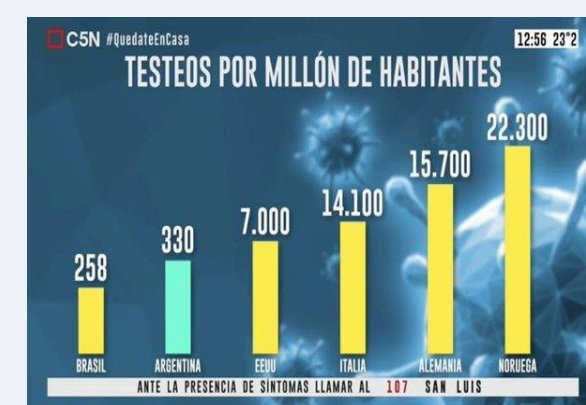
The 'brightest' states turned out to be the darkest after all.



Did you spot that the answer „Strongly agree” has red colour (suggesting something negative)?

Of course not, and you're sure that most people answered „Strongly disagree”.

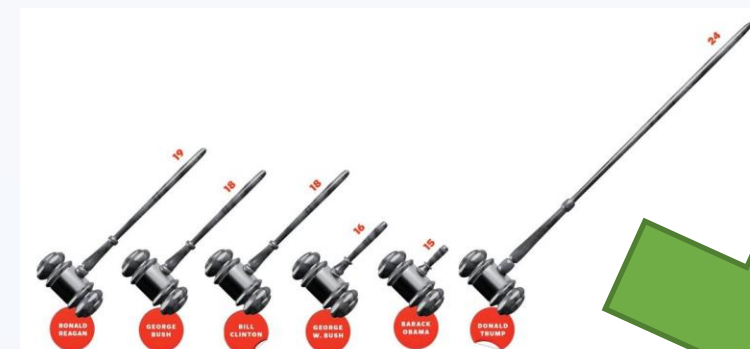
## Lack of proportions



Most of us focus on the size of the bars instead of looking at the real numbers above them...

Unfortunately, the media tends to use it quite often.

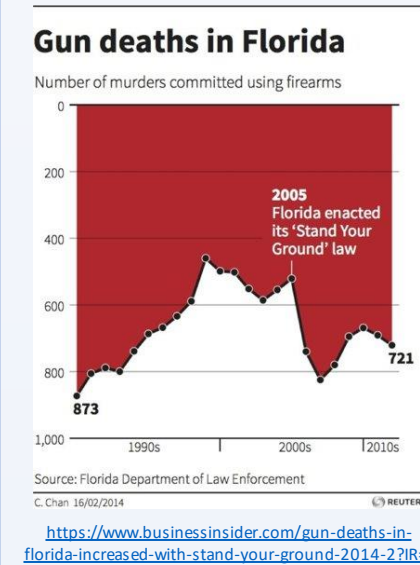
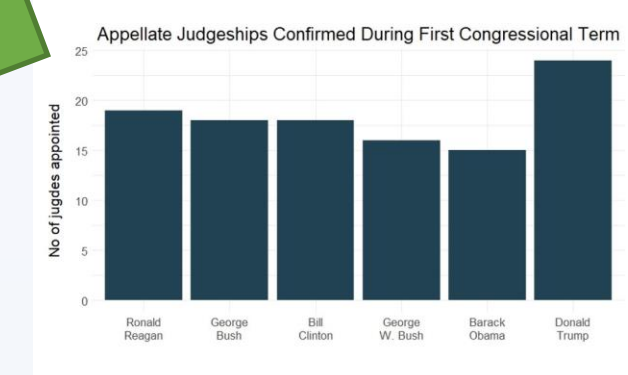
## Diagrams so bad that it's funny (but it's not)



At first glance, no one knows what's it all about.

But, this chart's aim was to present the number of judges appointed during the presidency of each president.

However, the New York Times made a „Trump's gavel” a little bit too long...



As you noticed, or not, the X scale is reversed without a reason. When we think we see a decrease, it's actually an increase in gun deaths...

So what do you see now?  
Is situation getting better or worse in 2012



This diagram presents CEO's of Papa John and the periods of each of them being in charge. We must admit that presenting timeline as a pizza is an original idea.

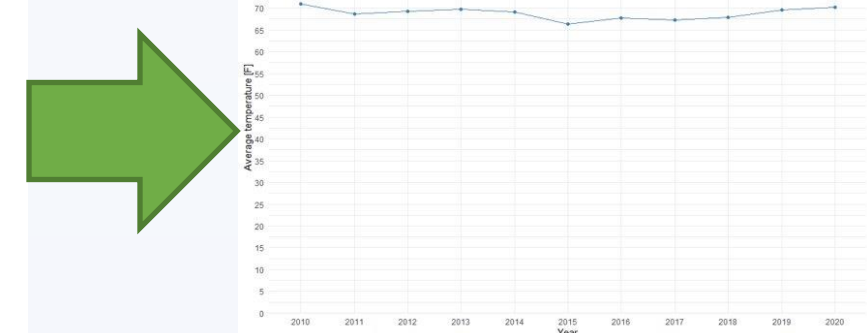
But, did you spot that an author *payed* almost no attention to the proportions...?

## Using incomplete data

Global Warming out of Control!



Average monthly temperature in New Haven, CT. Image: Yale University



When we talk about Global Warming and we take into consideration only a few months of one year, it really **seems to be out of control**. We don't say it's something not happening, but if we take average temperatures during a few years, it is **almost a straight line**...



Last but not least, an example from Poland. The public TV showed that their news is most watched. However, they **didn't count one of the channels** of TVN group. Probably, their news was more watched, but we don't have access to real data...

So now, any time you see a diagram in a media, make sure it's not a manipulation and

# DON'T GET CAUGHT

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