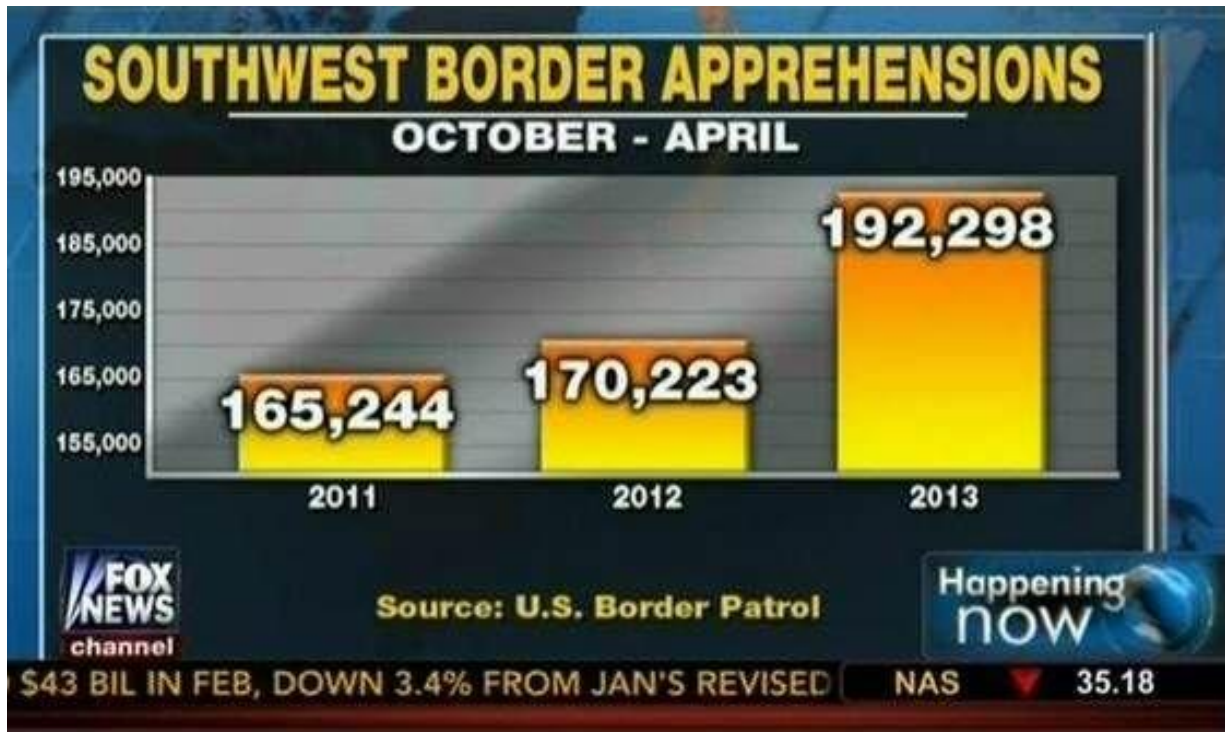# The numbers do lie - the role of media and statistical graphics

Southwest Border Apprehensions

Fox News' misleading bar graphs.

1) Fox News, Source - U.S. Border Patrol
https://www.mediamatters.org/blog/2013/04/05/fox-news-newest-dishonest-chart-immigration-enf/193507

2) The intended audience is the general public but the content has a political agenda, a specific political point that is glorified by misleading the audience using specific unethical techniques such as distorting data through visual forms and magnifying the chart and removing the baseline as well as showing data from a specific timeline just to mislead the audience.
I know the intended audience are the general public and the graphics is being used to alter their political opinion and I already have researched and found out that Fox News is known for manipulating data and misleading the audience to put their point out. The article clearly states that the chart was distorted and an improper scale was used to have a jibe at the Obama administration.

The components of the visual that are misleading -

- **The Y-axis is altered** in a way that it is magnified, improper scale is used and the baseline is altered so as to depict that the change is high. **The mechanism used is using graphic forms in inappropriate ways, distorting the data.** By first look **viewers might notice a near 50% increase in the height of the bars and therefore they are mislead,** (62px height of the 2012 bar and 127px height of the 2013 bar. **On evaluation however, the increase is 13% instead of the highly misleading graphic.**
- **The timeline chosen is October - April.** This in itself is an example of cherry picked science where only a part of the data is used to mislead the viewer. **The mechanism used is hiding relevant data to highlight what benefits us.** Either the data for the remaining months was not available which is suspicious in itself, anyway the span of months used is suspicious because they might have been chosen in a way that maximum change was occurred in that span/timeline. **The month span chosen is October - April which is only a part of the year and therefore relevant data is hidden and the users are misled as only part of the story is told.**