Brief description

I chose an example of Czech election preferences in February 2017. The polling agency manipulated showing its own results by **distorting the scale** to convey a message against the leading party (ANO 2011). Although the percentage numbers were given correctly, the bar chart was **heavily biased** to hide the support gap between ANO 2011 and its main competitor - CSSD.
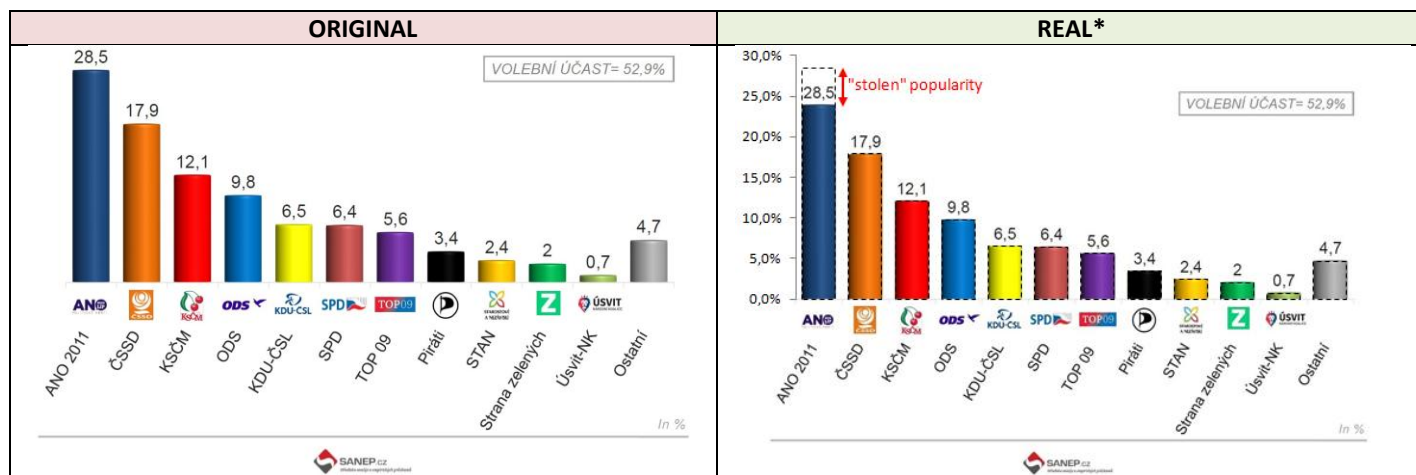
Link to the article:

original - http://www.sanep.cz/pruzkumy/volebni-preference-unor-2017-publikovano-16-2-2017/ (available to registered members only)

a Poland-based portal describing the peculiarities of Czech politics **shared this blindly** and it still makes it available: http://www.czeskapolityka.pl/home/2017/2/27/preferencje-wyborcze-w-lutym-2017

Link to "Infographic":

https://static1.squarespace.com/static/56ebfb6a07eaa0a2a553e01a/56ec0201f8baf3f1e22def0e/58b4788adb29d62580decc31 /1488222872100/preferencje+w+lutym+s%C5%82upki.jpg

* - I threw the infographic into Excel and put the real chart on it. The image on the right shows the real gap between the leader and the second most popular party.

The intended audience

The intended audience were probably not the voters themselves, but rather the mass-media who would blindly repost the infographic. If transmitted unaltered, the barchart still does show the leading party's real popularity (so it is by no means a "lie"), but the bar that represents it "loses" the information on by how far out it is from its competitors (practically unattainable).

Why was it misleading?

ANO 2011 was at that time gaining popularity for six consecutive months - as SANEP itself presents in its other chart (see below). Evidently, the opposing party - CSSD - whose strategy was to just be an "anti-ANO" was losing heavily, while still six months before, the difference in support was negligible (21.2% against 22.8%). The February infographic may give an impression that the gap has largerly diminished, while it was completely not the case.