**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>

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| **ORIGINAL** | **REAL\*** |
| 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.

