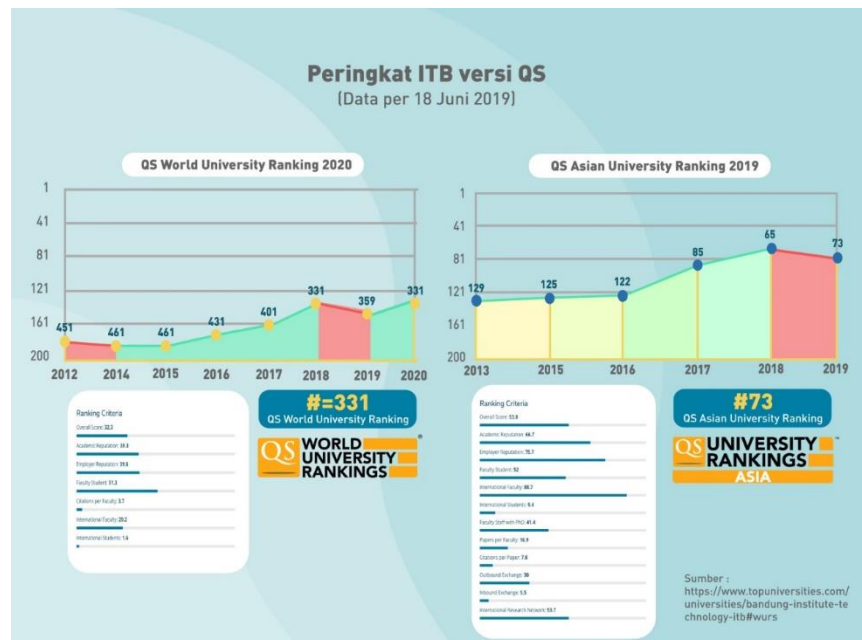# Graphics Lies & Misleading Visuals

Assignment

1. locate and identify a visual that displays misleading information
2. Identify mechanisms for misleading i.e. hiding relevant data, displaying too much data and obscuring reality, and distorting data through graphic forms
3. explain how it was used to mislead.

In the QS World University Ranking, from 2015 to 2020, ITB's ranking rose by 130 ranks, from 461 to 331 in the world. In addition to the overall ranking, QS also issued a ranking based on subjects, namely Art & Design, Engineering & Technology, Computer Science & Information System, Engineering -Chemical, Business & Management Studies, Engineering - Electrical & Electronic, Engineering - Mechanical, Social Sciences & Management, Mathematics, Natural Sciences, and Physics & Astronomy. ITB's ranking was also released at the 73rd position in Asia, and ranked 301-500 for Graduate Employability.

Information Source:
https://infografis.itb.ac.id/peringkat-itb-menurut-qs-world-university-rankings/

Image Source: https://infografis.itb.ac.id/wp-content/uploads/2019/06/ig-itb-rank-qs-2019-06-24-at-08.34.24-980x450.jpeg

Intended Audience: *ITB Ranking According to QS World University Rankings*. The article was meant to inform people about ITB (Insitute Technology Bandung) University International Ranking.

Misleading Components

- **Component 1**: Incomplete Year Data.
  Mechanism: Hiding Relevant Data.
  Explanation: On the QS World University Ranking data, they didn't show up the 2013 data. In the QS Asian University Ranking, they didn't show up the 2012, 2014, and 2020. causing many questions to arise, where is the data for that year?
- **Component 2:** Wrong Y-Axis labeling on OS World University Ranking.
  Mechanism: Distorting the data.
  Explanation: Y-Axes label on the QS World University Ranking. confuse the reader. should be changed to the correct scale, the size of the chart should be reduced and made lower than the chart on the right because the ranking on the chart on the left is lower than the chart on the right. that way it is easier for readers to compare ranking levels based on their level.

- **Component 3**: Too Much Data Displayed.
  Mechanism: Displaying Too Much Data to Obscure Reality
  Explanation: You can see the attached data at the bottom of the chart. the data should not be displayed because this has deviated from the title of the infographic itself. where the title describes the ranking of ITB itself from some period. Ranking criteria can be made separate infographics, so that readers do not feel confused by the amount of information that is not relevant to the title.