

Topic 1: Leaflet - False News

A3 leaflet, where the long sides are folded into each other to make it as large as an A4 piece of paper. On the back side there is a newspaper article about climate change, which uses many of the tools used to falsify data or misrepresent it to serve a different purpose. On the flip side, from which the two arms open up, the newspaper article is printed a second time but with additional information pertaining to specific parts of the article, which outline the device used. Common forms of misrepresenting data are:

- Using the fact that scientists dislike to confirm or deny things for certain. If something has a 99% chance, it can be argued that it has not been proven, even though any person who saw the real data would think so.
- Cherry picking: Only using the data points that support your point and not mentioning the others. Often only 10% of the data chosen is actually used which can turn the argument from one side to the other.
- Messing with the way the data is represented. By reducing the distance of data points a small and likely insignificant drop or increase can be inflated. Similarly by switching the positions of the highest and lowest data point, data that shows a decrease will seem to increase to an unobservant audience.

Topic 2: Academic Poster - Car Centrism

A3 Poster