**Source of Visual**: Gap Minder

**URL**: <http://www.gapminder.org/GapminderMedia/wp-uploads/Gapminder-World-2012.pdf>

**Intended audience and how I know this?**

The intend audience for the chart is teachers as a teaching resource based on reliable statistics. More specifically, the is resources this resource is compares all UN members and other countries and territories with more than 1 million people, by income and health.

How do I know this? Go to the about page at <http://www.gapminder.org/about-gapminder/> and the following information is available

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*Gapminder is an independent Swedish foundation with no political, religious or economic affiliations. Gapminder is a fact tank, not a think tank. Gapminder fights devastating misconceptions about global development. Gapminder produces free teaching resources making the world understandable based on reliable statistics. Gapminder promotes a fact-based worldview everyone can understand.  Gapminder collaborates with universities, UN, public agencies and non-governmental organizations…….*. We also develop teaching materials and*”*

Additionally, the chart web-page (<http://www.gapminder.org/downloads/world-pdf/)> the following description is provided with the chart

*“The chart compares all UN members and other countries and territories with more than 1 million people, by income and health.”*

**Components that is/are misleading and how they mislead:**

The x-axis (income per person) is none linear. At first, glance when reading the chart, it appears that income increase on a linear scale because the grid-line used are more or less of equal size. However, the axis is a log scale, and while this is included in the chart, it feels lost within the mass of information. For example, the first two gridlines are $500, but the last two gridlines are $30,000. Additionally, the Y axis (life expectancy) the scale doesn’t start at 0 but instead is a range from 45-80, this could be misread to mean that countries at the top end of the y-axis and have a life expectancy multiple time longer when in fact this is not the case.

Secondly, I think the amount of data shown on this chart obscures the data making it difficult to extract a specific purpose for the chart overall.