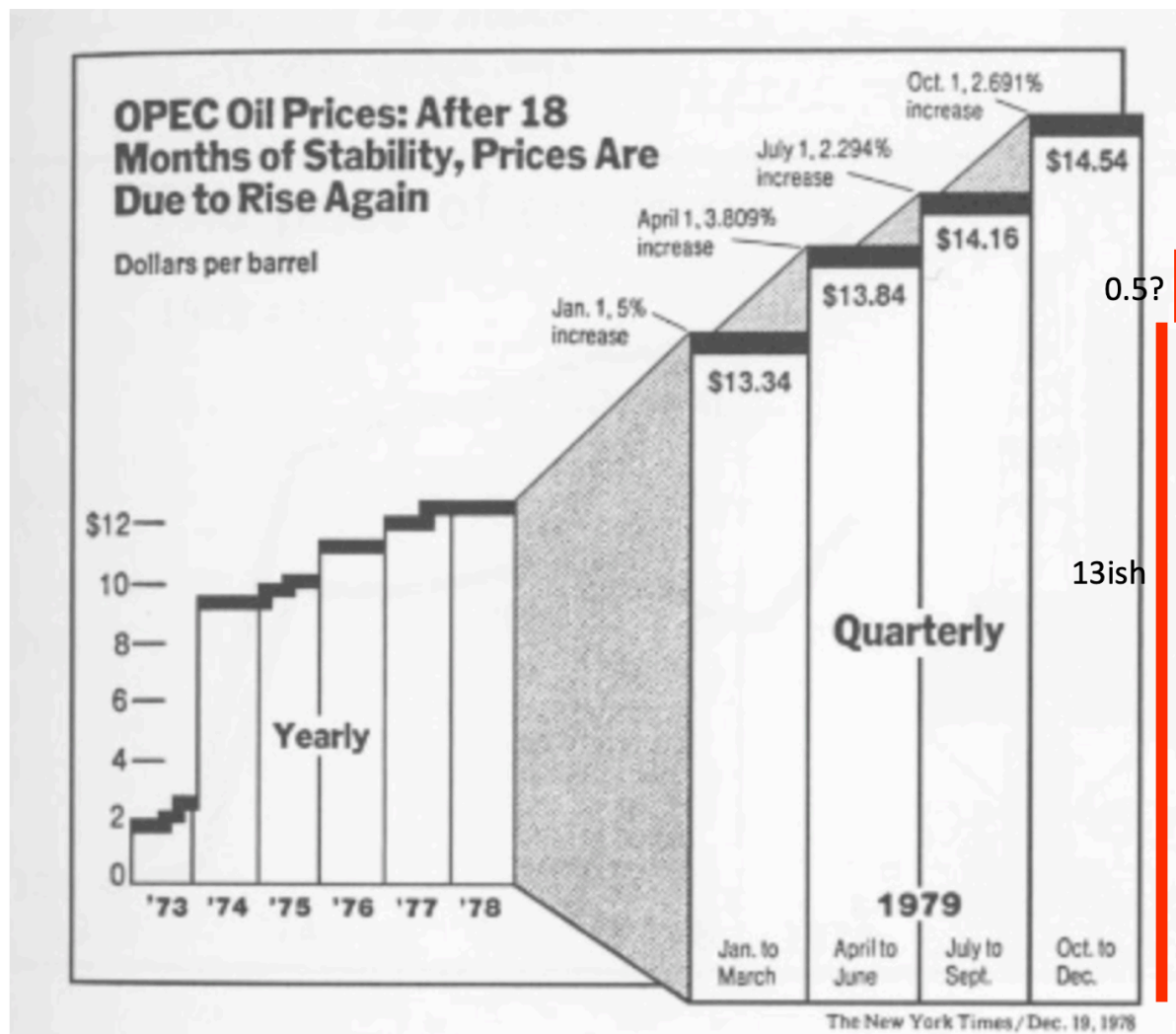


# W1 Peer-graded Assignment: Graphics Lies, Misleading Visuals

[Graphics Lies, Misleading Visuals](#) by Alberto Cairo

- (1) Hiding relevant data;
- (2) Displaying too much data and obscuring reality;
- (3) Distorting data through visual forms.

Due: 2020 Nov.9



Project Title: Oil Prices Visualization

1. What is the source of of the visual?

New York Times, December 19, 1978, P D7

## 2. Who is the intended audience?

The intended audience might be the people in the oil industry, financial sectors and whoever was interested in the global finance and trends.

## 3. Identify the specific components of the visual that is misleading.

1. The X-axis of the visual is not consistent, with the yearly data on the left and zooming in quarterly data on the right, which might cause confusion and the misinterpretation of dramatic rise in oil prices.

2. The quarterly part of the visual is disproportional. The price in the first quarter was 13.34, while the second 13.84. But we can easily see the lines drawn on the right that the increased 0.5 is obviously longer than the original 0.5 in the 13ish data. Which leads to the misunderstanding that the oil price raise dramatically than it actually was.

4. For each part(s) of the visualization that is/are misleading, identify the mechanism that is used: hiding relevant data to highlight what benefits us; displaying too much data to obscure reality; using graphic forms in inappropriate ways (distorting the data).

5. Explain how the mechanisms are used to mislead.

In this visual, using graphic forms in inappropriate ways is the case. The designer obviously tried to convey that the oil prices raise again by using inconsistent X-axis and disproportional y-axis to impress readers, creating an misinterpretation that oil prices raise very quickly.

6. Optional: Describe any additional issues you found with visual that did not fall under Cairo's three misleading mechanisms.