**Graphic Lies and Misleading Audience**

A close up of a map

Description automatically generated

**URL**:

<https://www.businessinsider.com/gun-deaths-in-florida-increased-with-stand-your-ground-2014-2>

**Intended Audience:**

This image had been published by Reuters in 2014. It shows how Florida ‘stand your ground’ law affected the number of deaths in the state. Knowing this, the audience would be the general public and readers of the newspaper

Misleading Components:

**Component:**

Upside down Y-axis

**Mechanics :**

Distorting the data using graphic forms in inappropriate way

**Explanation**:

The stories have described that the gun death rate increased when Florida enacted it’s self defense law in 2005. This can be seen from the figure as well. But the upside down y axis had been misleading the information. If we flip the y axis, it can be seen that the number of deaths have actually dropped which is actually the truth. Using upside down y axis have distorted the data.