

[◀ Back to Week 1](#)[✕ Lessons](#)[Prev](#)[Next](#)

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

### Google Trends of the word "cloud" compared to other random words

Submitted on September 22, 2017

Shareable

#### PROMPT

Read Alberto Cairo's work, Graphics Lies, Misleading Visuals

Locate an example of a misleading visual that uses one or more of the mechanisms for misleading that Cairo outlines in his book chapter: (1) Hiding relevant data; (2) Displaying too much data and obscuring reality; (3) Distorting data through visual forms.

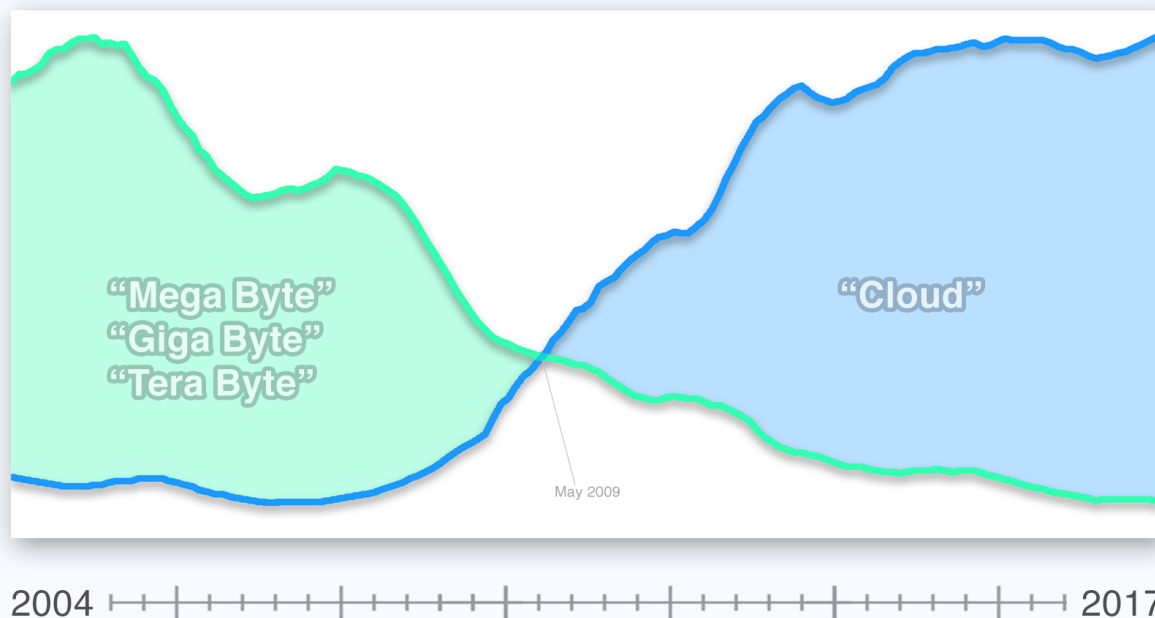
Please upload an image of this visual using a widely accessible graphic format (e.g., PDF, .jpg, .png)

**google trends**

Help Center

# Google Trends

\*This data, not affiliated with Google, inc.



Albert Renshaw  
CEO, Apps4Life

google trends gone wrong

IG: [@albert](#)  
Twitter: [@valuable](#)

## RUBRIC

Has the learner uploaded a visual?

- ☐ 0 points  
No
- ☐ 1 point  
Yes

## PROMPT

Briefly describe the context for the visual by addressing the following questions:

1. What is the source of the visual? (e.g., URL or bibliographic citation)

Help Center

2. Who is the intended audience (i.e., decoders)? How do you know this?

1. [https://www.reddit.com/r/dataisbeautiful/comments/6yty6j/interest\\_in\\_storagespace\\_vs\\_cloud\\_oc/](https://www.reddit.com/r/dataisbeautiful/comments/6yty6j/interest_in_storagespace_vs_cloud_oc/)
2. Software developers, managers, and entrepreneurs. I know this because they are the ones to grasp and value the importance of cloud storage vs. physical storage.

### RUBRIC

Did the learner provide the source of the visual?

- ☐ 0 points  
No
- ☐ 1 point  
Yes

Did the learner identify the intended audience? Did they provide an explanation of how they know who the intended audience is?

- ☐ 0 points  
The learner did not identify the intended audience.
- ☐ 2 points  
The learner identified the intended audience, but did not provide an explanation.
- ☐ 4 points  
The learner identified the intended audience and they provided an explanation of how they knew who the intended audience is.

### PROMPT

1. Identify the specific component(s) of the visual that is/are misleading
  2. 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)
  3. Explain how the mechanisms are used to mislead
1. a) The words chosen to show the Google word Trends for. 2) The highlighted date date "May 2009"
2. a) hiding relevant data to highlight what benefits us. b) displaying too much data to obscure reality
3. The word "cloud" doesn't just refer to cloud storage. There are things outside of computer science called clouds. The "mega byte" isn't even what it's called in commonplace. It's commonly called "megabyte" or "mb" or "mB". Same goes for gigabyte or terabyte. Lastly, the date may 2009 is

meaningless and adds no value to the point the user was trying to make. Thus, it is just obscuring the user from the reality.

**RUBRIC**

Did the learner identify one or more specific components that is/are misleading?

☐ 0 points  
No

☐ 3 points  
Yes

For each component of the visual that the learner identified as misleading, did the learner identify the mechanism that was used to mislead?

☐ 0 points  
No

☐ 3 points  
Yes

Did the learner explain how the mechanisms were used to mislead?

☐ 0 points  
No

☐ 3 points  
Yes

**PROMPT**

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

**RUBRIC**

Optional: If the learner described additional issues and you would like to provide feedback on their comments, please do so here.

Help Center