



# Peer-graded Assignment: Graphics Lies, Misleading Visuals

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## Data misleading

Submitted on May 19, 2019

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**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)

Data misleading example chart

**Majority of Americans now use Facebook, YouTube**  
% of U.S. adults who say they use the following social media sites online or on their cellphone

Year	YouTube	Facebook	Instagram	Pinterest	Snapchat	LinkedIn	Twitter	WhatsApp
2012	10	10	5	5	5	5	5	5
2013	15	15	10	10	10	10	10	10
2014	20	20	15	15	15	15	15	15
2015	25	25	20	20	20	20	20	20
2016	30	30	25	25	25	25	25	25
2017	35	35	30	30	30	30	30	30
2018	40	40	35	35	35	35	35	35

Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat or WhatsApp. Source: Survey conducted Jan. 3-10, 2018. Trend data from previous Pew Research Center surveys. "Social Media Use in 2018"

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**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:

- What is the source of the visual? (e.g., URL or bibliographic citation)
- Who is the intended audience (i.e., decoders)? How do you know this?

- The chart was used in the article named 'Social Media Use in 2018' by Aaron Smith and Monica Anderson. The purpose of the article was to show the users' proportion of social network services. The article can be found on the following link:  
  
<https://www.pewinternet.org/2018/03/01/social-media-use-in-2018/>
- Almost any reader could read the article because it was not a scientific one. It was probably published in a public, general journal or newspaper. However, mainly influenced people by the article were internet advertisement companies. They are more likely to read the article and make their advertisements in the most trending SNS platforms.

**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, 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**

- Identify the specific component(s) of the visual that is/are misleading
- 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)
- Explain how the mechanisms are used to mislead

- The primary misleading is that it can emphasise the huge user audience of Facebook. That is a reader, who looks at the first graph could easily notice that Facebook is quite popular by having 68% percent of users.
- The authors used the mechanism of hiding relevant data to highlight what benefits us.
- The authors wanted to underline overwhelmingly large size of Facebook users in comparison to other social network tools. Because a quick glance at the graph reveals that fact. However, if observed more carefully, it is noticeable that Facebook users' percentage did not increase at all during the last two years. That is the percentage was the same in 2016 and 2018. In contrast, Instagram showed gradual increase in the percentages throughout all years of the observation and specifically climbed from 28% in 2016 to 35% in 2018.

**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.

**Fons**  
No additional issues provided.

**VARUN KASHYAP.K.S.**  
Good

**PARUCHURI CHAYA LAKSHMI**  
good

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**Comments**

Comments left for the learner are visible only to that learner and the person who left the comment.

**BO**

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