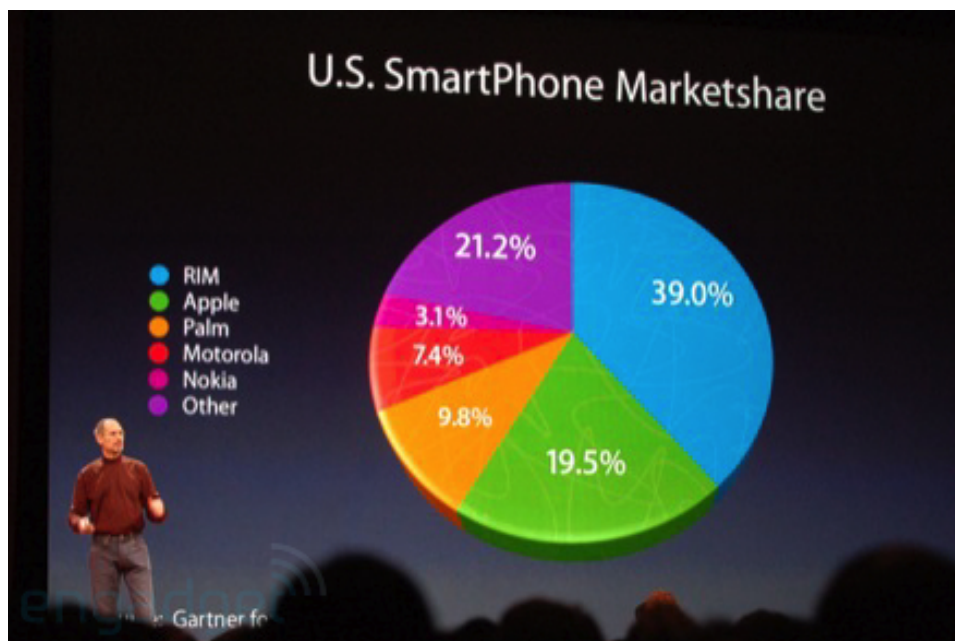




# Assignment 1. Peer-graded Assignment: Graphics Lies, Misleading Visuals

The image:



The link to the original image:

<https://www.engadget.com/2008-01-15-live-from-macworld-2008-steve-jobs-keynote.html> - a misleading chart is posted in 2008 by the media representative on the MacWorld

(<https://en.wikipedia.org/wiki/Macworld/iWorld>) annual event. It represented the U.S. smartphone MarketShare in 2008. The audience of the such event are the Apple enthusiasts from more or less technical professional fields.

The presented graph is relatively simple - the mechanism that is used to mislead affected the pie chart. The misleading mechanism used by the designer of convention presentation is the *Usage of the Graphic Forms in Inappropriate Ways (Distorting the Data)*. Due to the 3D effect and the certain perspective choice, the marketshare of *Apple* that is 19.5 seems to be bigger than *Other* smartphone share (21.2). That technique was used to visually highlight Apple's marketshare for audience after the quick glance and without a closer inspection to be convinced that Apple's share is bigger, that way, for instance, gaining the interest of potential investors and advertisement companies.