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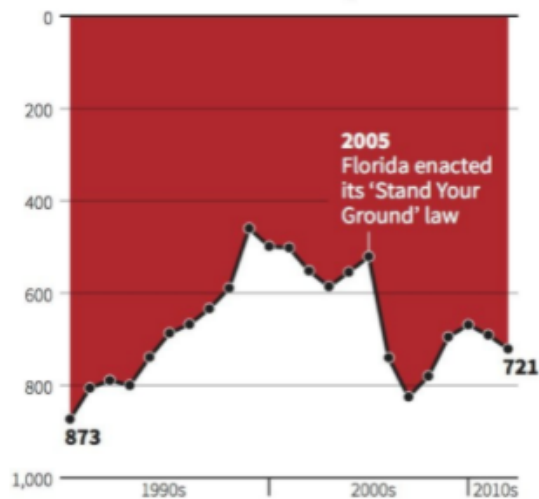
Locate an example of a misleading visual that uses one or more of the mechanisms for misleading that Cairo outlines in his book chapter: (1) Hiding relevant data; (2) Displaying too much data and obscuring reality; (3) Distorting data through visual forms.

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

Gun Deaths in Florida

Gun deaths in Florida

Number of murders committed using firearms

2005
Florida enacted its 'Stand Your Ground' law

873

721

1990s   2000s   2010s

Source: Florida Department of Law Enforcement

C. Chan 16/02/2014   REUTERS

Number of murders committed using firearms

Has the learner uploaded a visual?

- ○ 0 points
  No

- ◉ **1 point**
  Yes

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)

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

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

2. The intended audience seems to be legislators in states other than Florida and general public in Florida because the organization that made the graph (Florida Department of Law Enforcement) wanted to show that the law "Stand Your Ground" was effective in deacreasing the rate of murders committed using firearms in Florida and thus people in Florida should not rise objections against it and ligislators in other states should also apply that law in their own states.

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. Inverted Y axis

2. Graphic forms were used in inappropriate ways (distorting the data)

3. The Y-axis was turned upside down in the graph and thus when you take a look at the graph. the first impression is that after the law was implemented there was a large decrease in the number of murders commited using firearms. However, after looking closely to the graph, one can see that the opposite actually happened and at the end of 2010, there were more murders happening than before the law was applied.

◄   ►

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