



✓ Peer-graded Assignment: Graphics Lies, Misleading Visuals

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Instructions

My submission

How Inverting the Y-Axis Deceives Readers and Changes the Narrative

Discussions

Submitted on March 17, 2019

[Shareable Link](#)

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.

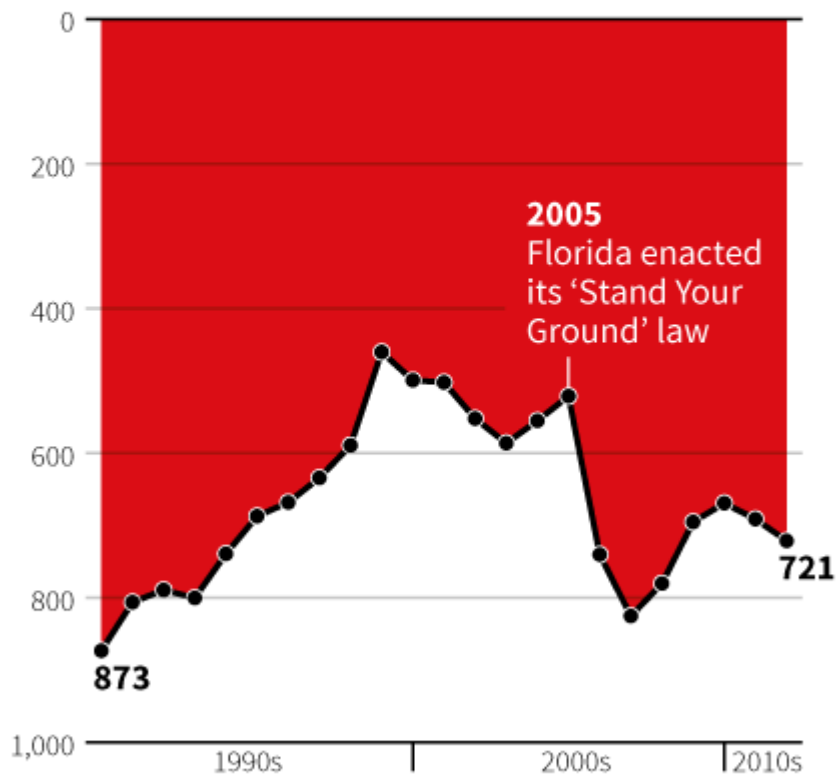
Please upload an image of this visual using a widely accessible graphic format (e.g., PDF, .jpg, .png)

Number of Gun Deaths by year in Florida



Gun deaths in Florida

Number of murders committed using firearms



Source: Florida Department of Law Enforcement

C. Chan 16/02/2014

REUTERS

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

1. Thomson Reuters. Direct image link <http://graphics.thomsonreuters.com/14/02/US-FLORIDA0214.gif>

2. Readers of Thomson Reuters, specifically on how Stand Your Ground laws being enacted in Florida impacts number of gun deaths. This is apparent based on the Reuter's logo in the bottom right, the call-out to 2005 and stating that 2005 was the year Stand Your Ground was enacted to be able to showcase a 'Before vs. After' style comparison.

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. The specific component of the visual that is misleading is how the y-axis is used.
2. The mechanism being used is "using units or ticks in an inappropriate way".
3. This mechanism is used by inverting the y-axis (so lower in the graphic is a higher number). This is deceiving because normally when you see a drop in a line chart you'd think that the number is lower, but in this case it's actually higher. This gives the impression that Stand Your Ground actually reduced the number of gun deaths when it actually increased it.

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.