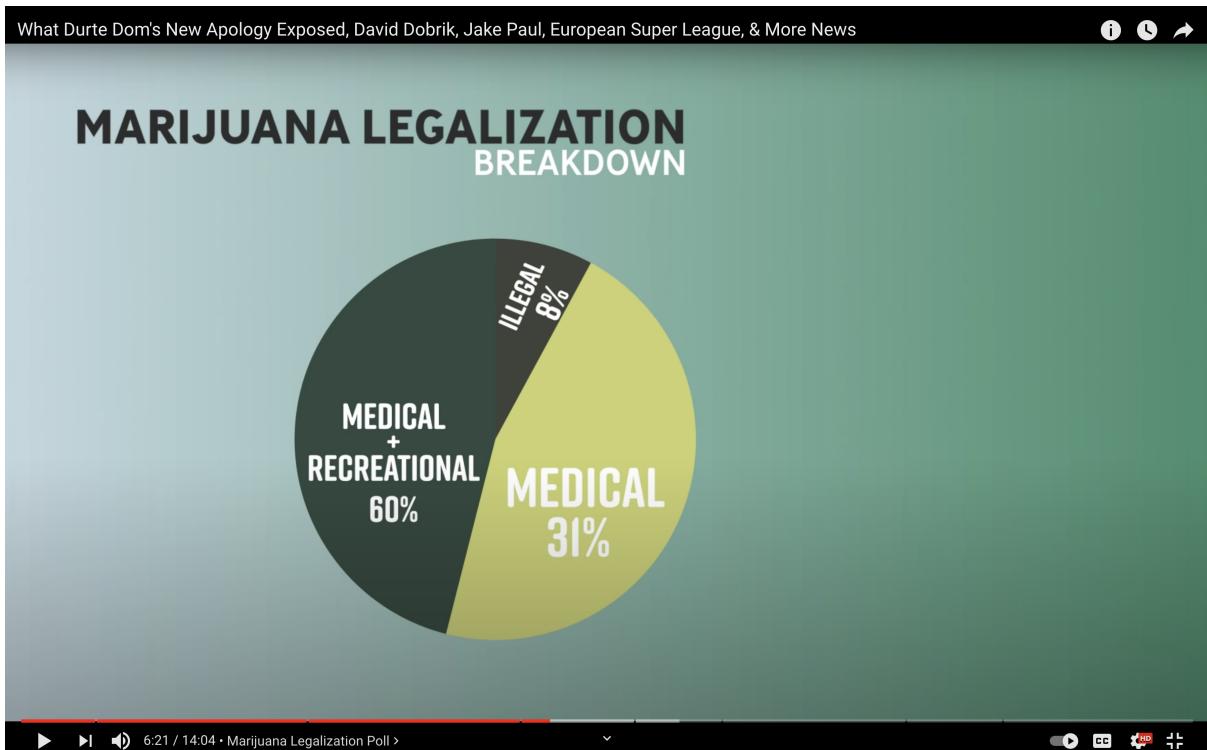




Assignment 1

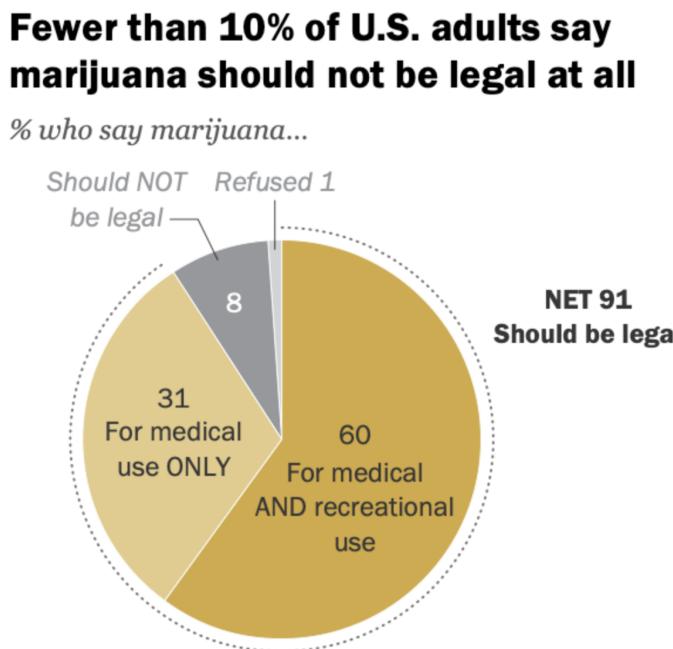
Marijuana Legalization Survey from The Phillip DeFranco Show

Graphic



[Link](#) - An inaccurate pie-chart regarding Marijuana Legalization was shown on a Youtube video that had over 1M views

Cited from following original graphic -



Source: Survey of U.S. adults conducted April 5-11, 2021.

PEW RESEARCH CENTER

[Link](#) - Original graphic from Pew Research

Questions

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)

- Source - The Philip DeFranco Show on Youtube - 6.35M Subscribers ([link](#))
 - As of submitting this assignment, the video had over 1M views.
 - The original graphic that the video cites is from Pew Research ([Link](#))

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

- The main audience is US citizens, especially the youth.
- The daily show mainly focuses on US politics and pop culture. And judging by the content of the video, we can infer that the audience is US Citizens and the youth.

1. Identify the specific component(s) of the visual that is/are misleading

The sectors of the pie chart are not accurately created -

1. 60% sector which corresponds to "Medical+Recreational" is almost the same size as the 31% sector i.e. "Medical only".
2. The percentage doesn't add up to 100%
3. There's no individual category of the visual that denotes the percentage of people who wants the drug to be legalized for recreational reasons only.
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)**

1. The first misleading components is a way of distorting the data
2. The second component hides the data
3. The third components also hides the data

3. Explain how the mechanisms are used to mislead

The visual stays on the screen for roughly 3 seconds with all the labels visible which can mislead the entire audience as they might not pay attention to the numbers. By having inaccurate sector sizes in the pie chart, one might believe that the number of people who wants marijuana to be legal for "medical purposes only" is roughly the same as the number of people who wants it to be legal for "medical+recreational reasons". This is not the case, people who wants it to be legal for medical purposes only is half in number to the people who wants it to be legal for both medical and recreational reasons.

Obscuring the details about the 1% who denied to answer the survey may not be significant but creates an inaccurate information.

No sector for "recreational reasons only" also obscures an important information from the masses.

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

Additional problem with the visual is it doesn't inform the viewers about the total number of people in the survey. After going through the research

article from Pew Research Center, I found that only 5,109 people were surveyed and the survey was generalized to the entire population of the US.

The people who were surveyed were just 0.0015% of the total population and hence, is not large enough to be generalized to the entire population.