

Distorting data through visual forms

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)

The Ignorance of Evidence-Driven Communicators



The Web is hardly dying. Based on a graphic by Boing Boing (Beschizza 2010) BESCHIZZA Rob

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. The source of the visual is a graphic by Boing Boing (Beschizza 2010) BESCHIZZA Rob (Beschizza R (2010) Is the web really dead? Boing Boing. <http://boingboing.net/2010/08/17/is-theweb-really-de.html>. 8 Jan 2014)

2. The intended audience is the readers of the Wired magazine in August 2010. I know this because it is stated that in the article , "Let me exemplify my case with a story published by Wired magazine in August 2010. It was titled "The Web is Dead: Long Live the Internet" (Shermer 2011), and was written by Chris Anderson and Michael Wolff."

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 use of proportion of the total as the vertical axis instead of the actual total is the misleading part.

2. The mechanism is to Ignore of Evidence-Driven Communicators (using graphic forms in inappropriate ways (distorting the data))

3. The use of proportion of the total as the vertical axis instead of the actual total is the misleading part. it doesn't account for the increase in internet traffic over the same period. One can probably guess that total use increases so rapidly that the web is not declining at all" (Anderson and Wolff 2010). It is not indeed, as Beschizza, proved with a graph in which the Y-axis corresponds to Internet traffic measured in exabytes

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