MIS0855: Data Science

In-Class Exercise on Fri, Feb 20 – Finding Data Distortion

Objective: Identify how data visualization can distort messages and mislead readers

Learning Outcomes:

- Discover the way in which data visualization distorts main messages
- Suggest modifications to avoid data distortion

Part 1: Explore - individual (10 minutes)

1) Open http://images.google.com/ and find data visualization that conveys misleading messages.

2) Find at least four examples with different ways of data distortion such as
   a. a vertical axis without zero,
   b. axes with unequal intervals,
   c. incorrect graphic size, or
   d. misleading use of colors.

3) Think about what misleading message each visualization delivers and how to correct it.

4) *Copy and paste the URL where you found the visualization from your browser into a Word document. You can also use the document to make some notes.*

Part 2: Discuss – group (10 minutes)

1) In a group of three or four, discuss misleading data visualization you found.

2) Select the four most misleading visualization.

3) Write in a note (i) what misleading message each visualization delivers and (ii) how to correct it.

Send your group's note to minspang@temple.edu by 10:00AM.