

## Lesson 8.3

### Graphs in the Media

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## Why does the media use graphs?



When graphs aren't misleading, they are super useful in our media!



Easy, visual representations



Captures your attention



Explains the point quickly and clearly

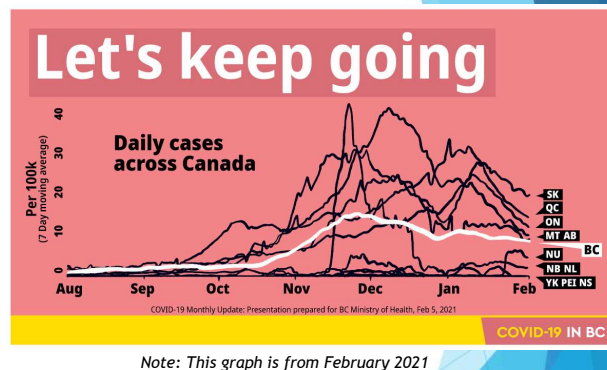


Summarizes well

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### Graph #1: COVID-19

1. What is this graph displaying?
2. What message is the government trying to share with this graph?
3. Is this graph misleading or fair?
4. Why is this graph helpful for citizens?



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### Graph #1: COVID-19 - Possible Answers

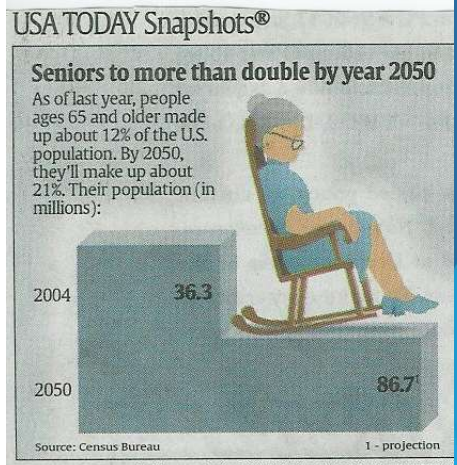
1. What is this graph displaying?  
*Daily COVID cases by province since August 2020 (per 100k, so adjusts for population differences)*
2. What message is the government trying to share with this graph?  
*"Let's keep going" - we are making progress, your efforts are working, and things will get better soon*
3. Is this graph misleading or fair?  
*Fair - cases per 100k so it adjusts for provinces that have more or less people; scale is clear and consistent*
4. Why is this graph helpful for citizens?  
*Gives us motivation to keep following the COVID safety rules, gives us hope, clear information that's quick to analyze*



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## Graph #2: News Articles

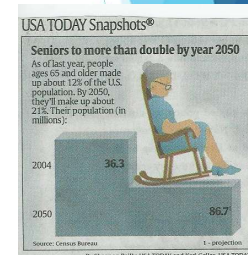
1. What do you notice about this graphic?
2. Does it make you want to read the news article?
3. Could this graphic be considered misleading? Why or why not?
4. What other information should have been provided to explain this jump in # of seniors?
5. Why do you think the newspaper chose to use this graphic?



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## Graph #2: News Articles - Possible answers

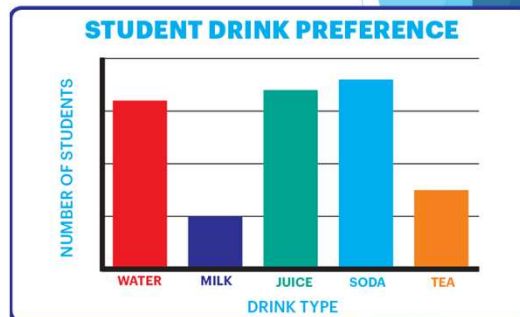
1. What do you notice about this graphic?  
*It captures your attention with the photo, the scary headline, and the big bar graph jump. It looks like seniors are taking over the country by 2050!!*
2. Does it make you want to read the news article?  
*Yes, it catches my eye and makes me curious.*
3. Could this graphic be considered misleading? Why or why not?  
*Yes, because there's no scale or explanation for the huge jump.*
4. What other information should have been provided to explain this jump in # of seniors?  
*Baby boomers aging, general population growth*
5. Why do you think the newspaper chose to use this graphic?  
*To get people to read the article and enjoy their newspaper*



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## Graph #3: Advertisements

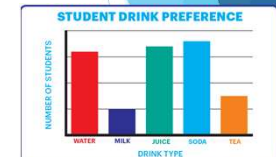
1. Pretend a company uses this graph in an advertisement. What type of drink do you think this company sells? Why?
2. By showing this graphic in an ad, what do you think the company's goal was?
3. Do you think this graphic is misleading? Why or why not?
4. What would be a better way to display this data?



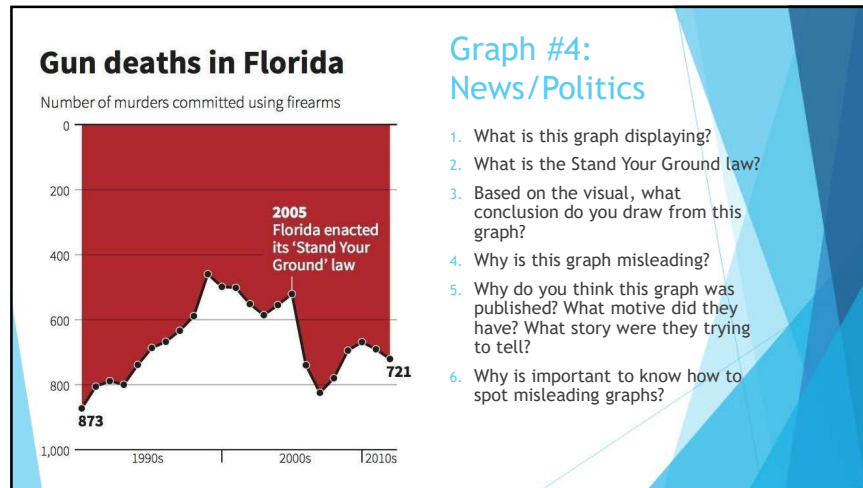
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## Graph #3: Advertisements - Possible answers

1. Pretend a company uses this graph in an advertisement. What type of drink do you think this company sells? Why?  
*Juice or soda, because those are highest*
2. By showing this graphic in an ad, what do you think the company's goal was?  
*Make it seem that juice and soda are super popular for students, more than milk and tea*
3. Do you think this graphic is misleading? Why or why not?  
*Yes, because there are no numbers on the y-axis so we don't know the scale*
4. What would be a better way to display this data?  
*Have a scale on the y-axis so we know, explain where this data came from*



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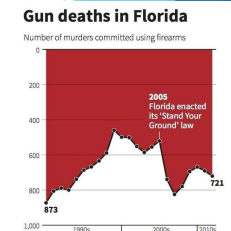


#### Graph #4: News/Politics

1. What is this graph displaying?
2. What is the Stand Your Ground law?
3. Based on the visual, what conclusion do you draw from this graph?
4. Why is this graph misleading?
5. Why do you think this graph was published? What motive did they have? What story were they trying to tell?
6. Why is important to know how to spot misleading graphs?

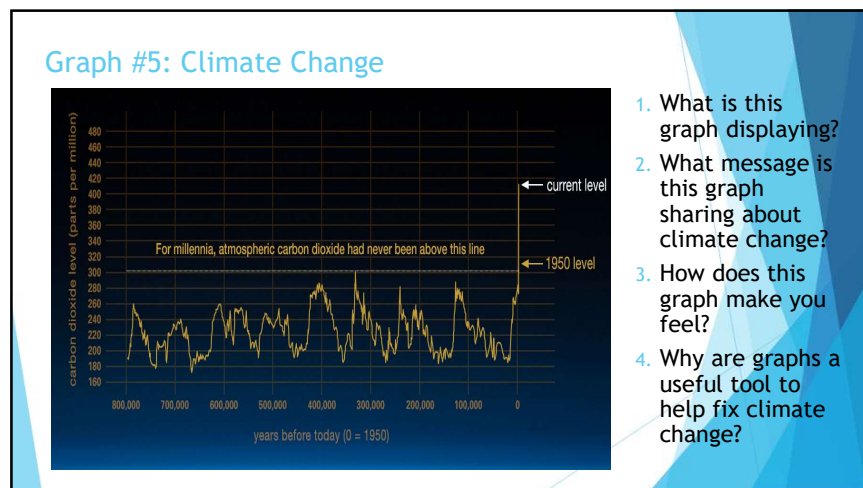
#### Graph #4: News/Politics - Possible answers

1. What is this graph displaying?  
*Gun deaths in Florida from 1990s-2010s*
2. What is the Stand Your Ground law?  
*People may use deadly force when they reasonably believe it to be necessary to defend themselves*
3. Based on the visual, what conclusion do you draw from this graph?  
*That gun deaths went down drastically in 2005 when the Stand Your Ground law was enacted.*
4. Why is this graph misleading?  
*The y-axis scale is upside down!! Deaths actually went UP!*
5. Why do you think this graph was published? What motive did they have? What story were they trying to tell?  
*Possibly pushing a political agenda, trying to keep guns legal, trying to justify the Stand Your Ground law, etc.*
6. Why is important to know how to spot misleading graphs?  
*So you can stay an informed citizen and voter*



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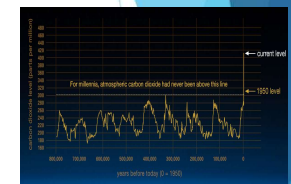
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1. What is this graph displaying?
2. What message is this graph sharing about climate change?
3. How does this graph make you feel?
4. Why are graphs a useful tool to help fix climate change?

#### Graph #5: Climate Change - Possible answers

1. What is this graph displaying?  
*Carbon dioxide levels in the atmosphere for the last 800,000 years*
2. What message is this graph sharing about climate change?  
*CO2 levels are dangerously high and continuing to increase - we need to do something to backtrack*
3. How does this graph make you feel?  
*Scared, sad, motivated to help*
4. Why are graphs a useful tool to help fix climate change?  
*Very clear graphic to share a message and inspire action*



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