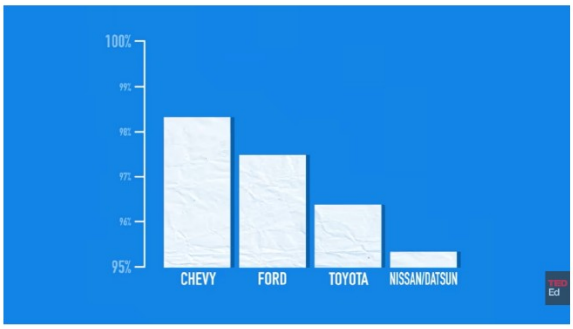
2. Match the preceding cases a, b, c and d with the most effective misleading strategy or strategies.

Strategies: *Relevant data left out – Distortion of the y-axis – Selection of specific data points (cherry picking) – Inconsistent scale – Overall context and full significance omitted – Time range carefully chosen (cherry picking)*

a. The brand Chevy wants to claim in an ad they make the most reliable trucks in America: 98% of all Chevy trucks sold in the last 10 years are still on the road. The data for the other brands are: 97.5% for Ford, 96.5% for Toyota and 95.5% for Nissan/Datsun. How can they impress customers figures?

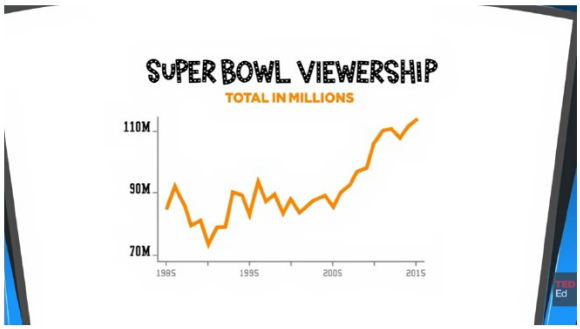


Strategy :

b. Fox News aims at highlighting a dramatic increase in American unemployment from 2008 to 2010.

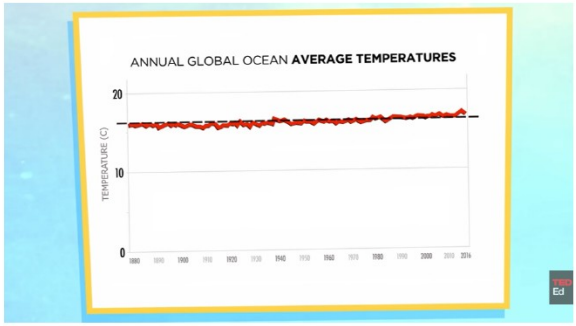
Strategy:

c. To sell more expensive ads, you are required to make it look like the Super Bowl's popularity is exploding by presenting data related to its viewership.



Strategy :

d. A global warming sceptic organization wants you to present the evolution of annual global ocean average temperatures from 1880 to 2016.



Strategy:

3. How would you question the following assertions? What is hidden behind the data?

a. Industry trials of drugs are much more likely to show positive results than government-funded studies of the same drugs. .....

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b. The number of phones sold by a company has dramatically increased. .....

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