

# Myth Busting

YouGov

-

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# Stereotype images

A “stereotype” is a generalization about a person or group of persons. We develop stereotypes when we are unable or unwilling to obtain all of the information we would need to make fair judgments about people or situations.

Brief.

Expose these stereotypes as analouge myths they are.



# Why?

Stereotyped about:

Race

Where I live

Religious Beliefs

Sexual Orientation

Football Teams supported

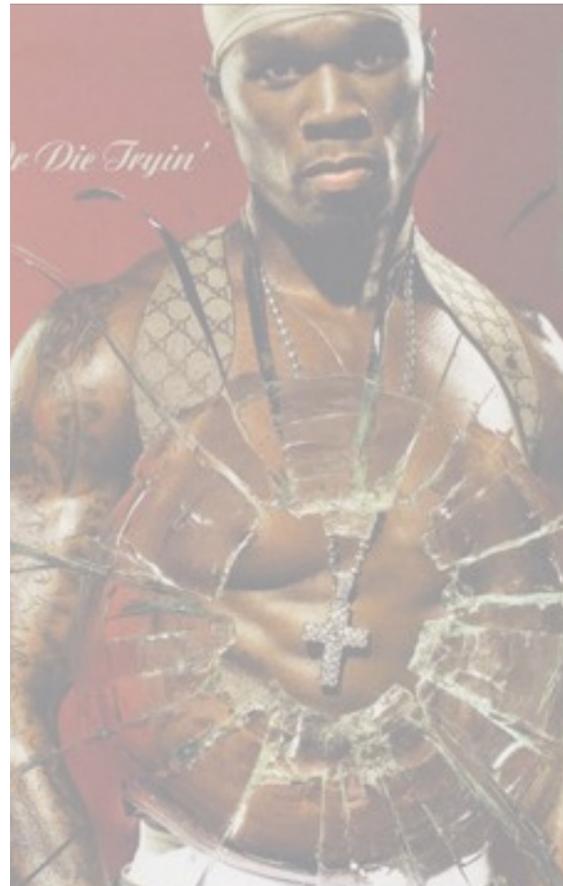
Social Class / Status



BE MINDFUL ABOUT STEREOTYPES!

ONLY ONE OF THEM IS A CONVICTED FELON.

# Music



# Music



# Research and findings

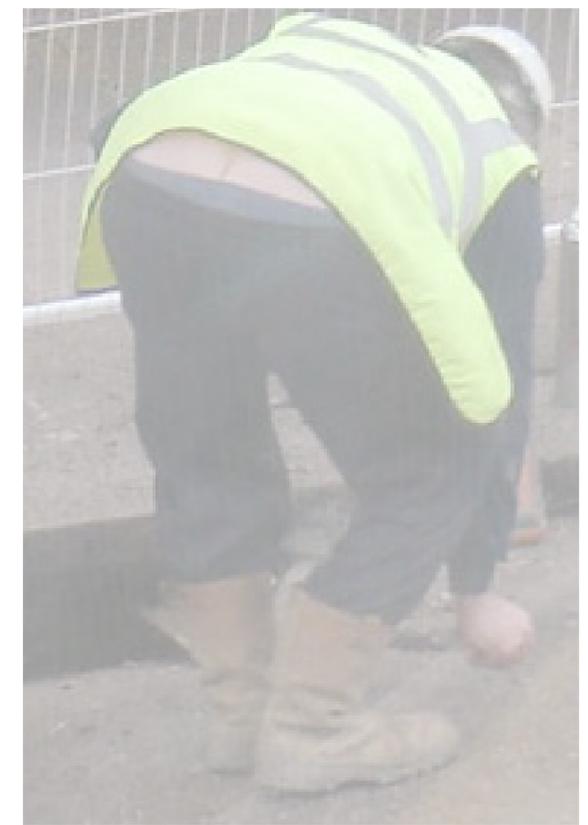
The Sun - Pro Boobs, Lower taxation,  
Anti-foreign, Football lovers.

The Daily Mail - Anti-EU, Lower  
taxation, Anti Foreign, Royalists.

Daily Telegraph - Pro Conservative,  
White middle class.

The Mirror - Pro Labour, Pro Boobs,  
Football lovers.

The Financial Times - White middle  
class, Wealthy men.



# YouGov Datasets

Education  
Qualifications  
Marriages  
Businesses  
Housing  
Employment  
Race  
Multiculturalism  
Population



# Further Research

**"The National Lottery is a poor mans game"**

**"Only Chavs go to the Chippy"**

**"Daily Mail readers cant afford rent let alone a mortgage"**

**"FT readers are pretentious snobs"**

**"Credit Card is so lower class"**

**"All The Sun readers are Homophobic"**

# Numbers

# don't lie

Is multiculturalism important  
(readers that answered yes):

Daily Mail: 82%

Daily Mirror: 80%

Financial Times: 84%

The Guardian: 83%

The Sun: 85%

Never donated to charity:

Daily Mail: 19%

Daily Mirror: 16%

Financial Times: 22%

The Sun: 37%

The Guardian: 15%

Telegraph: 13%

Visited the local Fish & Chip shop  
in the last month:

Daily Mail: 30%

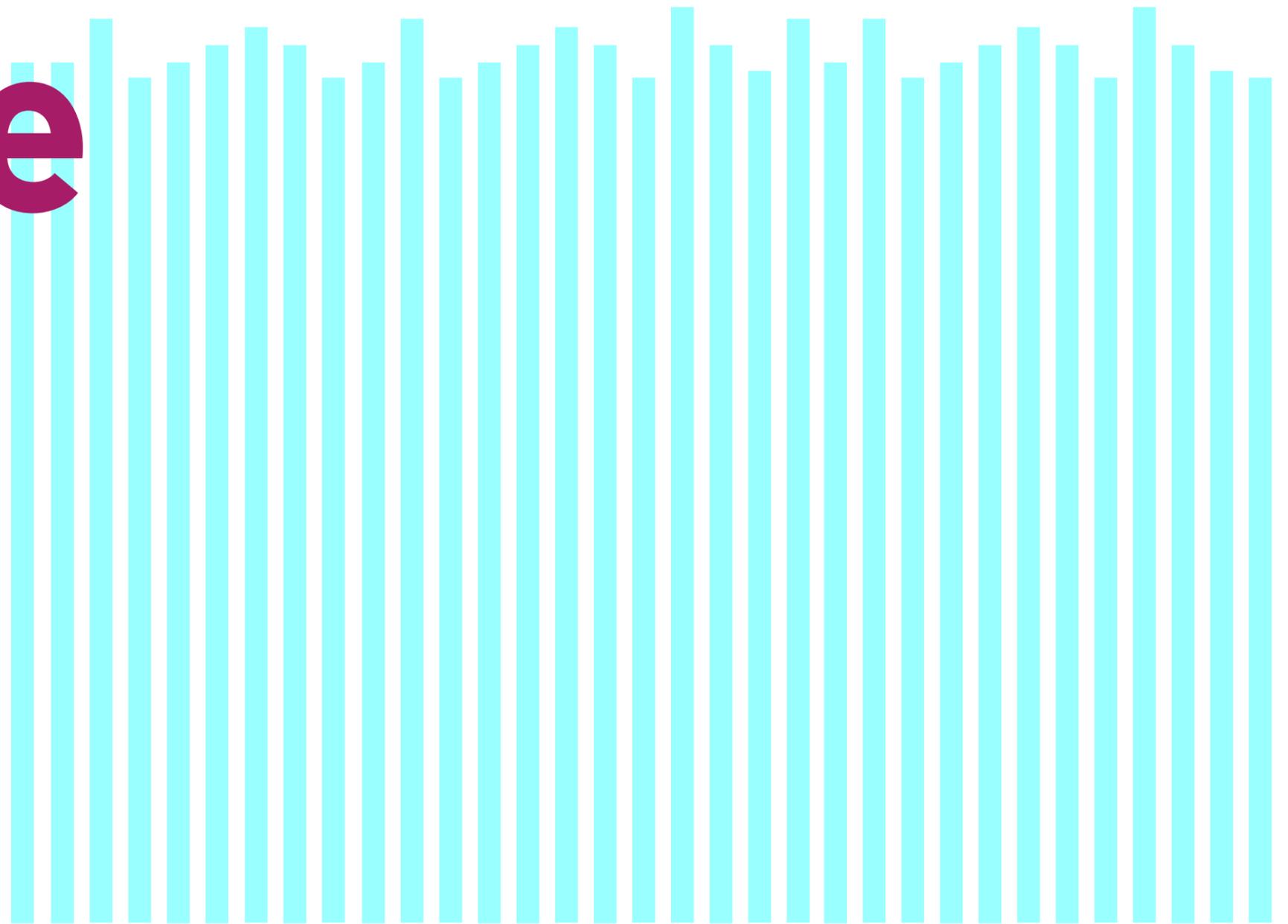
Daily Mirror: 39%

Daily Telegraph: 30%

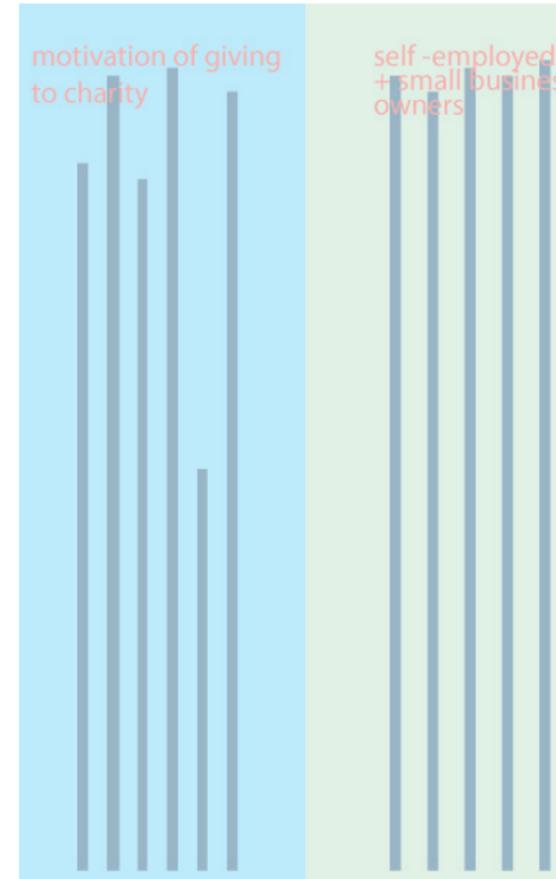
Financial Times: 25%

The Guardian: 36%

The Sun: 31%



# Poster designs



Creation of poster designs where the data solely speaks for itself.

# Poster Content

Multiculturalism - Percentage of readers that agreed on multiculturalism being an important in issue.

Charity - Percentage of readers that have never donated to a Charity.

Food - Percentage of readers that have visited the local Fish and Chip shop in the last month.

Employed status - Percentage of readers that are self employed.

Current customers - Percentage of readers that currently do the National Lottery.

Housing tenure - Percentage of readers that currently own a home with a mortgage.

Languages - Percentage of readers that can speak more than one language.

Issues - Percentage of readers that think that Gay marriage is an important issue.

Debt source - Percentage of readers that currently own a credit card.

# Typefaces

**Aa Bb Cc Dd  
Ee Ff Gg Hh  
Ii Jj Kk Ll  
Mm Nn Oo  
Pp Qq Rr Ss  
Tt Uu Vv Ww  
Xx Yy Zz**

Interstate Mono

Aa Bb Cc Dd  
Ee Ff Gg Hh  
Ii Jj Kk Ll  
Mm Nn Oo  
Pp Qq Rr Ss  
Tt Uu Vv Ww  
Xx Yy Zz

Miller



# Where will they be used?

