Myth Busting

YouGov

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Nathaniel Smith
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 analogues they are.
Why?

Stereotyped about:
- Race
- Where I live
- Religious Beliefs
- Sexual Orientation
- Football Teams supported
- Social Class / Status
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%
Myth busted

The Sun is read by builders & chavs, The Daily Mail is read by chavs with enough money to step up from The Sun. The Financial Times is read by rich snobs in Central London and The Daily Telegraph is read by middle class, conservative white men.

A collection of data comparing online newspaper readership.

Newspaper stereotypes are a fallacious attempt at generalising the public's views, opinions and lifestyles. Whilst some stereotypes may have a glimmer of truth to them a lot of the time it is solely down to a minority group. Now the myths have been busted. This data visualisation shows that although we have different views and opinions we are closer than we think.

*Refer to the mini cards for additional information.
Poster Content

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

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Where will they be used?