

Perception manipulation and subjective reception of data

Thursday 24 April 2025 11:30 (30 minutes)

The aim of this paper is to provide insight into how the recipients' opinions may be manipulated in data visualization scenarios. To obtain trustworthy and representative results, the study involved an experiment, in which participants solved tasks with charts that were purposefully modified to alter their perception of the data. The results indicate that this type of unethical action can be effective, occasionally causing over 40% of the recipients to be wrong or confused. Despite the limitations such as a low number of participants, the observations made during this study can be interpreted as a warning that misinformation is a real threat. More research should be carried out to provide the tools and information necessary to raise public awareness even further.

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Session Classification: Session C (Poster)