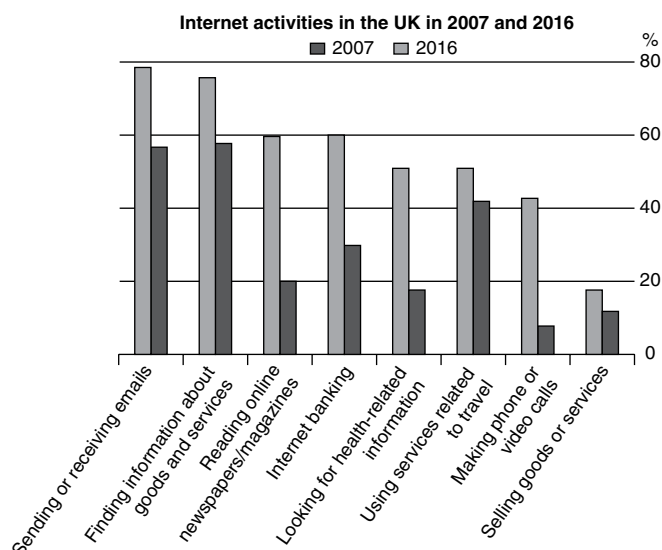


## DESCRIBING VISUALS

pp80–81

**EXAMPLE QUESTION** The chart below gives information about activities performed on the Internet in the UK in 2007 and 2016.

Summarise the information by selecting and reporting the main features, and make comparisons between the years where relevant.



Use a formal style: passives rather than I/you. Avoid contractions.

Include a sentence outlining the general trend.

Describe changes using *doubled*, *halved*, *increased*, ...

Use adverbs like *slightly*, *considerably*, *markedly* ...

## MODEL TEXT

The bar chart shows information about the types of activities that the Internet **was used** for in the UK in 2007 and 2016.

**An increase in Internet usage** can be seen in all activities over the nine-year period. An analysis of data regarding how the Internet was used shows that sending and receiving emails **was the most popular activity**. **Almost 80%** of the population went online for this purpose in 2016, **compared to** less than 60% in 2007.

One of the most notable increases was in reading newspapers and magazines online. The number of people using the Internet to read about current events **trebled** during these years, rising from 20% in 2007 to 60% in 2016. In addition, there has been a dramatic rise in online banking, with the figures doubling from 30% in 2007 to 60% in 2016.

**Considerably** more people used the Internet to communicate via telephone or video calls, with 43% in 2016 compared to just 8% in 2007. However, there was only a slight increase in the number of people using the Internet to sell goods or services, with only a 6% increase over the nine-year period.

To sum up, the data shows that Internet usage increased considerably between 2007 and 2016. Internet usage in **the former** year was mainly focussed on emailing and finding information, but by 2016 there was a marked increase in other activities such as reading news and making calls online. Overall, the majority of people use the Internet for communication purposes, as well as for convenience for things such as Internet banking and keeping up to date with current affairs.

Summarise the most important points rather than describe all the data.

Include a range of ways to describe data: *75%*, *three quarters*, ...

Make comparisons using *whereas*, *in contrast*, ...

Use the *former/latter* to avoid repetition.

## Useful vocabulary

**Nouns:** diagram • flow chart • line graph • pie chart • data • questionnaire • survey • respondent • response

**Statistics:** 5/10% per cent • a third/half/three-quarters of ... • one in three/five • the majority/minority of ...

**Trends:** fall/decrease • fluctuate • reach a high/peak/low • remain the same/change little/stabilise • rise/increase

**Comparisons:** slightly less than/considerably more than/markedly different from ... • almost the same as/broadly similar to ...

## Suggested paragraph plan

Paragraph 1: Introduction – the information represented in the visual(s).

Paragraphs 2–4: Outline the most important features of the visual(s).

Paragraph 5: Summary.