QUIZ

Ensuring that data visualizations are visually accessible, leveled for the intended audience, and scaffolded with context (in other words, accessible to everyone) is an example of...

colorblind accessibility.

universal design.

👏 You got it! Universally-designed data visualizations are visually accessible, leveled for the intended audience, and scaffolded with context.

modern data theory.

information redundancy.

Information redundancy means (1) _____ and is important because (2) _____.

(1) making multiple graphs that show the same information

(2) you never know what audience members will respond to, so giving them more options is helpful.

(1) having the same information shown with multiple different visual cues in a chart

(2) it helps organize and prioritize information on a chart.

👏 Correct! Information redundancy encodes the same information in multiple different visual cues. It's important not only for organization and prioritization, but for readability and accessibility as well.

(1) having all conclusions from a graph available in written context as well

(2) alt text is a necessary component of web design.

Leaning on established color associations when designing data visualizations is...

harmful: choosing colors with established cultural associations reinforces the status quo in a negative way.

helpful: cultural associations help visualizations to just *make sense* and reduce the amount of work the audience has to do to understand what's going on.

sometimes good, and sometimes bad. Color associations can pull on both helpful prior knowledge and harmful stereotypes.

👏 You got it!

Which of the following is **NOT** a requirement for data visualizations to be truthful, legible, and accessible?

appropriate scaling

appropriate axes

appropriate color palettes

labels and titles

appropriate complexity

👏 You got it – data visualizations can be complex *or* simple and still be truthful, legible and accessible.

Which of the following is **NOT** a component of vision-based accessibility for data viz?

colorblind-friendly palettes

alt text on data visualizations

readable and web-accessible fonts

avoiding red and green

That's right, this isn't one of them! We can still use red and green (or any pair of colors), as long as the light/dark values are different enough that they look different in grayscale or a colorblind vision...
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True or False: Data viz authors can and should make annotations on graphs.

False

True

Totally! The data viz author can and should make annotations to provide context – they are often the person in the best position to explain specific aspects of a chart to someone who's not as familiar with it....
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In which group can ALL chart types be used to visualize the distribution of hair length in a classroom?

Histogram, box plot, density curve

Nice! These charts all visualize the distribution of our one variable, hair length. We'll be able to see how many people have short hair, long hair, medium hair, and no hair!

Bar chart, histogram, range plot

Pie chart, box plot, line chart

Scatterplot, univariate map, violin plot.

When considering the audience of a data visualization, it's most important to keep in mind...

what they'll find most visually appealing.

how well-educated the audience is.

how best to make sure they see your expertise on the subject matter.

the audience's reading level and familiarity with the subject matter.

👏 Yes! We should always level content for the intended audience by avoiding unnecessarily advanced or jargon-heavy vocabulary. Simpler is almost always better, and providing definitions for unfamiliar words or ...

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When data visualizations are misleading or confusing, it's usually because...

people are trying to spread misinformation.

chart-makers have conscious or unconscious bias, or a lack of knowledge or skill.

👏 That's right! Most misleading or confusing charts aren't intentionally underhanded. They're that way because chart-makers don't recognize their own biases or the gaps in their knowledge.

the chart-maker lacks expertise in the subject.

people don't put in enough effort to make truthful, beautiful visualizations.