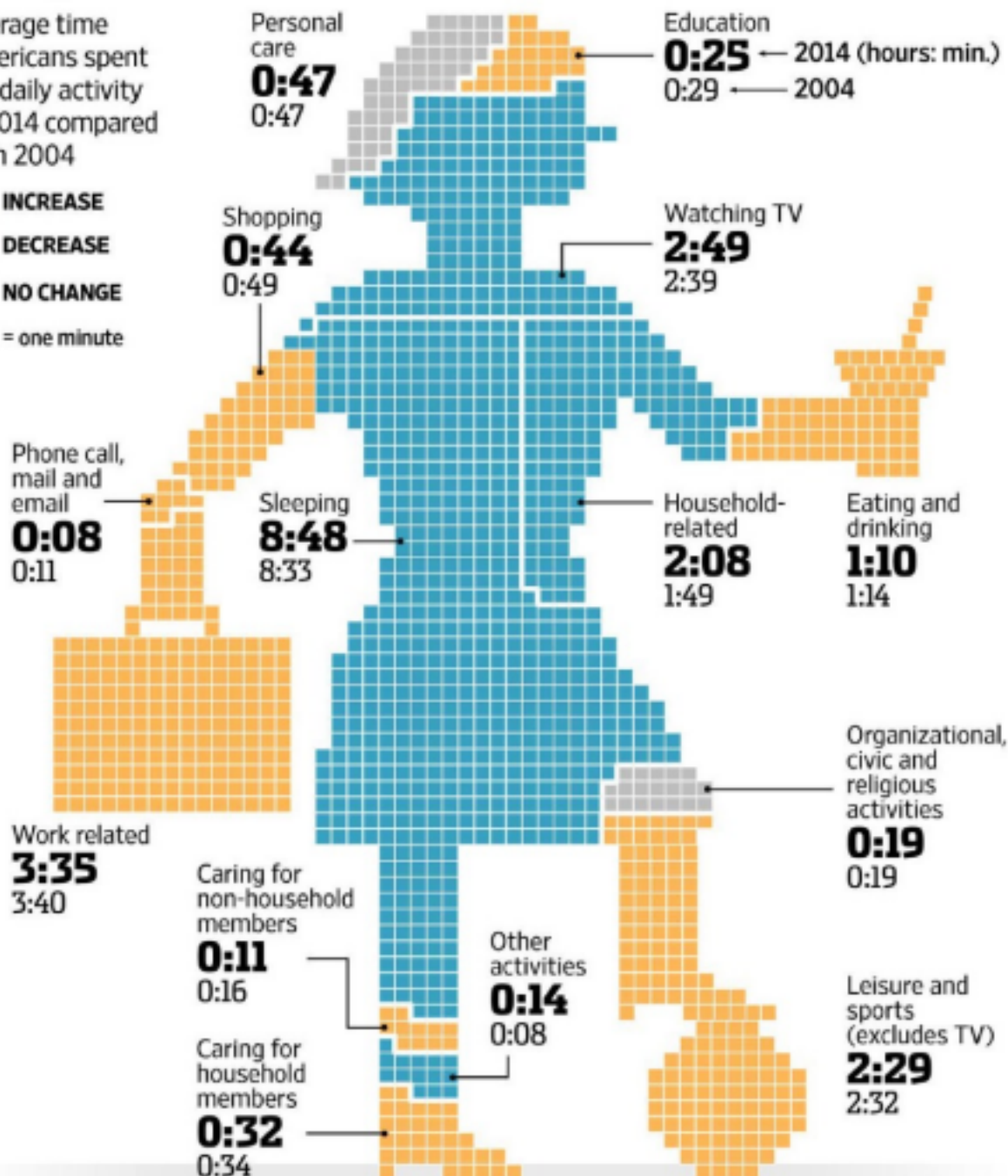
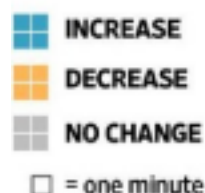


A Day in the Life

Average time
Americans spent
per daily activity
in 2014 compared
with 2004



Note: Time may not total 24 hours due to rounding.
Source: Labor Department

Christopher Kaeser/THE WALL STREET JOURNAL

DATA CRITIQUE: HOMEWORK 1

ANKITA PES1UG19CS068

The given infographic titled "Day in the life" provided by the Labor Department was compiled by Christopher Keaser and published in the Wall Street Journal. It specifies the average amount of time spent by an American doing daily activities. The graph gives the reader insight in terms of minutes spent by representing them as small squares in the waffle graph. A positive change is represented by the color blue while a negative change is represented by the color orange.

The infographic is trustworthy as it is compiled from a reliable source. The graph takes little processing for the audience to comprehend as it isn't wordy and complicated. The title and general outlook convey the necessary information to the audience without creating confusion or taking away from the graph being displayed. The number of minutes per activity is redrawn to form a working American woman multitasking with the various activities done throughout the day. This lets us understand that the infographic delves into human behavior. The graph is thus not exceedingly hard to decipher.

The infographic at first glance is not very elegant due to its color palette and typography but does not look jarring. The change in the average human over the past decade is represented with the colors blue and orange which aren't used traditionally to represent a change in values. It would be preferred to use red to represent a negative influence and green to represent a positive influence which might make user comprehension faster. The color palette is also stagnant. It does not communicate the extent of the difference from 2004 to 2014. Using a color palette with increasing intensity in the hue of the color will indicate a larger change if brighter and lesser if lighter. Therefore, while looking at the

infographic the audience will automatically infer dark red to be a sizeable difference in the negative direction and light green to be a meager difference in the positive direction.

The entire body of the humanoid creature in the infographic has no differentiation among various activities, as in the midriff of the body they are all colored blue. Using a distinct outline color like black would help the audience distinguish between sleeping, watching tv, and household activities with more ease. The complexity while drawing the caricature resulted in some of the activities being placed in quite random places like caring for non-household and household members being placed near the foot, and organizational, religious, and civic activities placed near the knee. Rather than differentiation into hours and minutes, it might be preferred to use only minutes to express the disparity over the decade with more vigor.

The typography being used makes the data seem informal. Using a slightly more formal-looking font would be preferred. The usage of bold text to represent the data from 2014 is helpful to easily distinguish the data from 2004. While the graph isn't doing a bad job representing the data, it lacks a certain flow that captures the reader's attention for them to analyze the entire infographic and gain a definitive conclusion from it. It might also benefit to include activities that have become redundant over the decade and activities that have started being performed recently to help the consumer understand the changing trends in time consumption of the average American.

To conclude, the infographic does a fairly good job communicating the differences spent in various activities by the average American throughout the day from 2004 to 2014 to the average consumer. But, it seems to focus more on the graph itself rather than providing more insight into the varied differences through the decade. Thus, from the point of view of an enthusiastic critique, it might lack depth. Therefore,

the infographic does a decent job of representation but has clear points for further improvement.