## DATA CRITIQUE: HOMEWORK 2

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The given infographic titled "Movies Critics Loved, But Audiences Really Didn't" was published on informationisbeautiful.net by compiling the data provided on RottenTomatoes.com. It compares the ratings given by movie critics and audiences for varied genres of movies from 2007 to 2017.

At first glance, one may be intrigued by the catchy colors but might soon come to dislike the lack of detail and clarity of the information in the graph drawn. The layout seems messy and there is a lack of flow in the graph that piques the interest of the audience to grasp what the creators are trying to put across.

The use of a bubble chart to convey data can be unfavorable in most cases as it is difficult to grasp the meaning of the data provided. The connotation behind the varying sizes of circles can be found after much confusion in the top right corner in the form of concentric circles and a subheading 'Budget'. Even after discovering that the larger radius describes a movie with a larger budget and vice versa, there isn't a sizeable scale for comparison between the movies' budgets. While 'The Last Jedi' is

mentioned to be the biggest budget with the largest disparity in the score but no further clarity is provided as to how much the budget is or how much the budget varies with respect to the other budgets. It is also the only movie that hasn't been filled in a block color representing its genre.

The budget for 'The last Jedi' when googled is larger than 300 million US dollars while the 'Ghostbusters' is 144 million dollars. There isn't a huge difference in the size portrayed in the graph even if the budget of the first is three times larger than the latter further justifying the elusive nature of the infographic.

Furthermore, the colors that are used to depict the different genres of the movies are quite random and add unnecessary clutter to the graph. The creators have focused more on providing a contrast to the black color in the background rather than detecting colors that work for each genre. Thrillers and horror could've been merged to form one category characterized by a fitting color such as red rather than a dull gray and funky purple. The genres Comedy and Action/Adventure have been depicted by yellow and orange respectively which have similar color schemes resulting in a lack of differentiation between the two.

Assessing what color works best for each genre while they are at variance with each other might help the audience figure out what genres of movies have the most altercation amongst the user and critic ratings.

Another factor that leads to the lack of comprehension in this infographic is the fact that the difference between the user and the audience ratings on

the x-axis starts from 16% and continues until 40%. This distortion of the axis causes the data to be misinterpreted. It would've benefitted the infographic to normalize the information received and fit the given values on a 0-100 scale instead. Normalization can get rid of the anomalies in the data, increasing the cohesion and quality of the data that can be comprehended.

The typography being used doesn't add any character to the infographic. The subtle change in the hue of white in the title makes one assume that what critics loved is more important rather than what the audience dislikes. But the focus of the graph lies in what the audience abhors and would hence benefit the infographic to highlight the latter instead.
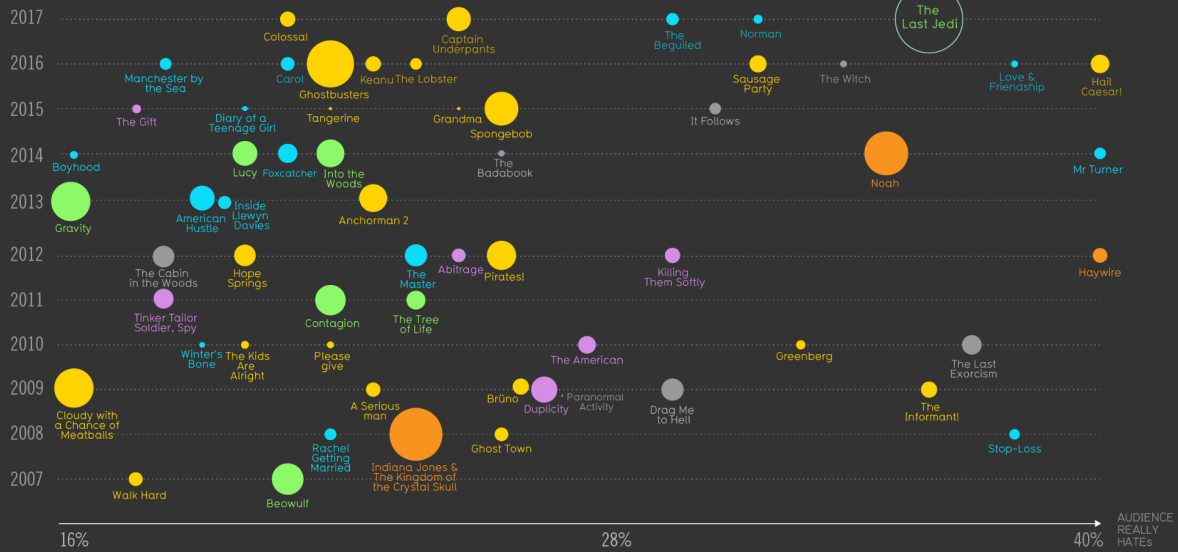
The sheer lack of takeaways is due to a large number of mistakes made during the visualization of the infographic. Movie buffs and critics alike might wonder what the graph is trying to convey. The reality is that data in the infographic has to be explained, and this includes putting them in the proper context so that the audience has a better understanding of how to interpret the data.

In conclusion, we can see that, in giving so much importance to the creation of a narrative, the creators have skewed the data given to make the infographic seem more interesting. The graph only incites confusion and has fallen flat in its attempt to deliver comprehensibility and coherence to the audience. The errors in the infographic force a narrative instead of letting the audience comprehend the data to their own ability.

# Movies Critics Loved, But Audiences Really Didn't

## % gap between audience & critics 'rotten tomatoes' score

biggest budget movie with the most dramatic split between critics & audience opinion

BUDGET

| Year | Movies |
|------|--------|
| 2017 | Colossal · Captain Underpants · The Beguiled · Norman · The Last Jedi |
| 2016 | Manchester by the Sea · Carol · Ghostbusters · Keanu · The Lobster · Sausage Party · The Witch · Love & Friendship · Hail Caesar! |
| 2015 | The Gift · Diary of a Teenage Girl · Tangerine · Grandma · Spongebob · It Follows |
| 2014 | Boyhood · Lucy · Foxcatcher · Into the Woods · The Badabook · Noah · Mr Turner |
| 2013 | Gravity · American Hustle · Inside Llewyn Davies · Anchorman 2 |
| 2012 | The Cabin in the Woods · Hope Springs · The Master · Abitrage · Pirates! · Killing Them Softly · Haywire |
| 2011 | Tinker Tailor Soldier, Spy · Contagion · The Tree of Life |
| 2010 | Winter's Bone · The Kids Are Alright · Please give · The American · Greenberg · The Last Exorcism |
| 2009 | Cloudy with a Chance of Meatballs · A Serious man · Brüno · Duplicity · Paranormal Activity · Drag Me to Hell · The Informant! |
| 2008 | Rachel Getting Married · Indiana Jones & The Kingdom of the Crystal Skull · Ghost Town · Stop-Loss |
| 2007 | Walk Hard · Beowulf |

16%          28%          40%

AUDIENCE REALLY HATEs

Comedy    Sci-fi / Fantasy    Action / Adventure    Drama    Thriller    Horror

source: RottenTomatoes.com    data: bit.ly/IIB_MovieLove    informationisbeautiful.net