
Viz of the Week

Team 6

Carl Xi, Yaping Zhang, Mayur Kumar, Allegra Noto

Bad Chart we found :(



HELLO, MY NAME IS JESSE AND THIS IS MY WEBSITE

// ABOUT ME

I'm Jesse Bockstedt and I am an associate professor of [information systems and operations management \(ISOM\)](#) in the [Golzueta Business School](#) at [Emory University](#). My research focuses on economic issues related to Internet businesses and users, and I teach several classes on information technology and operations. I live in Atlanta with my beautiful wife [Katie](#), our two amazing kids, and our three-legged dog [Gator](#).

Download my full CV: [📄](#)

// WORK EXPERIENCE

Emory University Atlanta, GA 2016-Present	Associate Professor ISOM Area, Golzueta Business School Tenured research faculty. Currently teaching data visualization in the MSBA program and undergraduate course on process and systems management.
University of Arizona Tucson, AZ 2015-2016	Associate Professor & Eller Fellow MIS Department Tenured research faculty. Teaching undergraduate and graduate courses on data networking, app development, and economics of information systems. Advise PhD students. Faculty advisor and researcher in the ADSecure cybersecurity fellowship program. Member of the INSITE Center for Business Intelligence and Analytics.
University of Arizona Tucson, AZ 2012-2015	Assistant Professor MIS Department Tenure-track research faculty. Taught undergraduate and graduate courses on data networking. Advised PhD students.
George Mason University Fairfax, VA 2008-2012	Assistant Professor Information Systems & Operations Management Tenure-track research faculty. Taught courses on Systems Analysis & Design, eCommerce, Web Programming, and Social Media. MBA Faculty advisor 2011-2012, undergraduate faculty mentor 2010-2012.
University of Minnesota Minneapolis, MN 2003-2008	Lecturer and Research Assistant Information & Decision Sciences Department Taught courses on web programming and IT infrastructure. Worked as research assistant on multi-year Digital Technology Center project, which focused on modeling IT evolution.
IBM Research Almaden, CA 2007-2008	Research Intern and Research Staff Services Research Group Started as summer PhD research intern in 2007 and then transitioned to part-time research staff member. Worked on research projects related to business model design and industry specific best practices.
University of Minnesota Minneapolis, MN 2002-2003	Teaching Assistant Mechanical Engineering Department Taught lab sections for the undergraduate manufacturing technologies course and the graduate computer programming for engineers course.
Accenture New York, NY 1999-2002	Management Consultant Telecommunications Industry Responsibilities included systems analysis and design, business process re-engineering, and project management.

// EDUCATION

2008 **Ph.D. Carlson School of Management, University of Minnesota**
Dissertation: "Understanding Technology Ecosystems: Tools and Methodologies for Analyzing the Information Technology Landscape"

// CONTACT

[✉ bockstedt@emory.edu](#)
[🌐 LinkedIn](#)
[🔗 \[linkedln.com/in/jessebockstedt/\]\(#\)](#)
[📄 Google Scholar](#)
[scholar.google.com/citations?user=UScdEswAAA&hl=en](#)
[📺 YouTube](#)
[youtube.com/jbockstedt](#)
[👤 Emory University](#)
[Faculty Profile](#)
[📄 SSRN](#)
[papers.ssrn.com/authid=1283240](#)

// RESEARCH INTERESTS

Behavioral Economics	★★★★★
Crowdsourcing	★★★★★
Cybersecurity	★★★★★
Electronic Commerce	★★★★★
IT Evolution	★★★★★
Microeconomics	★★★★★
Online Consumer Behavior	★★★★★
Online Privacy	★★★★★
Personalization Systems	★★★★★
Social Engineering	★★★★★

// FAVORITE SKILLS

Data Networking	100%
Data Visualization	95%
Econometrics & Statistics	90%
Tableau	85%
HTML	80%
Data Mining	75%
Machine Learning	70%
Experiment Design	65%
CSS	60%
STATA	55%
Perl	50%
Android Development	45%

Bad Chart we found :(

Source: Bockstedt.com

What's wrong?

Too many bars

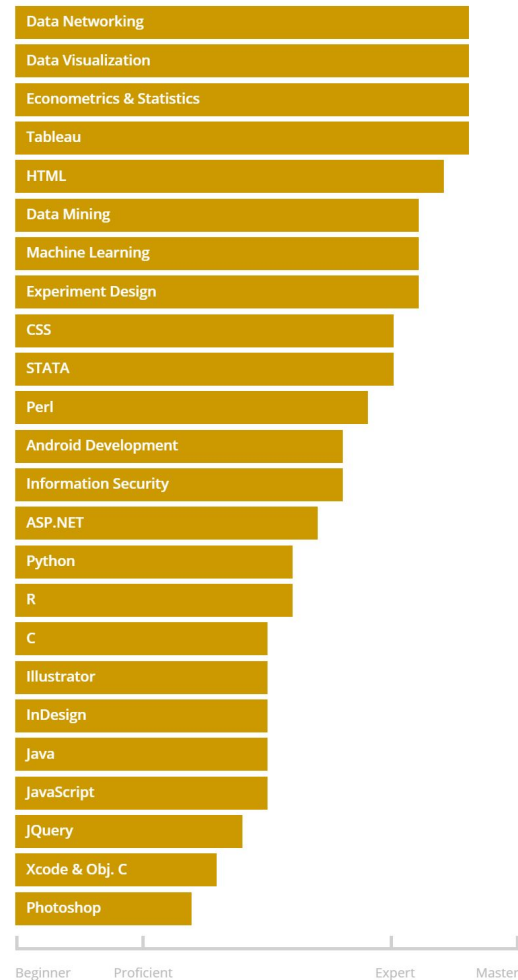
Is it favorite skills or how good he is? Inconsistent labelling

What's right?

Good labelling

That's it

// FAVORITE SKILLS



Don't worry, we fixed it.

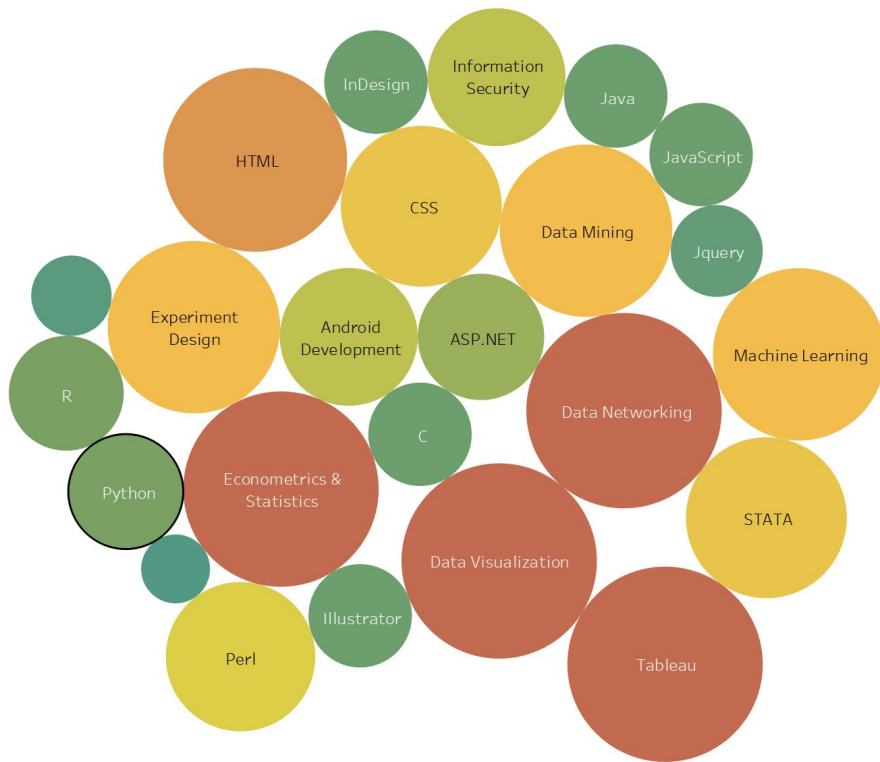
What's right?

You don't even have to read the little ones

Skill is shown through size AND color

More descriptive and consistent labelling

Prof. B's Skill Level in Skills



Viz of the Week

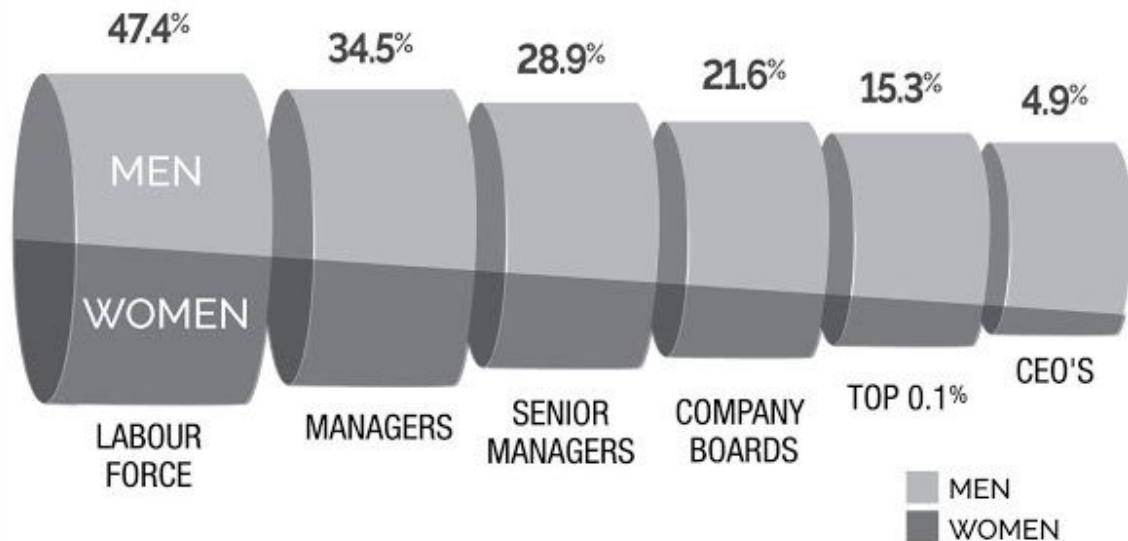
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Source: Canadian Board Diversity Council

Figure 5.4

Share of Women in the Labour Force and in Top Positions



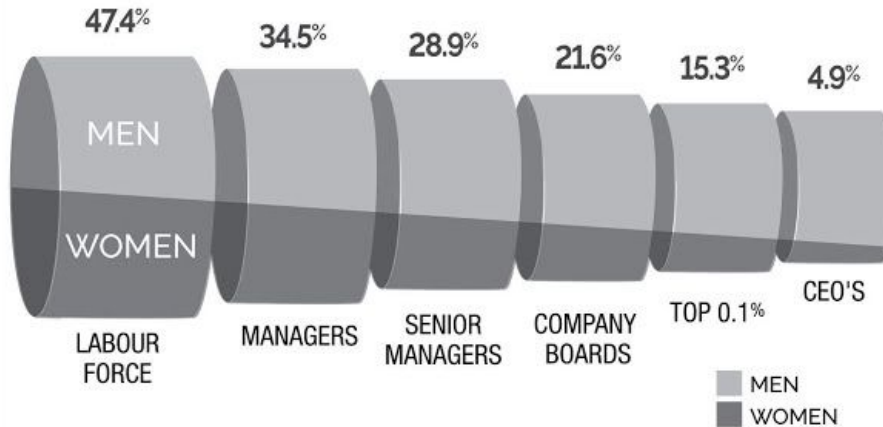
Source: Catalyst; Canadian Board Diversity Council; Labour Force Survey, Longitudinal Administrative Databank, Statistics Canada, Department of Finance Canada calculations.

Note: Data are for 2017 or latest available year.

Intended Message

Figure 5.4

Share of Women in the Labour Force and in Top Positions



Source: Catalyst; Canadian Board Diversity Council; Labour Force Survey, Longitudinal Administrative Databank, Statistics Canada, Department of Finance Canada calculations.

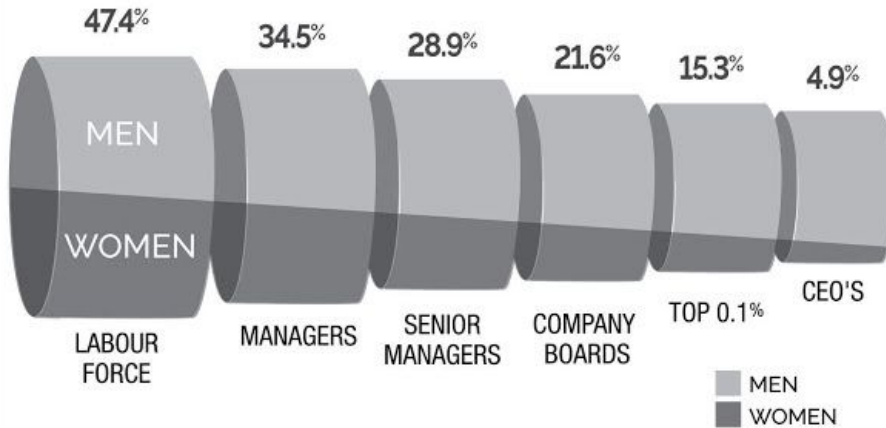
Note: Data are for 2017 or latest available year.

Attempts to show that with increasing seniority comes an increased gender disparity

Well Executed Elements

Figure 5.4

Share of Women in the Labour Force and in Top Positions



Source: Catalyst; Canadian Board Diversity Council; Labour Force Survey, Longitudinal Administrative Databank, Statistics Canada, Department of Finance Canada calculations.

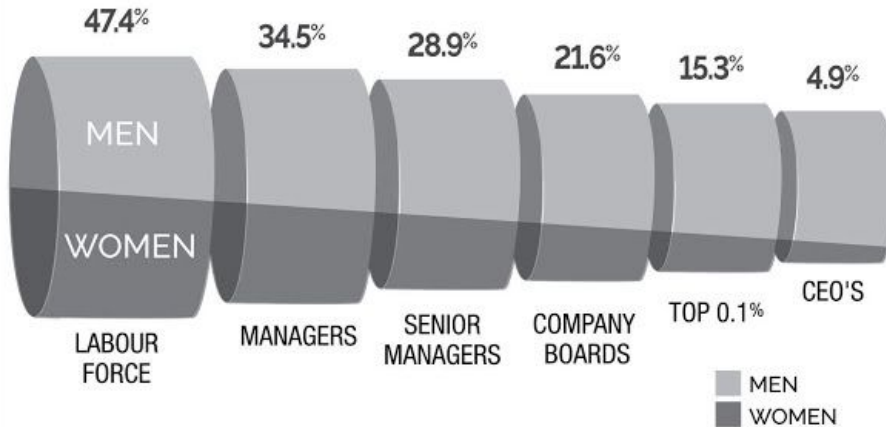
Note: Data are for 2017 or latest available year.

- Categories are well organized
- Clearly labelled
- The message is easily extracted

Areas for Improvement

Figure 5.4

Share of Women in the Labour Force and in Top Positions



Source: Catalyst; Canadian Board Diversity Council; Labour Force Survey, Longitudinal Administrative Databank, Statistics Canada, Department of Finance Canada calculations.

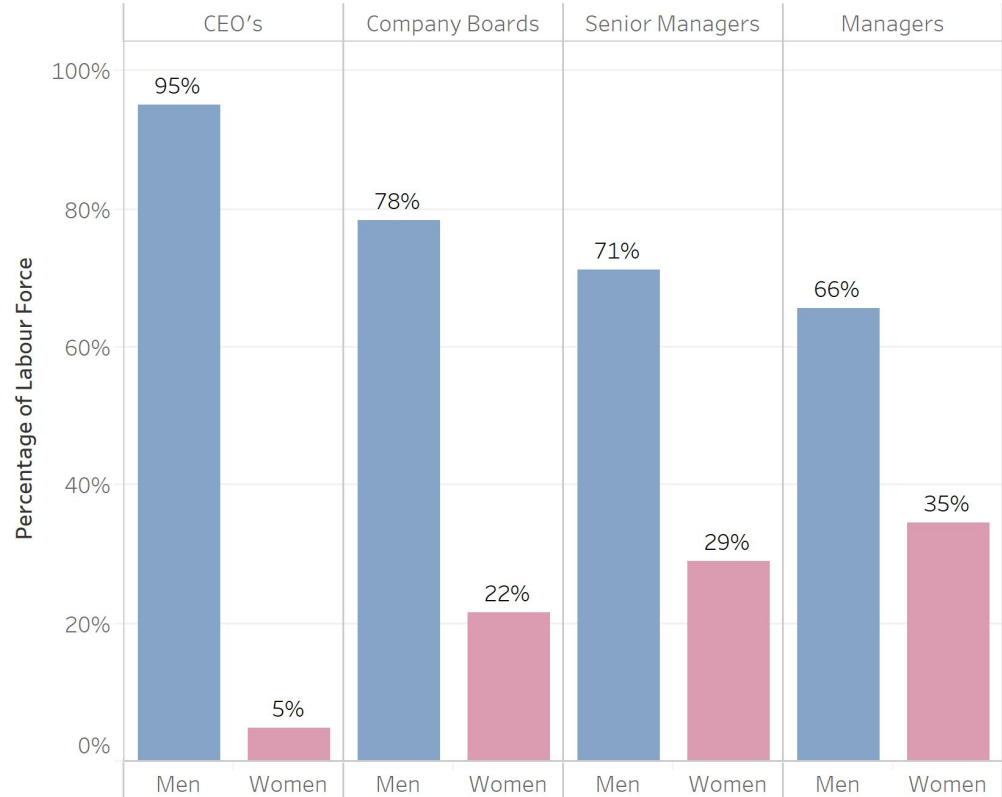
Note: Data are for 2017 or latest available year.

- What does area represent?
- Use more descriptive colors
- Eliminate ink, use a legend or label
- Move percentage labels
- Increase title readability
- Eliminate unclear categories

Improved Design

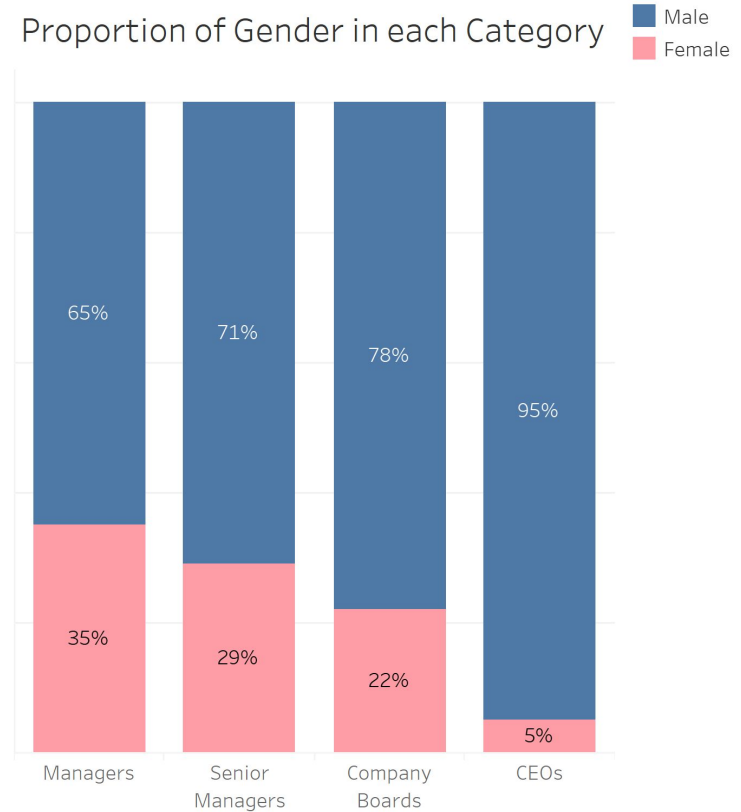
- More meaningful use of color
- Clear labelling
- Elimination of unclear category
- Better use of total labour force category

Women in Top Positions



Alternative Design

- Cumulative Percentage Chart



Any Questions?

