Lecture 20 – Creating an Assessment Tool

Discuss:

In what ways are visualizations and visual objects assessed for research (according to Ware)?

Assessment tools	What to assess
Structured interviews	**Visualization structure**
Surveys	**Accessibility**
Peer critique	**Appropriateness for audience**
Rating (likert) scales	**Viewer interactions**
Reproducibility	**Accuracy in information transfer**
Method of adjustment	**Data representation**
Eye tracking	
Reaction timing	

Discuss:

Which of these methods may be most appropriate for assessing our final projects?

Assessment tools	What to assess
	Visualization structure
Structured interviews	
	Accessibility
Surveys	
Peer critique	Appropriateness for audience
Rating (likert) scales	Accuracy in information transfer
Reproducibility	
Method of adjustment	Data representation

Discuss:

What are the most important aspects of a visualization?

Accuracy in data representation

Accuracy in viewer understanding

Accessibility

Ease of understanding/simplicity

Reproducibility/Well cited

Relevance to viewer (Visually salience)

Relevance to viewer (Information content)

Aesthetics

Discuss:

Do these fall into major categories?

<u>Graphic construction</u>

Accuracy in data representation

Accessibility

Reproducibility/Well cited

Aesthetics

<u>Viewer cognition</u>

Accuracy in viewer understanding

Ease of understanding/ simplicity

Relevance to viewer (Visually salience)

Relevance to viewer (Information content)

Graphic construction

Accuracy in data representation	**Is the author supporting their assertions with data? (LS)**
	Is it obvious that the graphic is an accurate reflection of the entire data set? (LS)
Accessibility	**Pass a color blindness check (scale, yes/no)**
	Are their other supportive elements? (yes/no)
Reproducibility/ Well cited	**Rerunning code (scale, yes/no)**
	Find source data (scale, yes/no) (optional)
Aesthetics	**Guides (Likert 5 scale)**
	Color palettes (Likert 5 scale)
	Whitespace (Likert 5 scale)
	Pleasingness (Likert 5 scale)

Viewer cognition

Accuracy in viewer understanding	What was the main topic of the graphic? (SI)
	The ideas presented are very complex. (LS)
Ease of understanding/ simplicity	I easily understood the content of the graphic. (LS)
	Given its complexity, I found the graphic easy to understand. (LS)
Relevance to viewer (Visually salience)	I found the graphic visually pleasing. (LS)
Relevance to viewer (Information content)	I found the content interesting. (LS)
	This graphic follows an OCAR structure. (LS 0-4)