

Break-out Discussion!

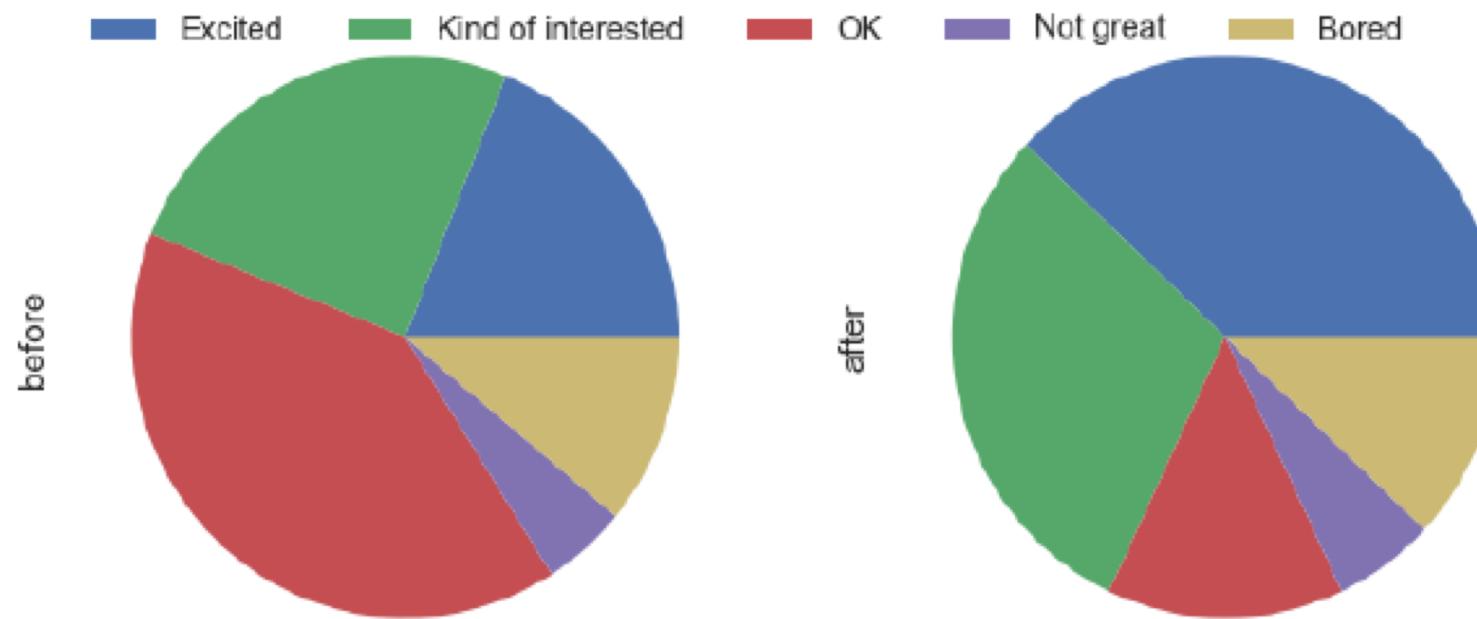
How do you feel about doing science?

Table

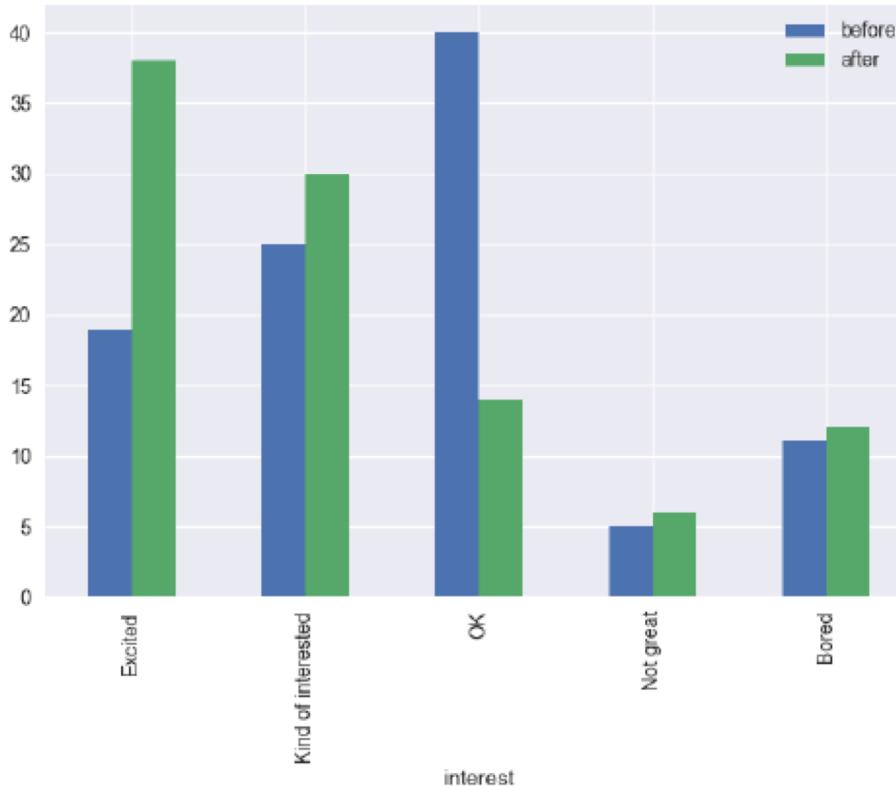
Interest	Before	After
Excited	19	38
Kind of interested	25	30
OK	40	14
Not great	5	6
Bored	11	12

Data courtesy of Cole Nussbaumer

Displays: exercise feedback



Displays: exercise feedback

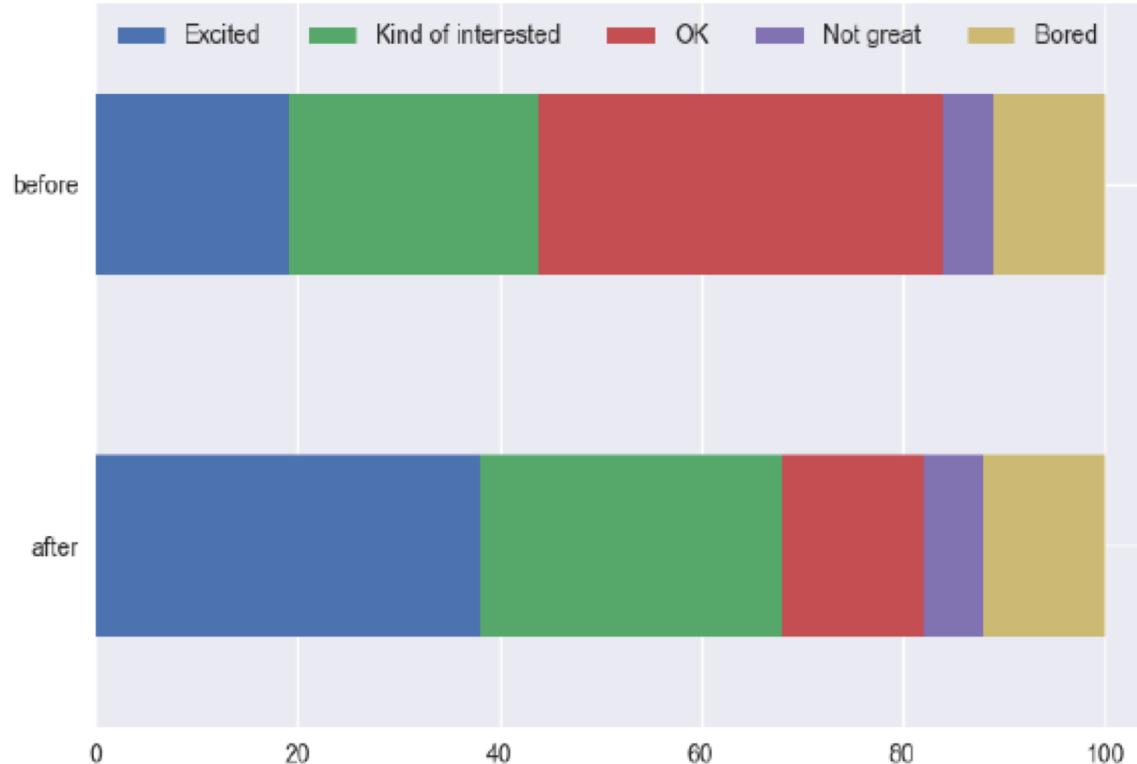


Displays: exercise feedback

Stacked bar, not very useful



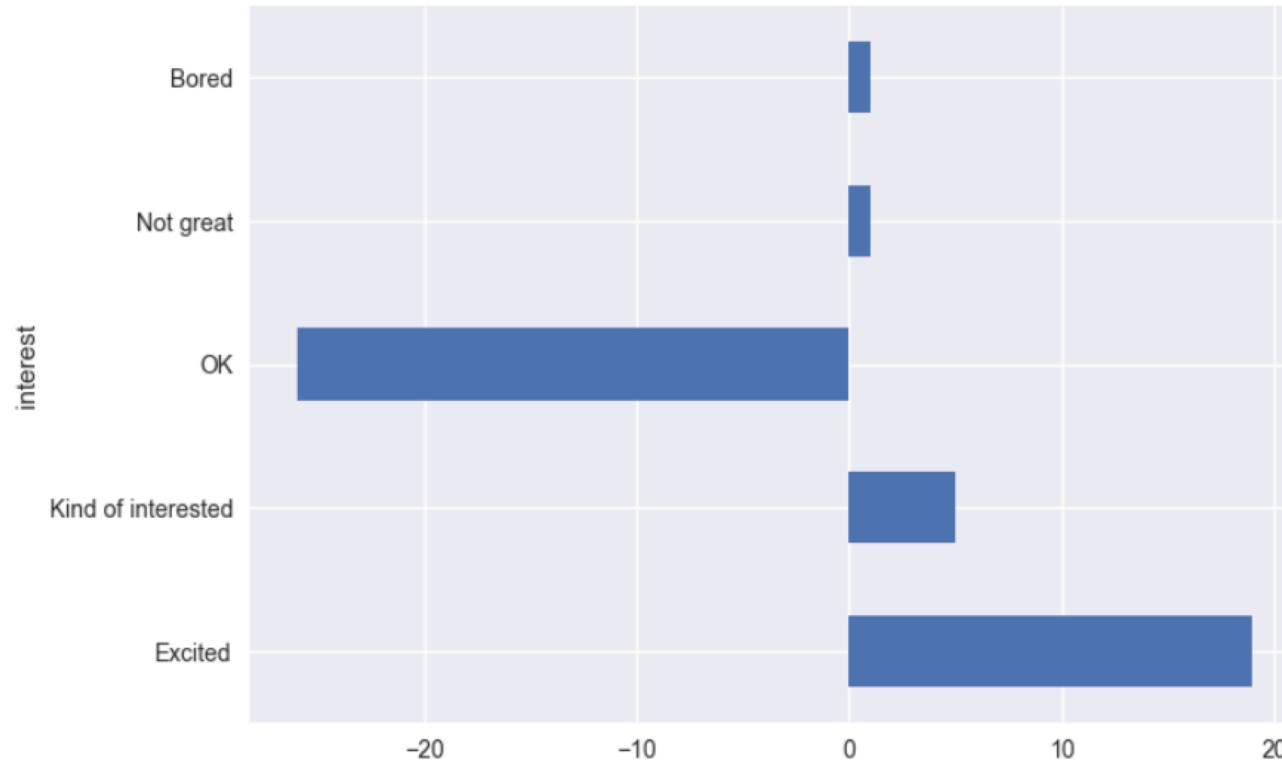
Displays: exercise feedback



Data Transposed Bar Chart

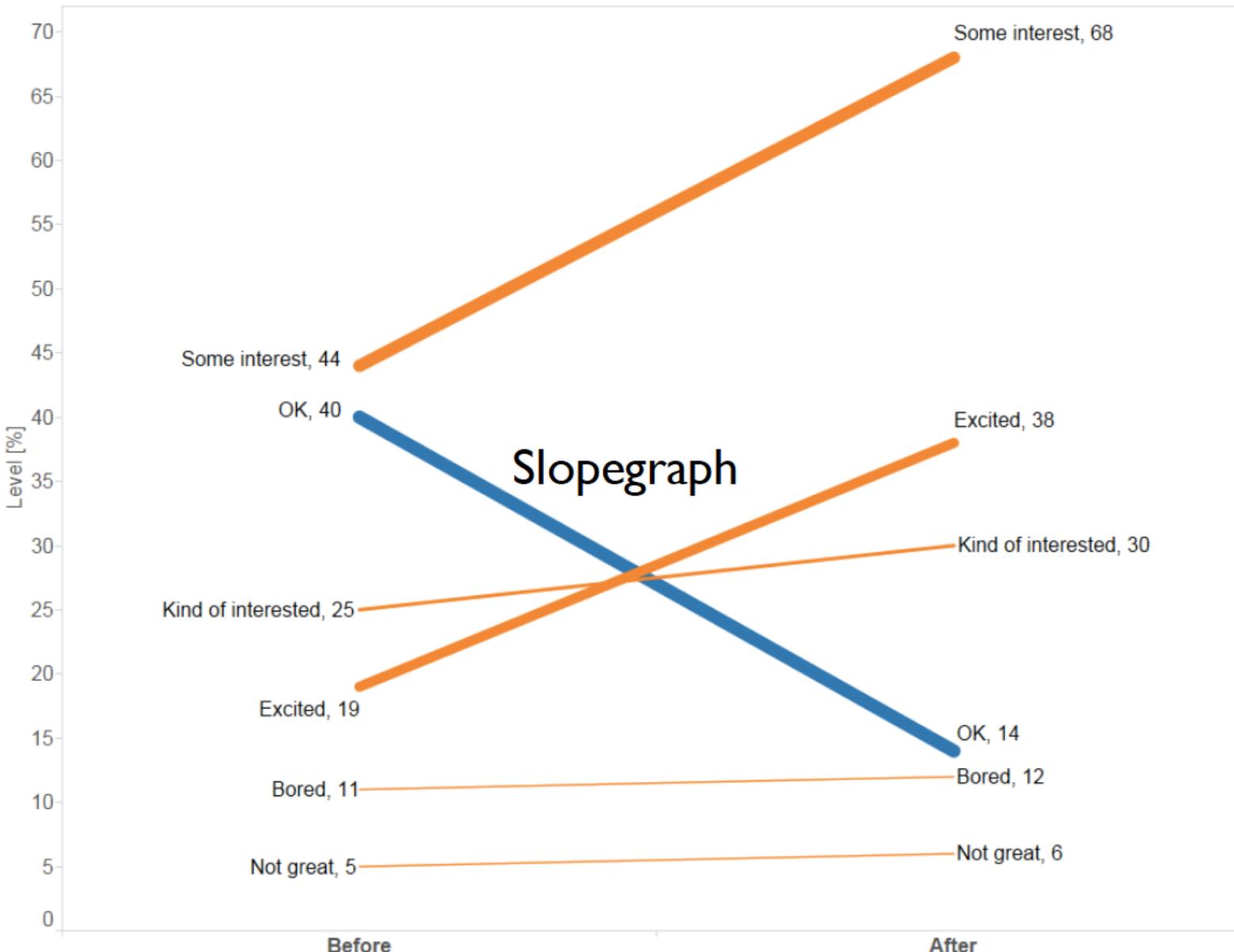
Displays: exercise feedback

Difference Bar Chart



Displays: exercise feedback

How do you feel about doing science?



After the pilot program,

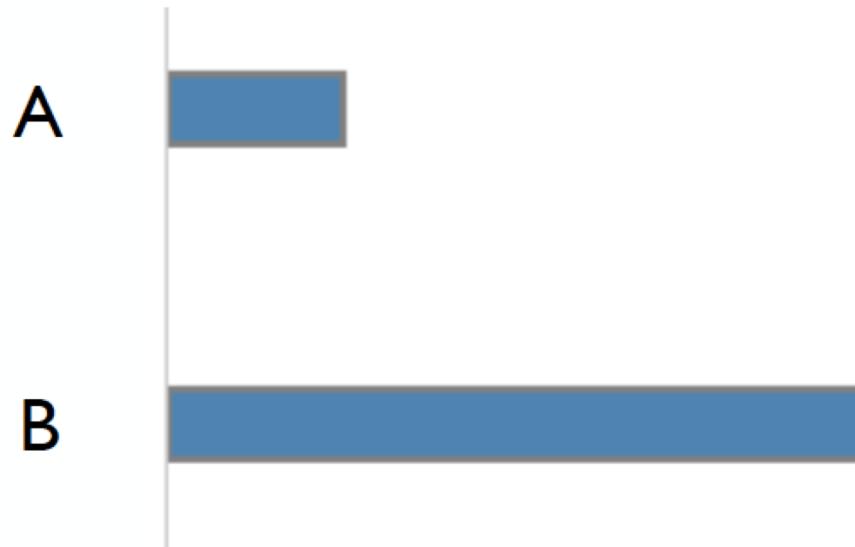
68%

of kids expressed interest towards science,
compared to 44% going into the program.

Time for a game



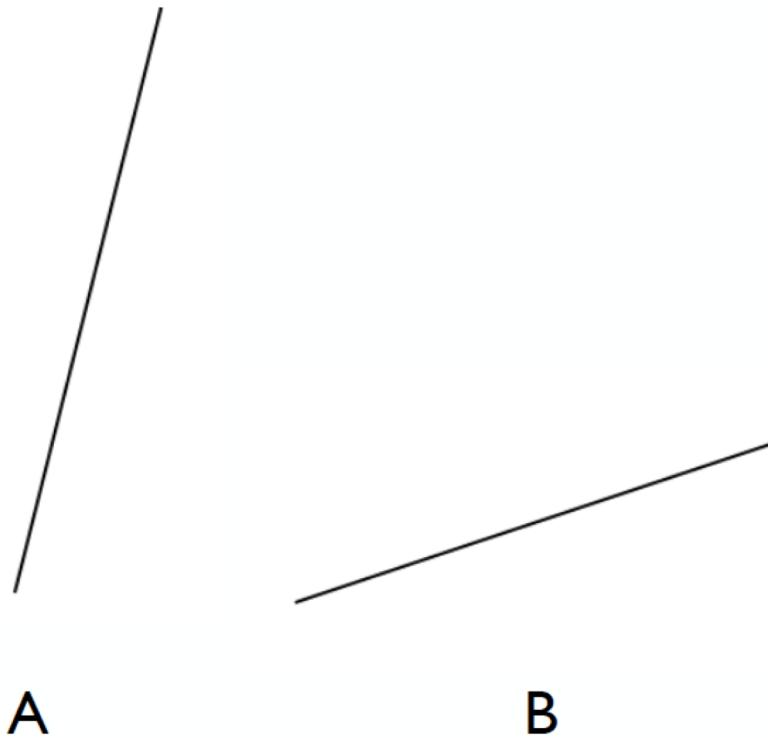
How much longer?



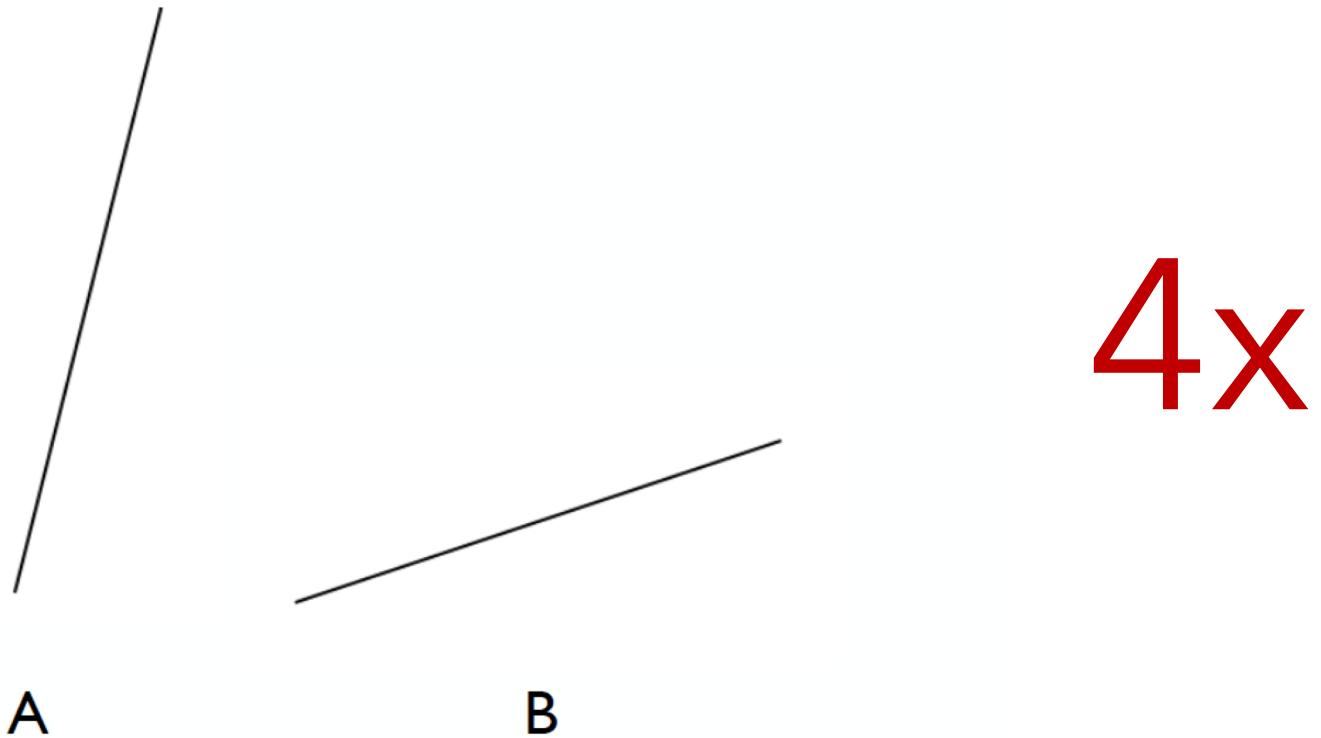
How much longer?



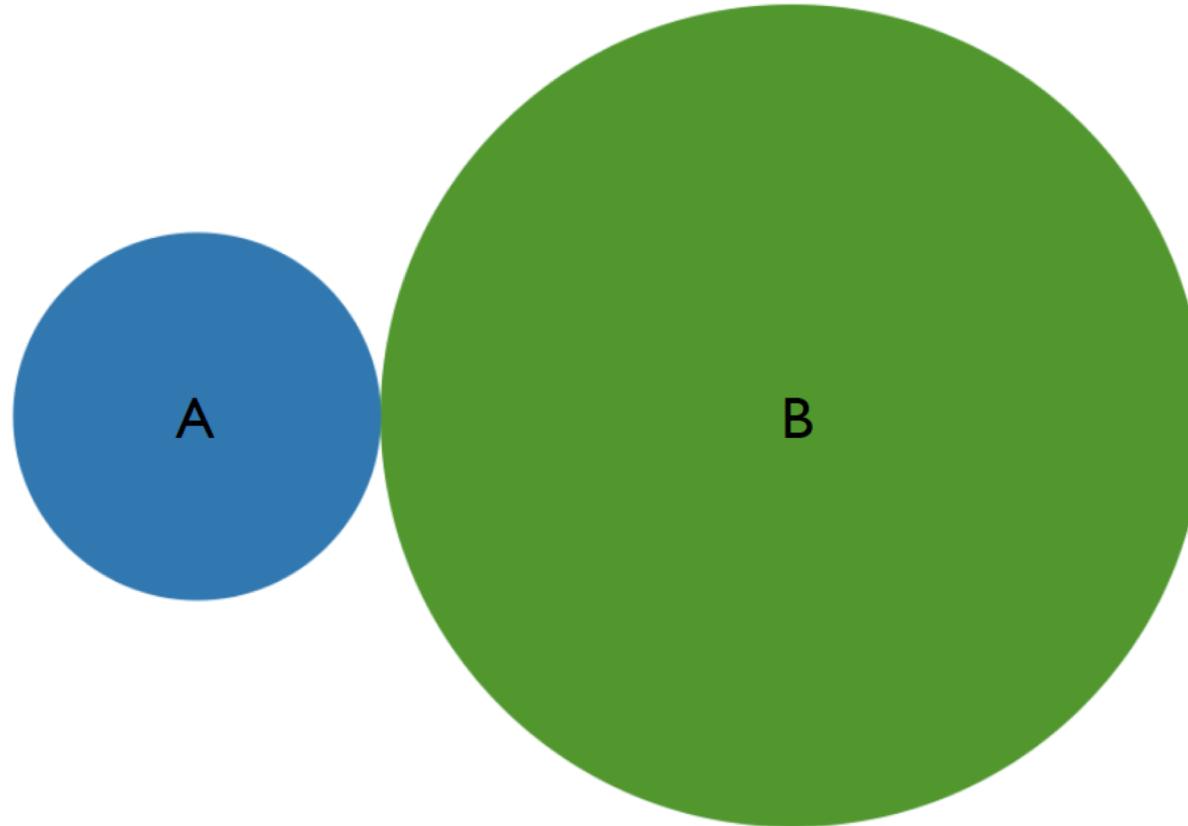
How much steeper slope?



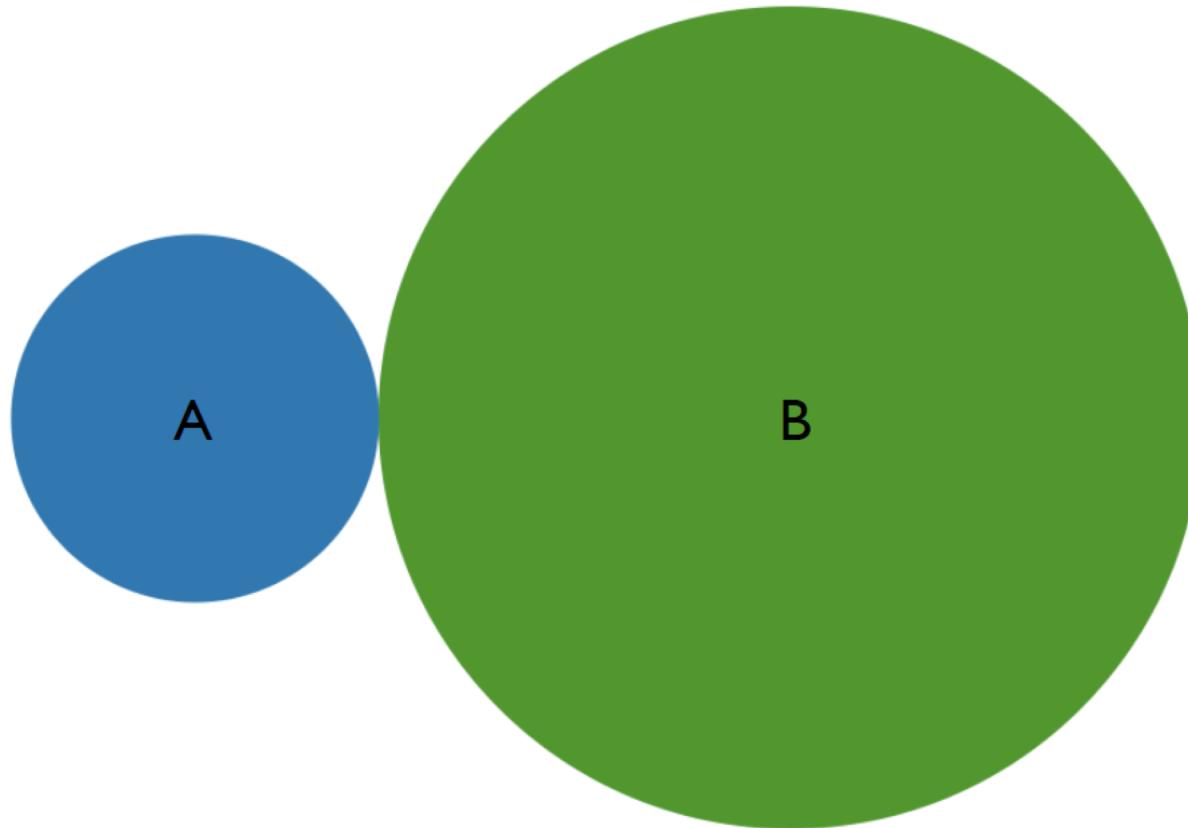
How much steeper slope?



How much larger area?



How much larger area?



4.5x

How much darker?



A



B

How much darker?



A



B

2x

How much bigger value?



A



B



How much bigger value?



A

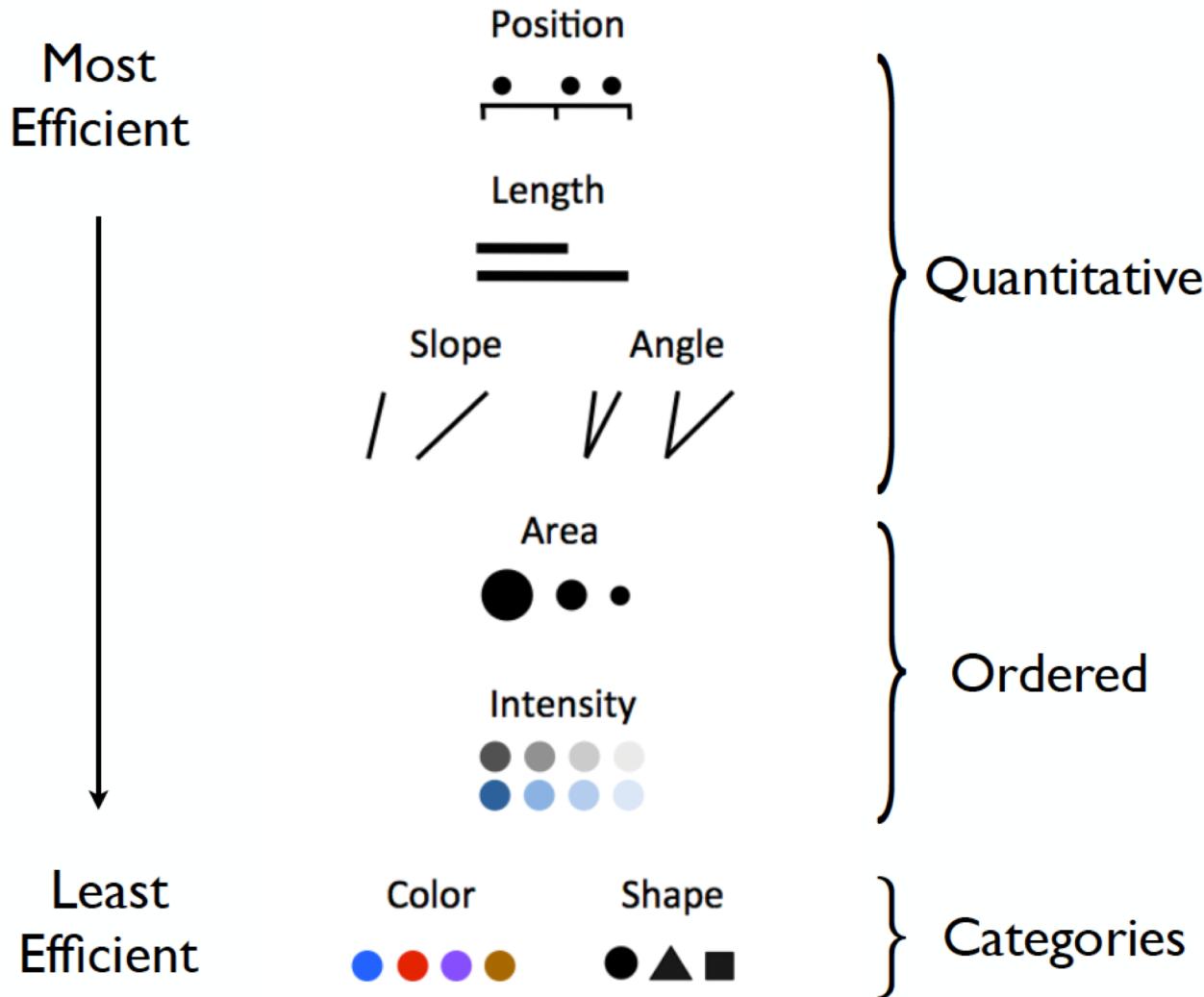


B

4x



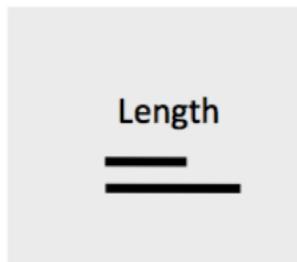
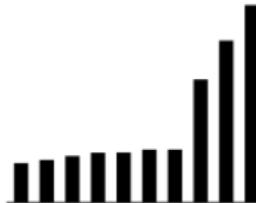
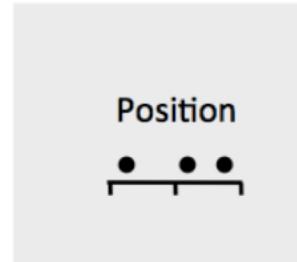
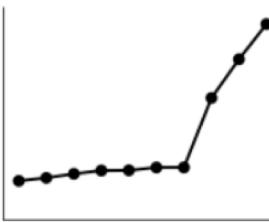
Displays: perceptual effectiveness



C. Mulbrandon
VisualizingEconomics.com

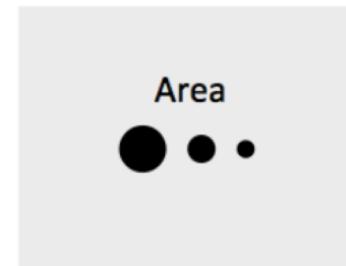


Most Effective



VisualizingEconomics.com

Less Effective



Pie vs. Bar Charts

65% of the market is controlled by companies B and C

