Plan:

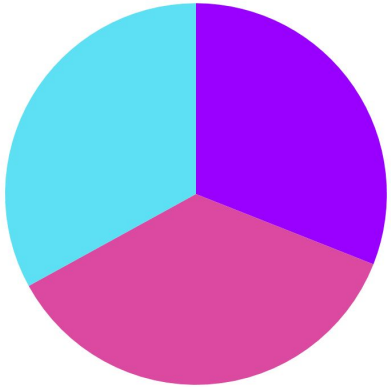
1. Identify best practices for visualization
2. Explain how to improve a visualization
3. Describe the data:ink ratio

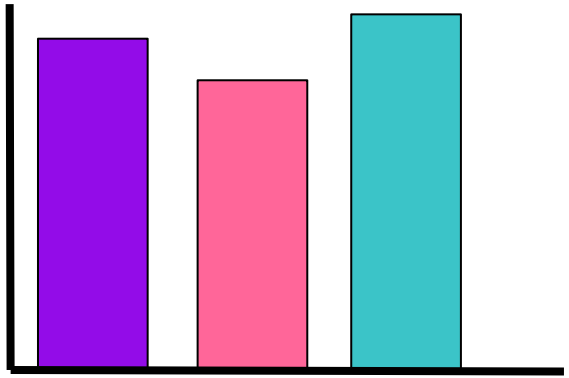
Dataviz: Best Practices

Shannon E. Ellis, Ph.D
UC San Diego

Department of Cognitive Science
sellis@ucsd.edu

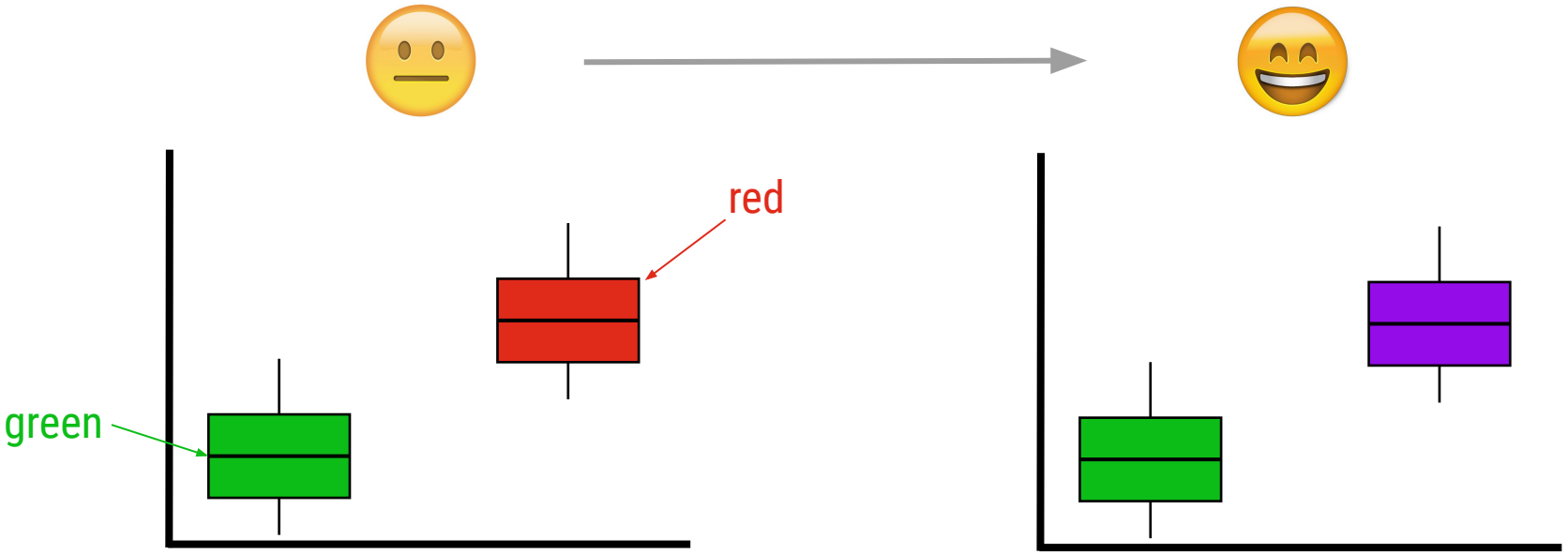
Choose the right type of visualization





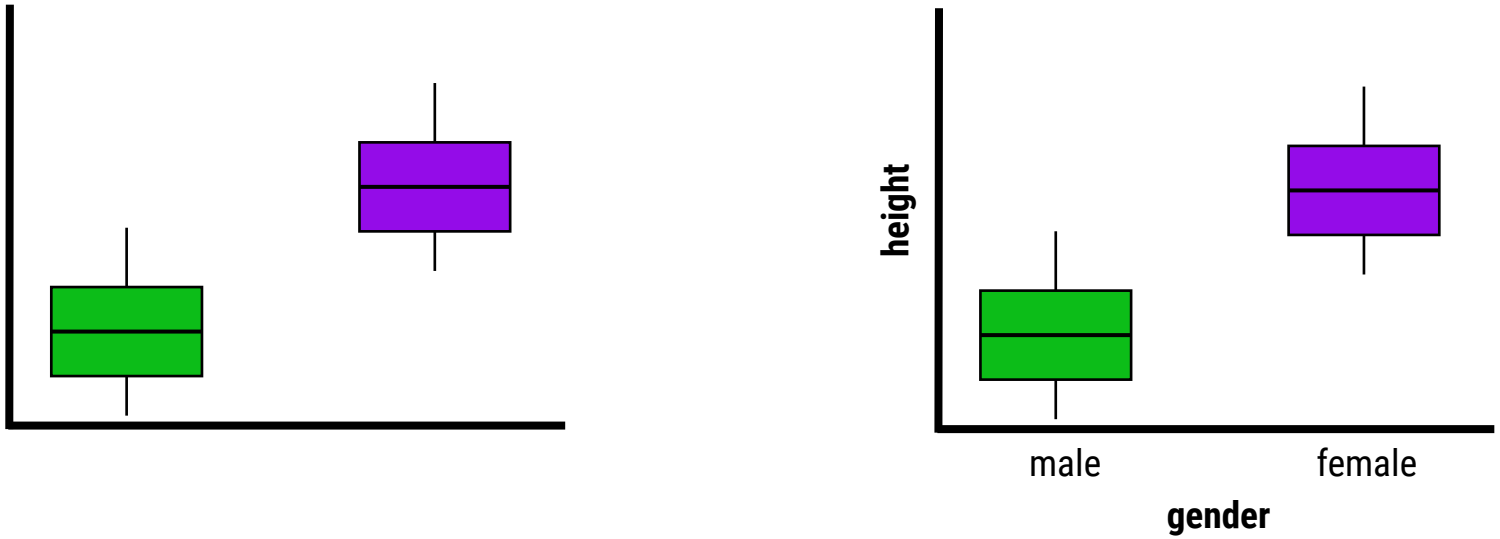
When looking at values, bar charts make it much easier to see the difference between groups!

Be mindful when choosing colors

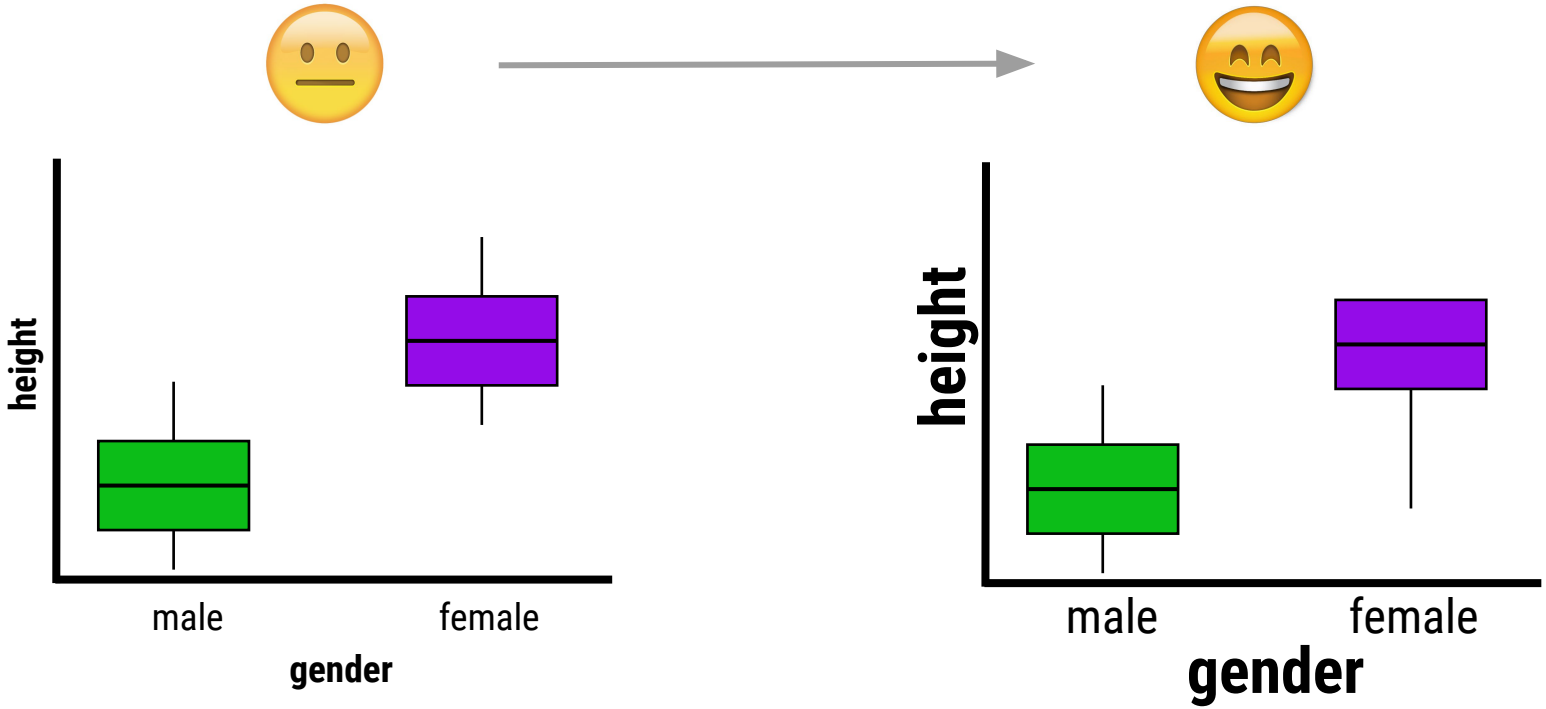


Many color-blind individuals cannot see the difference between red and green.

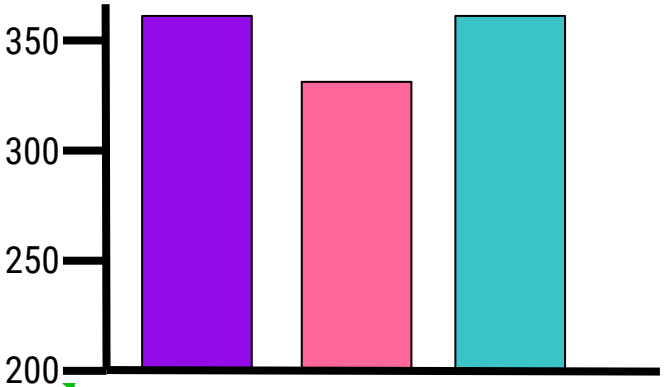
Label your axes!

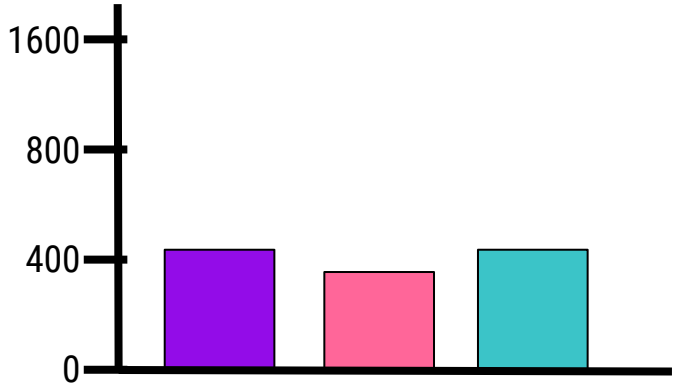


Make sure the text size is big enough!



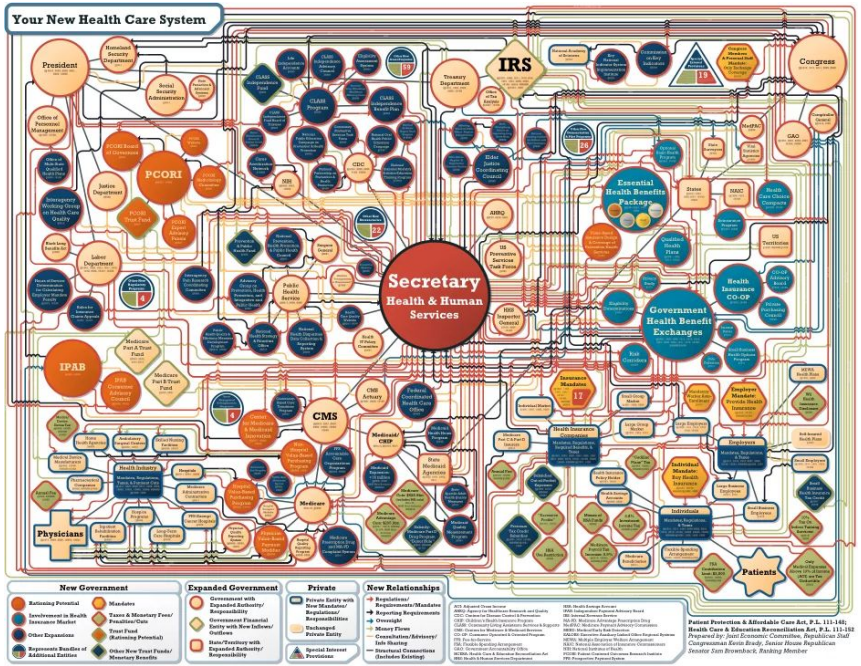
Use y-axes that start at 0 for barplots





The y-axis starts at 200.
This is misleading & makes differences look larger than they actually are

Keep it Simple



"...detailed organization chart displays a bewildering array of new government agencies, regulations and mandates"

https://www.jec.senate.gov/public/index.cfm/republicans/committeenews?ID=bb302d88-3d0d-4424-8e33-3c5d2578c2b0

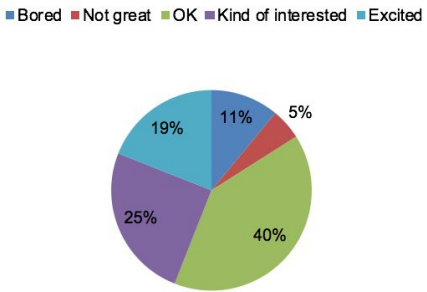
Everything on the page should serve a purpose. If it doesn't, remove it or edit it (declutter!).

AIM TO IMPROVE YOUR:

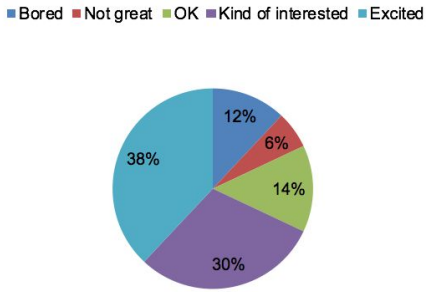
data:ink ratio

Survey Results

PRE: How do you feel about doing science?



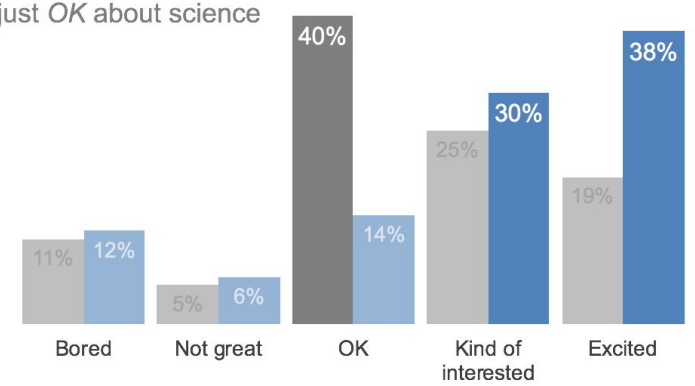
POST: How do you feel about doing science?



Pilot program was a success

How do you feel about science?

BEFORE program, the majority of children felt just *OK* about science

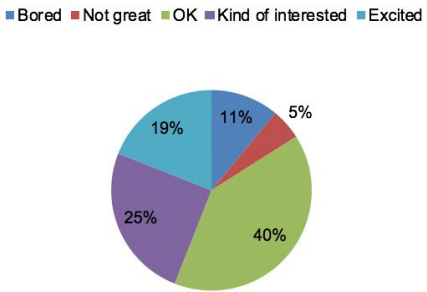


AFTER program, more children were *Kind of interested* & *Excited* about science.

Based on survey of 100 students conducted before and after pilot program (100% response rate on both surveys).

Survey Results

PRE: How do you feel about doing science?



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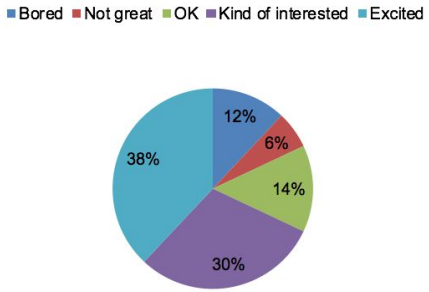


Pilot program was a success

After the pilot program,

68%

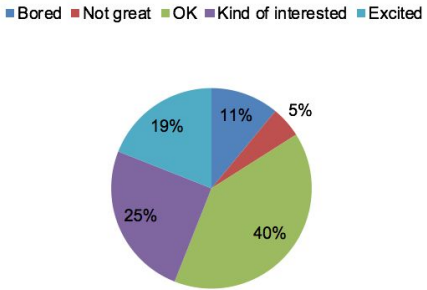
of kids expressed interest towards science,
compared to 44% going into the program.

Based on survey of 100 students conducted before and after pilot program (100% response rate on both surveys).

Pilot program was a success

Survey Results

PRE: How do you feel about doing science?



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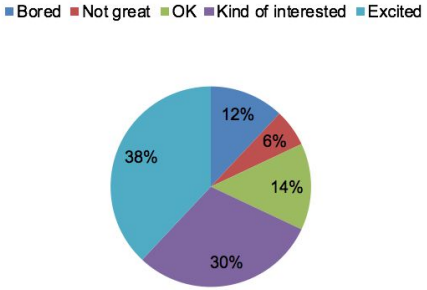
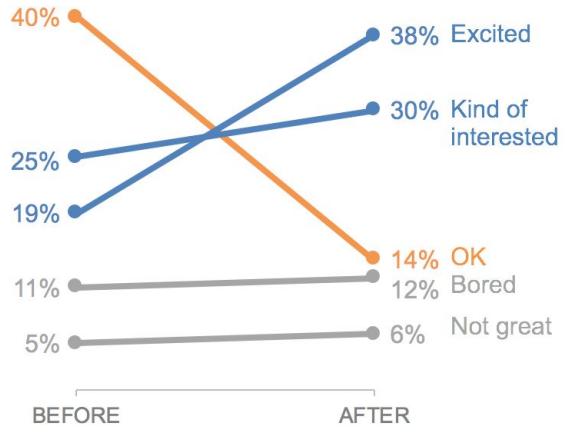


How do you feel about science?



BEFORE program, the majority of children felt just *OK* about science

AFTER program, more children were *Kind of interested* & *Excited* about science.

Based on survey of 100 students conducted before and after pilot program (100% response rate on both surveys).


less
is more
(effective)
(attractive)
(impactive)