The Octopodes

Our Team

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Purpose

- Understand what Data Visualizers in the field have gotten their education in, and whether Data Visualization was offered as a course.
- What role Data Visualizers play in their organization or as a freelancer, as well as who their data visualizations are for.
- How much time Data Visualization Hobbyists spend on Data Visualization, and what they spend their time on.

Data Visualization Process

Process:

- Filtered to include data on organization, freelance, hobbyist and education.
- Visualized information in different ways, critiqued and iterated to make visualization better.

Assumptions:

- Data is complete and correct
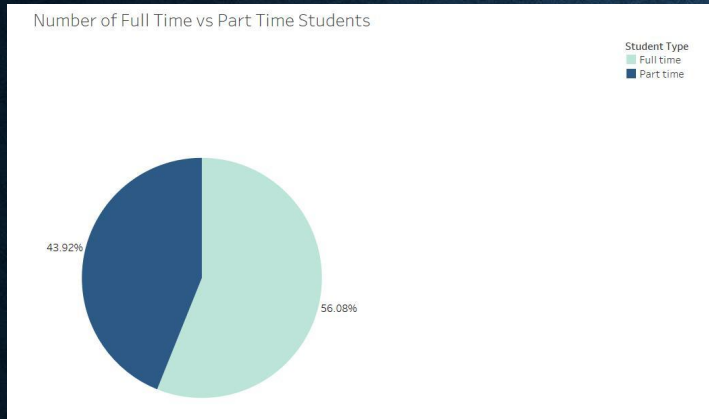- Any field which was null was interpreted to mean no

Number of Full Time vs Part Time Students

Student Type
Full time
Part time

43.92%

56.08%

Fig. 1

Degree Being Pursued

Degree Type
Undergrad/Bachelor's
PhD/Doctorate
Graduate/Master's
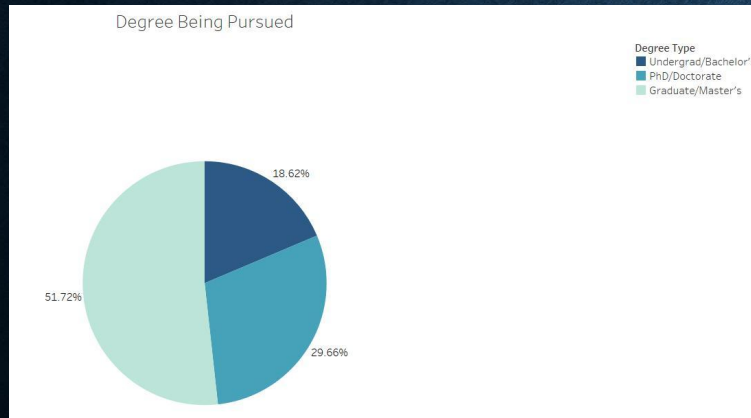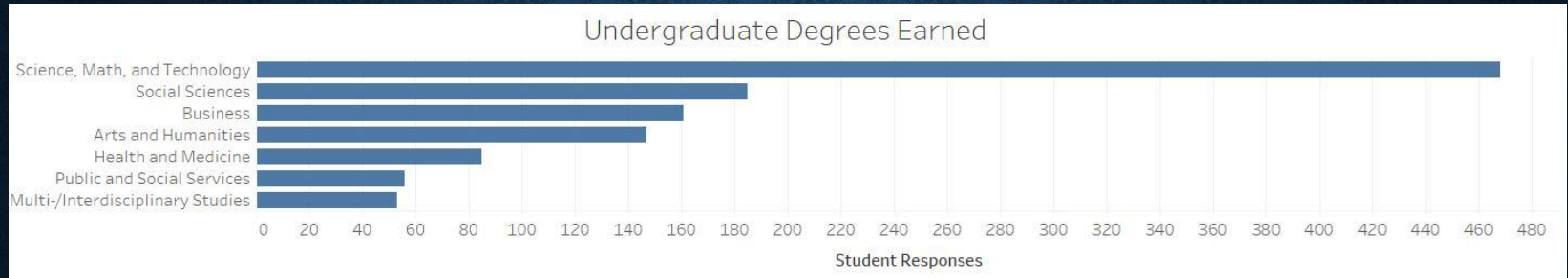
18.62%

51.72%

29.66%

Fig. 2

- Of the students that took the survey, over half of them are full time students.
- Surprisingly, over half of the students are pursuing a Graduate or Master's in Data Visualization

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Fig. 3

Undergraduate Degrees Earned

- Stem related degrees definitely have the majority compared to other degree types.
- As previously stated, the larger numbers are a result of simply how the survey was set up
- It is surprising to see how much of a contrast there is between STEM and Multi-Interdisciplinary Studies for example.

Is Data Visualization Taught Within Your Degree?

Answer
- Required Course
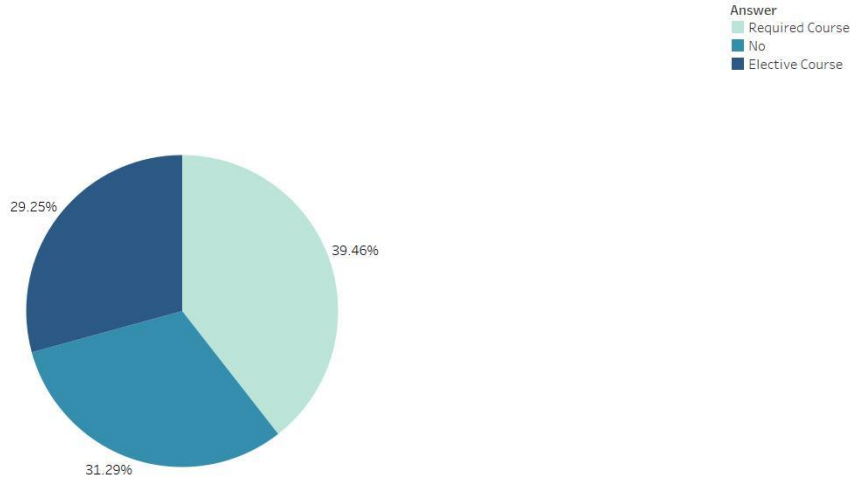- No
- Elective Course

29.25%

39.46%

31.29%

Fig. 4

- Surprising amount of "No" when compared to the academic areas of specialty
- The amount of STEM academic areas of specialty was surprising at first, but after though made sense
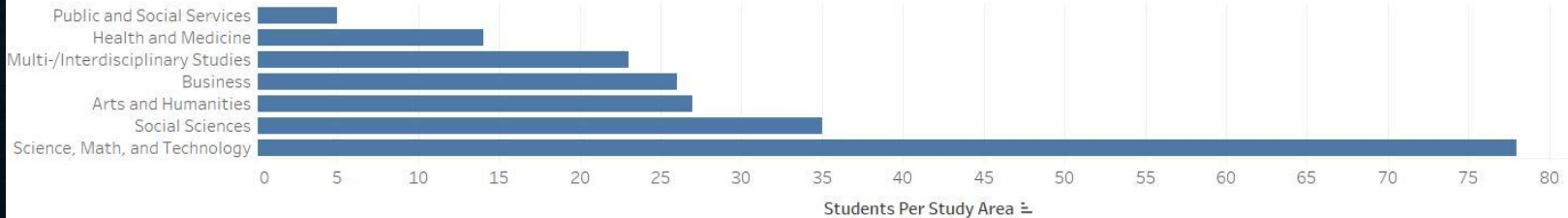
Academic Areas of Specialty

Fig. 5

Public and Social Services
Health and Medicine
Multi-/Interdisciplinary Studies
Business
Arts and Humanities
Social Sciences
Science, Math, and Technology

0   5   10   15   20   25   30   35   40   45   50   55   60   65   70   75   80

Students Per Study Area

Freelance

- Only a small percentage of Data Visualizers have worked as a freelancer in the last year.
- The majority of freelancers work as Designers.
- Significant portions of all job titles believe that Data Visualization is the primary focus of their work.
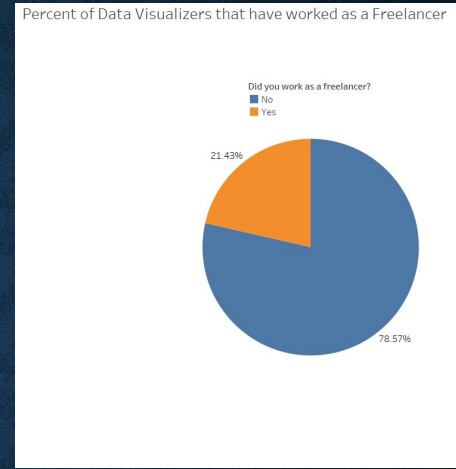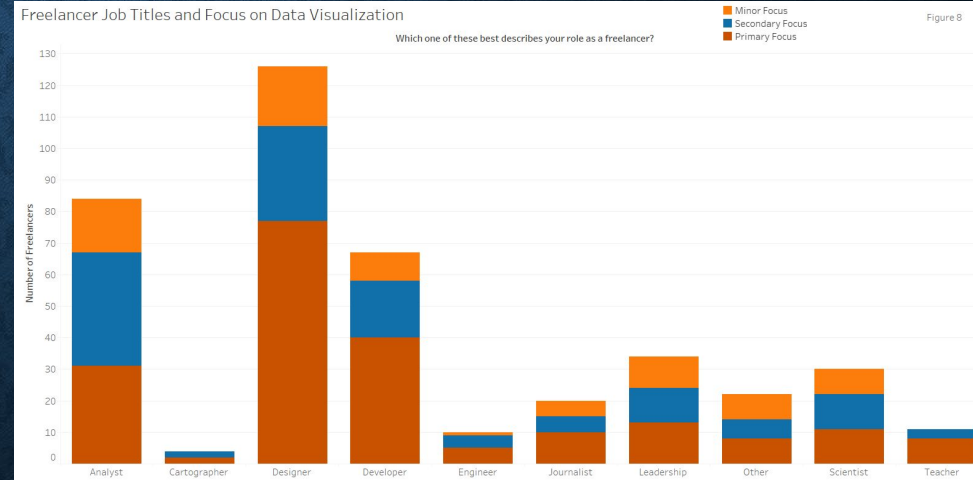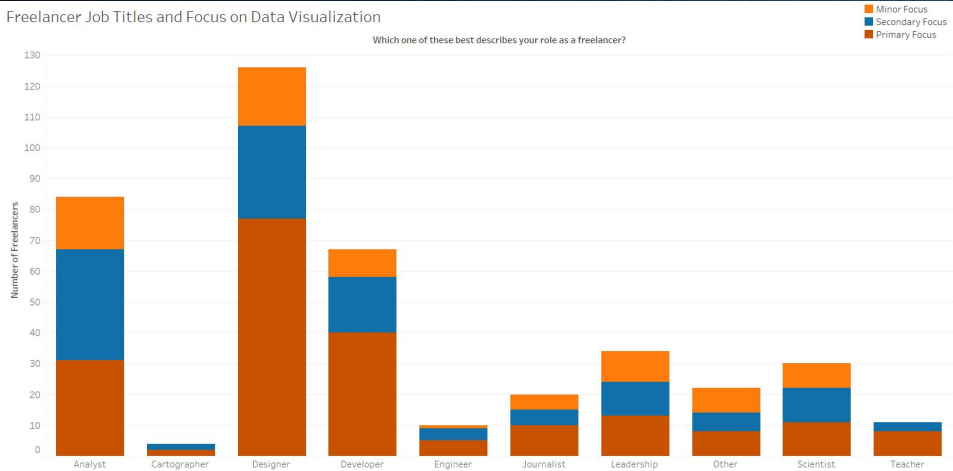
Fig. 6

Percent of Data Visualizers that have worked as a Freelancer

Did you work as a freelancer?
- No
- Yes

21.43%

78.57%

Fig. 7

Freelancer Job Titles and Focus on Data Visualization

Which one of these best describes your role as a freelancer?

Minor Focus
Secondary Focus
Primary Focus

Figure 8

Number of Freelancers

Analyst Cartographer Designer Developer Engineer Journalist Leadership Other Scientist Teacher
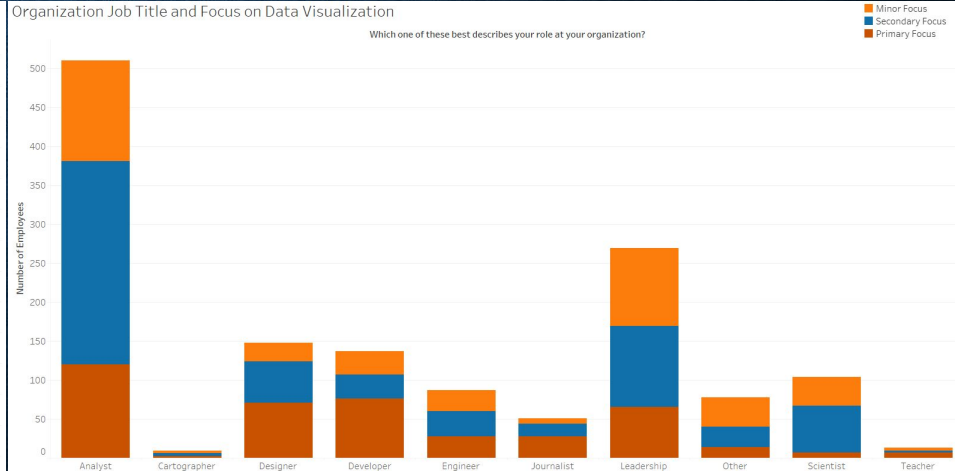
8

Freelancer vs Organization

- Analysts are by far the most popular careers in an organization.

Fig. 8

- Lower percentages of Organization workers say that Data Visualization is their primary focus.

Fig. 9

Freelance Visualizations

- Most freelancers make visualizations for the General Public
- They make the least visualizations for designers

- Myself, Analysts, Project Managers, Policy Makers and Researchers all have very similar numbers for who freelancers make data visualizations
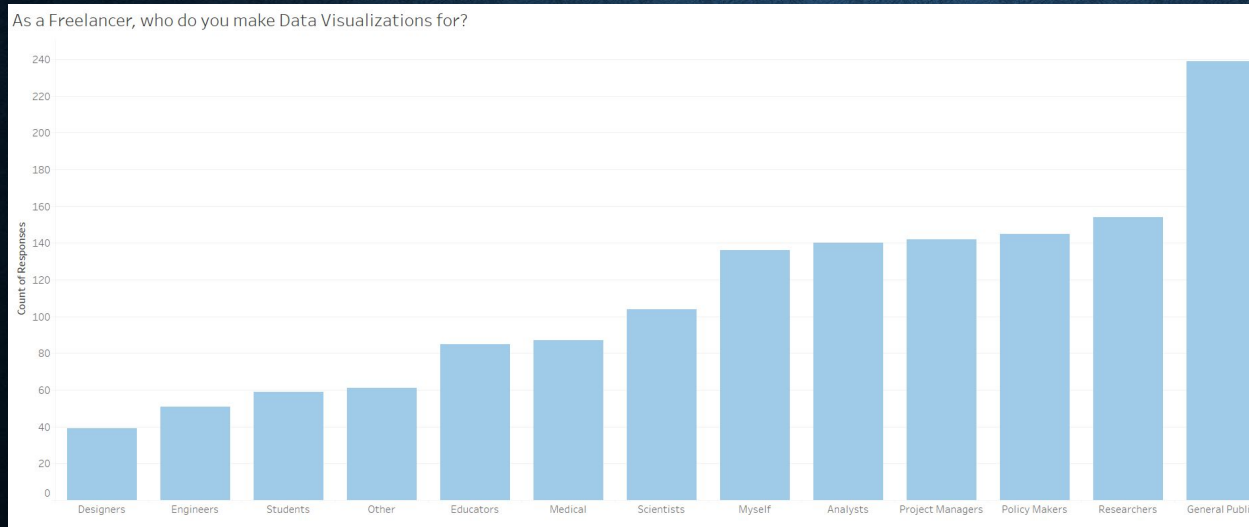
As a Freelancer, who do you make Data Visualizations for?

Fig. 10

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Organization Visualizations

An Expected majority makes for analysts and project managers

An unexpectedly high amount made for themselves

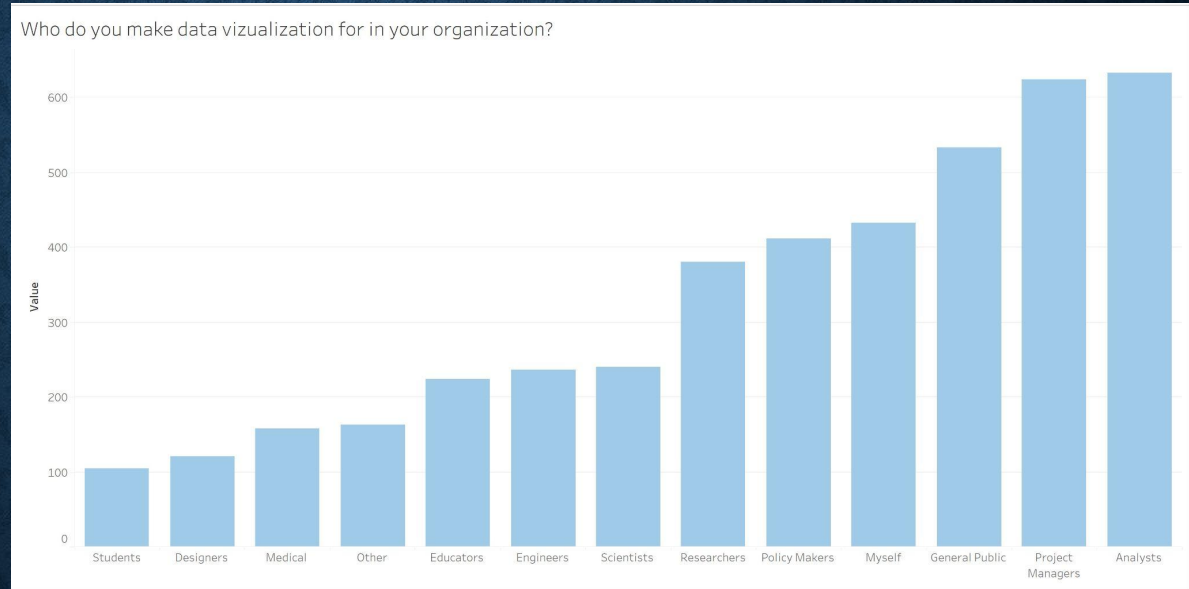Who do you make data vizualization for in your organization?

Fig. 11

Freelancer vs Organization Visualizations

- General Public is a popular field in both Freelancer and Organization visualizations

- Both groups share the top 7 visualization audiences in a different order
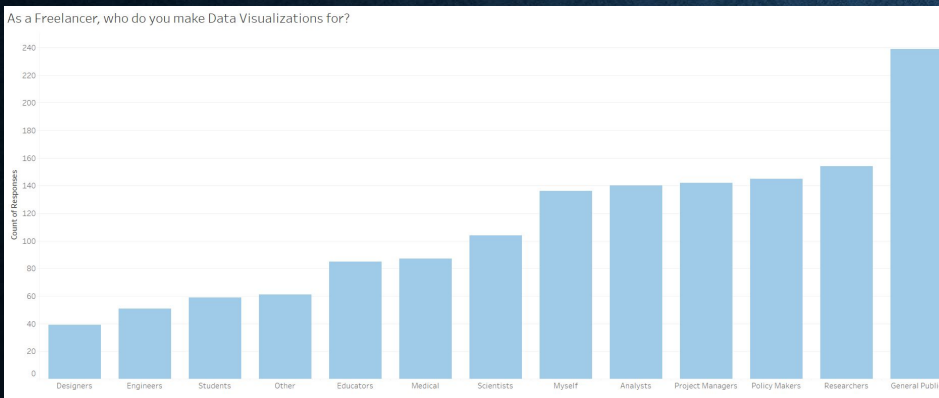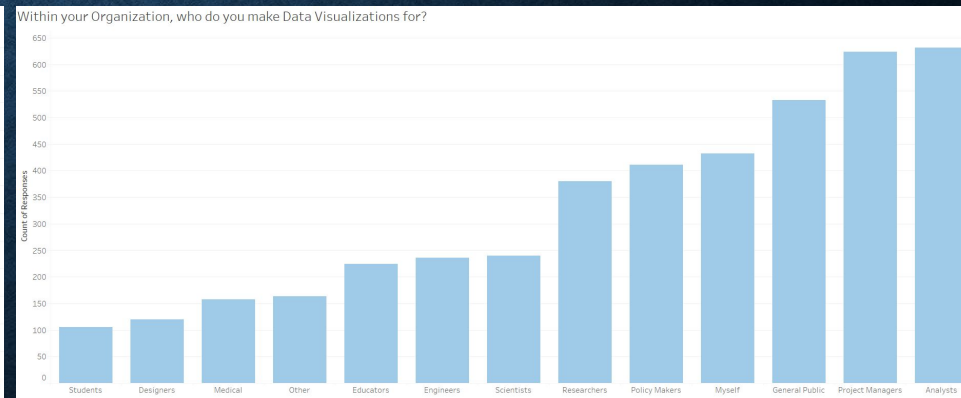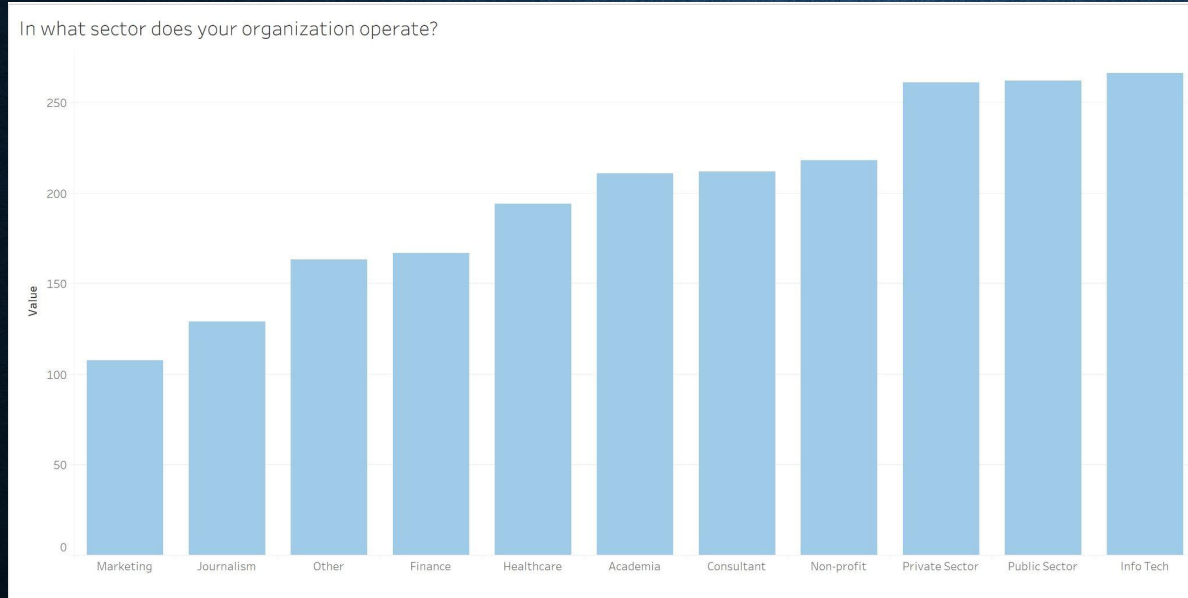
Fig. 12

Fig. 13

As a Freelancer, who do you make Data Visualizations for?

Within your Organization, who do you make Data Visualizations for?

Data Visualization Employer Sectors
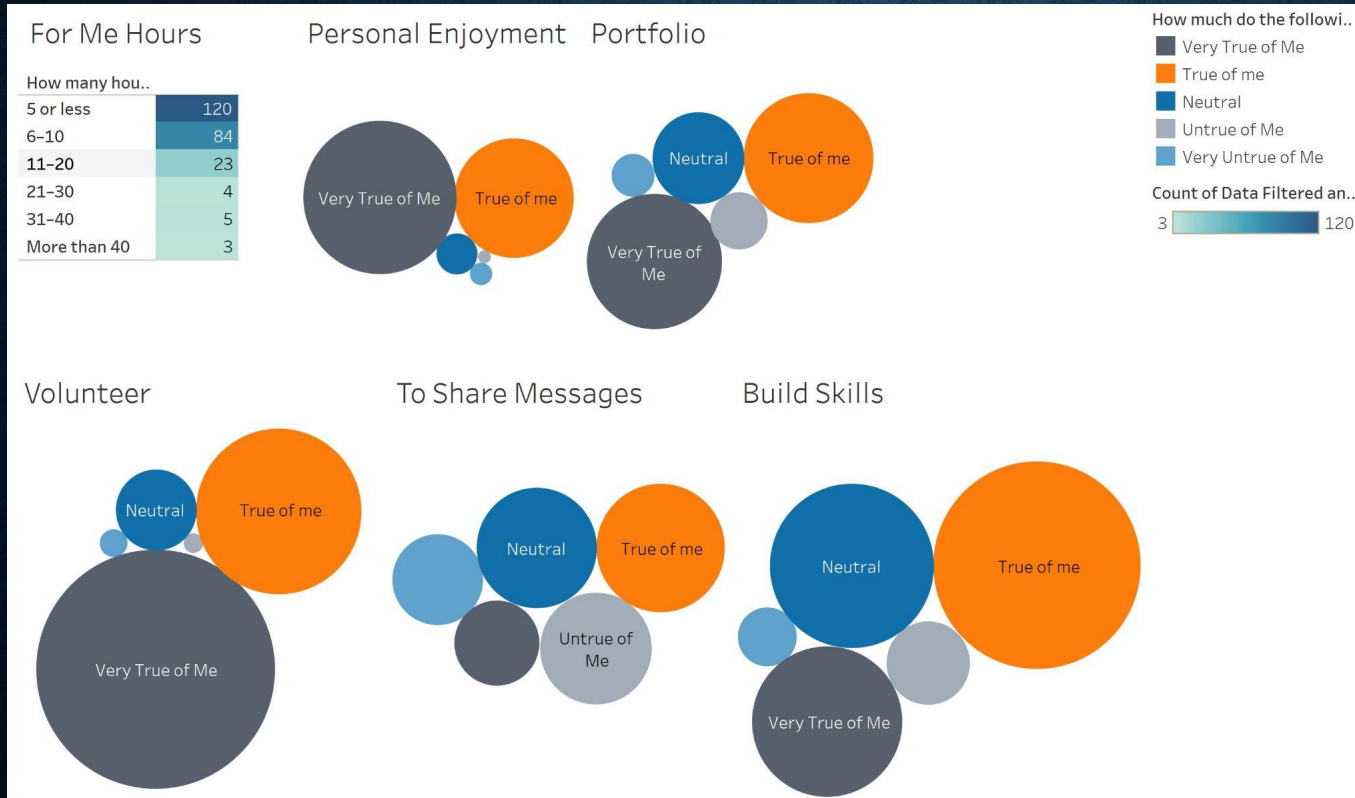

In what sector does your organization operate?

Fig. 14

Most Popular: Info Tech, Public, & Private Sectors
- Closely followed by Non-Profits

Marketing was the least popular of the sectors.

Data Visualization Hobbyist

Fig. 15

- 50% Spend ≤ 5 Hours
  - ~35% Spend 6-10 Hours
- Most Popular Reasons:
  - Volunteer Work
  - Building Skills
  - Building a Portfolio

Conclusion

- The majority of Data Visualizers have gotten their degree in STEM
- The majority of freelancers are designers, and a large portion of them consider data visualization their primary focus, while in an organization, the majority of data visualizers are analysts, and a smaller portion consider data visualization their primary focus.
- Data visualization hobbyists mostly spend between 0-10 hours per week on data visualization, and primarily because of volunteer work, to build skills, and to build a portfolio

Thank You!