Week (4) - "What-why-how analysis for Explore Adventure "

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For week4 reflection, I chose this vis **http://explore-adventure.com/#explore** by Shirley Wu, shown in Figure (1). It is an exploration through google travel searches since 2004. They are interested in finding answers to whether or not the distance or season affects the travel search and the types of places people are interested in. Also, whether or not there are reasons other than the travel to search about another country.

Wu categorized the data based on topics and colored each topic by its category. Topics indicate all of the searches a country made throughout the years. Also, data is represented based on the season. Each country's search is represented by a column of a barchart where topics are arranged from most common to least, bottom-up, and the low saturation indicates topics common in other seasons.
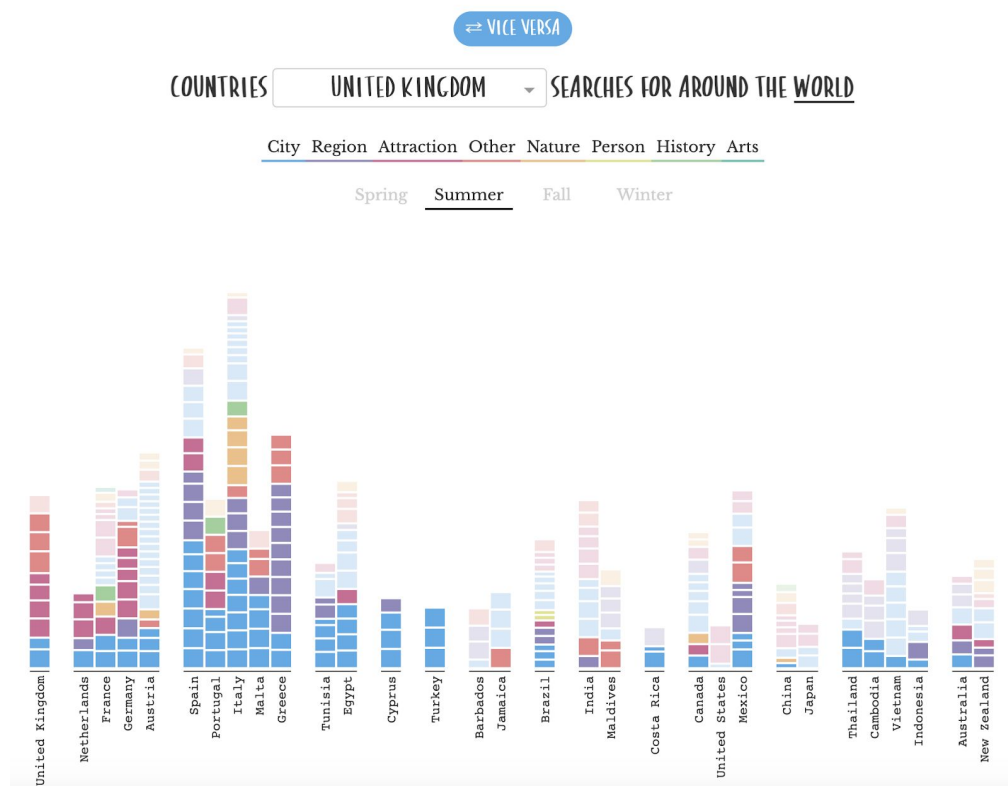
Figure(1)

For more detail about specific topics in a specific country, Wu made another detailed line chart, shown in Figure (2), that compares the search history made by a country vs the world and info about the place.
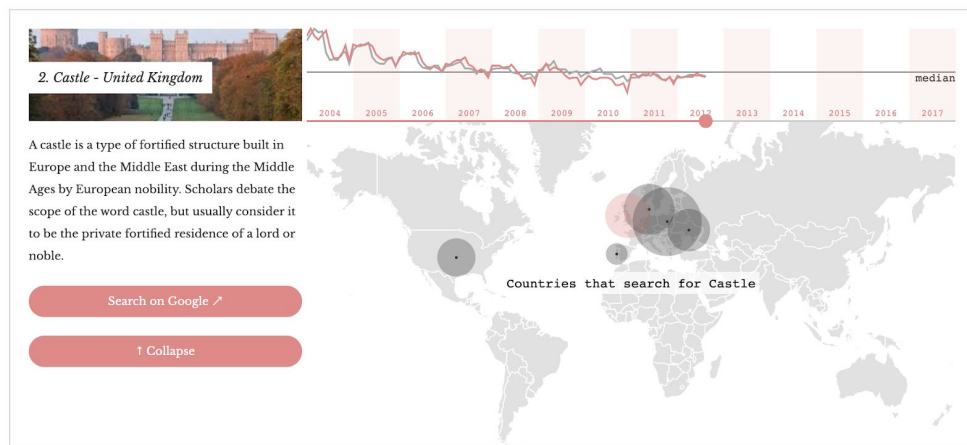
Figure (2)

What-why-how analysis:

- *What:*
  - Barchart
  - Line chart
- *Why:*
  - Action:
    - Present
    - Search
      - Browse: Searching for topics in a specific country.
      - Explore: Exploring peaks and dippings in the line chart of certain countries.
  - Target
    - Compare: Comparing the line chart of a specific topic searched by a country vs the world or comparing the country's search history based on the season.
    - Summarize: Overview of the search history of a country during a season.
- *How:*
  - Encode:
    - Colors: topics.
    - Saturation: topics popular in other seasons.
    - Size: topics searched for more are taller
  - Manipulate:
    - Selection: Selecting a specific topic.
    - Navigation to change: Navigate to another reason.