CGT 270 Data Visualization
Makeover Monday #4 (2021 Dataset)

Name: Jiaxiang Li **Date:** Nov. 9th 2021

Lab section: Tuesday CGT270-007

Show your work!!!

Acquire

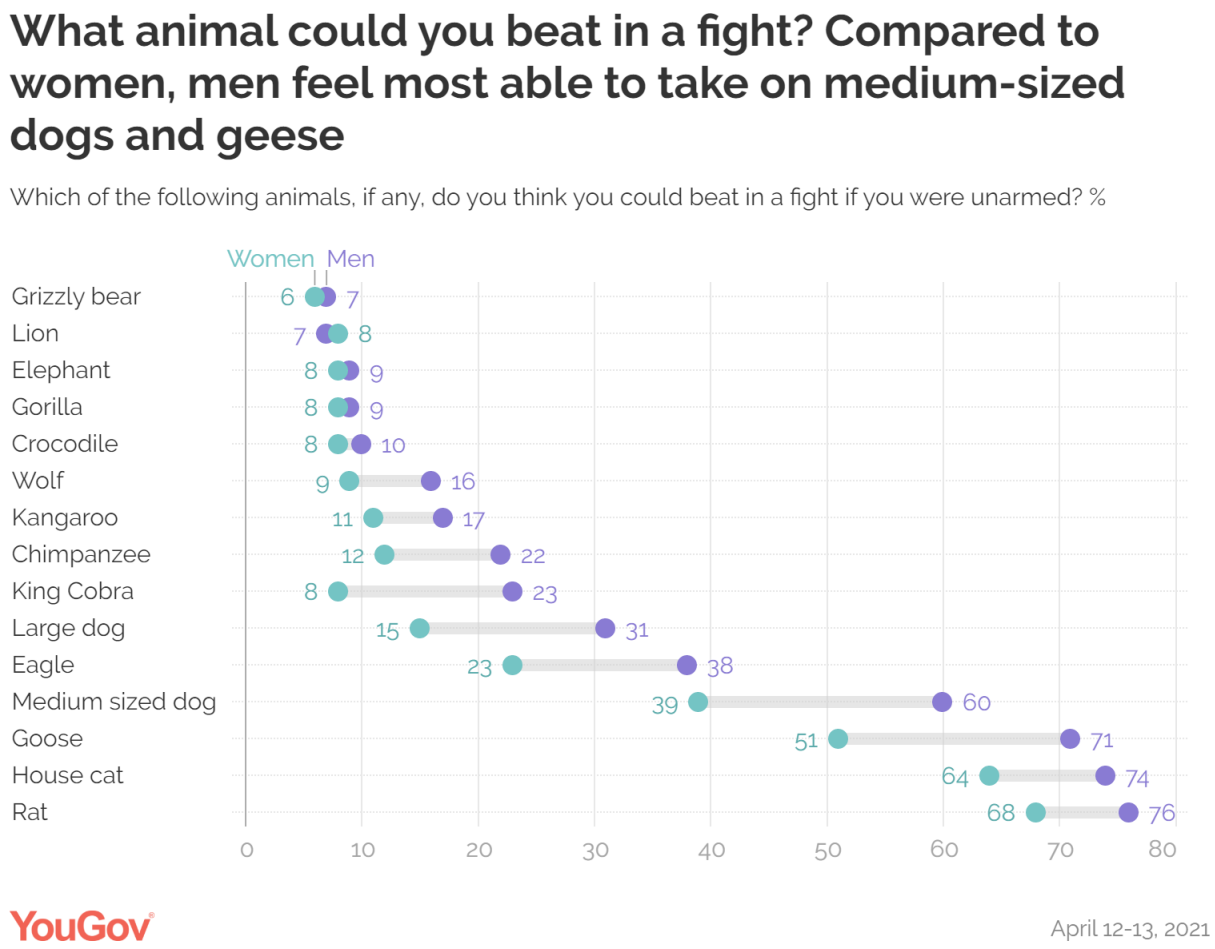
Week: 20

Date: May 16th Year: **2021** Data: What animal could you beat in a fight?

Source Article/Visualization:

Article: https://today.yougov.com/topics/lifestyle/articles-reports/2021/05/13/lions-and-tigers-and-bears-what-animal-would-win-f

Represent



Critique

CGT 270 Data Visualization
Makeover Monday #4 (2021 Dataset)

The visualization tackled the problem of gender differences very well. It used a different type of point graph, which can be determined as a bar graph without bars, but two dots each row representing man and woman. It's creative and easy-to-read. It's also intentionally ordered so we can look for patterns and relationships easier.

It is basically a data visualization with convergent thinking method. It's a structure visualization, depicting conceptual relationships. There are minor things that can be improved like title and a few clarity problems.

In this makeover, I planned to use a different aspect of the data – the age instead of gender – to create a visualization with three elements instead of two. I wanted to make another visualization other than the lined dot chart shown in the original image. I want to determine which age span of people think they are the strongest.

Mine

What animal could people with different age think they can beat?

Filter

YouGov

YouGov - humans vs animals

US_nat Sample: 12th - 13th April 2021

	Total	Gender		Age			Region			
		Male	Female	18-34	35-54	55+	Northeast	Midwest	South	West
Which of the following animals, if any, do you think you could beat in a fight if you were unarmed?										
Rat										
Unweighted base	1224	587	637	435	331	458	195	279	447	303
Base	1224	596	628	400	332	491	218	257	461	289
I could beat this animal in a fight	72%	76%	68%	61%	77%	78%	68%	75%	74%	70%
I could not beat this animal in a fight	17%	14%	19%	25%	11%	14%	17%	15%	15%	21%
Don't know	11%	10%	13%	15%	12%	9%	15%	11%	11%	10%
House cat										
Unweighted base	1224	587	637	435	331	458	195	279	447	303
Base	1224	596	628	400	332	491	218	257	461	289
I could beat this animal in a fight	69%	74%	64%	57%	71%	77%	69%	71%	71%	64%
I could not beat this animal in a fight	18%	16%	20%	27%	16%	12%	15%	17%	17%	21%
Don't know	13%	10%	16%	16%	13%	11%	16%	12%	11%	14%
Medium sized dog										
Unweighted base	1224	587	637	435	331	458	195	279	447	303
Base	1224	596	628	400	332	491	218	257	461	289
I could beat this animal in a fight	49%	60%	39%	48%	51%	49%	44%	51%	53%	46%
I could not beat this animal in a fight	30%	22%	38%	32%	27%	31%	30%	28%	28%	37%
Don't know	20%	18%	22%	20%	22%	20%	26%	21%	19%	18%
Large dog										
Unweighted base	1224	587	637	435	331	458	195	279	447	303
Base	1224	596	628	400	332	491	218	257	461	289
I could beat this animal in a fight	23%	31%	15%	28%	26%	16%	20%	22%	23%	25%
I could not beat this animal in a fight	58%	49%	67%	53%	53%	65%	61%	61%	57%	56%
Don't know	19%	20%	18%	18%	21%	18%	19%	17%	20%	19%

Original

CGT 270 Data Visualization
Makeover Monday #4 (2021 Dataset)

	Age		
	18-34	35-54	55+
Rat	0.61	0.77	0.78
House Rat	0.57	0.71	0.77
Medium sized dog	0.48	0.51	0.49
Large dog	0.28	0.26	0.16
Kangaroo	0.22	0.13	0.08
Eagle	0.32	0.31	0.28
Grizzly bear	0.12	0.05	0.02
Wolf	0.17	0.13	0.08
Lion	0.13	0.07	0.04
Gorilla	0.16	0.07	0.03
Chimpanzee	0.22	0.14	0.14
King Cobra	0.23	0.12	0.12
Elephant	0.16	0.08	0.02
Crocodile	0.17	0.07	0.04
Goose	0.53	0.64	0.66

Filtered

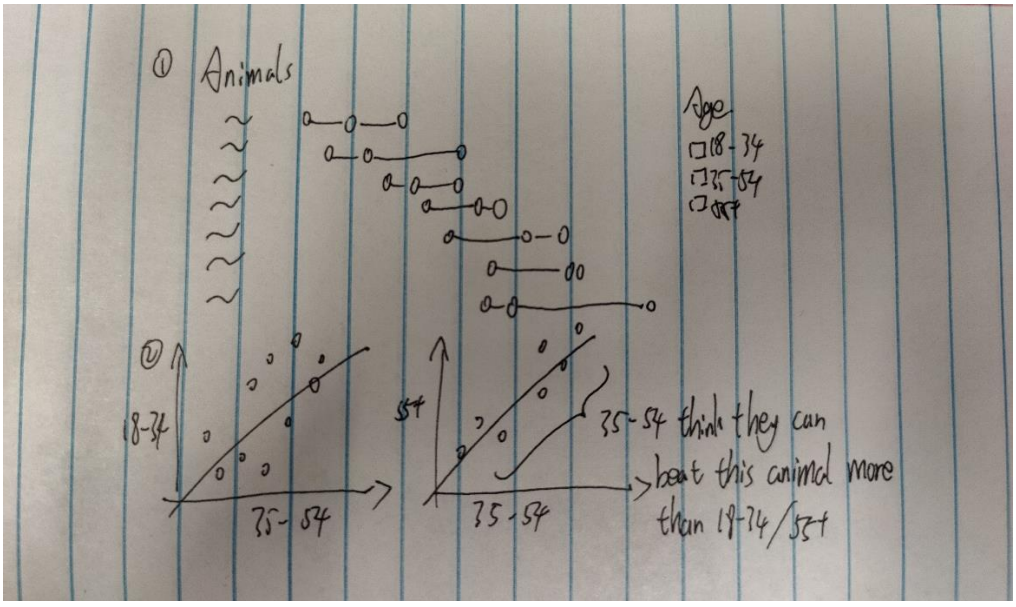
Stakeholders

- My audience will be students and those who are curious about interesting facts about how people evaluate their capabilities. I used Tableau as my visualization software.

What to submit: This document in PDF format only (if you do not know how to do this, ask).

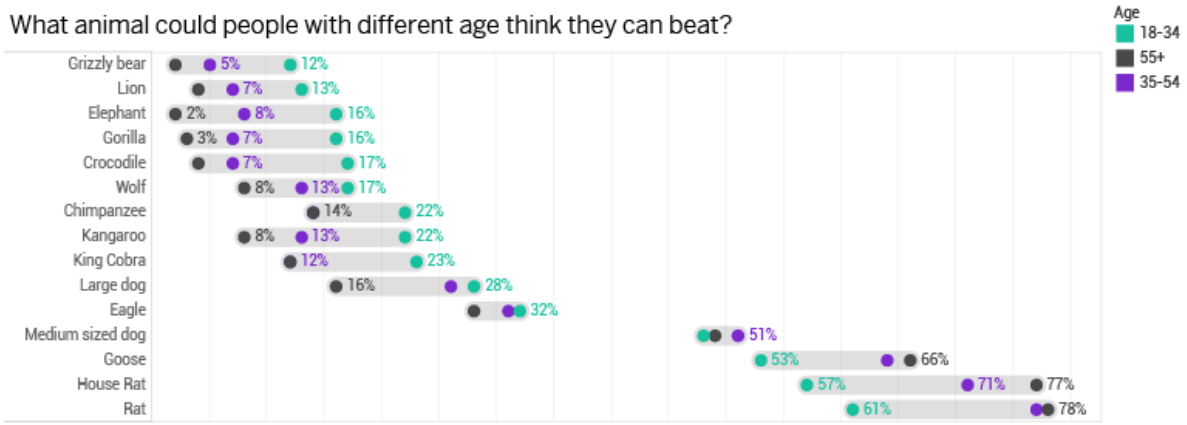
Choose the best layout for your makeover visualization: Portrait or Landscape, Remove the page of the layout that you DO NOT choose. No blank pages!

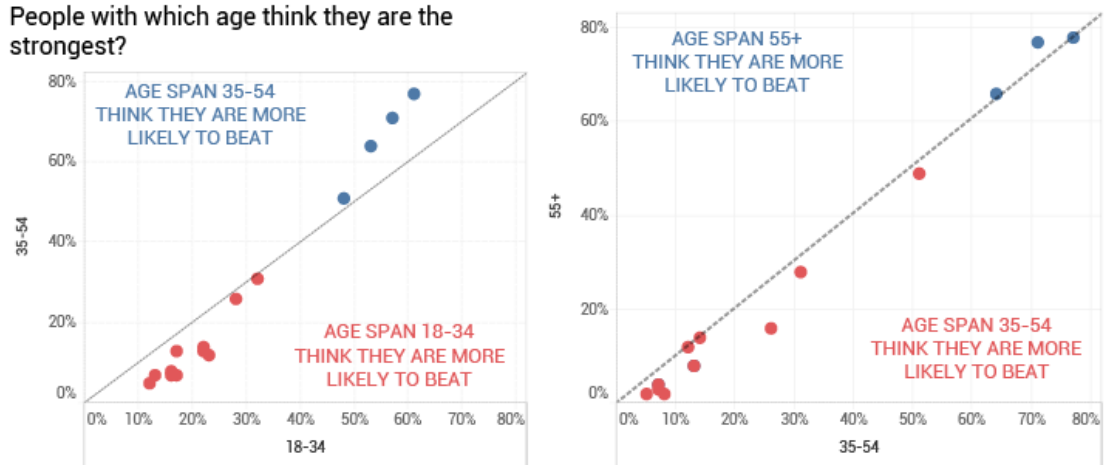
NEW Sketch your Makeover



CGT 270 Data Visualization
Makeover Monday #4 (2021 Dataset)

<u>Refine</u> (Makeover – Landscape view)





A group of charts showing the difference between three age groups. The first graph shows what percentage of these this group of people think they can beat a certain animal. The second/third graphs show the different confidence between three age groups, showing that people between the age of 35-54 think they can beat more animals than other age groups.

CGT 270 Data Visualization
Makeover Monday #4 (2021 Dataset)

Resources
Data Visualization Checklist:
http://stephanieevergreen.com/wp-content/uploads/2016/10/DataVizChecklist_May2016.pdf

How to give constructive criticism:
https://personalexcellence.co/blog/constructive-criticism/

Sample Makeovers
https://www.makeovermonday.co.uk/gallery/

Grading Rubric

Excellent (11-15 pts)	**Good (6 -10 pts)**	**Fair (2-5 pts)**	**Needs Improvement (0 - 1 pt)**
Meets **ALL** or most of these: Makeover is esthetically pleasing (color, perception), best practices followed (insightful), Correct dataset downloaded; provided an interesting point of view of the data; critiqued previous makeover, critique is constructive (indicates one thing that is done well, and one thing that could be done differently, what will be done to improve the visualization), assumptions (more than one) are listed.	Meets **MOST** of these: Makeover is esthetically pleasing (color, perception), best practices followed (insightful), Correct dataset downloaded; provided an interesting point of view of the data; critiqued previous makeover, critique is constructive (indicates one thing that is done well, and one thing that could be done differently, what will be done to improve the visualization), assumptions (more than one) are listed.	Consistently meets **SOME** of these: Makeover is esthetically pleasing (color, perception), best practices followed (insightful), Correct dataset downloaded; provided an interesting point of view of the data; critiqued previous makeover, critique is constructive (indicates one thing that is done well, and one thing that could be done differently, what will be done to improve the visualization), assumptions (more than one) are listed.	Little to no evidence of the understanding of the data visualization process. Lackluster makeover or no makeover. Little effort.
Sketch included: hand drawn [5 pts]	Sketch included, but was generated by computer [2 pts]	No sketch included. [0 pts]	
Makeover Monday Assessment Completed [5 pts]	Makeover Monday Assessment not completed [0 pts]		