COURSE: IST 5450

Name of the Course: Information Visualization

Name of the Instructor: Michael G. Hilgers
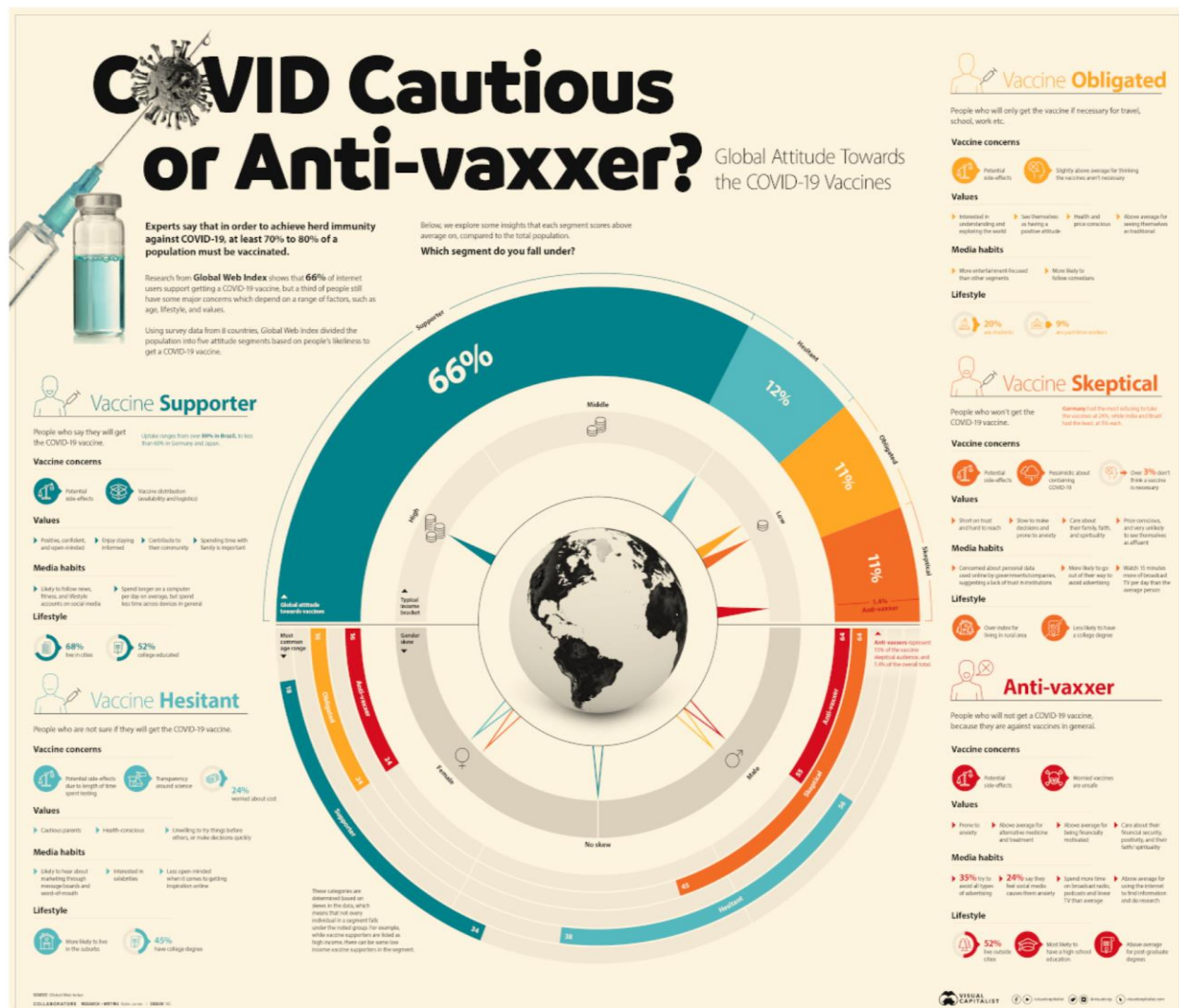
Missouri University of Science and Technology

SPRING 2023

Information Visualization Assignment-1

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The above visualization is about visualizing global attitudes towards covid-19 vaccines. I found this visualization fascinating and it's one of the most unique kinds of visualization I have seen so far. The visualization shows people's attitude towards getting vaccinated and from the visualization it's clear that two-third of people are willing to get vaccinated and one-third of people are having some major concerns. The visualization is quite engaging because it shows number of factors that were considered in order to address the question whether people are willing to get vaccinated against Covid-19 or not.

The Survey data from 8 different countries was used by global web index to illustrate how typical attitude towards vaccine differ. The countries that were surveyed are United States, Germany, United Kingdom, Brazil, China, India, Japan, and Italy. The attitude towards vaccine differs depending on a range of factors such as age, income, lifestyle, and Values.

As we can see in the picture the first half in the visualization indicates a clear percentage of people based on their attitude towards vaccine and it also covers income of people with certain attitude towards vaccines. In the second half of visualization, we can see a range of ages for people with different attitude towards vaccine and the gender skew of people with different attitudes towards vaccines has been shown. The visualization also shows us what factors were taken into consideration to categorize a person into certain attitude group. It's clear that based on certain factors there are five different attitudes towards vaccines that is Vaccine Supporters, Vaccine Hesitant, Vaccine obligated, Vaccine skeptical, and Anti-vaxxer.

The visualization has definitely drawn my eyes in because each segment has its own factors such as Vaccine concerns, Values, Media habits, Lifestyle that were considered to categorize the attitude of people towards the covid-19 Vaccine. Around 66% of people are Vaccine Supporters. They are the kind of people who say they will get the covid-19 Vaccine and the age skew for the people who fall under this segment is 18-34. However, few concerns this segment of people have towards vaccine such as Potential side-effects and logistics of vaccine distribution. The gender skew of this segment is not determined and based on the survey this segment of people falls under high income category.

The second segment of people are Vaccines Hesitant and they are around 12%. They are the kind of people who are not sure whether they will get covid-19 Vaccine and the age skew for such people is 38-56. The concerns they have towards the vaccine is cost of vaccine and they are scared because of potential side-effects due to no long-term testing. The gender skew for this segment has a majority of Female and based on the survey this segment of people falls under low/middle income category.

The third segment of people are Vaccine Obligated and they are around 11%. They are the kind of people who will only get the vaccine if it's necessary for travel, work etc. The age skew for

such people is 16-24. The concern for this segment towards vaccine is whether the vaccine is needed to combat the virus. The gender skew for this segment has a majority of male and based on the survey this segment of people fall under low income category.

The fourth segment of people are Vaccine Skeptical and they are around 11%. They are the kind of people who won't get vaccine. The age skew for such people is 45-64. The concern for this segment towards vaccine is they don't believe vaccines can curtail the pandemic. The gender skew for this segment has a majority of female and based on the survey this segment of people falls under low-income category.

The final segment of people are Anti-Vaxxer and they are around 1.4% (13% of the vaccine skeptical segment). They are the kind of people who won't get vaccine because they are against vaccines in general. The age skew for such people is 16-24 and 55-64. The concern for this segment towards vaccine is they don't believe vaccines in general are safe. The gender skew for this segment has a majority of male and based on the survey this segment of people falls under low-income category. This visualization has definitely caught my attention because of the above reasons and factors that were considered to categorize people into different segment based on their attitude.

By seeing some part of this visualization my perspective on how I used to think about people who were not willing to get vaccinated from Covid-19 has definitely changed. By seeing the information from above visualization, considering their factors, reasons and concerns about vaccines I feel that I was not thinking rightly about the people refusing to get vaccinated. I would definitely publish it in my company's newsletter because it can change people's perspective on other's decision towards Covid-19 Vaccination.