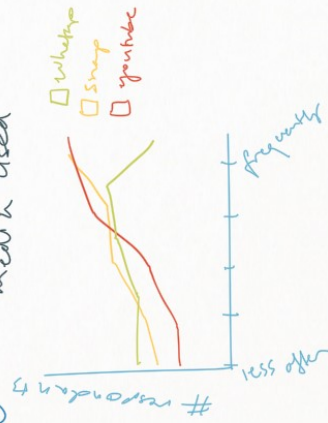


## Ideas

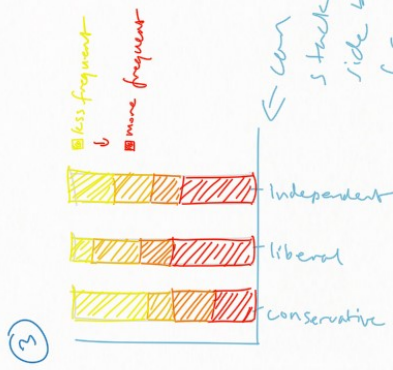
① how often, social media used



②



③ like color can map to demographics / traits



④



## Filter

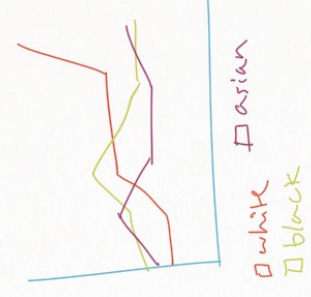
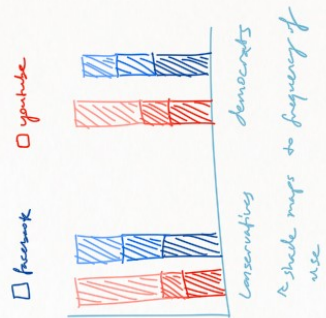
2 uses to mind space  
1 and 3 are promising

## Categorize

3 is suitable for displaying many cohorts, lots of horizontal space

7/4 are better for direct and clear comparison between the values

## Combine & Refine



# Layout

X-axis:

race
sex
income
political
books read

↓ dropdown

less often

every few weeks

few weeks

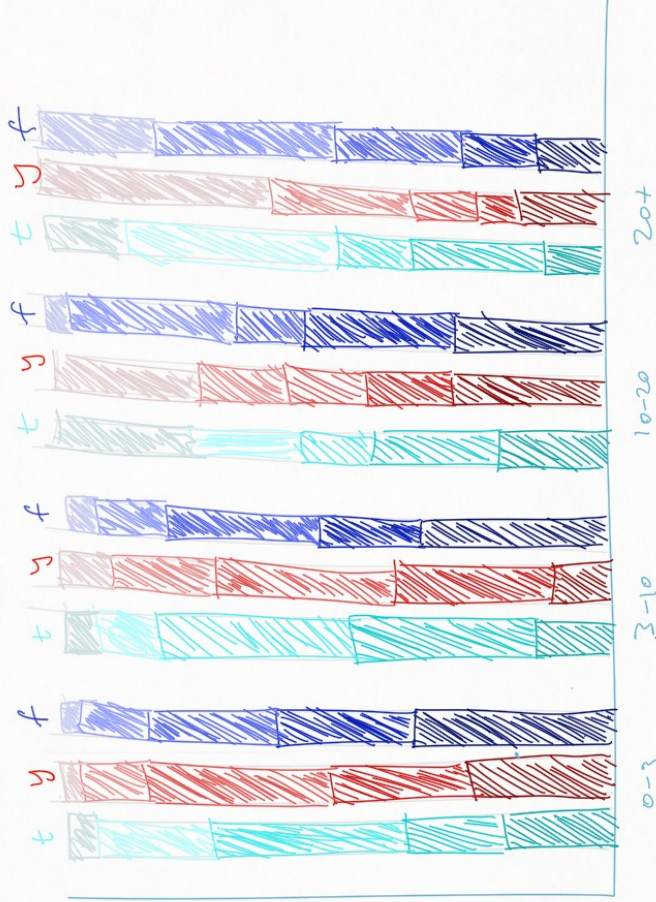
once a day

several times

% respondents

Social media apps:

- ☒ twitter
- ☐ instagram
- ☒ facebook
- ☐ snapchat
- ☒ youtube
- ☐ whatsapp
- ☐ pinterest
- ☐ linkedin



#books read in the past year

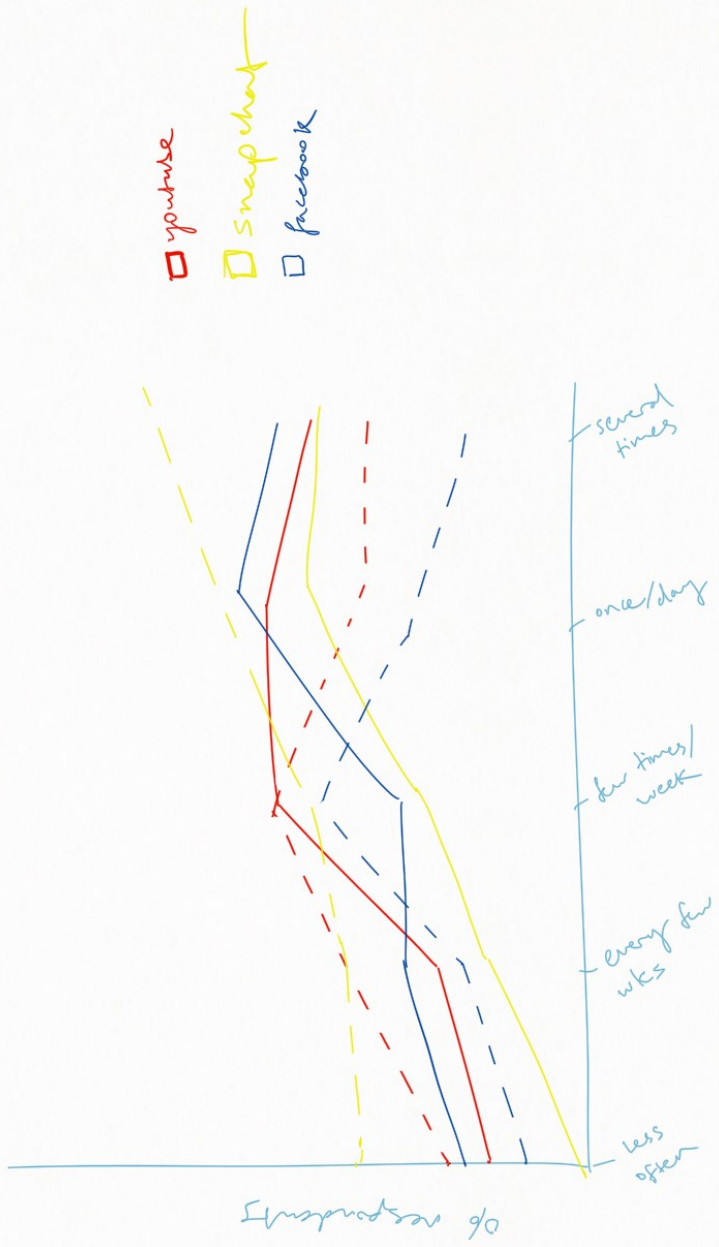
# Layout

year: ☒ 2018  
☒ 2019

Social media: ☒ facebook  
☒ snapchat  
☐   
☐

filters: race      sex       
          male       
          female     

↑  
 shows only  
 this cohort





## Focus

- using stacked bar chart to save space
- using line chart to compress data, save space, and directly compare values
- using color liberally to encode data
  - ↳ hue encodes social media app
  - ↳ lightness encodes frequency of use for the bar chart
- using texture to encode year (solid line vs. dashed line)