

GLOSSARY



Learning Data Visualization

With Bill Shander

Use these terms and definitions below to understand concepts taught in the course.

Transcript Search: note that you can search for terms directly within the course. To search video text, switch to the *Transcripts* tab, then press Cmd/Ctrl + F on your keyboard to run a search within the active transcript.

Term	Definition
ASK	An acronym that stands for Accuracy, Story, and Knowledge, which is at the core of data visualization
explatory	A term used to express the fact that all visualizations are, in some way, explanatory, exploratory, or both
Gestalt psychology	Principles that have a deep effect on how visual information is perceived
hierarchical data	Data that has a “parent,” and then “child” data associated with the parent data
ratio	A mathematically derived calculation in which multiple variables can be compared by the cost of any variable, divided by a base amount
story	The conversation with which you use data to engage your audience
visualization	Expressing data in the form of charts, maps, or other means, in order to show trends and relationships other than with a list of numbers