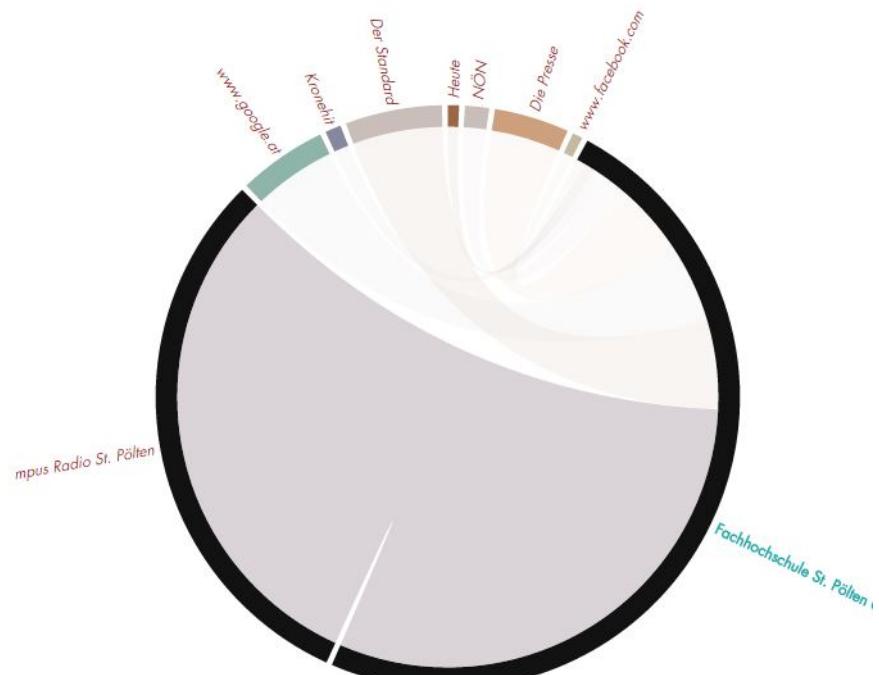


Investigating Media Transparency

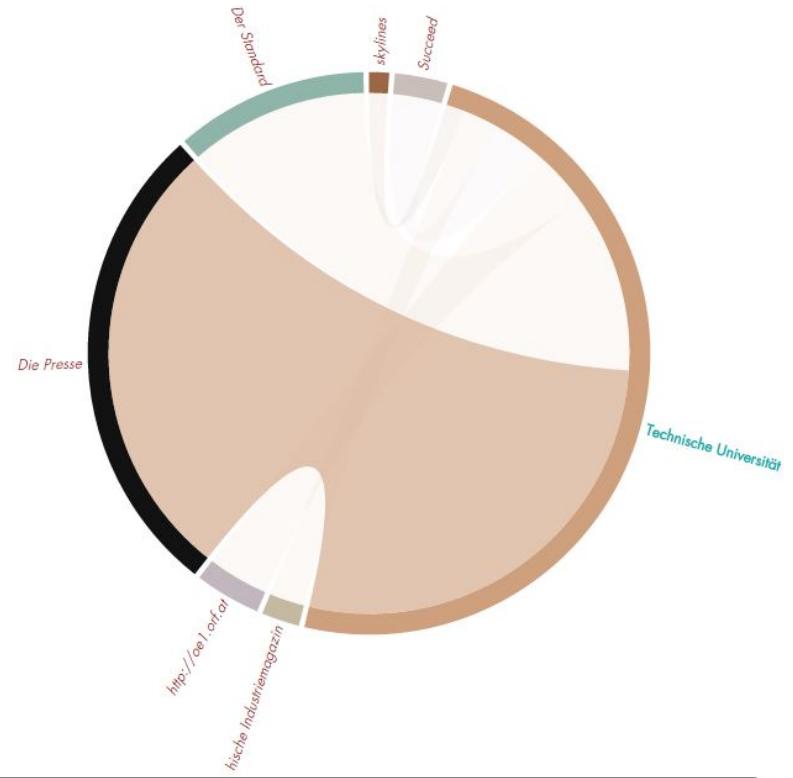
David Pfahler



- Motivation
- Related Work
- Dashboard
 - Visualizations
 - Interactions
- Evaluation



- Existing Visualizations
- Data Exploration
- Data Wrangling



von
Technische Universität Wien
nach
Die Presse
155.865,02€/275.544,73€



Related Work

Medientransparenzdaten Q1/2015, Wo Wien Wirbt



Quelle: RTR

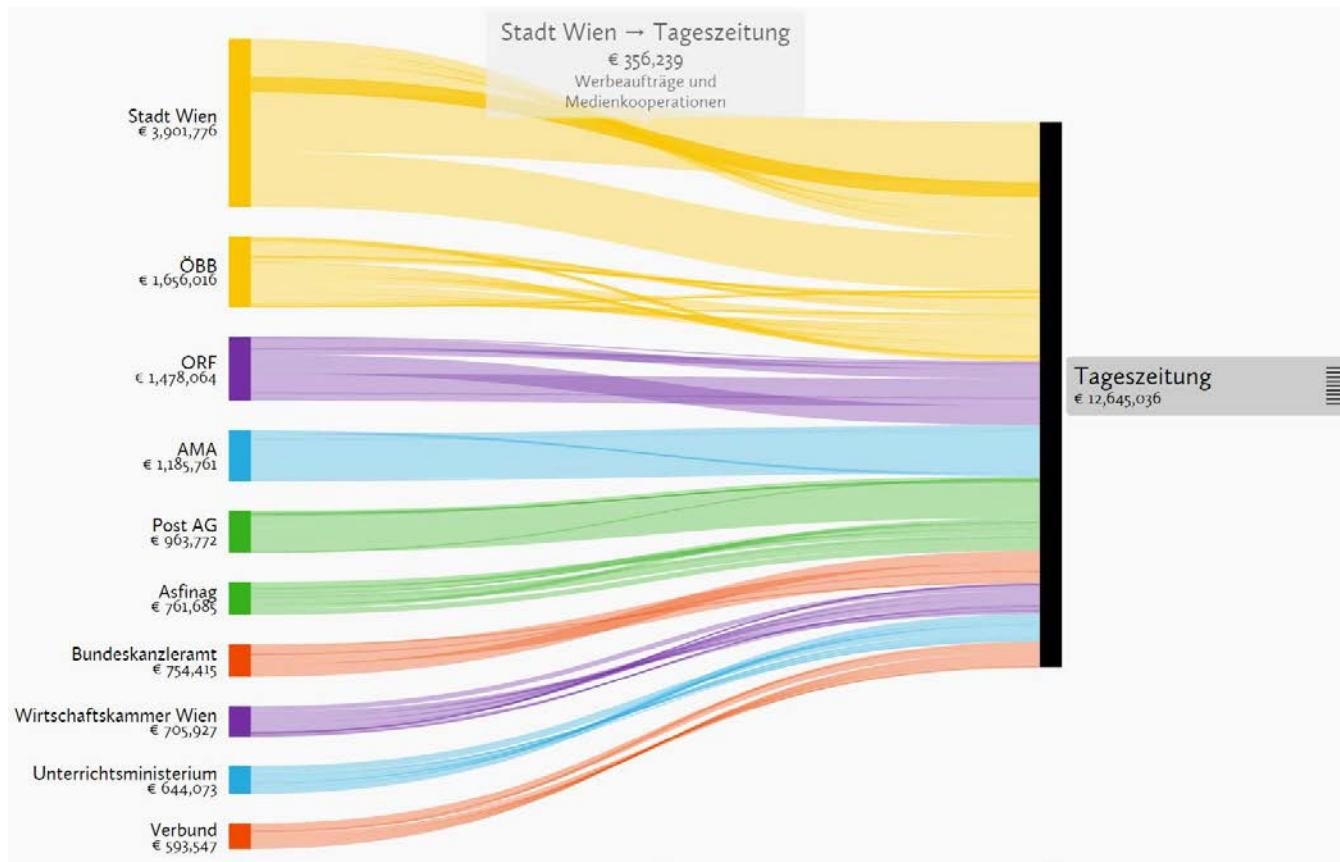
[M. Hametner]

Not interactive Visualizations to present data

<http://derstandard.at/2000017464403/Regierungsinserate-406-Millionen-im-ersten-Quartal>



Related Work



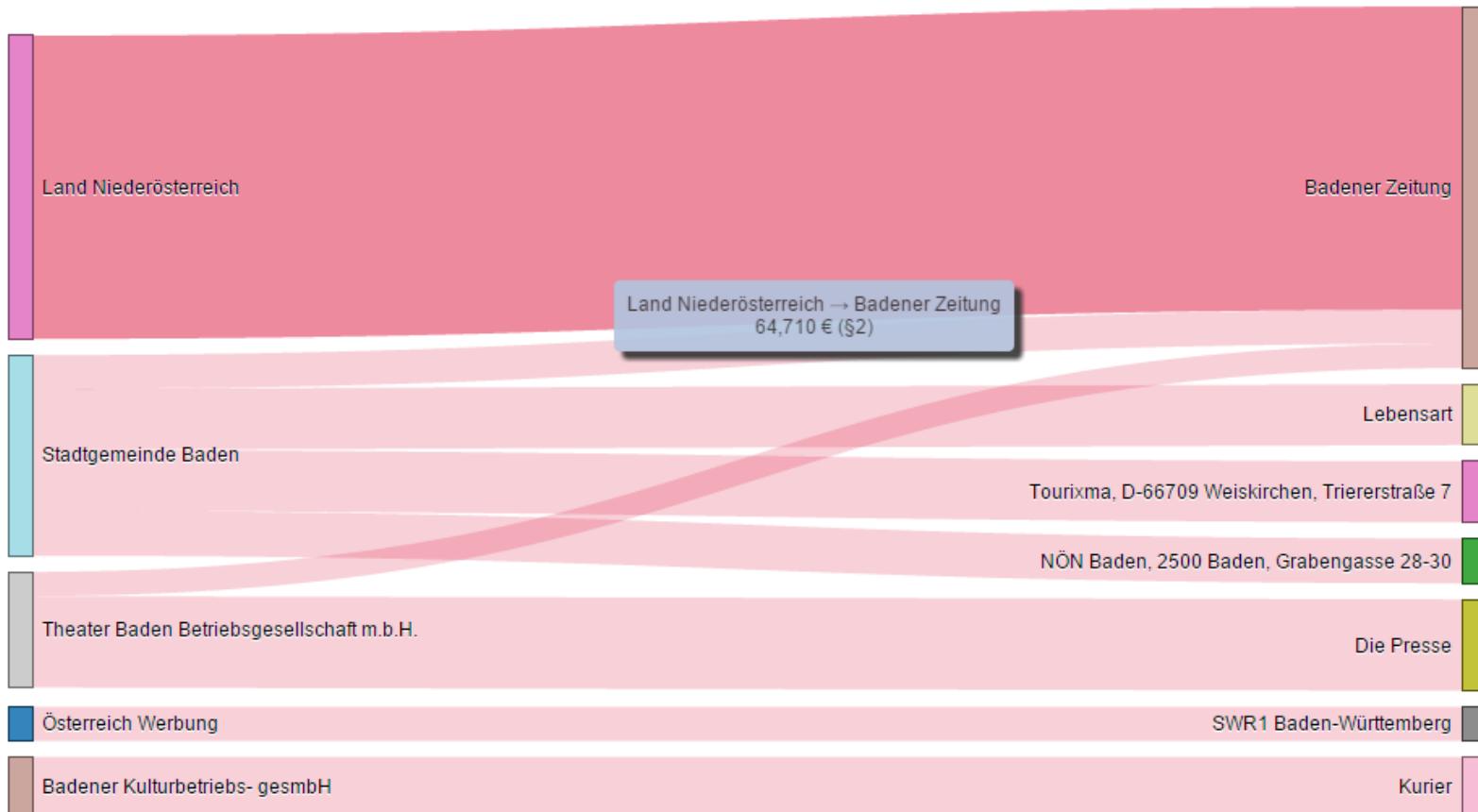
[F. Lang]

Uses Grouping of the media entities

<http://www.paroli-magazin.at/555/>



Related Work



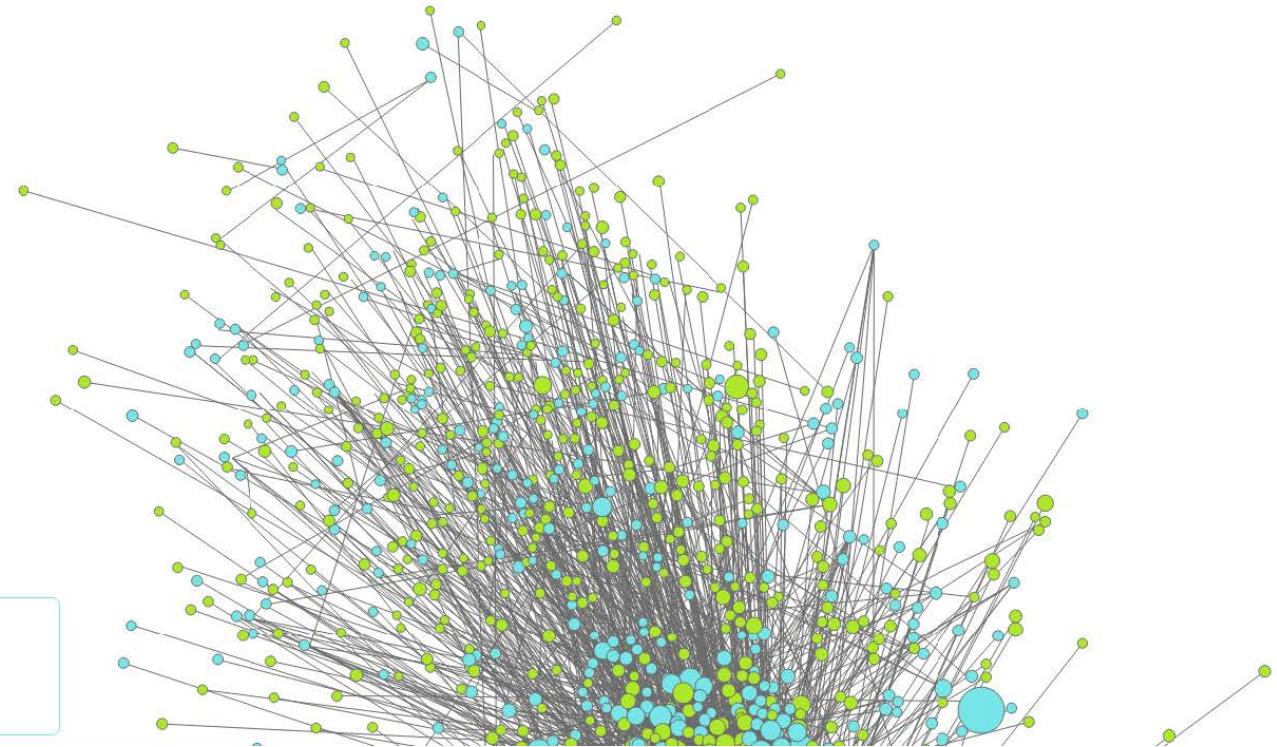
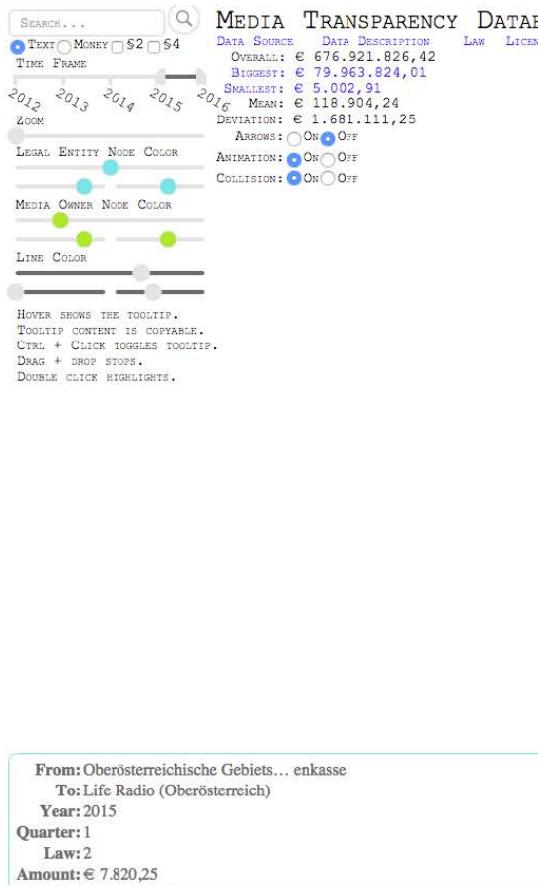
[S. Peter, B. Amir, S. Mercedes, and V. Stephan]

Multiple not connected Visualizations

<http://www.medien-transparenz.at/>



Related Work

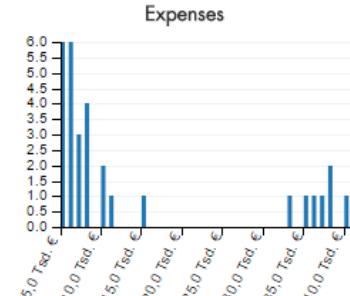
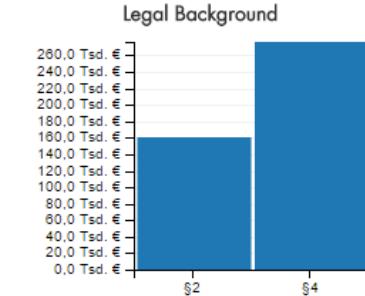
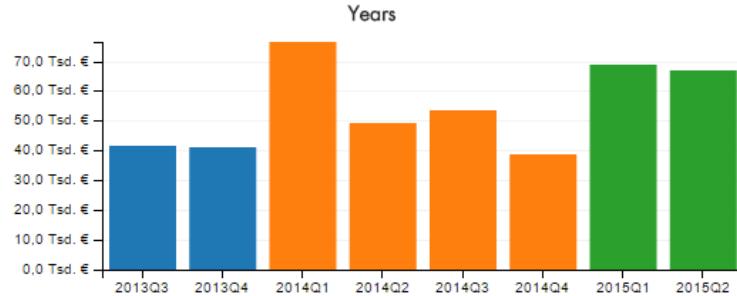


[M. T. Schrempf]
Force directed node link diagram
(website down)



Media Transparency

An Overview of Public Money spent on Media-Cooperations and -Funding in Austria



St. Pölten Q

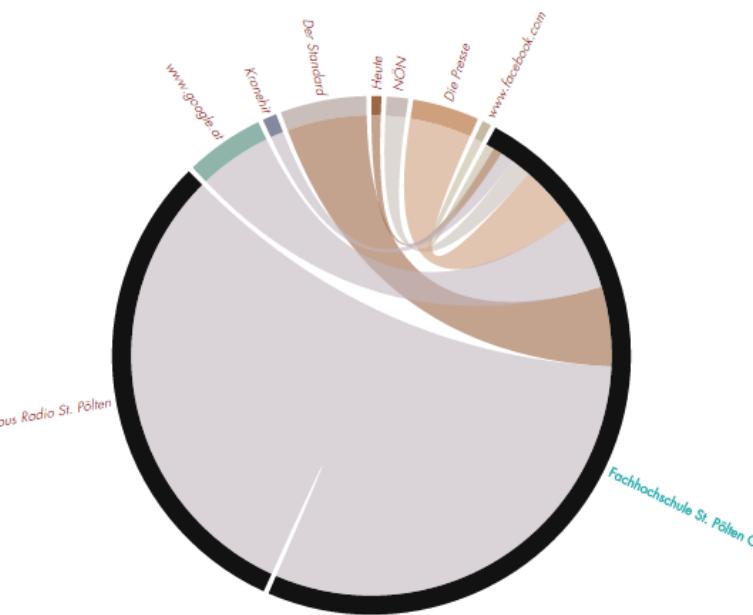
2 entries

[reset](#) | [combine](#) | [remove](#) selection

Rechtsträger	Relationen	S
Fachhochschule St. Pölten GmbH	30	S
Stadt St. Pölten	5	S

◀ ▶

Der Standard X



Filter Media Q

8 entries

Media	Relationen
Verein Campus	8
Radio St. Pölten	7
Der Standard	7
www.google.at	5
Die Presse	5
NÖN	2
Kronehit	1
Heute	1
www.facebook.com	1

◀ ▶



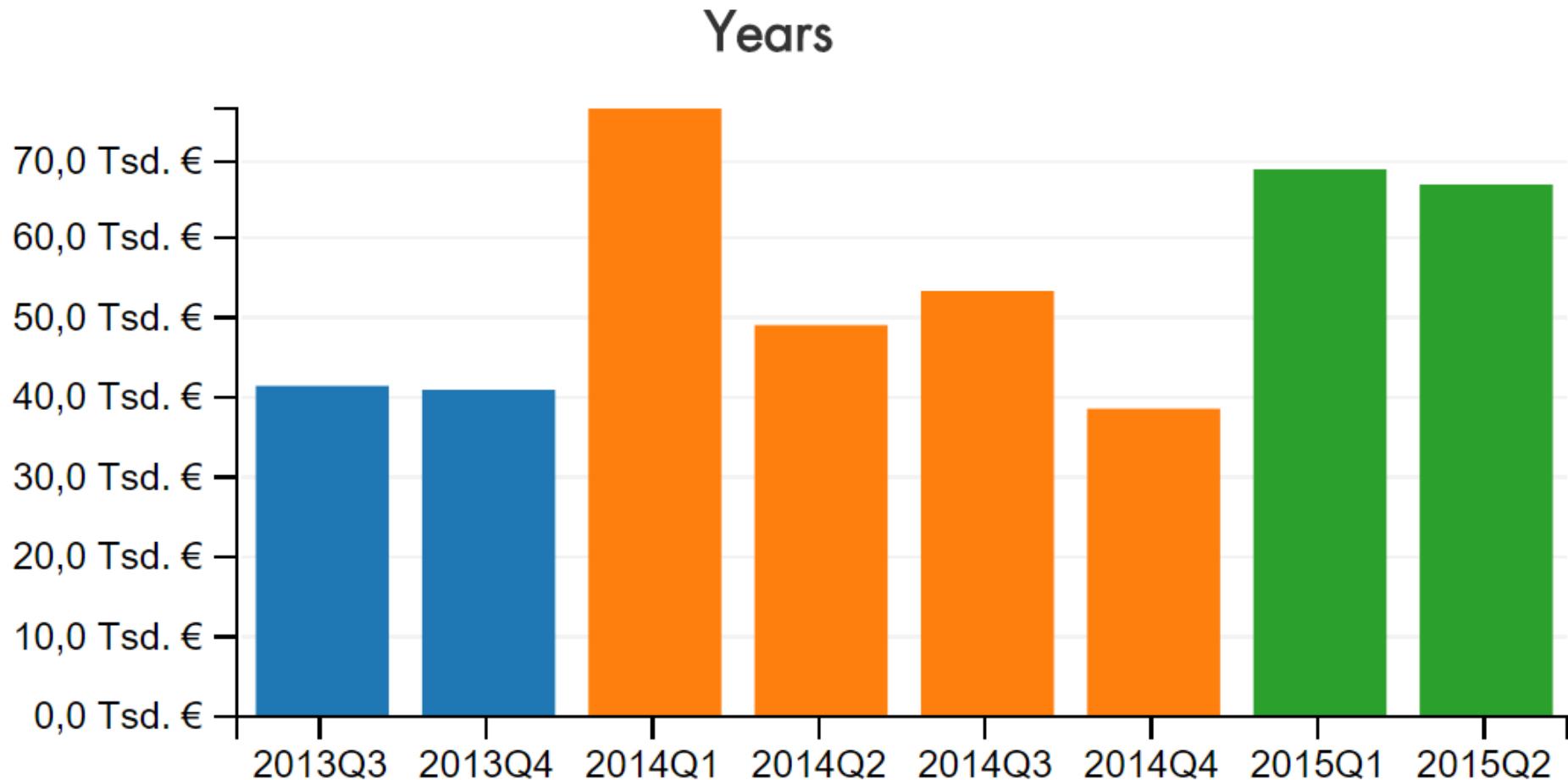
Dashboard - Visualizations

Media Transparency

An Overview of Public Money spent on Media-Cooperations and -Funding in Austria



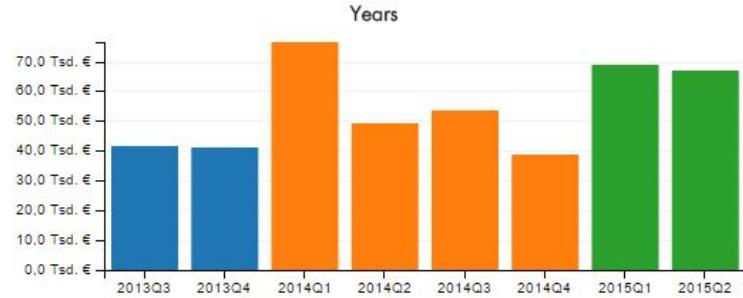
Dashboard - Visualizations



Dashboard - Visualizations

Media Transparency

An Overview of Public Money spent on Media-Cooperations and -Funding in Austria



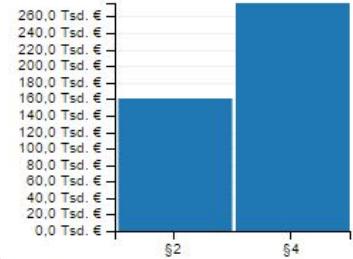
St. Pölten

2 entries
reset | combine | remove selection

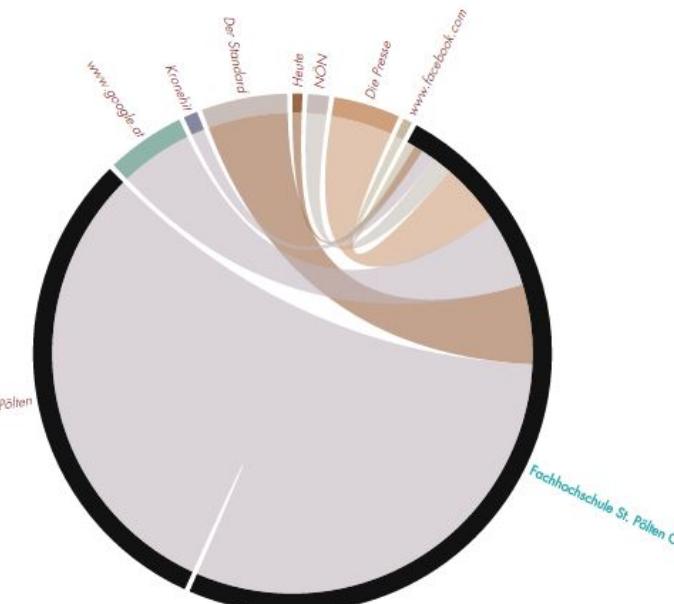
Rechtsträger Relationen S

Fachhochschule St. Pölten GmbH	30
Stadt St. Pölten	5

Legal Background



Der Standard



Expenses



Filter Media

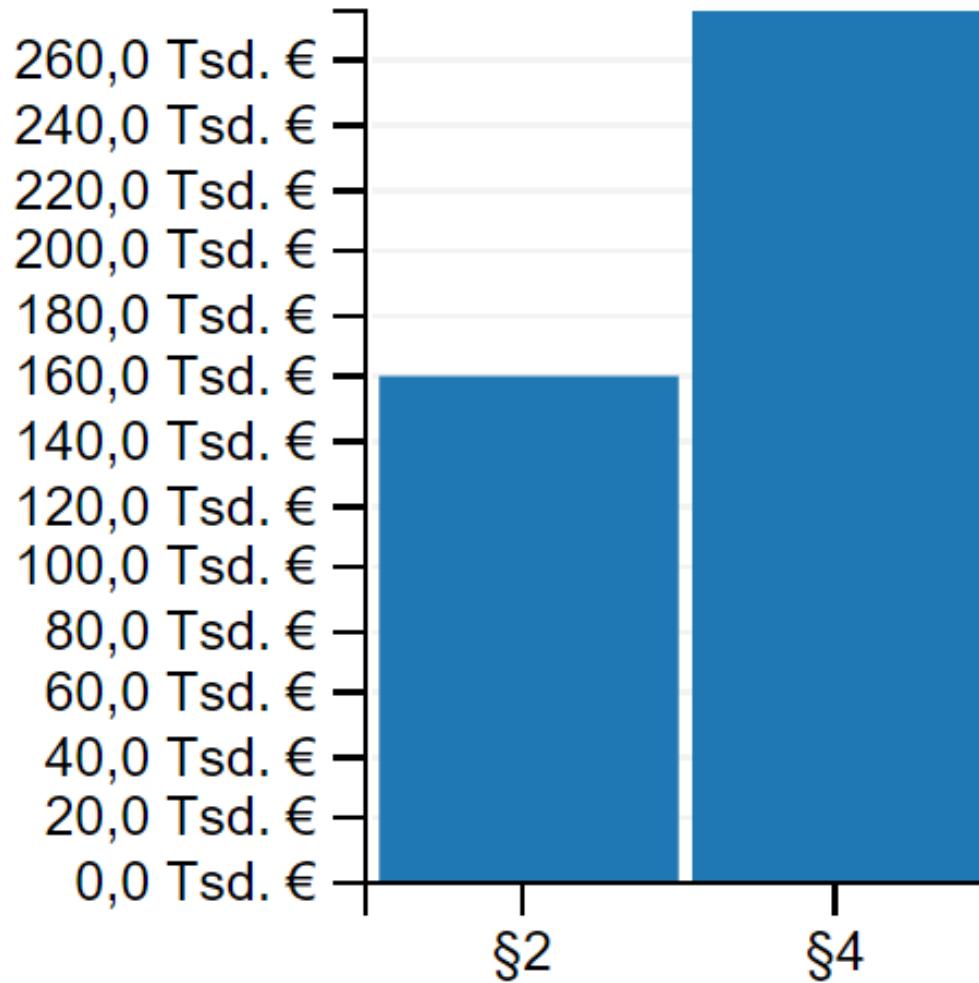
8 entries

Media Relationen

Verein Campus	8
Radio St. Pölten	7
Der Standard	7
www.google.at	5
Die Presse	5
NÖN	2
Kronehit	1
Heute	1
www.facebook.com	1



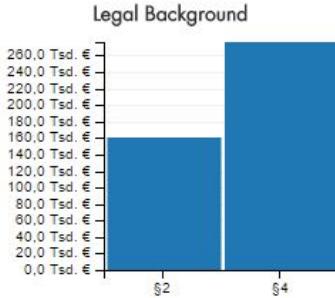
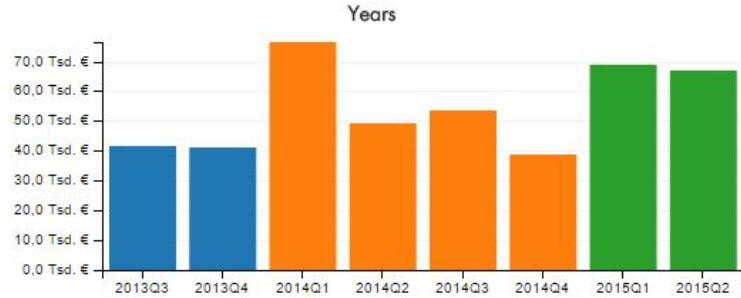
Legal Background



Dashboard - Visualizations

Media Transparency

An Overview of Public Money spent on Media-Cooperations and -Funding in Austria



St. Pölten

2 entries
reset | combine | remove selection

Rechtsträger Relationen S

Fachhochschule St. Pölten GmbH	30
Stadt St. Pölten	5

Der Standard

Filter Media

8 entries

Media Relationen

Verein Campus Radio St. Pölten 8

Der Standard 7

www.google.at 5

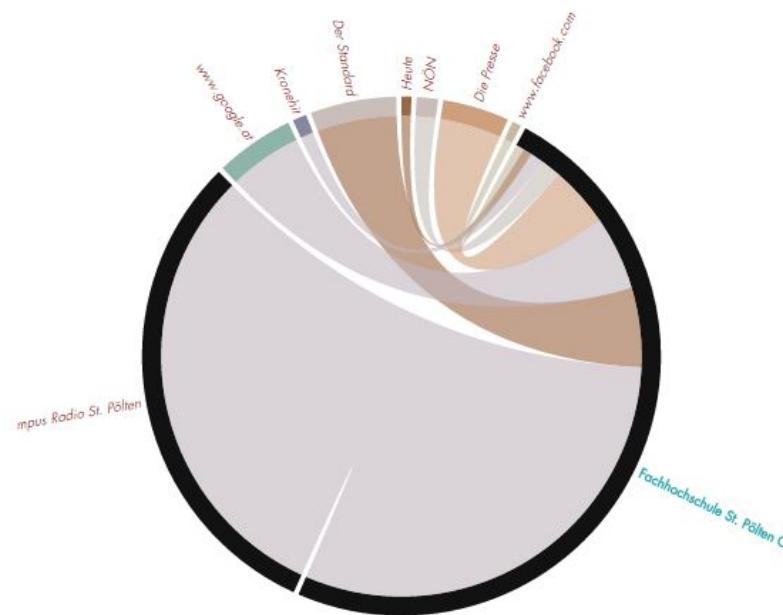
Die Presse 5

NÖN 2

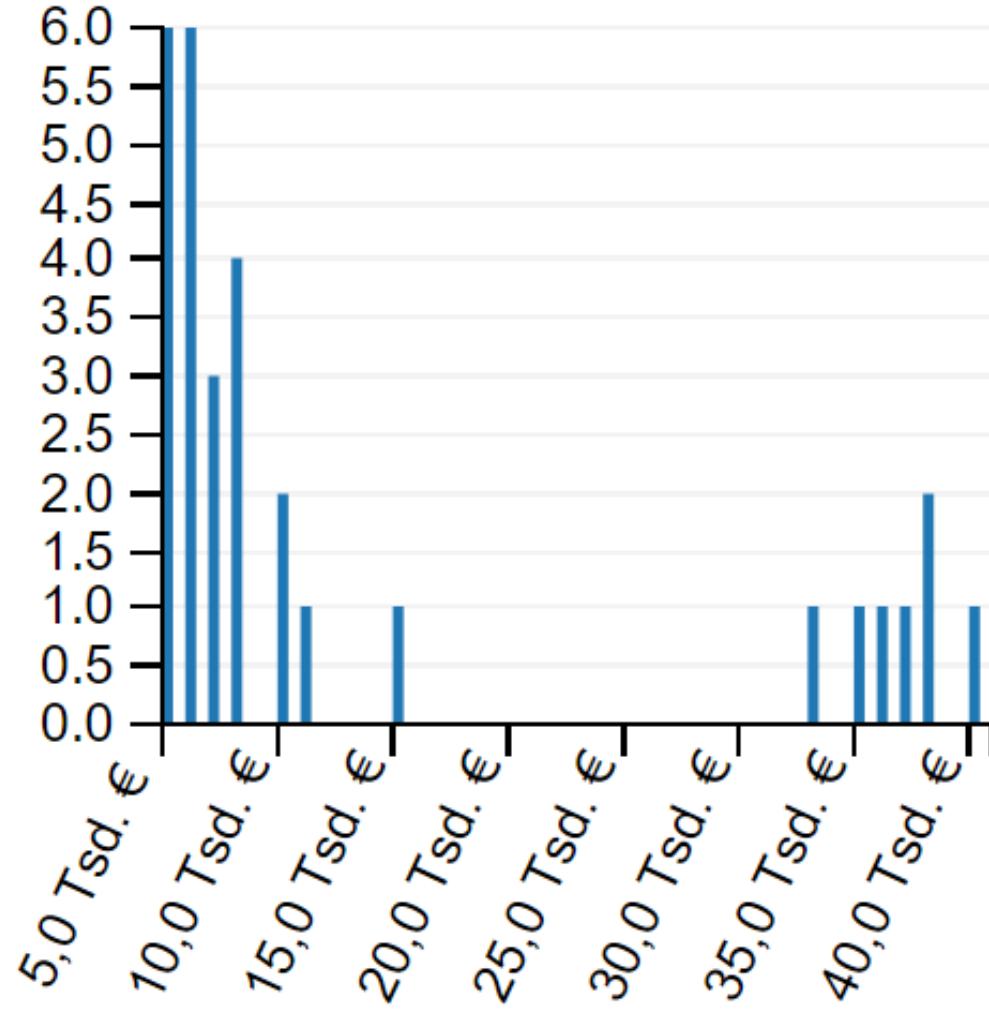
Kronehit 1

Heute 1

www.facebook.com 1



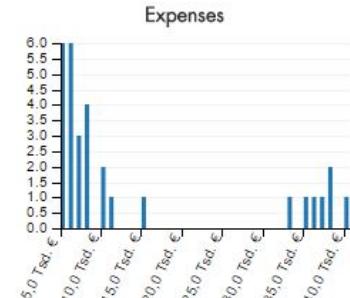
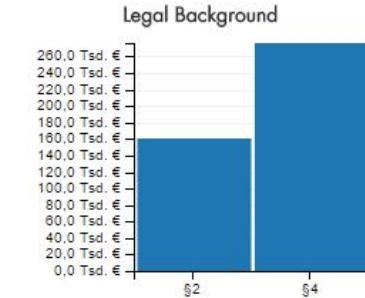
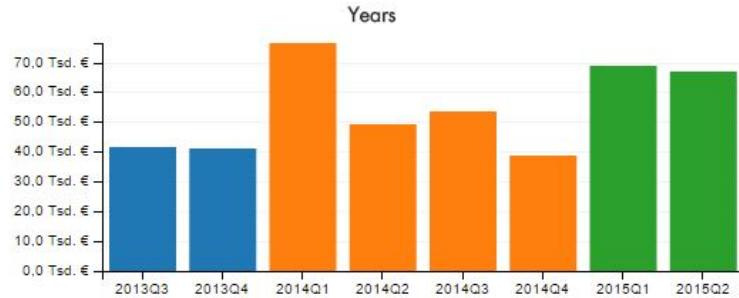
Expenses



Dashboard - Visualizations

Media Transparency

An Overview of Public Money spent on Media-Cooperations and -Funding in Austria



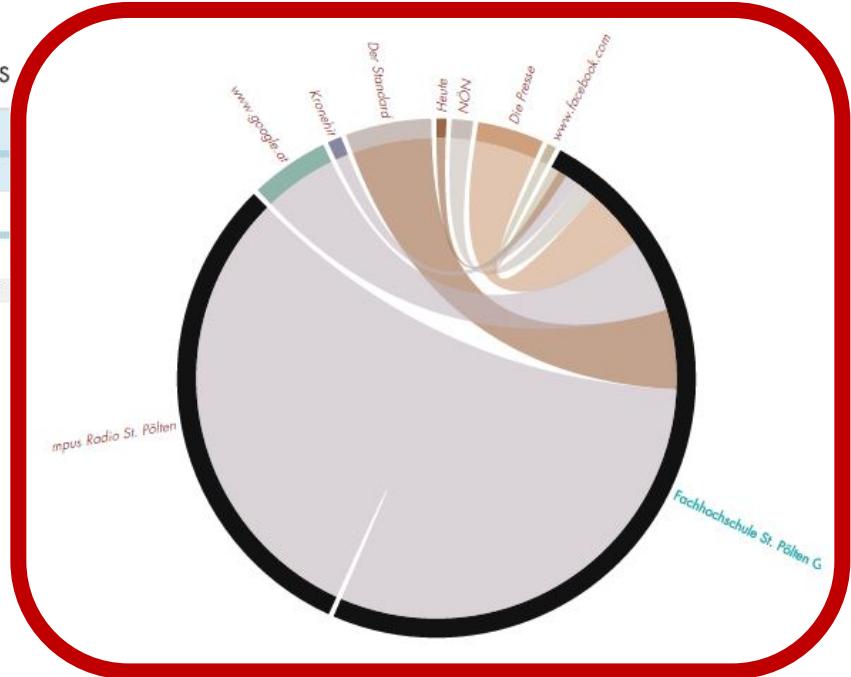
St. Pölten Q

2 entries

reset | combine | remove selection

Rechtsträger	Relationen
Fachhochschule St. Pölten GmbH	30
Stadt St. Pölten	5

Der Standard X



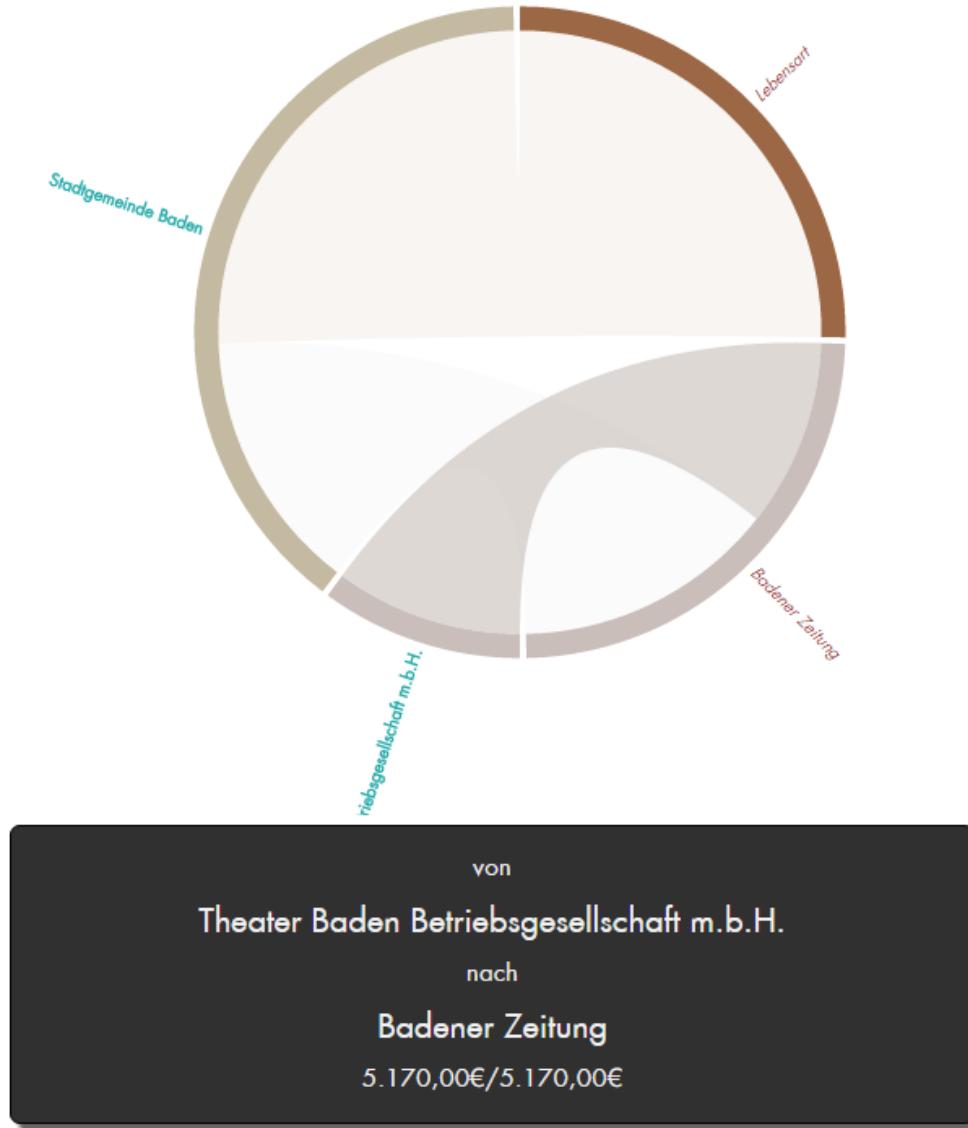
Filter Media Q

8 entries

Media	Relationen
Verein Campus Radio St. Pölten	8
Der Standard	7
www.google.at	5
Die Presse	5
NÖN	2
Kronehit	1
Heute	1
www.facebook.com	1



Dashboard - Visualizations



Dashboard - Visualizations

Media Transparency

An Overview of Public Money spent on Media-Cooperations and -Funding in Austria



Dashboard – Visualizations

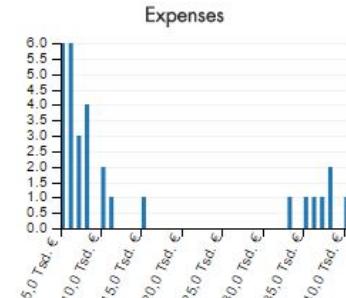
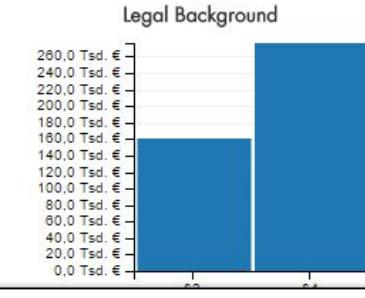
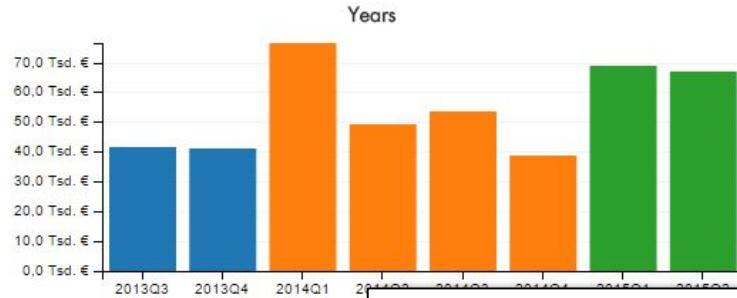
Rechtsträger ↓ ²	Relationen ↓ ¹	Summe ↓ ¹
Technische Universität Wien	36	493.860,51€
Technisches Museum Wien mit Österreichischer Mediathek	11	106.350,86€
Technische Universität Graz	8	67.913,51€
Wirtschaftskammer Oberösterreich, Fachgruppe Technische Büros - Ingenieurbüros	1	5.956,00€



Dashboard – Interaction

Media Transparency

An Overview of Public Money spent on Media-Cooperations and -Funding in Austria



St. Pölten

2 entries

Rechtsträger	Relationen
Fachhochschule St. Pölten GmbH	30
Stadt St. Pölten	5

DEMO



Filter Media

8 entries

Media	Relationen
Verein Campus	8
Radio St. Pölten	7
Der Standard	5
www.google.at	5
Die Presse	5
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Kronehit	1
Heute	1
www.facebook.com	1

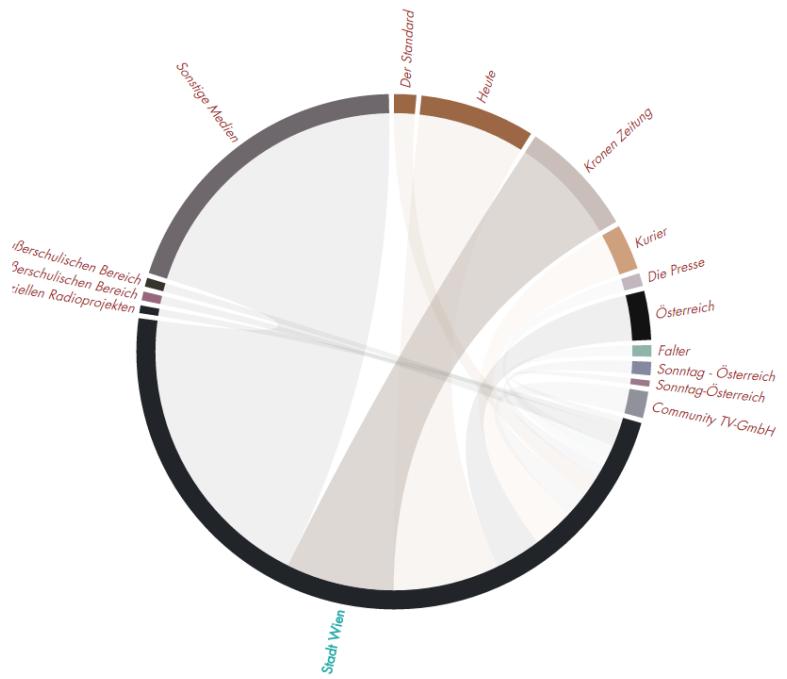




- 2 Informal Interviews
 - 6 Questions ...
 - In which quarter did the “WU Wien” spend most on advertisements? To whom?
 - ...
 - Feedback on
 - Design
 - Interactions
- Usability expert review with Supervisor



Investigating Media Transparency



von
Stadt Wien
nach
Kronen Zeitung
9.077.264,73€/59.018.319,87€

David Pfahler

