

Data Visualization for Political Social Work

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Contents

1	How to Navigate This Presentation	1
2	Outline of Conversation	2
2.1	Our Discussion Today	2
2.2	Our Data	2
3	Basic Considerations	2
3.1	The Nature of Your Variables Determines the Nature of Your DataViz	2
3.2	Variable Types	2
3.3	Visualization Possibilities	2
4	Story-Telling	3
4.1	Your Graph Should Be A Self-Contained Story	3
4.2	Your Graph Should Be Embedded In A Story	3
5	Color	4
5.1	Greyscale Graph	4
5.2	Color is Organizational Identity	4
5.3	Color Is Information	5
5.4	Color Is Accessibility	5
5.5	Color Is Emphasis	6
6	Cognition	6
6.1	“Graphical Perception”	6
6.2	Example (Position Along A Common Scale)	6
6.3	Example (Length)	7
6.4	Example (Angle)	7
7	Resources for Further Learning	7
7.1	Resources	7
8	Questions?	8
8.1	Please Contact	8
	References	8

1 How to Navigate This Presentation

As you move forward through this presentation you can press **b** to make text bigger, or **s** to make text smaller.

2 Outline of Conversation

2.1 Our Discussion Today

- Purpose: Focus on the *conceptual language* of data viz.
- **Not** a deep dive into the technical tools for doing dataviz.
- Whatever tool you are using (Paper and Pencil, Markers on Whiteboard, Excel, Google Sheets, R), what are some conceptual considerations in making a data visualization?
- Considerations for being part of a *team* conversation about visualizing data.
- More specific technical resources at end.

2.2 Our Data

The data that we are using come from the **World Development Indicators** (WDI) which are country level statistical information from around the world, collected by the World Bank.

3 Basic Considerations

3.1 The Nature of Your Variables Determines the Nature of Your DataViz

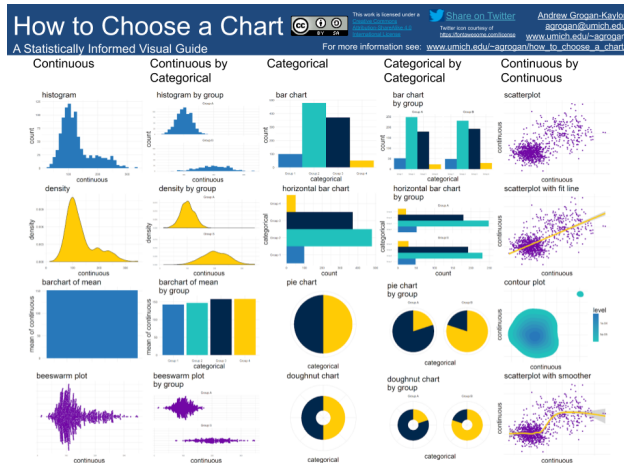
- Deciding upon the right data visualization to represent your data can be a daunting process.
- I believe that a *starting point* for this thinking is some basic statistical thinking about the *type* of variables that you have.
- At the broadest level, variables may be conceptualized as *categorical* variables, or *continuous* variables.

3.2 Variable Types

- *categorical variables* represent unordered categories like *neighborhood*, or *religious affiliation*, or *place of residence*.
- *continuous variables* represent a continuous scale like a *mental health scale*, or a *measure of life expectancy*.

3.3 Visualization Possibilities

How To Choose A Chart



4 Story-Telling

4.1 Your Graph Should Be A Self-Contained Story

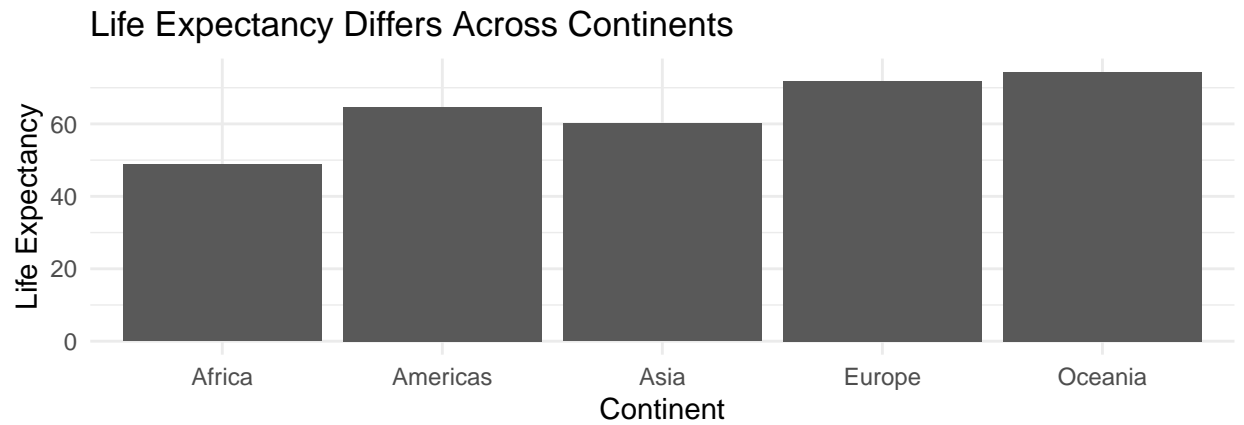


4.2 Your Graph Should Be Embedded In A Story

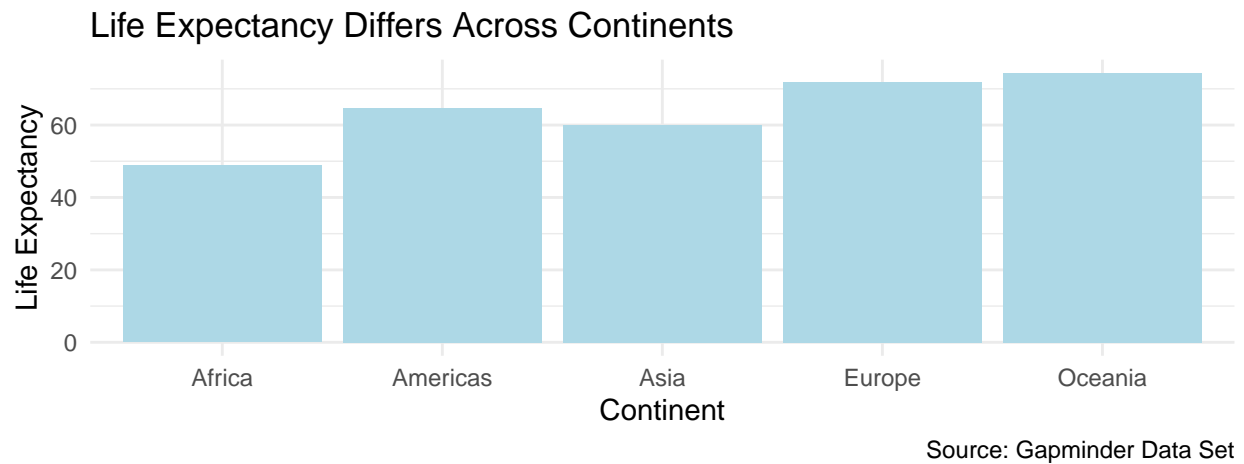


5 Color

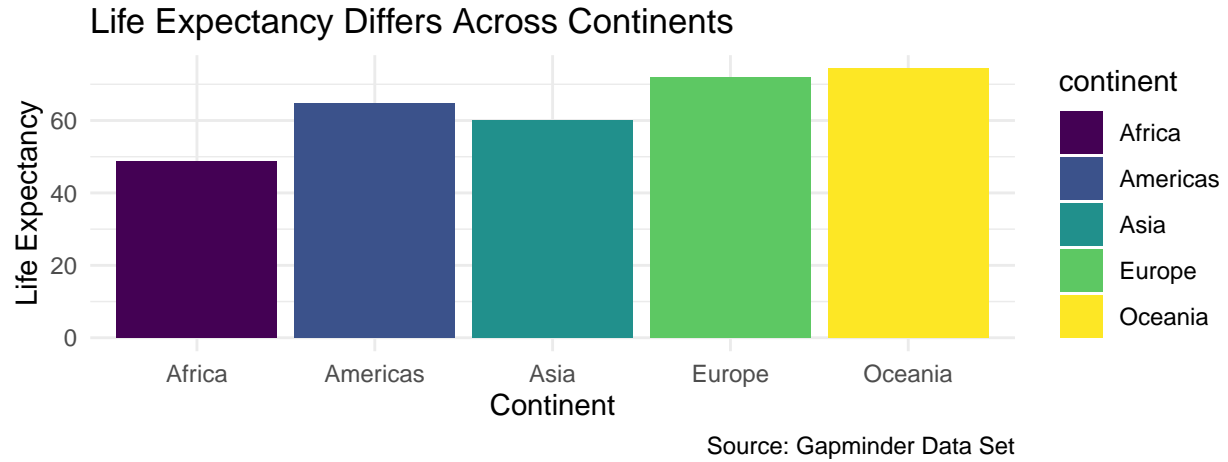
5.1 Greyscale Graph



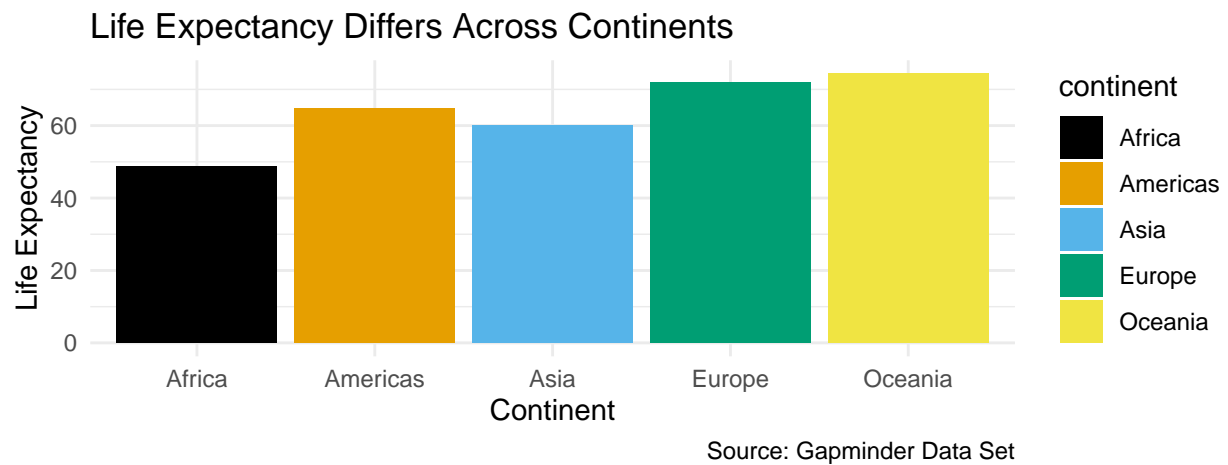
5.2 Color is Organizational Identity



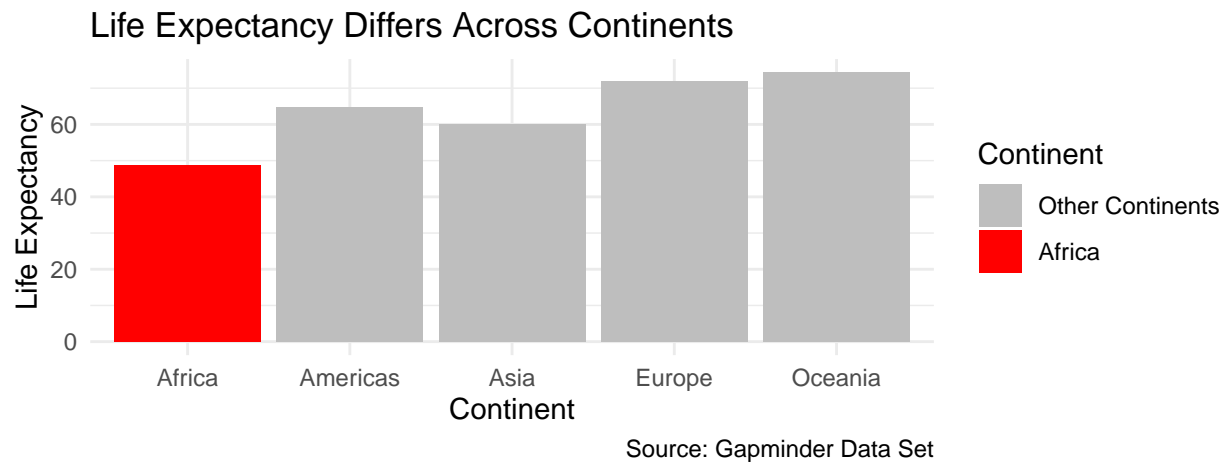
5.3 Color Is Information



5.4 Color Is Accessibility



5.5 Color Is Emphasis



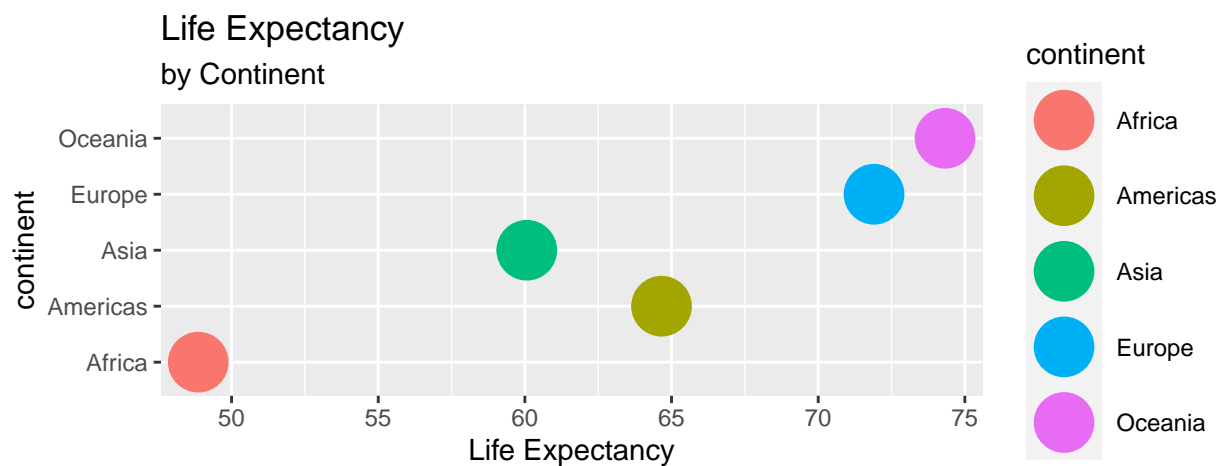
6 Cognition

6.1 “Graphical Perception”

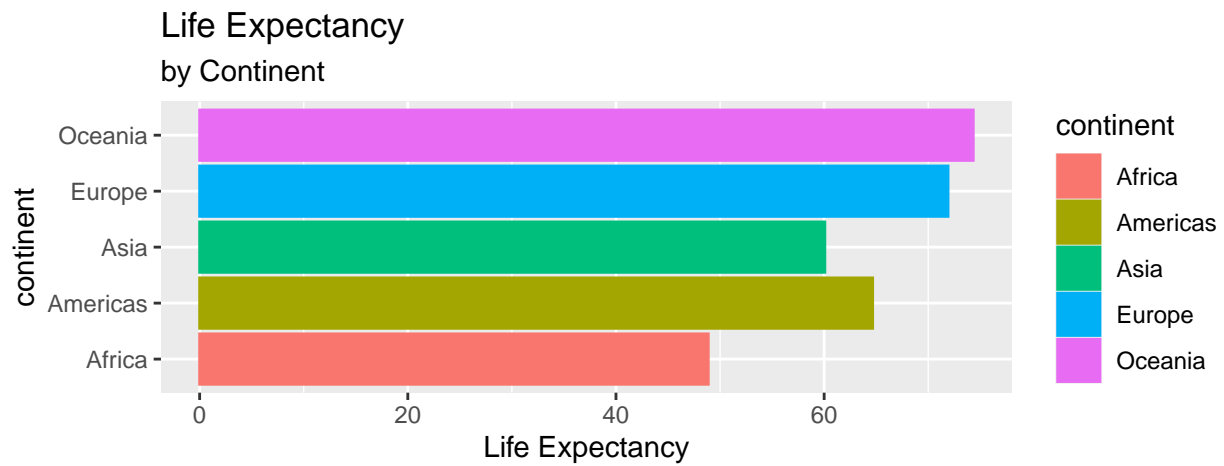
“Ordering elementary tasks by accuracy (Cleveland and McGill 1985):”

1. Position along a common scale
2. Position on identical but nonaligned scales
3. Length
4. Angle & Slope
5. Area
6. Volume, Density, Color Saturation
7. Color Hue

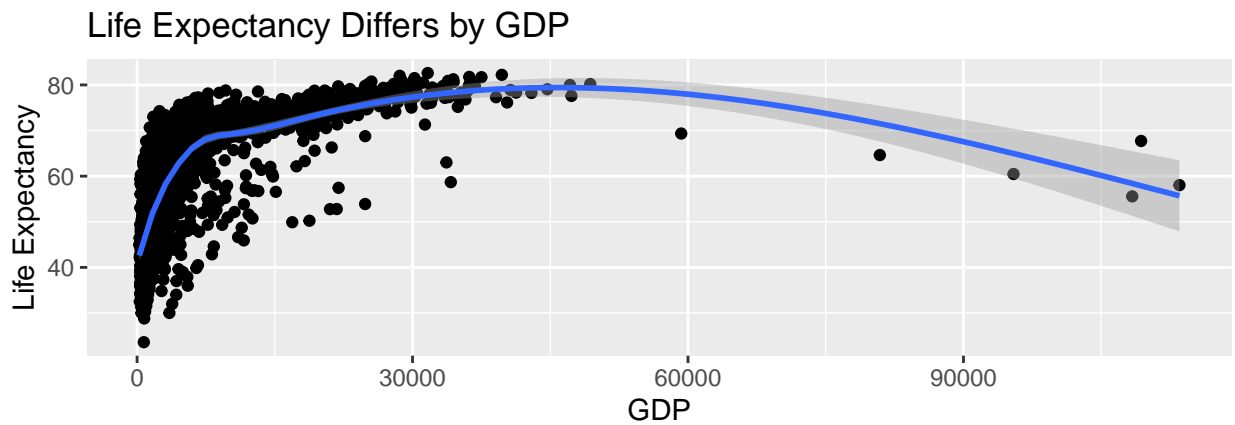
6.2 Example (Position Along A Common Scale)



6.3 Example (Length)



6.4 Example (Angle)



7 Resources for Further Learning

7.1 Resources

- How to Choose a Chart: A Visual Guide. [Extended Version]
- *Introduction to R*:
 - HTML Web Book
- *Introduction to ggplot2*:
 - HTML Web Book
- *Two Page R*:
 - PDF
- *Two Page ggplot2*:
 - PDF

8 Questions?

8.1 Please Contact

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References

Cleveland, William S, and Robert McGill. 1985. "Graphical Perception and Graphical Methods for Analyzing Scientific Data." *Science* 229 (4716): 828–33. <http://www.jstor.org/stable/1695272>.