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## Data Visualization Effectiveness Profile

1 message

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**Google Forms** <forms-receipts-noreply@google.com>  
To: hanzhong@andrew.cmu.edu

Sun, Feb 2, 2020 at 10:09 PM

Thanks for filling out [Data Visualization Effectiveness Profile](#)

Here's what we got from you:

## Data Visualization Effectiveness Profile

### Reference

Few, Stephen. "Data Visualization Effectiveness Profile," 2017, 11.  
[http://www.perceptualedge.com/articles/visual\\_business\\_intelligence/data\\_visualization\\_effectiveness\\_profile.pdf](http://www.perceptualedge.com/articles/visual_business_intelligence/data_visualization_effectiveness_profile.pdf)

### Email address \*

[hanzhong@andrew.cmu.edu](mailto:hanzhong@andrew.cmu.edu)

### Your name \*

Han Zhong

### What visualization are you ranking? Provide the title and web-accessible URL. \*

Adult education level: <https://data.oecd.org/eduatt/adult-education-level.htm>

### Usefulness. Is it useful for the intended audience? Does it communicate valuable information?

1 2 3 4 5 6 7 8 9 10

Useless ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☒ ☐ ☐ Very useful

**Completeness. Does the visualization have everything necessary to make it understandable?**

	1	2	3	4	5	6	7	8	9	10	
No relevant data	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	All relevant data

**Perceptibility. Can the reader understand the information with minimal effort? Is the visualization type appropriate? Does it use illogical comparisons?**

	1	2	3	4	5	6	7	8	9	10	
Unclear and difficult	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Clear and easy

**Truthfulness. Is the visualization accurate, reliable and valid? Is it representing what it says it is, and in the most complete and truthful manner? Does it misrepresent the data or make comparisons that aren't correct?**

	1	2	3	4	5	6	7	8	9	10	
Innaccurate and / or invalid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Accurate and valid

**Intuitiveness. Is it easy to understand and clearly communicates the information? If unfamiliar, does it include easy to understand instructions on how to interpret it?**

	1	2	3	4	5	6	7	8	9	10	
Unfamiliar, difficult to understand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Familiar, easy to understand

**Aesthetics. It is interesting / enjoyable to look at? Is it a good example of what a beautiful data visualization might look like? Is it somewhere in the middle - pleasing but otherwise not distracting to look at?**

	1	2	3	4	5	6	7	8	9	10	
Ugly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Beautiful

**Engagement. Does it lead the audience to learn more about the topic? Does it inspire the audience to talk about the data or share it with others?**

1 2 3 4 5 6 7 8 9 10

Distracts from data ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☒ ☐ Draws one into the data

**Describe your overall observations about the data visualization here. What stood out to you? What did you find worked really well? What didn't? What, if anything, would you do differently? \***

The data include a lot information about the adult education level worldwide in 21st century. The chart has too many lines which makes it hard to read and messy, and the table looks clear and easy to understand, but only include little information. The table is good, concise and intuitive, however it's not beautiful and catchy enough. For the chart, I would increase the size of the chart, give more space between those lines, and use different color to represent different countries. For the map, I would also like to add more color to those rounds to make it more beautiful. For the table, I am thinking change it into a scattered plot.

**Who is the primary audience for this tool? Do you think this visualization is effective for reaching that audience? Why or why not? \***

Those people who are learning to tell stories with datas, and data scientists researching about social science. I think it is, because this visualization offer valuable information to audience, and after spend several minutes, it's not hard to understand it.

**Final thoughts: how successful what this method at evaluating the data visualization you selected? Are there measures you feel are missing or not being captured here? What would you change? Provide 1-2 recommendations (color, type of visualization, layout, etc.) \***

It's quite seccessful at evaluating the data visualization. I think these is only one measure is missing. I would love to add a measure about audience's first impression on the visualization. A good visualization should catch audience's eyes at the first glance. Also, various types of visualization should be good.