



# THE IMPORTANCE OF CONTEXT

Pertemuan – 2


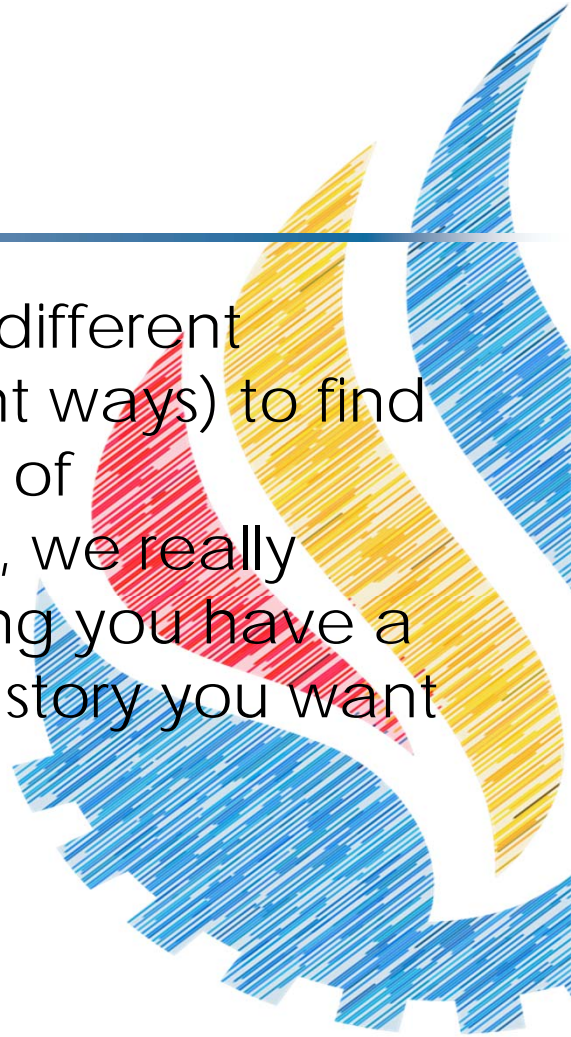
# EXPLORATORY VS. EXPLANATORY ANALYSIS

# EXPLORATORY VS. EXPLANATORY ANALYSIS

- Exploratory analysis is what you do to understand the data and figure out what might be noteworthy or interesting to highlight to others.
- When we're at the point of communicating our analysis to our audience, we really want to be in the *explanatory* space, meaning you have a specific thing you want to explain, a specific story you want to tell



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- We might have to open 100 oysters (test 100 different hypotheses or look at the data in 100 different ways) to find perhaps two pearls. When we're at the point of communicating our analysis to our audience, we really want to be in the *explanatory* space, meaning you have a specific thing you want to explain, a specific story you want to tell—probably about those two pearls.

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WHO, WHAT, AND HOW

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# WHO

## ■ Your audience

The more specific you can be about who your audience is, the better position you will be in for successful communication. Avoid general audiences, such as “internal and external stakeholders” or “anyone who might be interested”

## ■ You

It’s also helpful to think about the relationship that you have with your audience and how you expect that they will perceive you. Will you be encountering each other for the first time through this communication, or do you have an established relationship? Do they already trust you as an expert, or do you need to work to establish credibility?



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# WHAT

## ■ Action

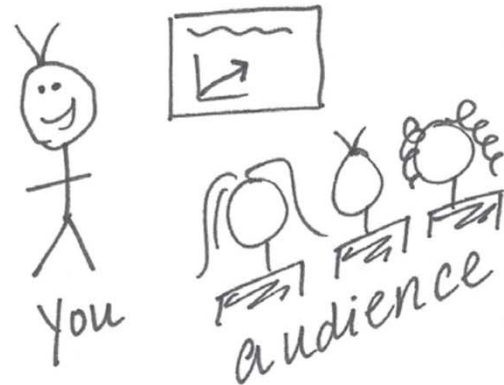
*What do you need your audience to know or do?* This is the point where you think through how to make what you communicate relevant for your audience and form a clear understanding of why they should care about what you say

## ■ Mechanism

*How will you communicate to your audience?* The method you will use to communicate to your audience has implications on a number of factors, including the amount of control you will have over how the audience takes in the information and the level of detail that

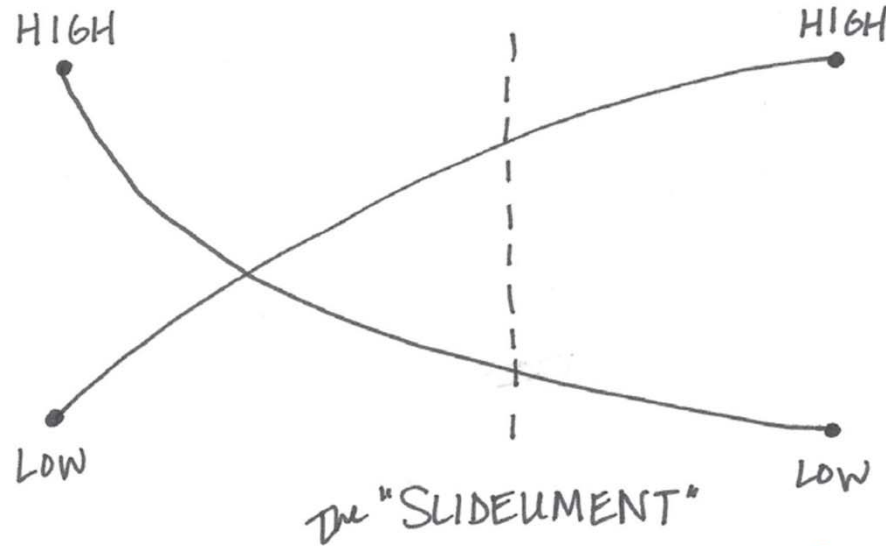
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LIVE PRESENTATION . . . . . WRITTEN DOC OR EMAIL



amount of  
CONTROL  
you have

level of  
DETAIL  
needed





# HOW

- Finally—and only after we can clearly articulate who our audience is and what we need them to know or do—we can turn to the data and ask the question: *What data is available that will help make my point?* Data becomes supporting evidence of the story you will build and tell.



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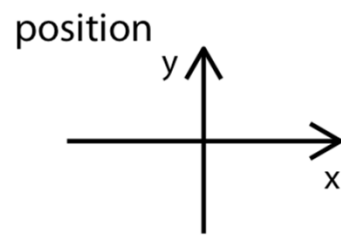
# AESTHETICS AND TYPES OF DATA

A large, stylized flame graphic on the right side of the slide, composed of three curved segments in blue, yellow, and red, with a blue gear-like base. The word "STIKOM" is written in a blue, sans-serif font below the graphic.

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# AESTHETICS AND TYPES OF DATA

## ■ Shapes



shape



size



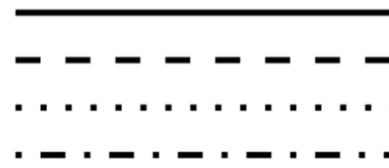
color



line width

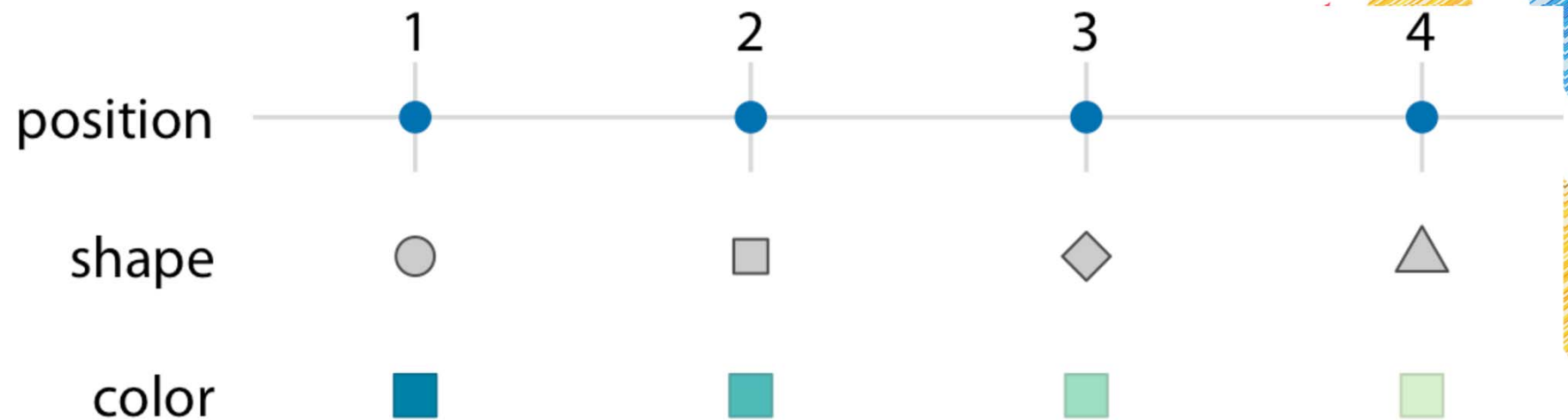


line type



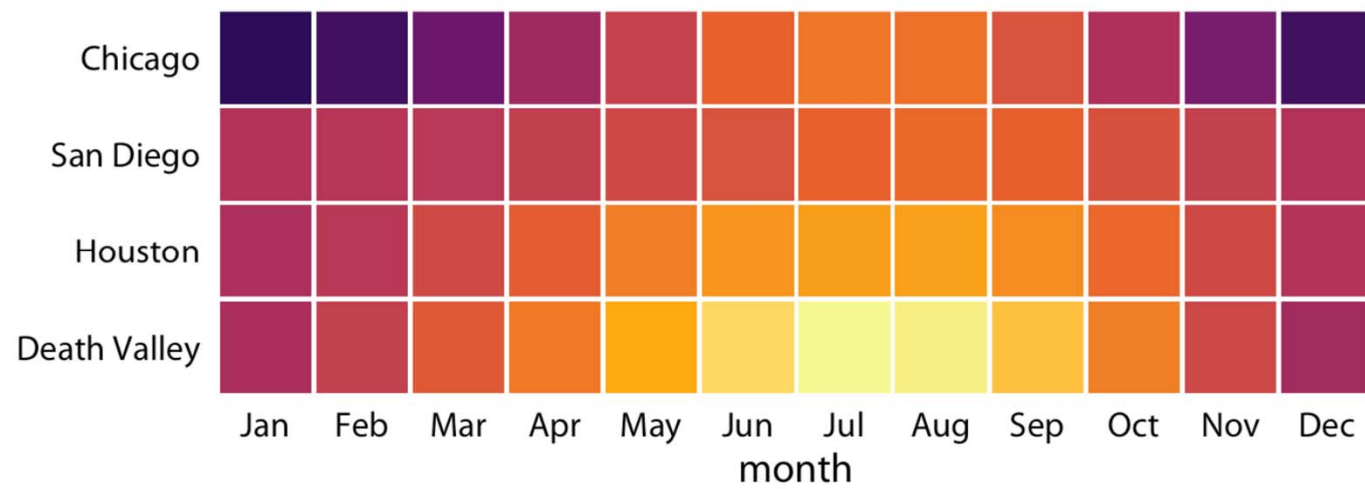
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# SCALES MAP DATA VALUES ONTO AESTHETICS

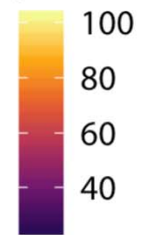


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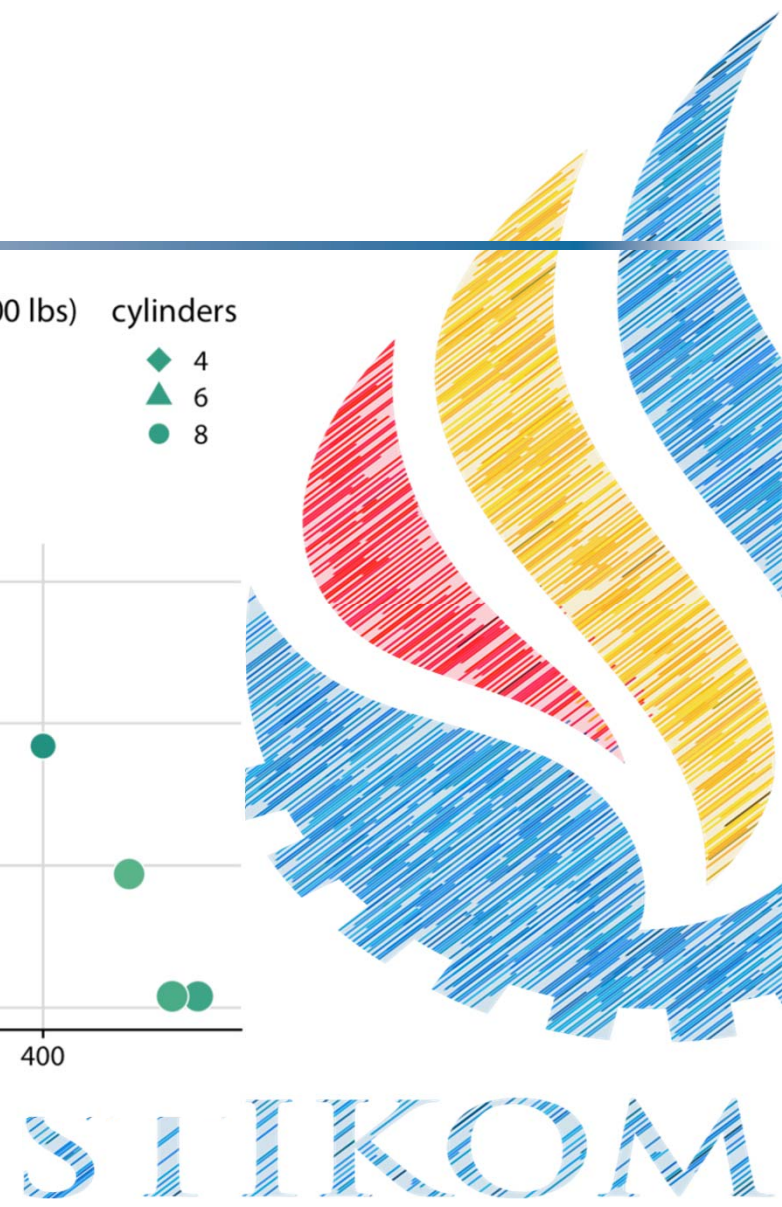
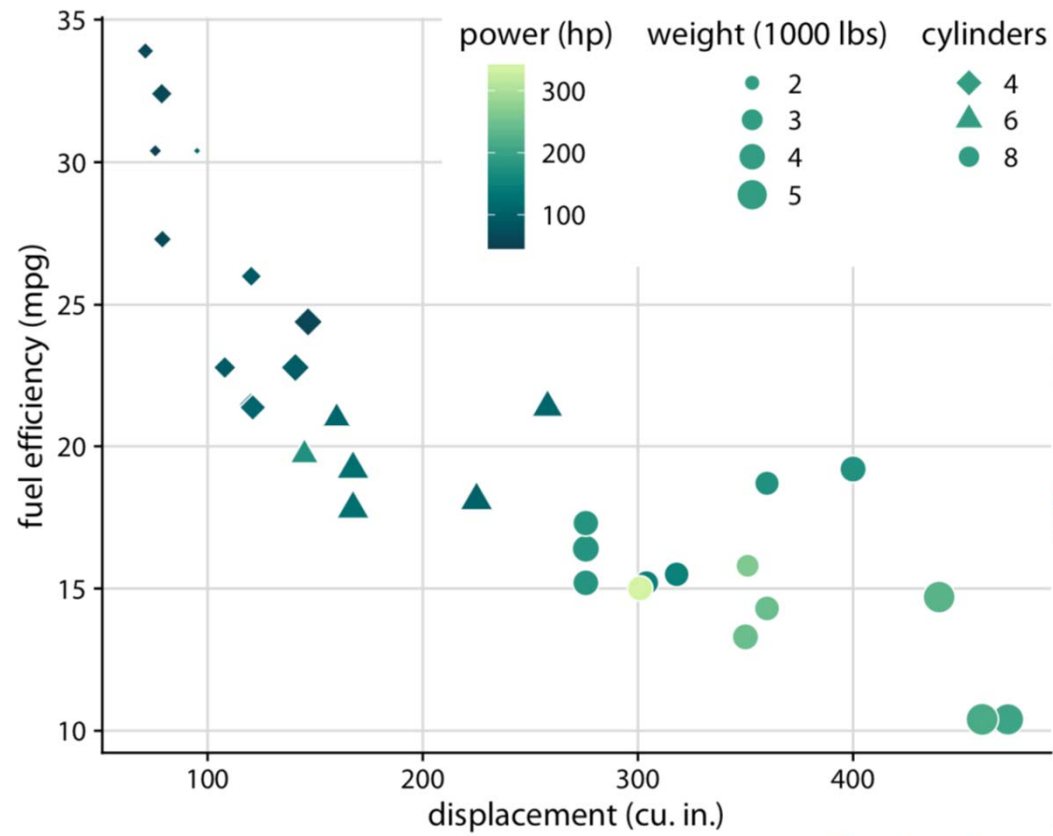




temperature (°F)



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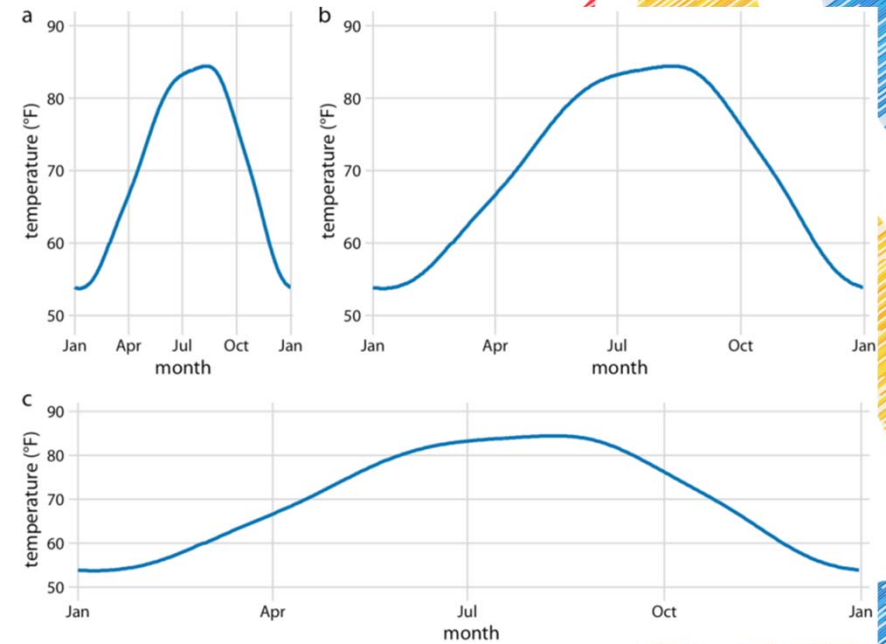
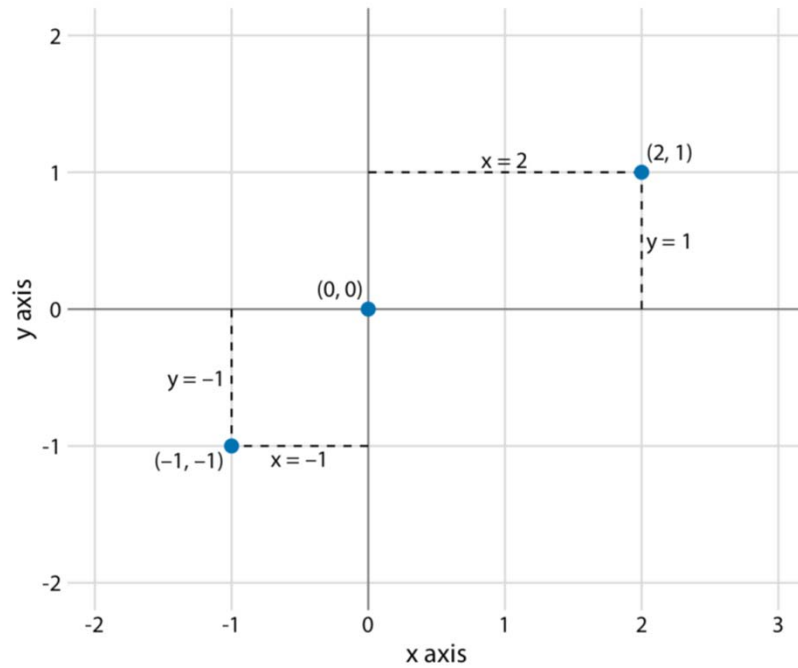


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# COORDINATE SYSTEMS AND AXES - CARTESIAN COORDINATES

- The most widely used coordinate system for data visualization is the 2D *Cartesian coordinate system*, where each location is uniquely specified by an  $x$  and a  $y$  value. The  $x$  and  $y$  axes run orthogonally to each other, and data values are placed in an even spacing along both axes

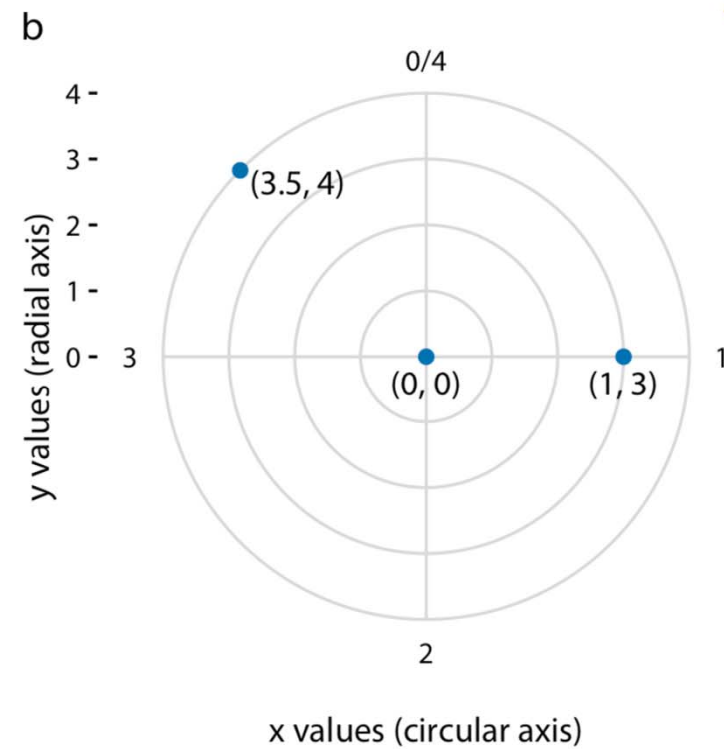
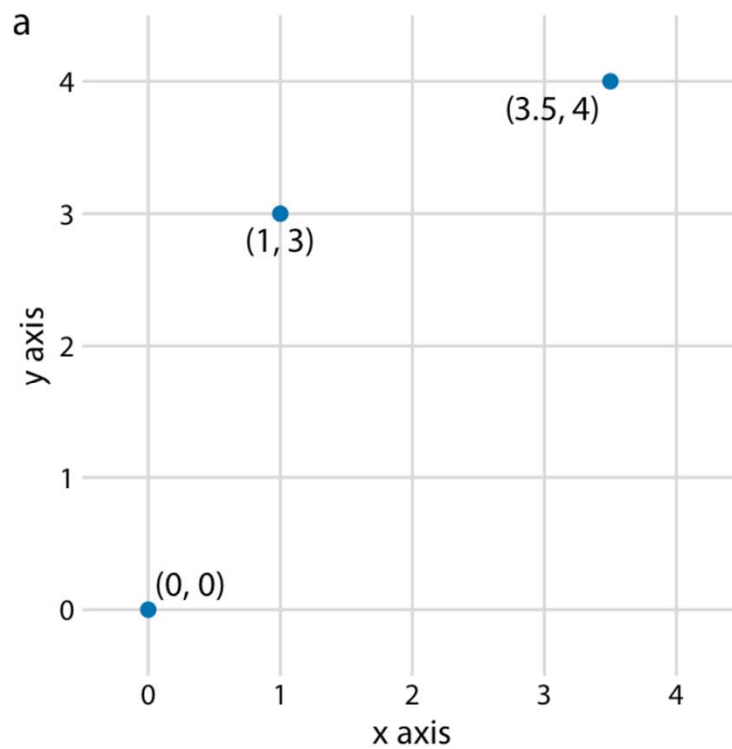
# SIMPLE CARTESIAN COORDINATE



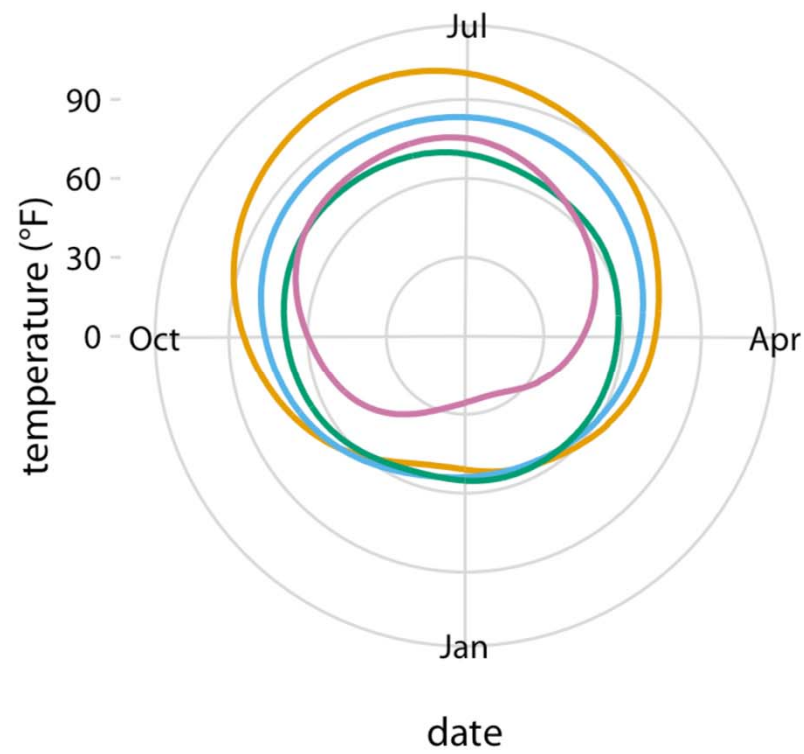
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# COORDINATE SYSTEMS WITH CURVED AXES



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- Death Valley
- Houston
- San Diego
- Chicago



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