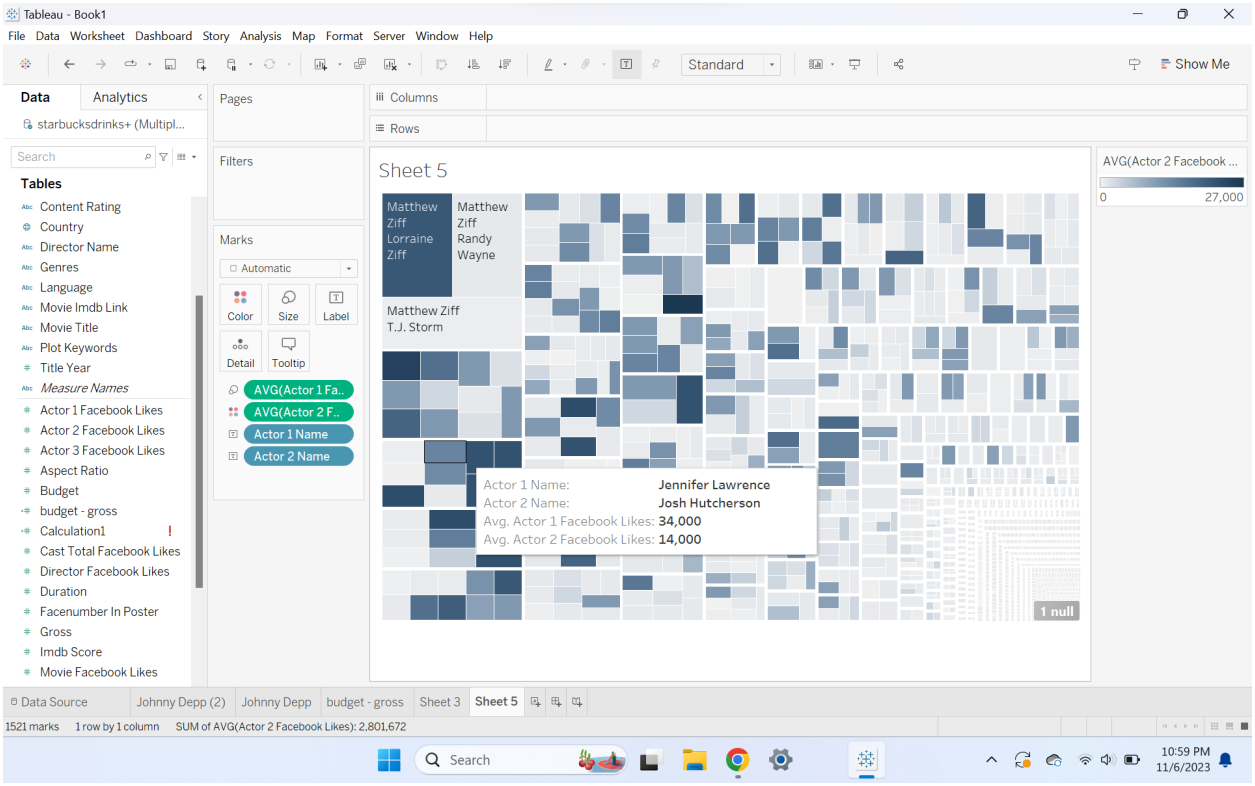
HW 4

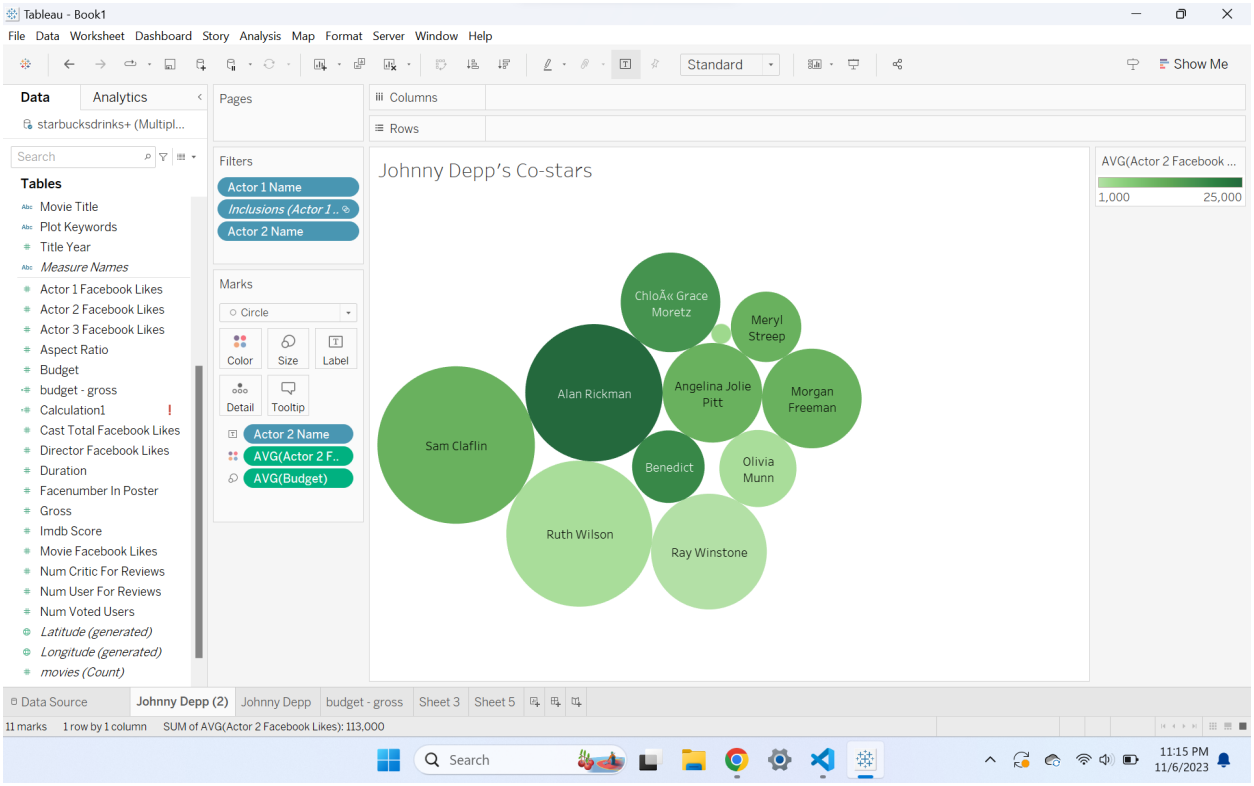
Arden Davis, Info-Vis, 7.11.23

Visualizations

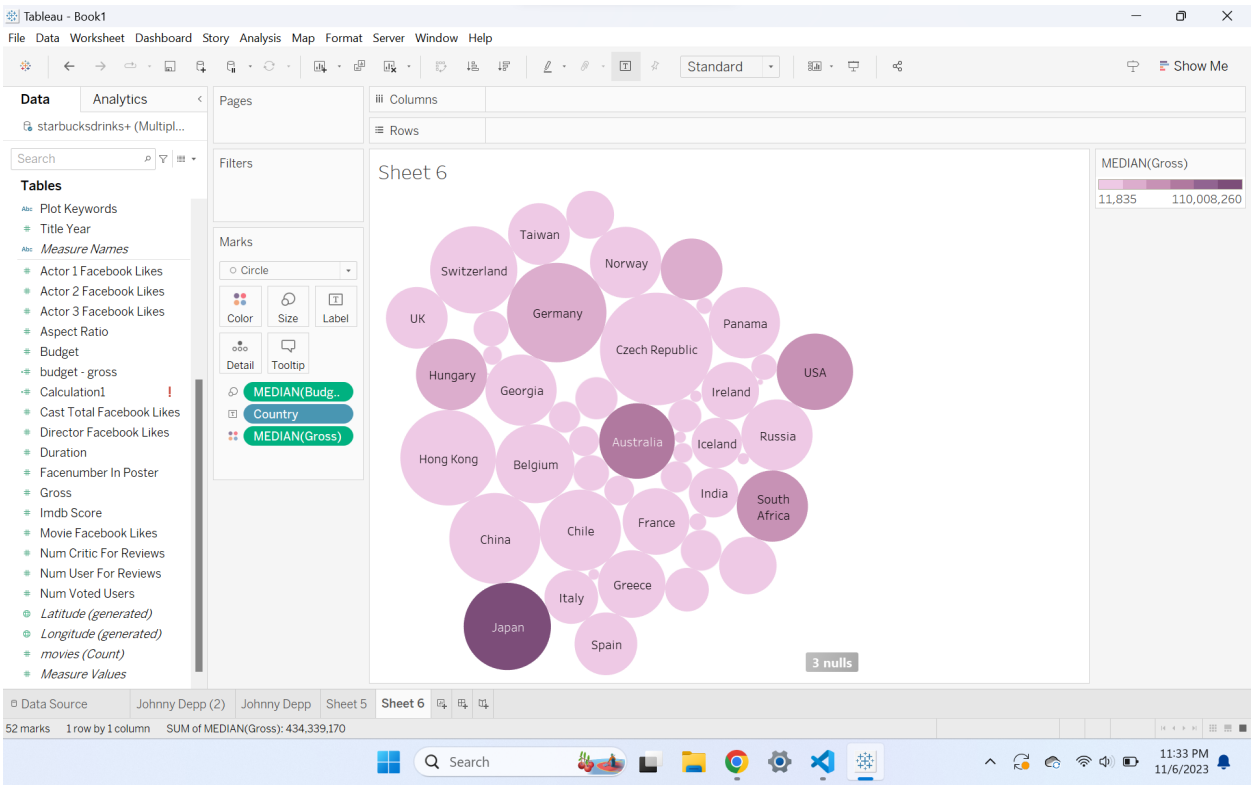


- For this view, I started by selecting Actor 1 Name, Actor 2 Name, and the # of Facebook likes for each. I went over to the show me tab on the right and selected mosaic plot. I changed the Facebook likes from sum, to average, which scaled the numbers down a lot. The size of each tile represents the average number of Facebook likes for the first actor (I realized later that this is kind of redundant, so I change it in a later view). Then I changed the color to refer to the average number of Facebook likes of the second actor and made the color range more contrasting.
- The color contrast reveals that the first actors, who appear larger if they have more Facebook likes, are more likely to have co-stared with another actor with a lot of

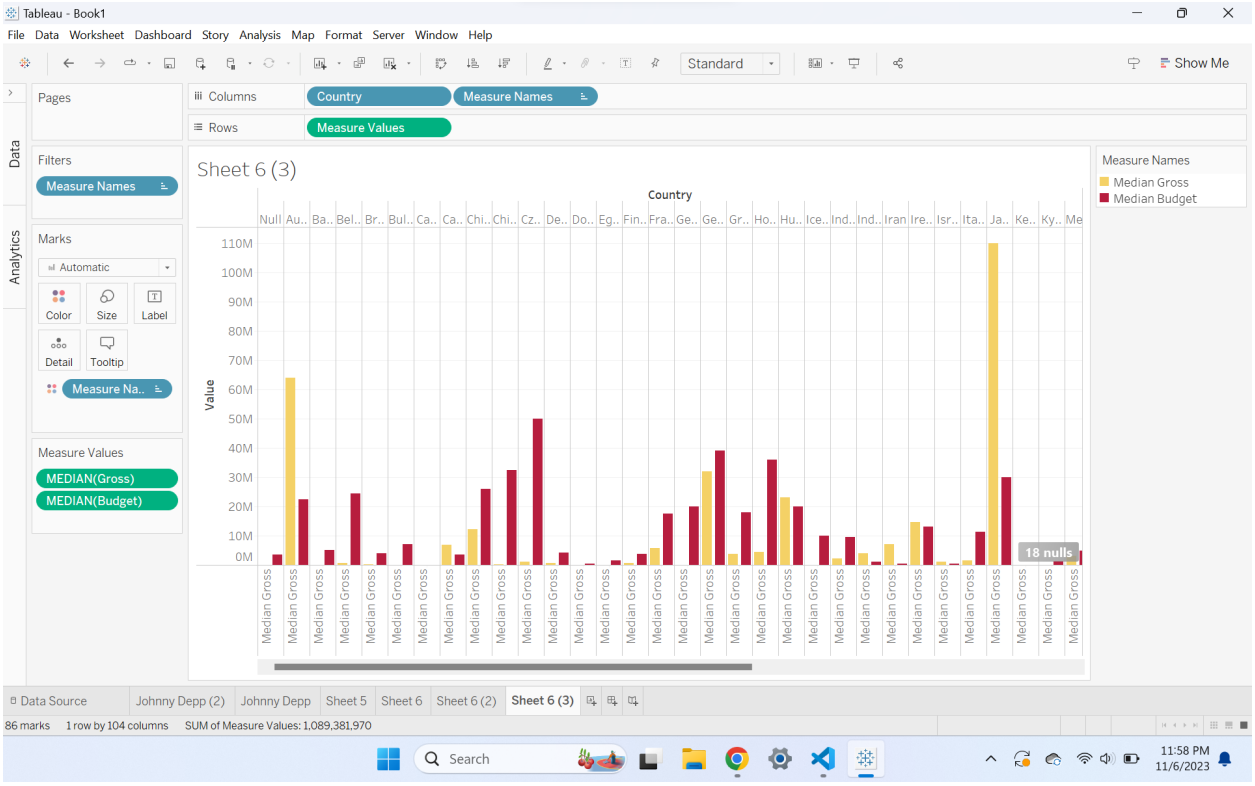
Facebook likes and the total nobodies in the right corner will almost always costar with another Actor with few likes.



- For this view, I started with the prior view and filtered to select only movies where Johnny Depp is the leading actor. I took out Johnny Depp's Facebook likes and instead encoded size as the budget for the film, setting this to average just incase the two actors starred in multiple pictures together. I also changed the color to green because money.
- This view revels that the budget of Johnny Depp's films do not depend on the popularity of his costar.



- For this view, I grouped the data by country. For each country I changed the size of the bubble to refer to the number of movies from that country in the dataset, and color is encoded as the median gross amount from the films in that country. It's important to choose something like median instead of sum when encoding by country because each country has a vastly different number of films in this dataset.
- This view reveals that Japan is an outlier in the amount of money its films make. And this is despite these films having an average budget compared other countries. It also shows that most countries have a median gross revenue that is less than $20,000,000.



- This view isn't perfect, but its an attempt at representing some of the same data as before in a way that allows you to compare both the median gross to the budget for a given country as well as these values relative to other countries. Color is encoded as yellow for gross revenue and red for budget. Height of the bar is encoded as amount in dollars.
- I think this view helps you with different tasks than the previous view, but it requires interaction to be able to see the name of the specific country. Overall I think this reveals that there is a wide range in the amount of money spent and earned from movies by country and that there is no clear relationship between ROI for all of the countries, just that there are some outliers like Japan, which the previous view also revealed.

Critique

Tableau is really cool. The learning curve allows a brand new user to see some stimulating visualizations by knowing only which it attributes they want to compare. The recommended visualizations on the right in the "show me" tab are very effective, but for someone who knows nothing about encodings, they can accidentally make an irrelevant or otherwise misleading encoding. For example, the auto setting is for the values to be

represented as a sum which tends to be misleading. I think overall, tableau is a system that is very intuitive and takes a lot of the grunt work out of making insights into data by allowing a user to toggle between views instantaneously.