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*I, Arshdeep Benipal, certify that this work is my own, submitted for CSCI 4210U in compliance with the Academic Integrity Policy*.

For this part of the assignment, I will use Hullman’s “Visualization Rhetorics” to analyze the Wall Street Journal visualization of the impact of vaccines on Polio. The visualization displays the number of people infected from the late 1920’s to around 1970. The visualization is shown as multiple heatmaps that increases in intensity as the number of infections increases. The heatmap is shown for each individual state as well as the District of Columbia. The heatmap also shows the year the vaccine was introduced and the declining rate after its introduction.

When analyzing this visualization through Hullman’s “Visualization Rhetorics”, I will be focusing on narrative rhetoric, information access rhetoric, provenance rhetoric, and mapping rhetoric. Narrative visualizations communicate by presenting a story to the consumer. The visualization in this case is showing us information, therefore, this would not relate to narrative rhetoric at all. In terms of the information access rhetoric, this visualization includes the statistics of the impact of vaccines for the different states, the number of cases per specific amount of people, and the year the disease occurred in. However, the data does not display the total population of each state. The source of the information is provided at the bottom. The source is also not cited properly however the data in the visualization seems to be intact and aggregated. Furthermore, when speaking of the provenance rhetoric, the source is not cited properly, it provides a link to source with the name “Project Tyco” and the methodology is defined as presenting the impact of vaccines through heat maps. While focusing on the mapping rhetoric, the mapping of the data seems to be correct and there does not seem to be any cases of over plotting. The information is plotted neatly, and it is easy to read every portion of the heat map since it provides information when hovering over a specific region. Colour luminance and colour saturation is used very effectively within the map to help indicate the severity of the disease. When analyzing this visualization as a mapping rhetoric, we can see that saturation and mapping is done correctly. Generally, the visualization makes use of a lighter colour scheme throughout the maps.