**Name:** Ben Habegger **Date:** Tue Nov, 2nd

**Lab section:** 007

**Show your work!!!**

**Acquire**

Week: Week 5

Date: February 3rd Year: **2020** Data: YouGov

Majority support a black James Bond, but few want a female or gay 007

**Source Article/Visualization:**

<https://www.makeovermonday.co.uk/data/data-sets-2018/>

**Represent**

Chart, bar chart

Description automatically generated

**Critique**

I like the use of the legend to help the consumer understand what the different colors mean. This easily helps interpret the acceptance / against rate of the different groups. But the graph begins to become harder to read once you start to read all the labels. Each of the groups, ethnic, gay, female, and those of a non-British nationality, looks to have subgroups of the general population for that group and a subgroup for if those people love James Bond movies. But what they are trying to represent is that if the general population is in support of a gay or female James Bond. With so much going on it becomes increasingly difficult to read the graph the longer you look at it. Also, a critical part of the data was left out of the visualization, whether the voters chose to Leave or Remain in Brexit.

Based on your knowledge of the Periodic Table of Visualization Methods (discussed in class this week), discuss which one of the 6 categories does the visualization you provided in the Represent stage falls in. Identify the method most closely related to the visualization in the Represent Stage and discuss the characteristics: overview, detail, detail AND overview, divergent thinking, convergent thinking. Refer to Week 10 Readings to assist with categorizing the visualization.

The graph is a bar chart, meaning it is an overview and convergent thinking. This means you should be able to conclude something on your own based on the visualization. While this can be done with the current graph, again it is not an easy task to make any meaningful takeaways.

**Mine**

What question(s) are you attempting to answer? Remove this text and highlighting before submitting your work.

I am attempting to answer the question,” How do Brexit voters think of an altered James bond? Either Ethnic, Gay, Female, or Non-British?

**Filter**

**Show** (display, list, make it visible) the filtered data.

**Stakeholders**

* Who is your audience? What assumptions did you make? What visualization tool/software did you use? My audience is the public who has a vested interest in the topic, and fans of James Bond films. I assumed that the consumer would read my legend and apply that to the visualization. Tableau was my software of choice.

**What to submit:** This document in PDF format only (if you do not know how to do this, ask).

**Choose the best layout** for your makeover visualization: Portrait or Landscape, Remove the page of the layout that you DO NOT choose. No blank pages!

**NEW Sketch your Makeover**

In the space below, sketch out your ideas for refined visualization. You must use pen/pencil and paper to sketch out your idea, then take a photo of your sketch and include it in the space below. A piece of paper with writing on it

Description automatically generated with medium confidence

**Refine (Makeover – Landscape view)**

Use an additional page if necessary. Remember, the purpose of visualization is “insight.” Take and include a screenshot of your visualization and include it below. Use Data Visualization Best Practices (see data visualization checklist).

**Chart, bar chart

Description automatically generated**Figure Caption – Brexit Voters are asked if they think it’s acceptable or unacceptable for James Bond to be Female, from an Ethic Minority, Gay, or of a non-British nationality.

**Resources**

Data Visualization Checklist:

<http://stephanieevergreen.com/wp-content/uploads/2016/10/DataVizChecklist_May2016.pdf>

How to give constructive criticism:

<https://personalexcellence.co/blog/constructive-criticism/>

Sample Makeovers

<https://www.makeovermonday.co.uk/gallery/>

**Grading Rubric**

|  |  |  |  |
| --- | --- | --- | --- |
| **Excellent**  **(11-15 pts)** | **Good**  **(6 -10 pts)** | **Fair**  **(2-5 pts)** | **Needs Improvement (0 - 1 pt)** |
| Meets **ALL** or most of these: Makeover is esthetically pleasing (color, perception), best practices followed (insightful), Correct dataset downloaded; provided an interesting point of view of the data; critiqued previous makeover, critique is constructive (indicates one thing that is done well, and one thing that could be done differently, what will be done to improve the visualization), assumptions (more than one) are listed. | Meets **MOST** of these: Makeover is esthetically pleasing (color, perception), best practices followed (insightful), Correct dataset downloaded; provided an interesting point of view of the data; critiqued previous makeover, critique is constructive (indicates one thing that is done well, and one thing that could be done differently, what will be done to improve the visualization), assumptions (more than one) are listed. | Consistently meets **SOME** of these: Makeover is esthetically pleasing (color, perception), best practices followed (insightful), Correct dataset downloaded; provided an interesting point of view of the data; critiqued previous makeover, critique is constructive (indicates one thing that is done well, and one thing that could be done differently, what will be done to improve the visualization), assumptions (more than one) are listed. | Little to no evidence of the understanding of the data visualization process.  Lackluster makeover or no makeover.  Little effort. |
| Sketch included: hand drawn [5 pts] | Sketch included, but was generated by computer [2 pts] | No sketch included. [0 pts] |  |
| Makeover Monday Assessment Completed  [5 pts] | Makeover Monday Assessment not completed [0 pts] |  |  |