

Assignment 3



source: https://www.reddit.com/r/dataisbeautiful/comments/br2hw5/oc_google_searches_for_cancel_hbo_subscription/

We will be analysing this visualisation from the subreddit r/dataisbeautiful, which attempts to show the Google searches for "cancel HBO subscription", and attempts to relate it to the Game of Thrones series finale.

Let us start by answering the questions we ask to decide whether or not a visualisation is a good one or not.

Is it truthful?

On the offset, it does indeed seem to be - the source of the image details *where* the data comes from, which is from googles search information, google trends. Google trends claims that the "Numbers represent search interest relative to the highest point on the chart for the given region and time." If we trust this to be a reliable source and that Google calculates its search popularity accurately, the graph is indeed truthful. The x-axis represents a 6 hour gap, and a quick check tells us that the graph runs for a total of a week, with a massive jump at about 9 pm on the finale of Game of Thrones. The story is quite clear - soon after people watched the finale, there was an increase in people wanting to cancel their subscription. The fact that the timeline is only a week leaves me to think that the greater of the visualisation might be hiding some information, and that this isn't entirely truthful or useful.

Is it functional?

It is certainly a functional graph - it claims to tell us the number of searches for HBO subscription cancellations on YouTube, and does that job well. It is a straightforward graph with not much fluff.

Is it beautiful?

Beautiful may be a strong word to use for this visualisation - but it isn't ugly at all, so we can give it that. The color choice is fine, and fits it well, doesn't need anything more. Minimal design is good, not sure if those horizontal lines for the y-axis is necessary though.

Is it insightful?

Certainly - in a world where online subscriptions have largely replaced cable, it is interesting to see how the end of a wildly popular show effects the number of subscriptions (and cancellations). My only gripe with this visualisation is that by only showing the last week it may appearing to be more dramatic than necessary. How have cancellation searches been happening over the last few months or years? Does it normally jump up for every major show finale? That being said, it is still an interesting graph, but we don't really expect to see cancellations right before the finale, so it is maybe an expected result.

Is it enlightening?

Like we said before, *enlightening* may be a strong word to use - if we would have given it a think, we could have guessed that is likely that the end of a popular HBO show would lead to a bunch of people searching about how to cancel subscription. That being said, it is nice to have someone do the visualising for us and share it, though calling it enlightening may be a stretch.