

## Survey Introduction



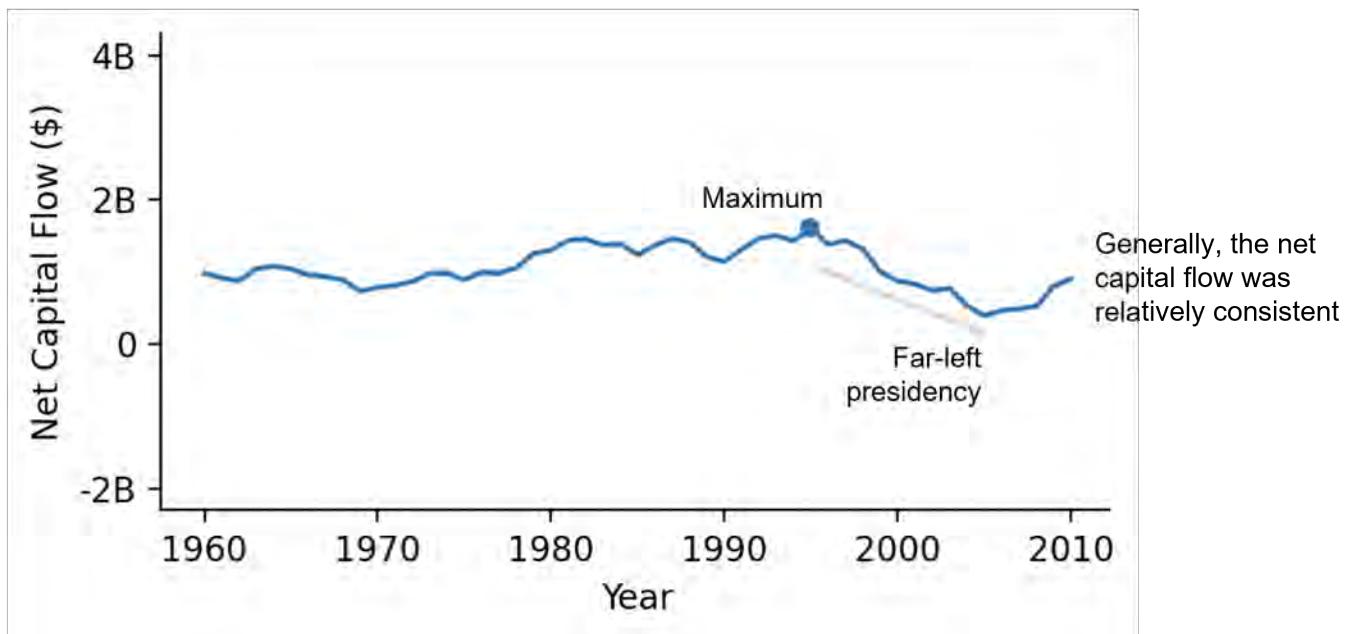
**Thank you for agreeing to participate in this study. You will be answering a series of questions regarding different line charts and passages. All data presented in this survey is fictional and does not represent real countries or events. Click next to continue.**

## Terminology Introduction

First, here is a brief explanation of terminology we will use throughout the survey. Use the blue arrows to move from one chart to the next. You can navigate to a chart by selecting its thumbnail.

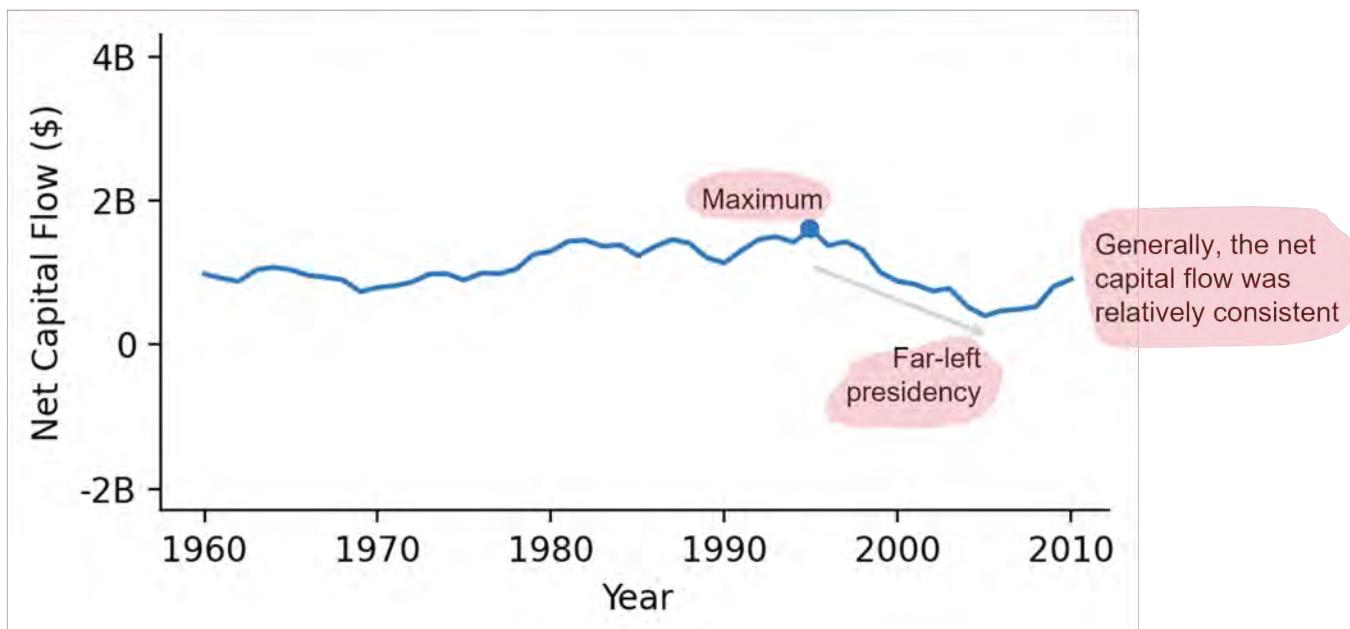
First, here is a chart like those you may see in this survey. Throughout the survey, we will use the term **chart** to refer to a visual representation of information or data.

## Net capital flow (\$B) over time (1960-2010)



'Text' refers to the components highlighted in red.

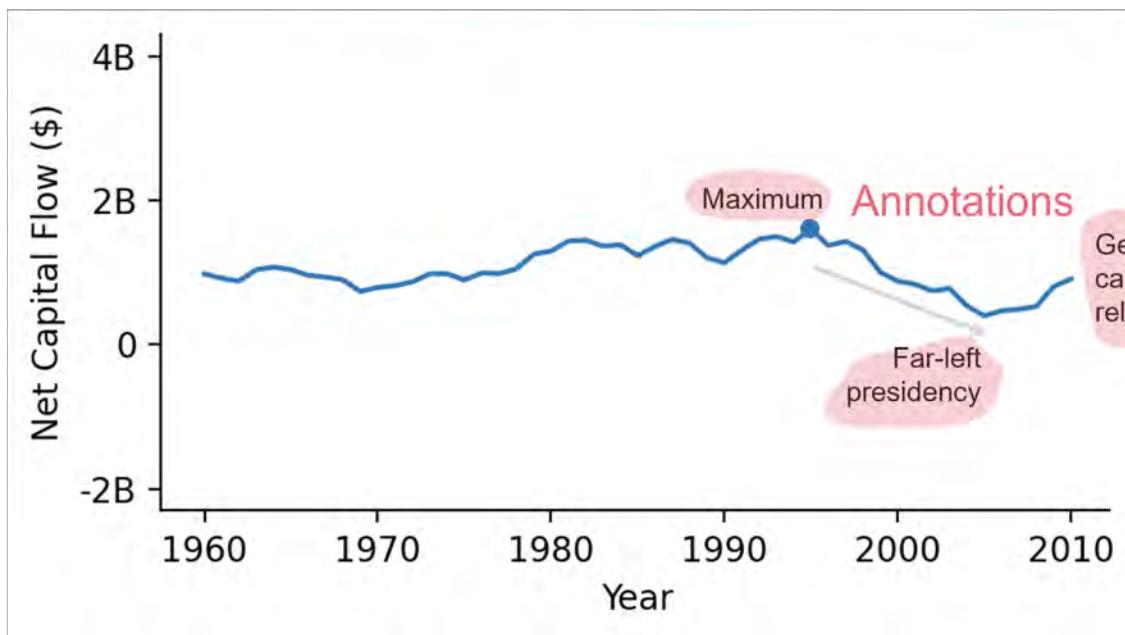
## Net capital flow (\$B) over time (1960-2010)



Text encompasses two main components: the title of the chart and an annotation, usually found on the chart itself or to the side.

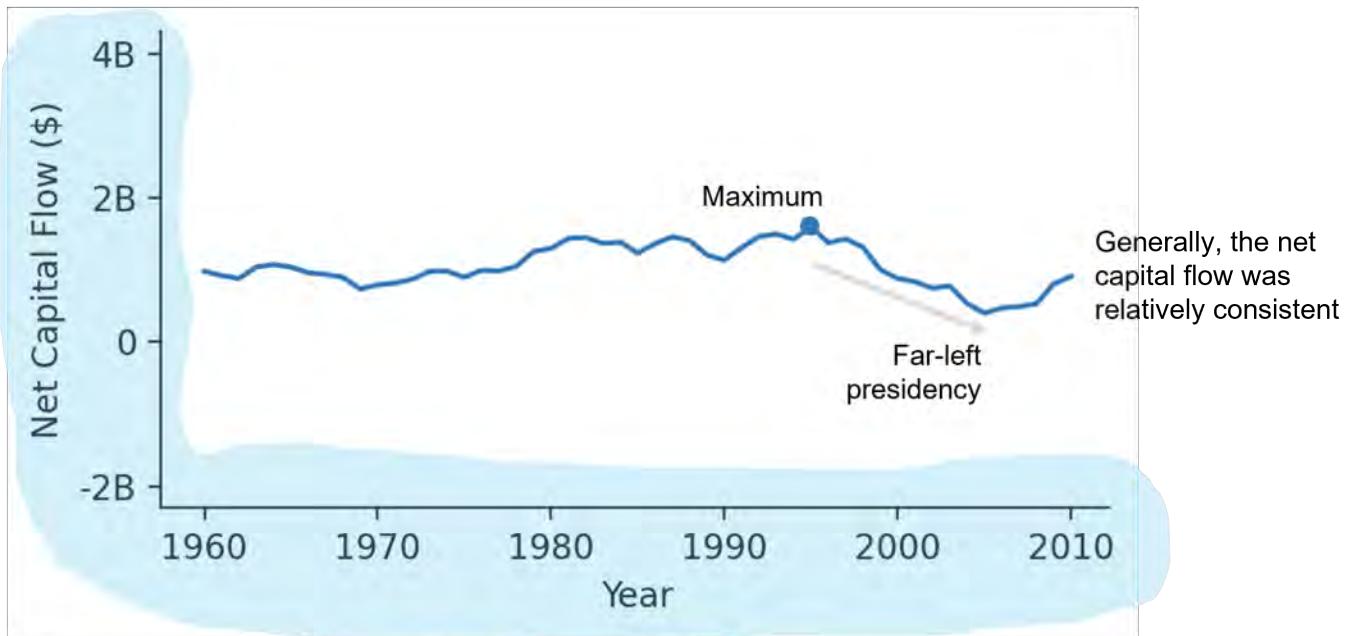
**Title**

## Net capital flow (\$B) over time (1960-2010)



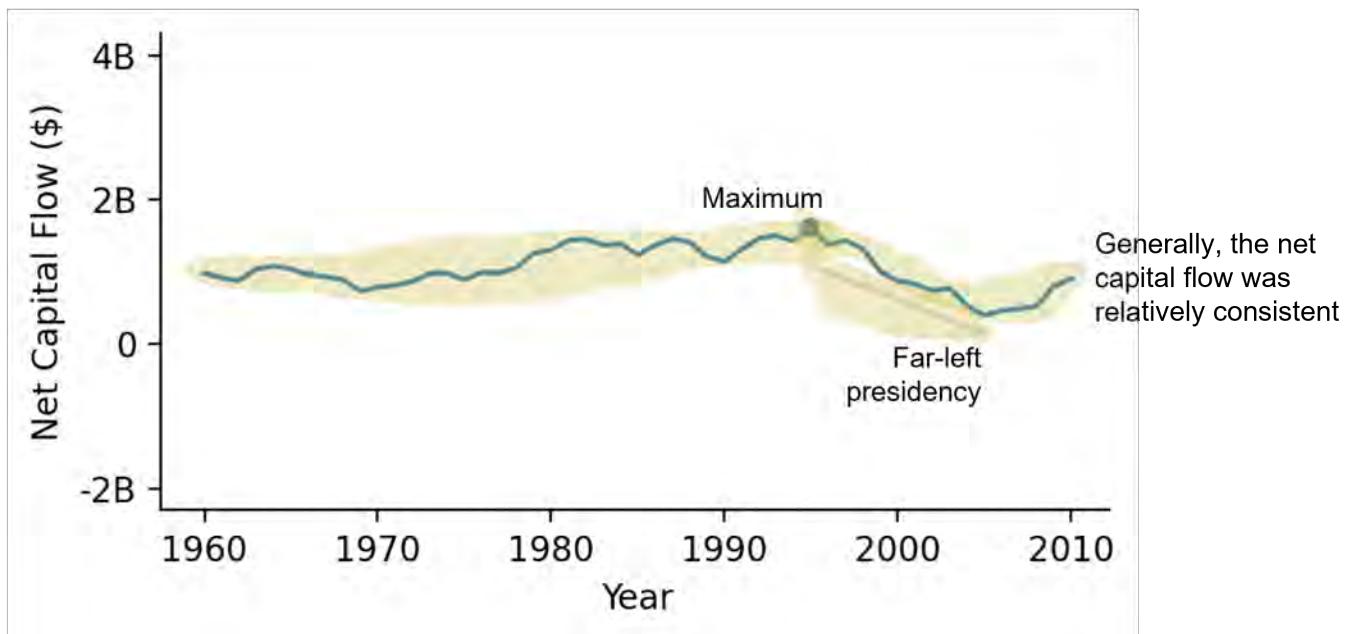
'Axes' or 'Axis' refers to the components highlighted in blue.

## Net capital flow (\$B) over time (1960-2010)



'Visual' refers to the components highlighted in yellow.

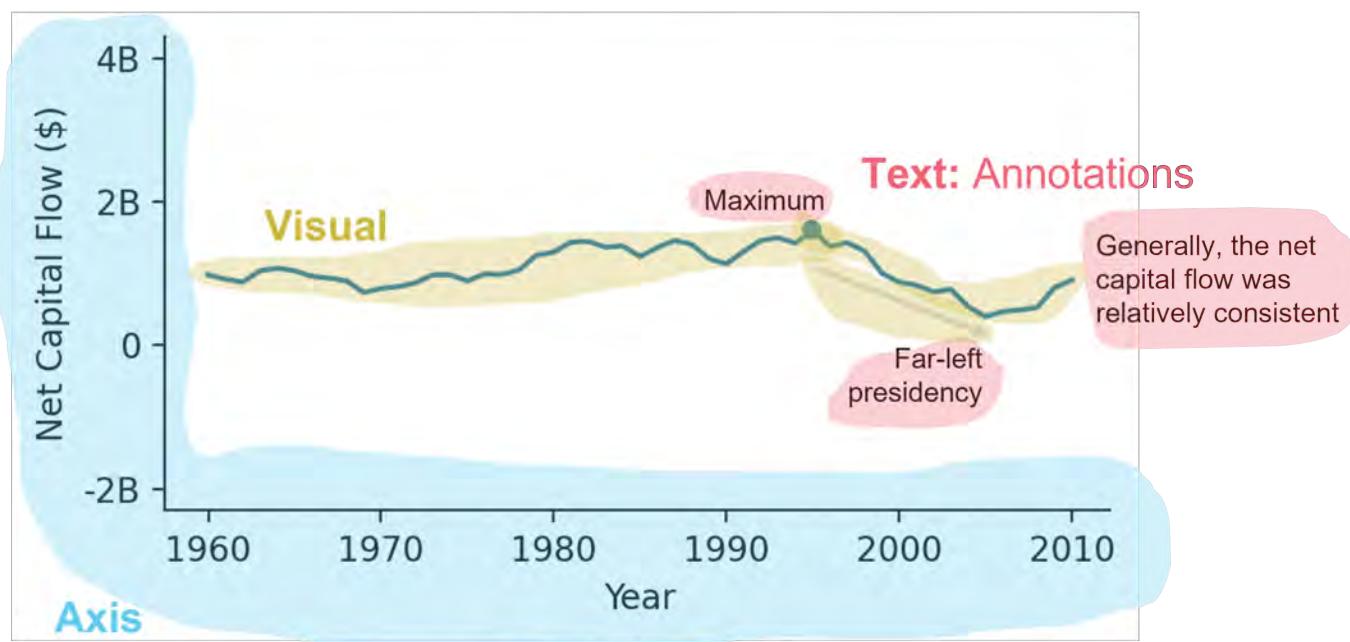
# Net capital flow (\$B) over time (1960-2010)

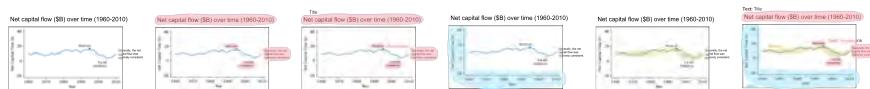


Here are all the components highlighted in their respective colors.

Text: Title

# Net capital flow (\$B) over time (1960-2010)

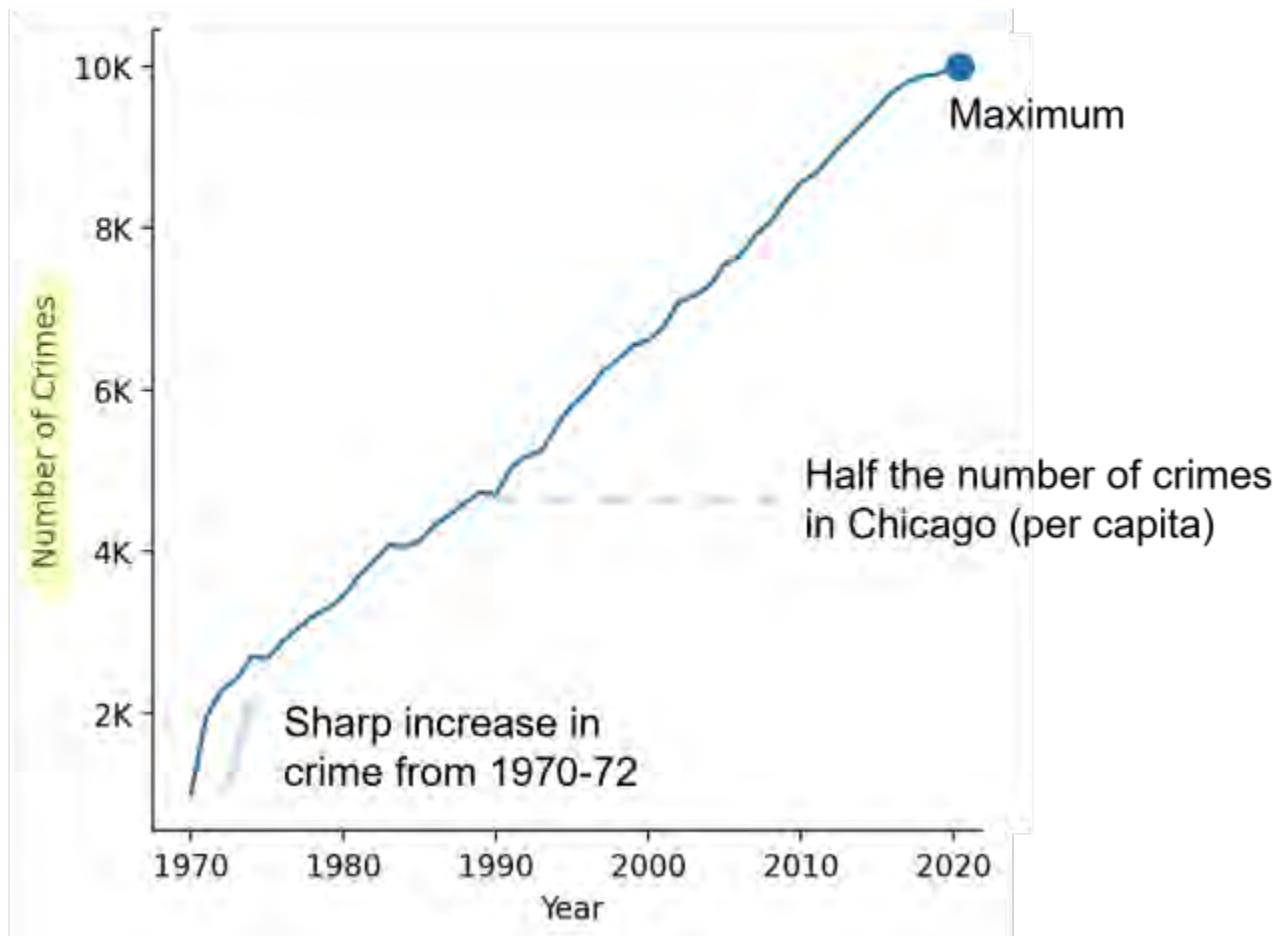




After going through the charts above, you'll be asked to apply the information on the following page.

Which region discussed previously is highlighted in the image below?

## Crime levels over time (1970-2020)



Text

Axis

Visual

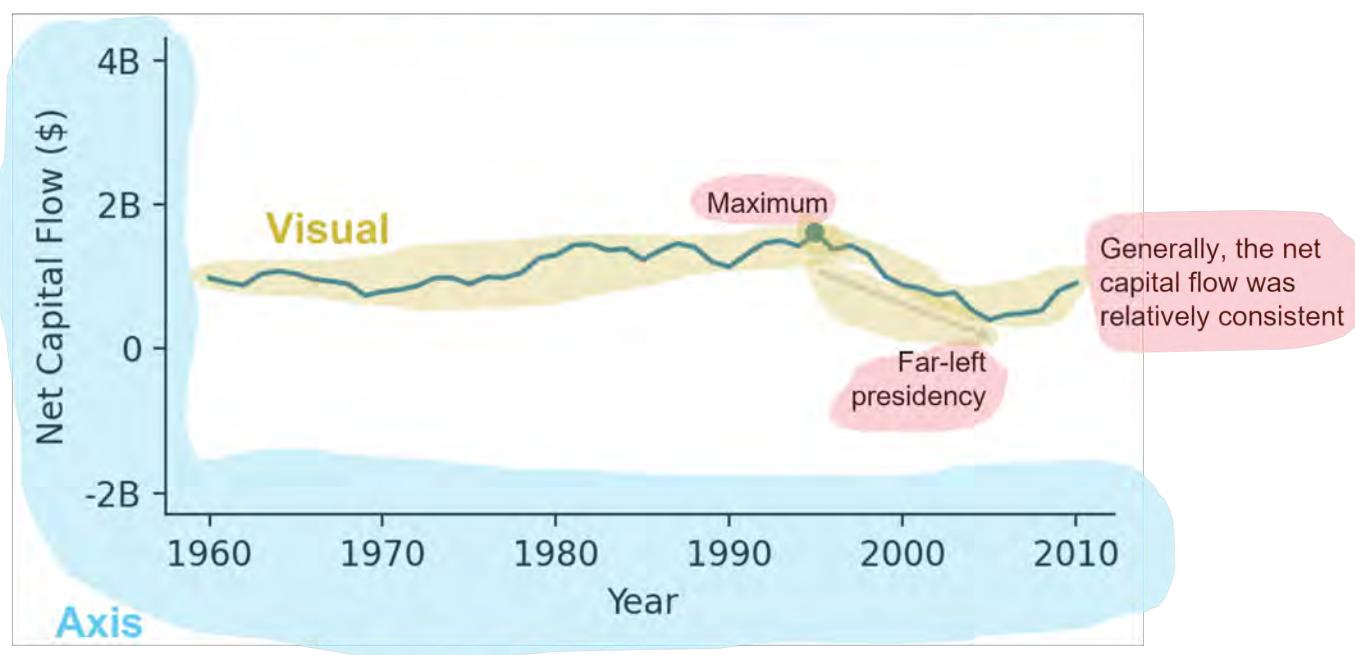
Correct!

Not quite.

The highlighted area was 'axis'. As a refresher before continuing, here is the full set of labels.

**Text**

## Net capital flow (\$B) over time (1960-2010)

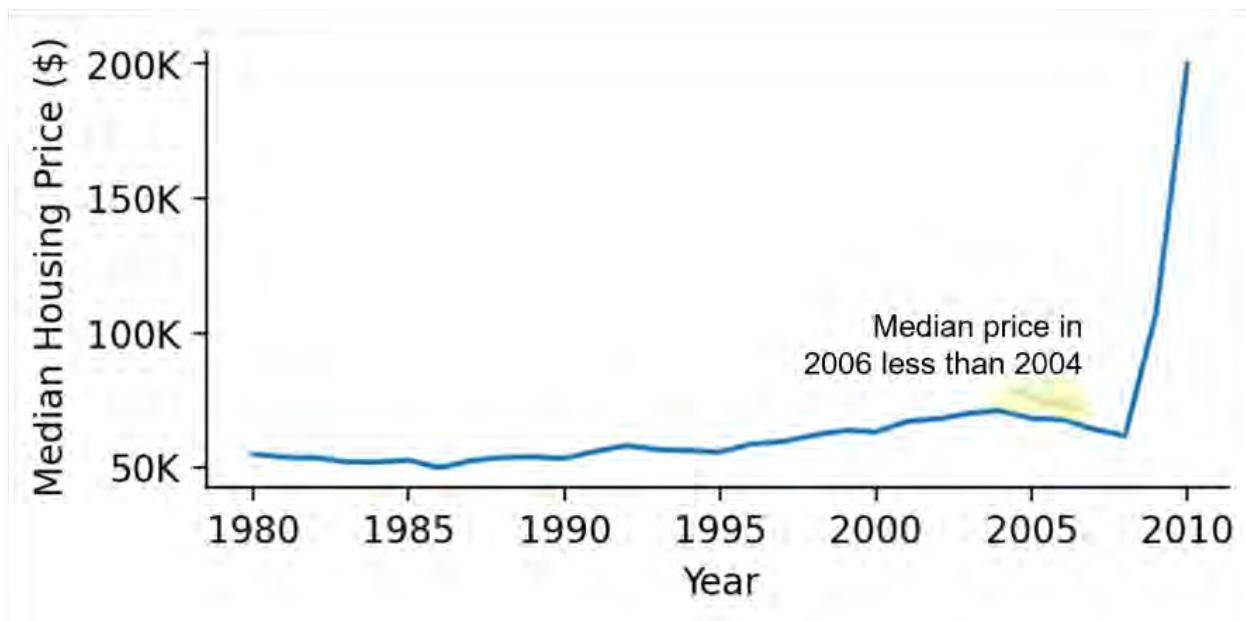


Next, you'll go on to the first section of the survey.

### Terminology Check 2

Which region discussed previously is highlighted in the image below?

**Lower mortgage rates and government policy encouraged home purchases**



Text

Axis

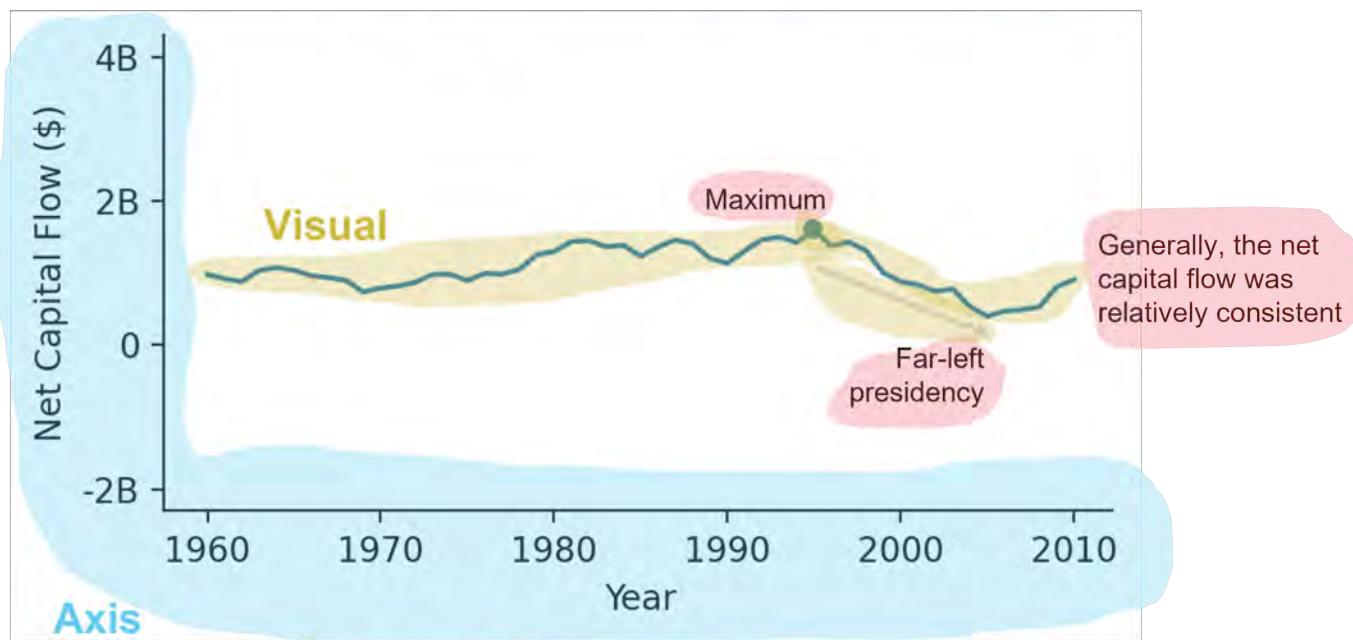
Visual

Correct!

The highlighted area was 'visual'.

Text

## Net capital flow (\$B) over time (1960-2010)



Next, you'll go on to the first section of the survey.

That was not correct. Thank you for your responses thus far, but we must ask you to discontinue this survey.

Thank you again for your time.

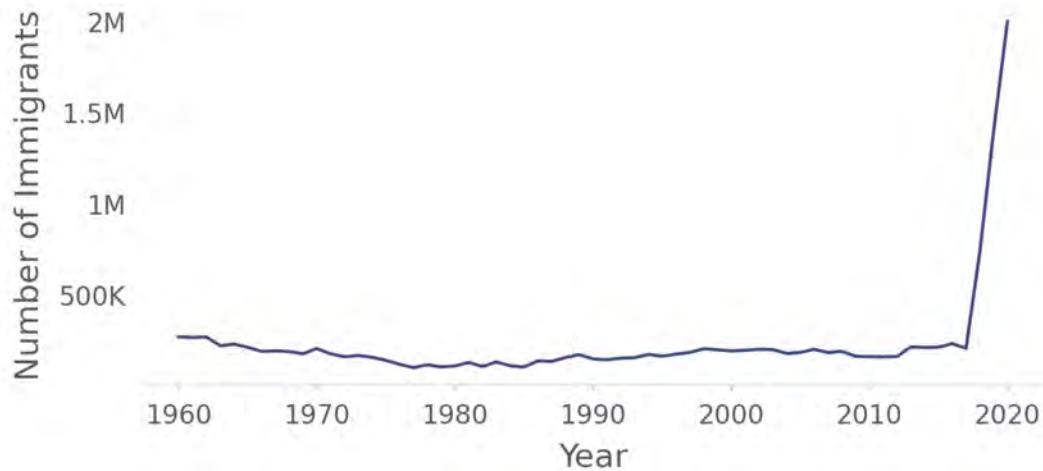
### Preference Introduction

In the next section, you will rank two sets of images. First, you will view the individual images and describe what you like or dislike about the information. Then, you'll rank the set. During this section, keep in mind the following instructions.

- Rank the images in the order you would prefer to encounter or see them.
- You can rank by dragging and dropping the subsequent images into a rank.

### Pre-A1-0

Consider the following information:

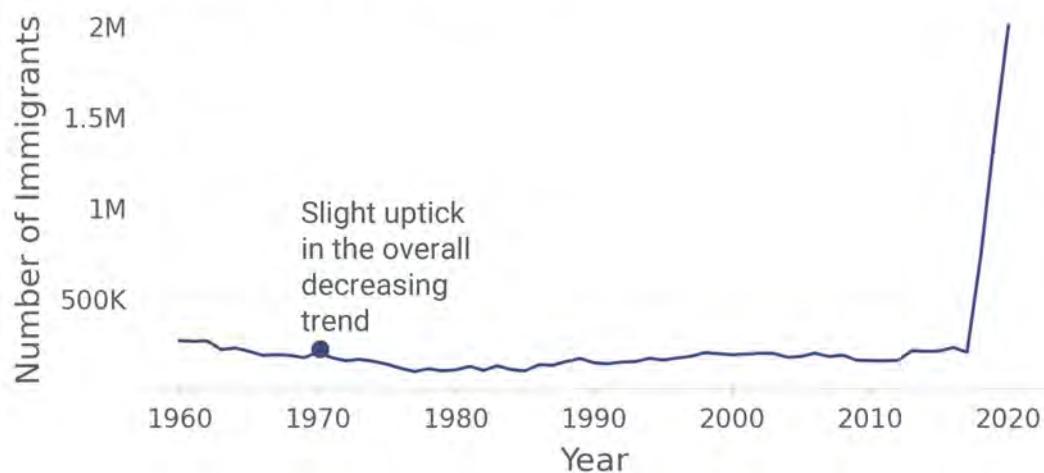


What do you like/dislike about this method of presenting information?

### Pre-A1-34

Consider the following information:

**More job opportunities and government policy encouraged immigration**

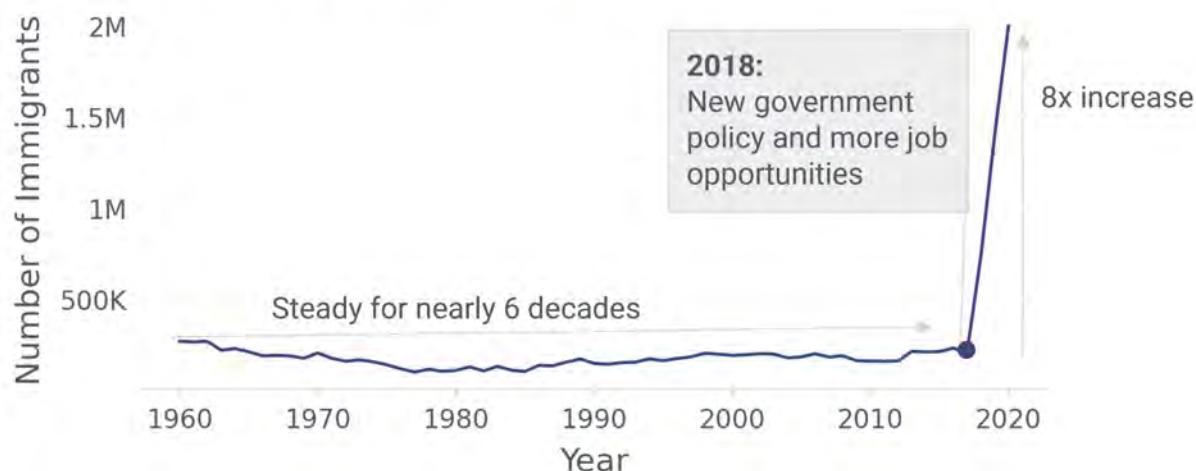


What do you like/dislike about this method of presenting information?

### **Pre-A1-equaltxt**

Consider the following information:

## More job opportunities and government policy encouraged immigration



What do you like/dislike about this method of presenting information?

### Pre-A1-txt

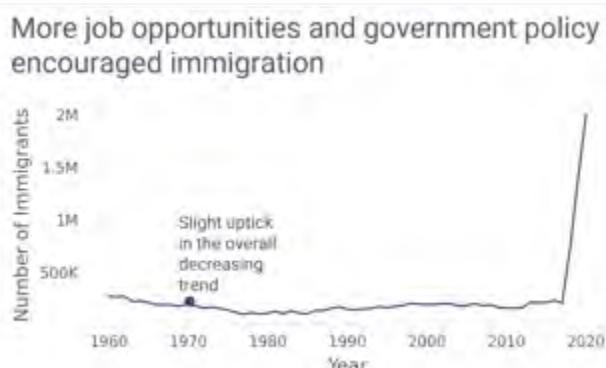
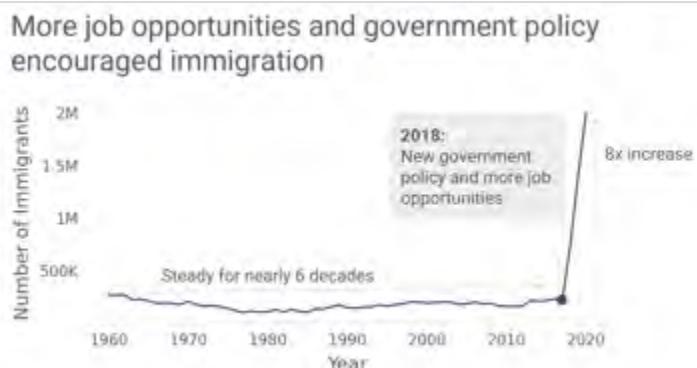
Consider the following information:

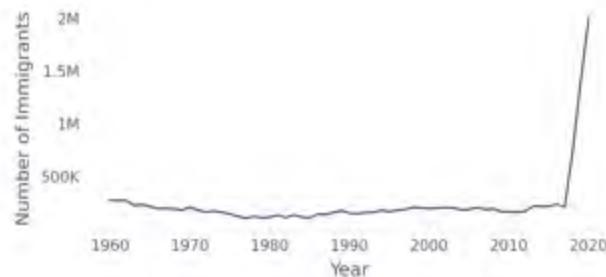
Immigration levels were relatively steady for over six decades starting in 1960. A change in government policy and more job opportunities led to a sharp increase in 2018. The number of immigrants rose eight-fold in just a few years' time, rising from 250K to 2M.

What do you like/dislike about this method of presenting information?

## Pre-A1

Below are four different ways to show the same information. Please drag and drop these in order of preference, with 1 indicating your most preferred.



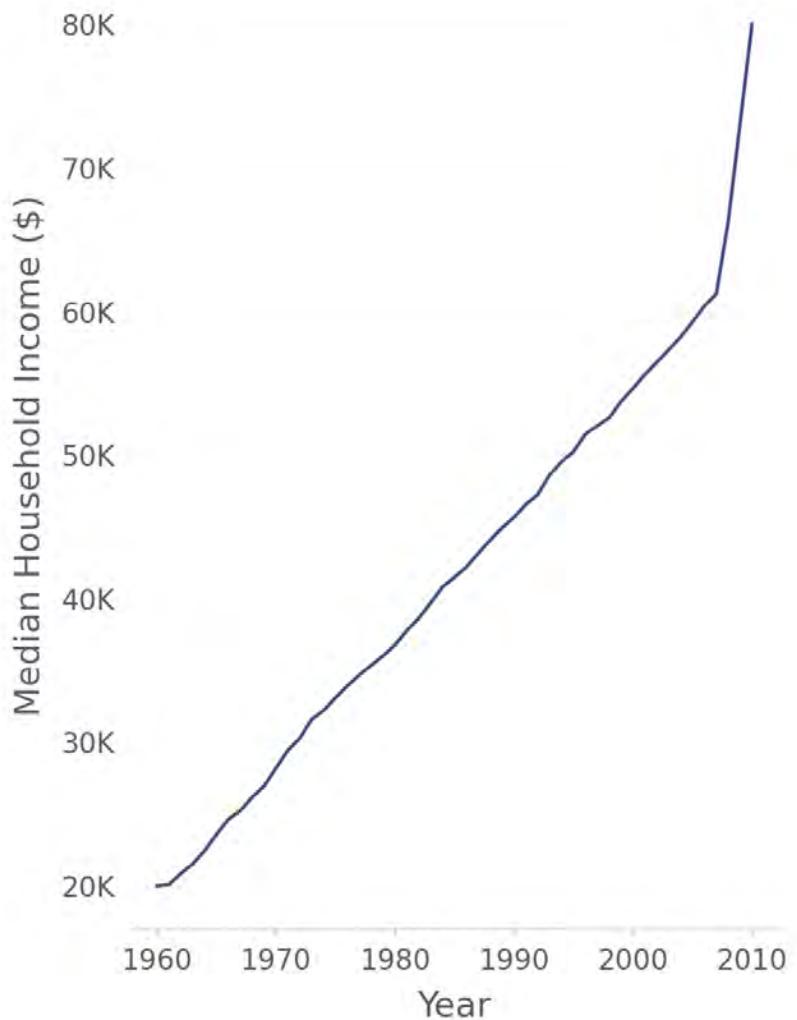


Immigration levels were relatively steady for over six decades starting in 1960. A change in government policy and more job opportunities led to a sharp increase in 2018. The number of immigrants rose eight-fold in just a few years' time, rising from 250K to 2M.

(Optional) What were your reason(s) behind this ranking?

### Pre-A2-0

Consider the following information:

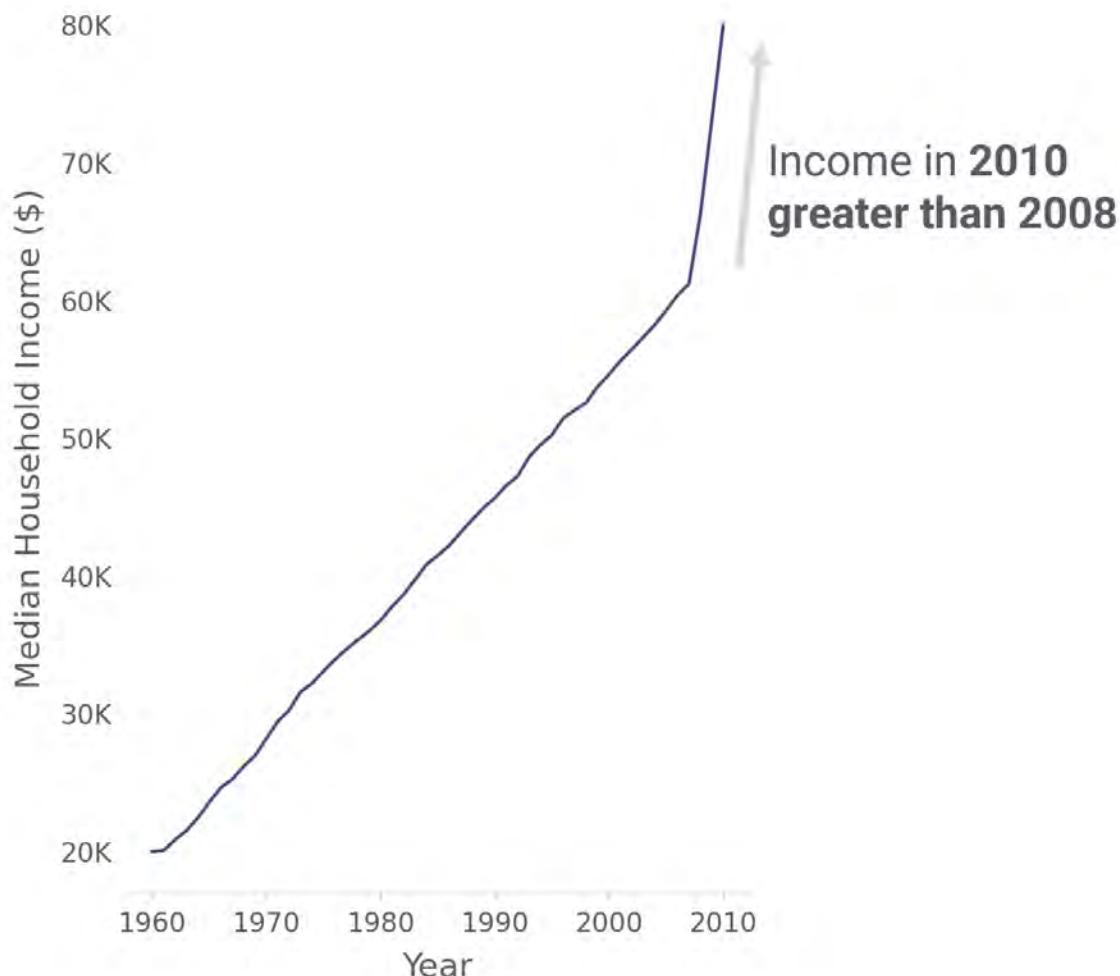


What do you like/dislike about this method of presenting information?

## Pre-A2-23

Consider the following information:

**After steadily increasing, median household income spiked in 2008**



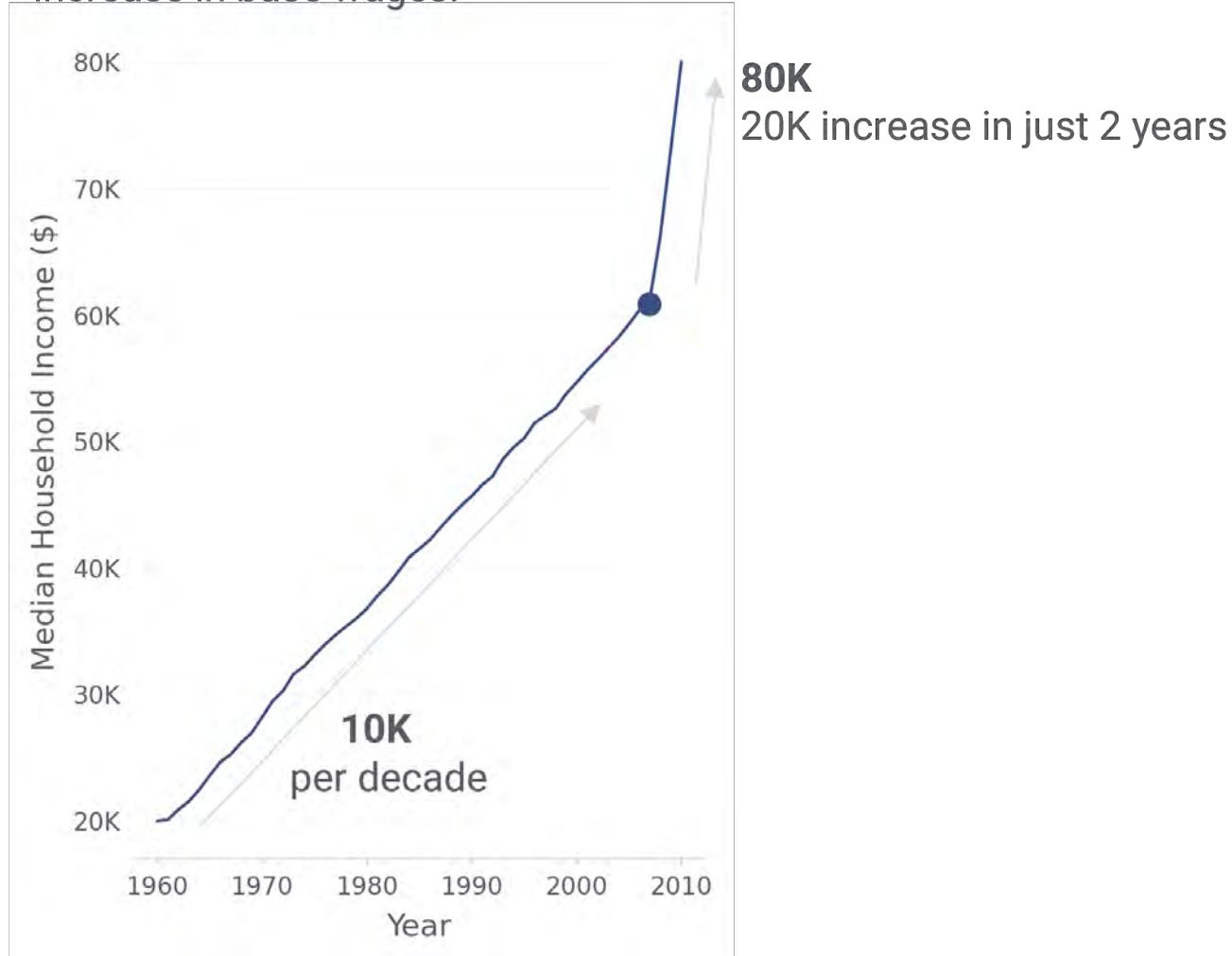
What do you like/dislike about this method of presenting information?

## Pre-A2-equaltxt

Consider the following information:

### After steadily increasing, median household income spiked in 2008

Steady increase from 1960-2008 was caused by an increase in base wages.



What do you like/dislike about this method of presenting information?

## Pre-A2-txt

Consider the following information:

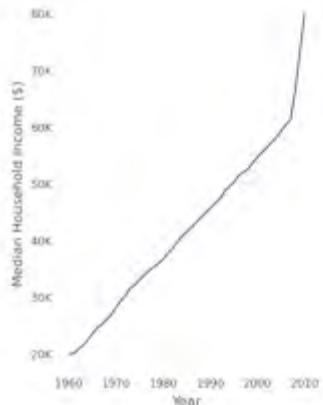
Median household income rose steadily from 1960 to 2008, at a rate of \$10K each decade. In 2008, on the basis of a strong job market and high wages, income spiked even higher. This change was relatively sudden. In just two years, median household income increased by \$20K, reaching \$80K in 2010.

What do you like/dislike about this method of presenting information?

## Pre-A2

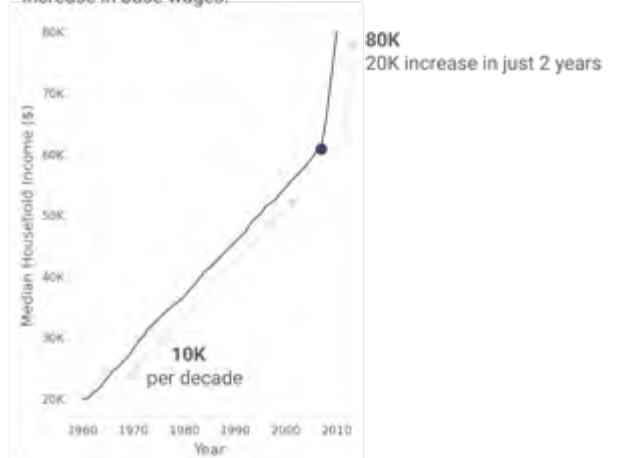
Below are four different ways to show the same information. Please drag and drop these in order of preference, with 1 indicating your most preferred.

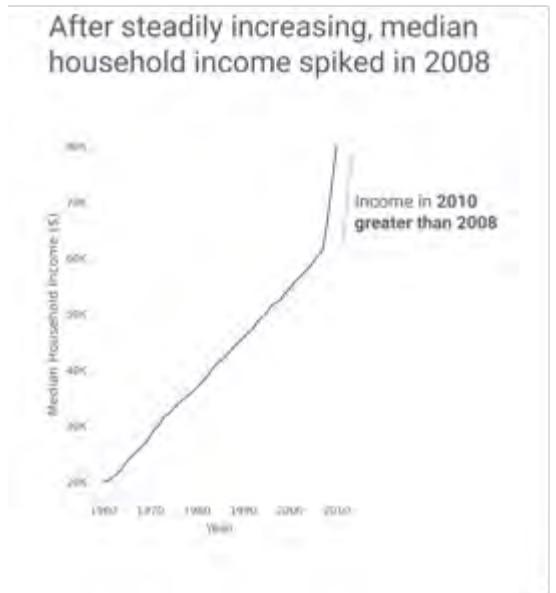
Median household income rose steadily from 1960 to 2008, at a rate of \$10K each decade. In 2008, on the basis of a strong job market and high wages, income spiked even higher. In just two years, median household income increased by \$20K, reaching \$80K in 2010.



After steadily increasing, median household income spiked in 2008

Steady increase from 1960-2008 was caused by an increase in base wages.

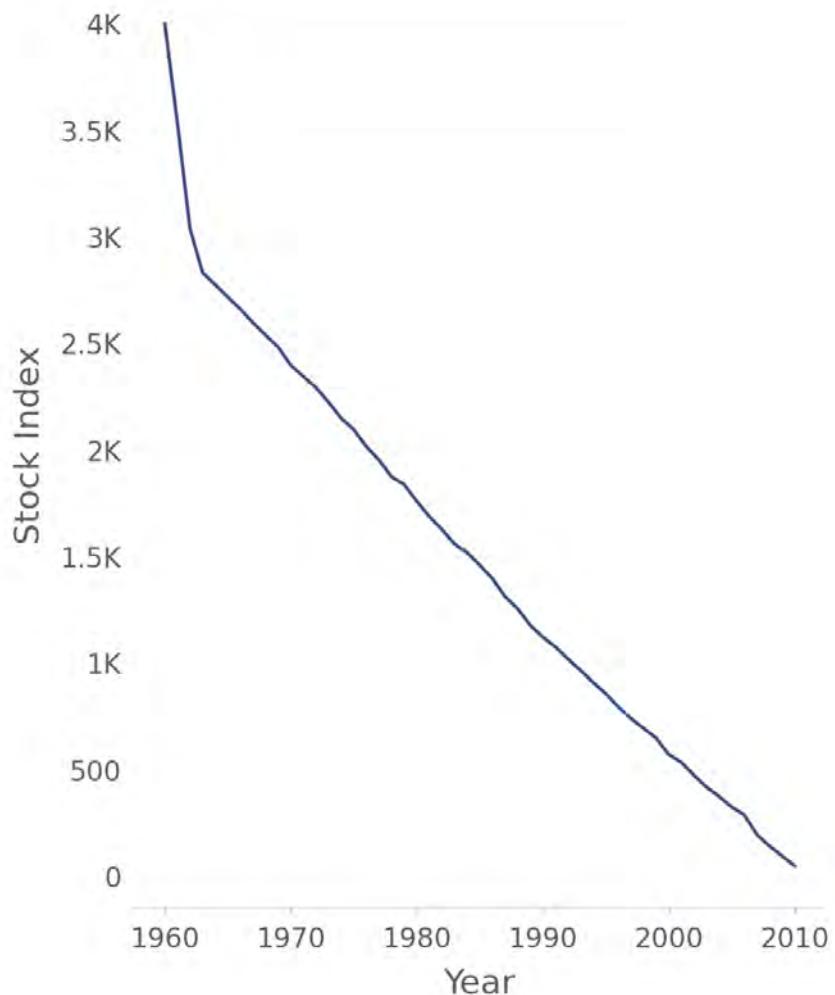




(Optional) What were your reason(s) behind this ranking?

### Pre-A3-0

Consider the following information:

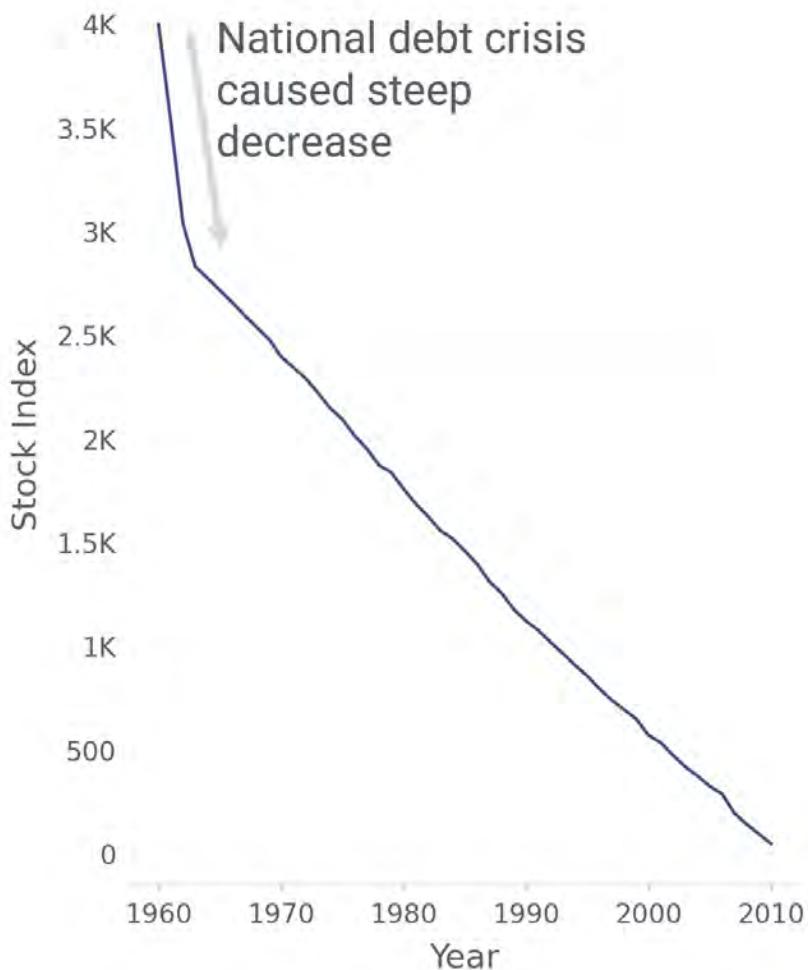


What do you like/dislike about this method of presenting information?

### Pre-A3-34

Consider the following information:

# Pivotal moment for stock index in 1962, decreasing rate changed dramatically

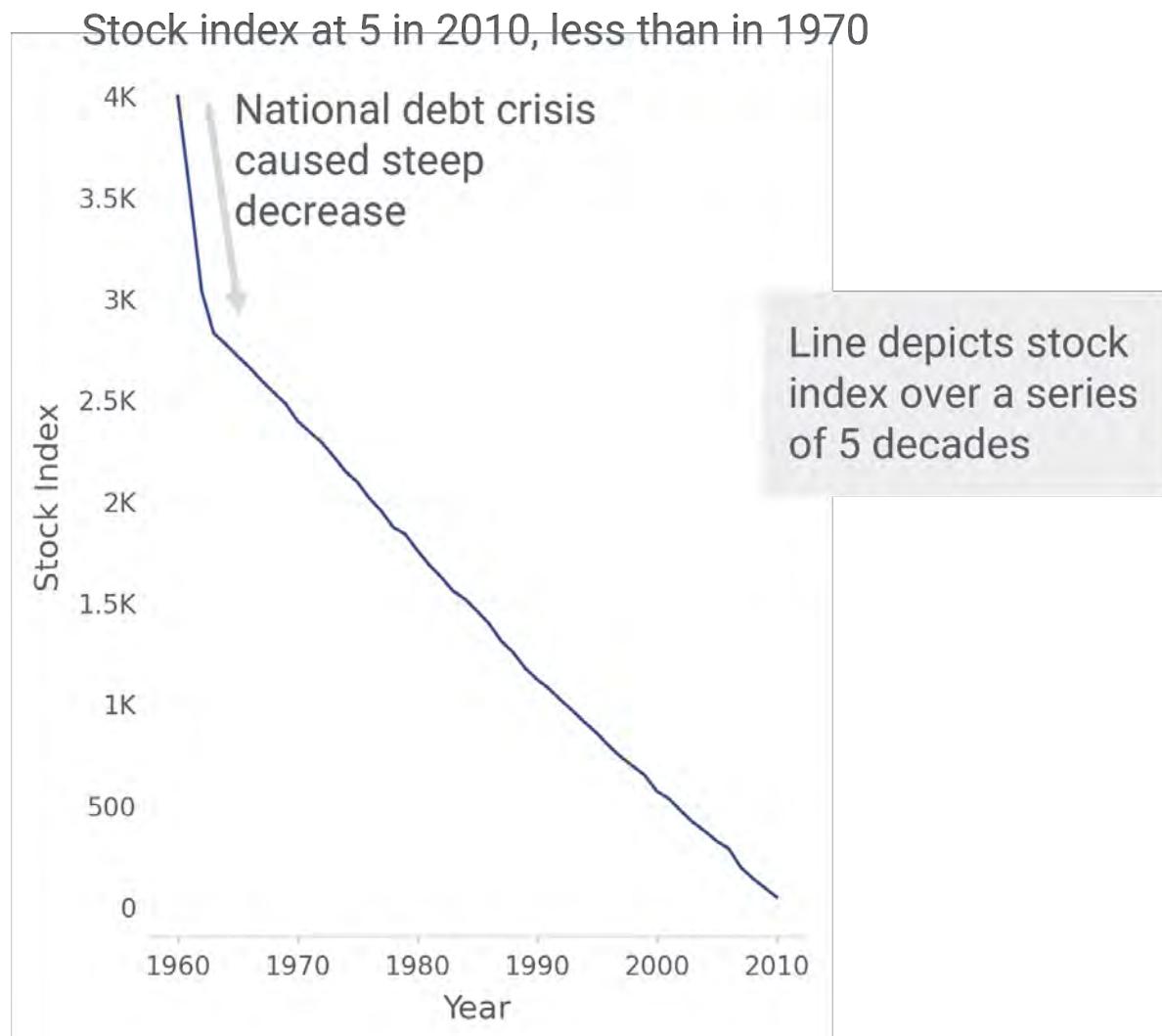


What do you like/dislike about this method of presenting information?

## Pre-A3-equaltxt

Consider the following information:

# Pivotal moment for stock index in 1962, decreasing rate changed dramatically



What do you like/dislike about this method of presenting information?

## Pre-A3-txt

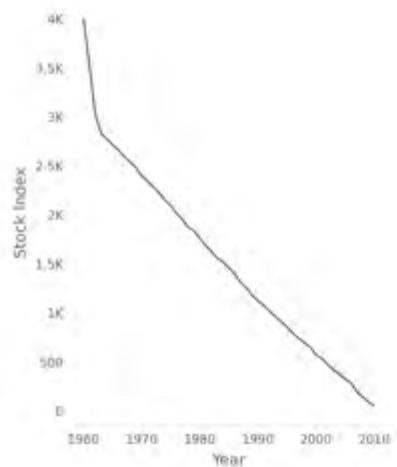
Consider the following information:

During the national debt crisis of the 1960s, the stock index dropped dramatically from 4000 to 2800. In 1962, this decrease slowed, settling to a steady decline of 500 points per decade. By 2010, the stock index dwindled to just above 0.

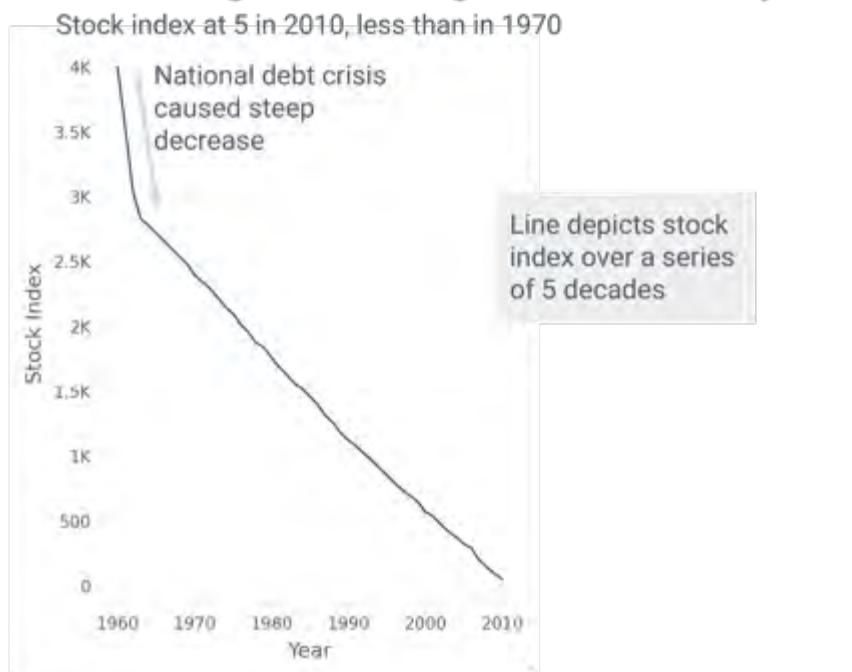
What do you like/dislike about this method of presenting information?

### Pre-A3

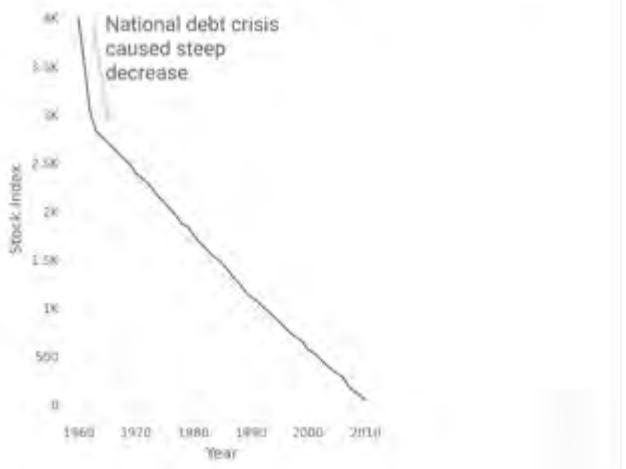
Below are four different ways to show the same information. Please drag and drop these in order of preference, with 1 indicating your most preferred.



## Pivotal moment for stock index in 1962, decreasing rate changed dramatically



## Pivotal moment for stock index in 1962, decreasing rate changed dramatically

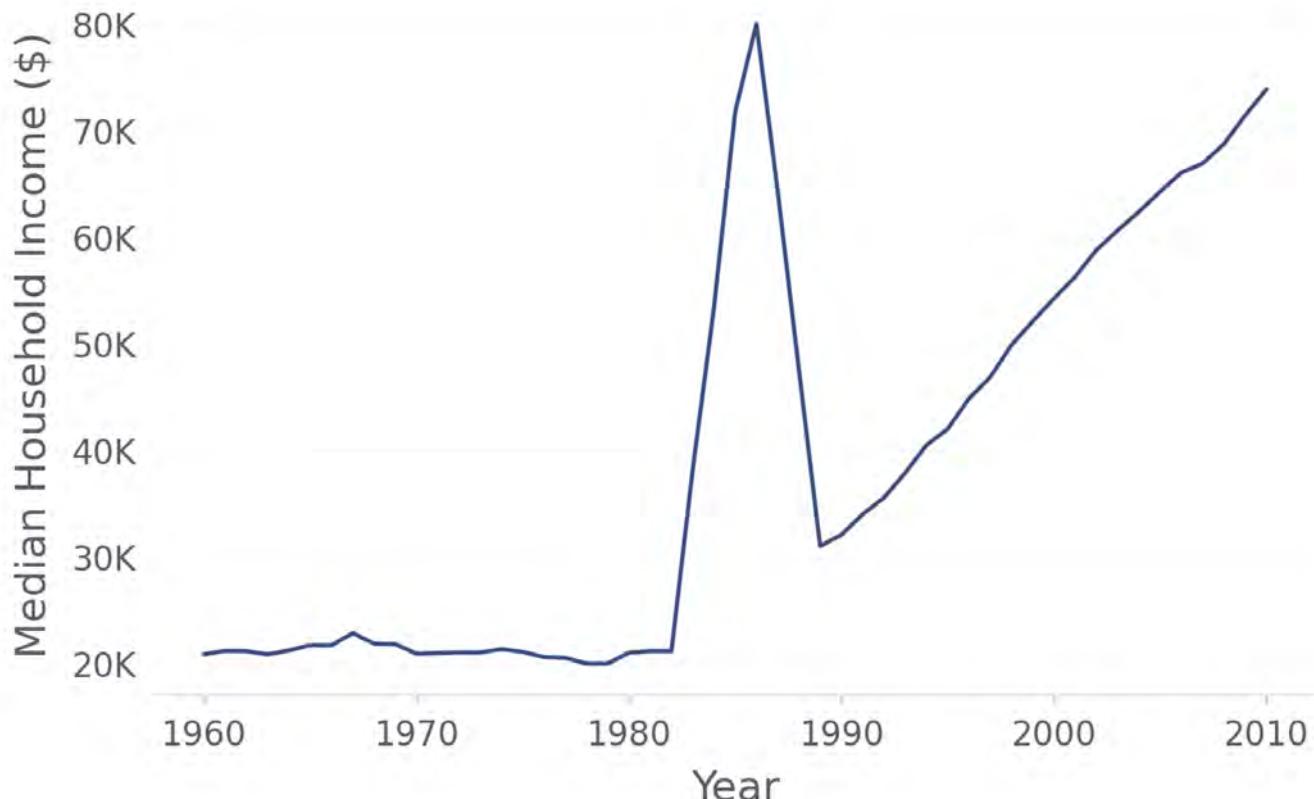


During the national debt crisis of the 1960s, the stock index dropped dramatically from 4000 to 2800. In 1962, this decrease slowed, settling to a steady decline of 500 points per decade. By 2010, the stock index dwindled to just above 0.

(Optional) What were your reason(s) behind this ranking?

### Pre-A4-0

Consider the following information:

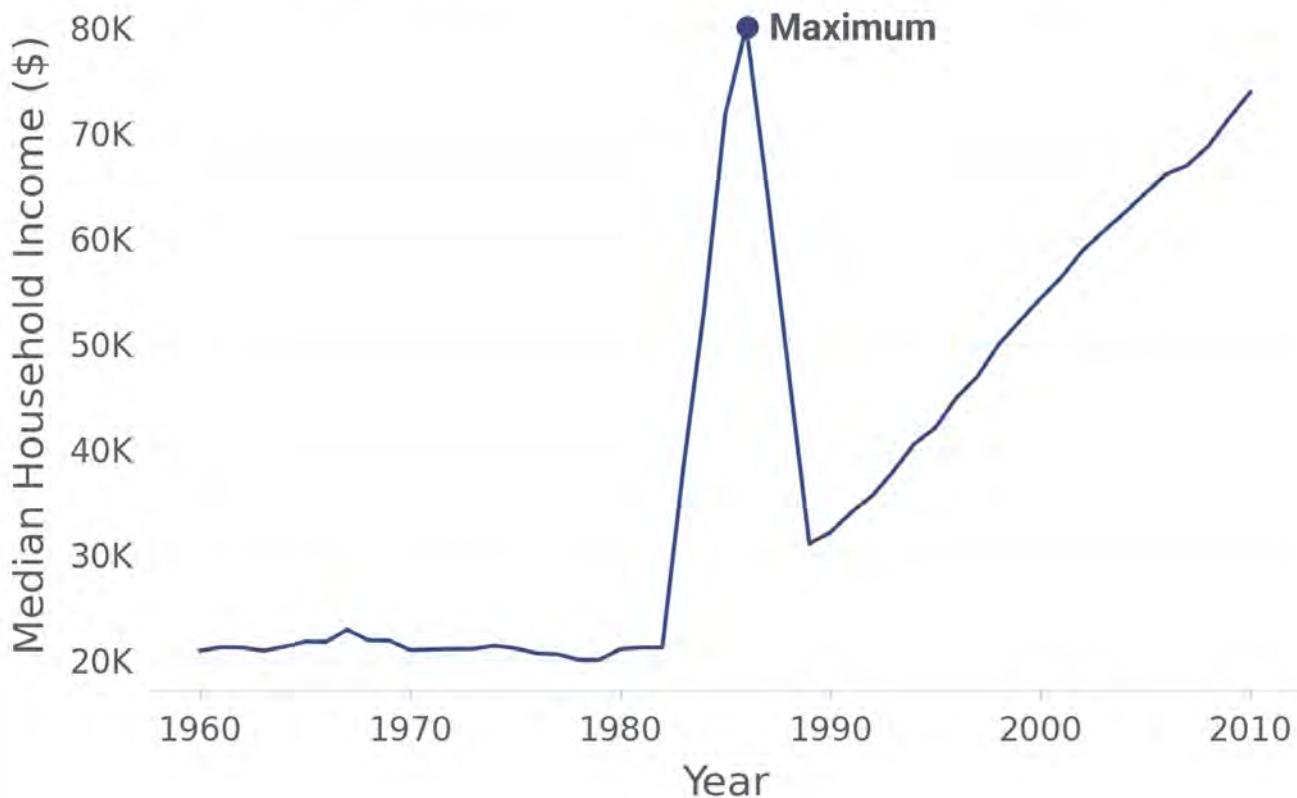


What do you like/dislike about this method of presenting information?

**Pre-A4-23**

Consider the following information:

**After falling, household income increases.**

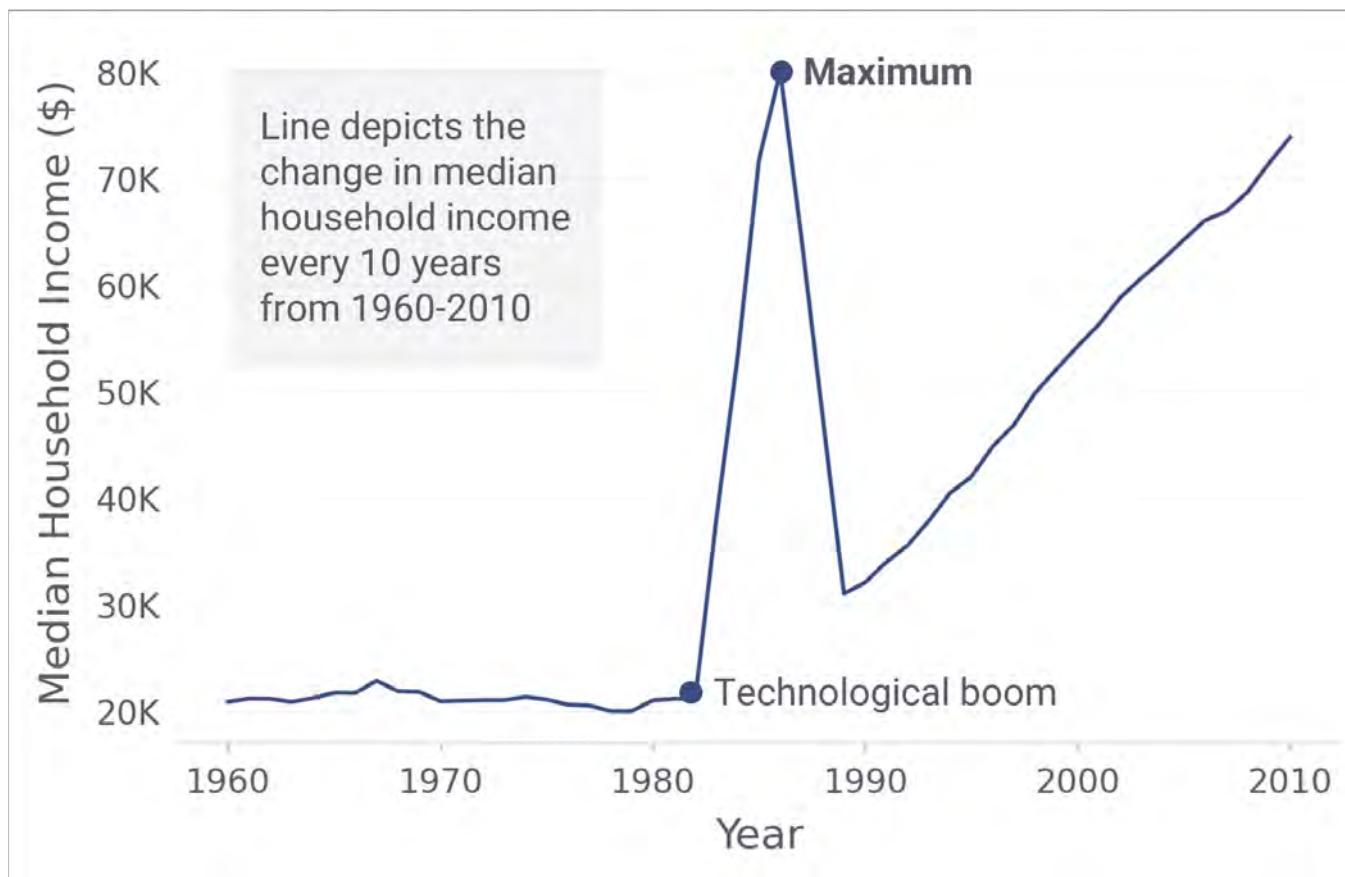


What do you like/dislike about this method of presenting information?

**Pre-A4-equaltxt**

Consider the following information:

## After falling, household income increases.



What do you like/dislike about this method of presenting information?

### Pre-A4-txt

Consider the following information:

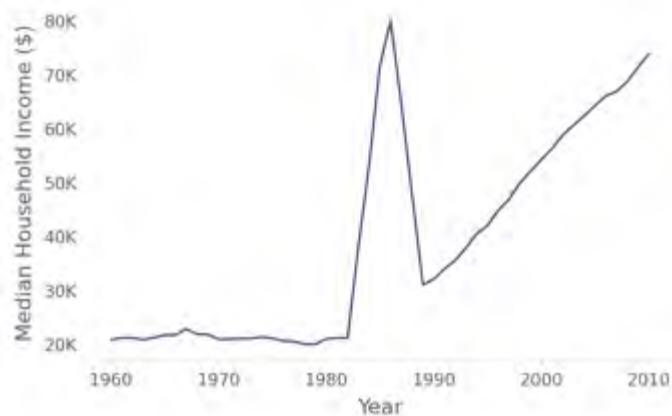
From 1960 to 1980, the median household income remained steady at around \$20K. In 1981, thanks to a technological boom, median income skyrocketed to a high of \$80K. Just as quickly as it rose, income dropped to \$32K in

1990. After this drop, the following two decades experienced steady upward growth, increasing by around \$20K every decade. By 2010, median income had nearly reached its previous high.

What do you like/dislike about this method of presenting information?

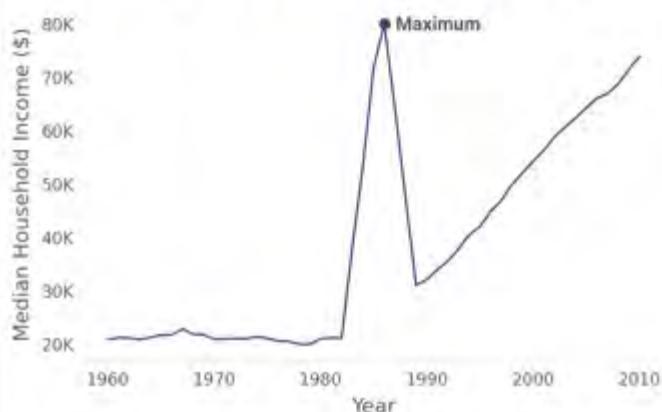
#### Pre-A4

Below are four different ways to show the same information. Please drag and drop these in order of preference, with 1 indicating your most preferred.

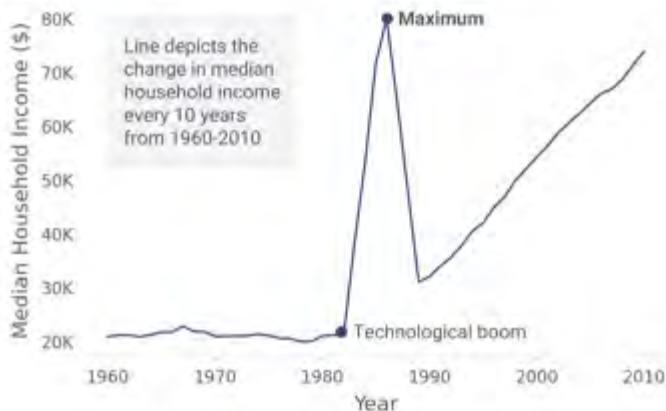


From 1960 to 1980, the median household income remained steady at around \$20K. In 1981, thanks to a technological boom, median income skyrocketed to a high of \$80K. Just as quickly as it rose, income dropped to \$32K in 1990. After this drop, the following two decades experienced steady upward growth, increasing by around \$20K every decade. By 2010, median income had nearly reached its previous high.

After falling, household income increases.



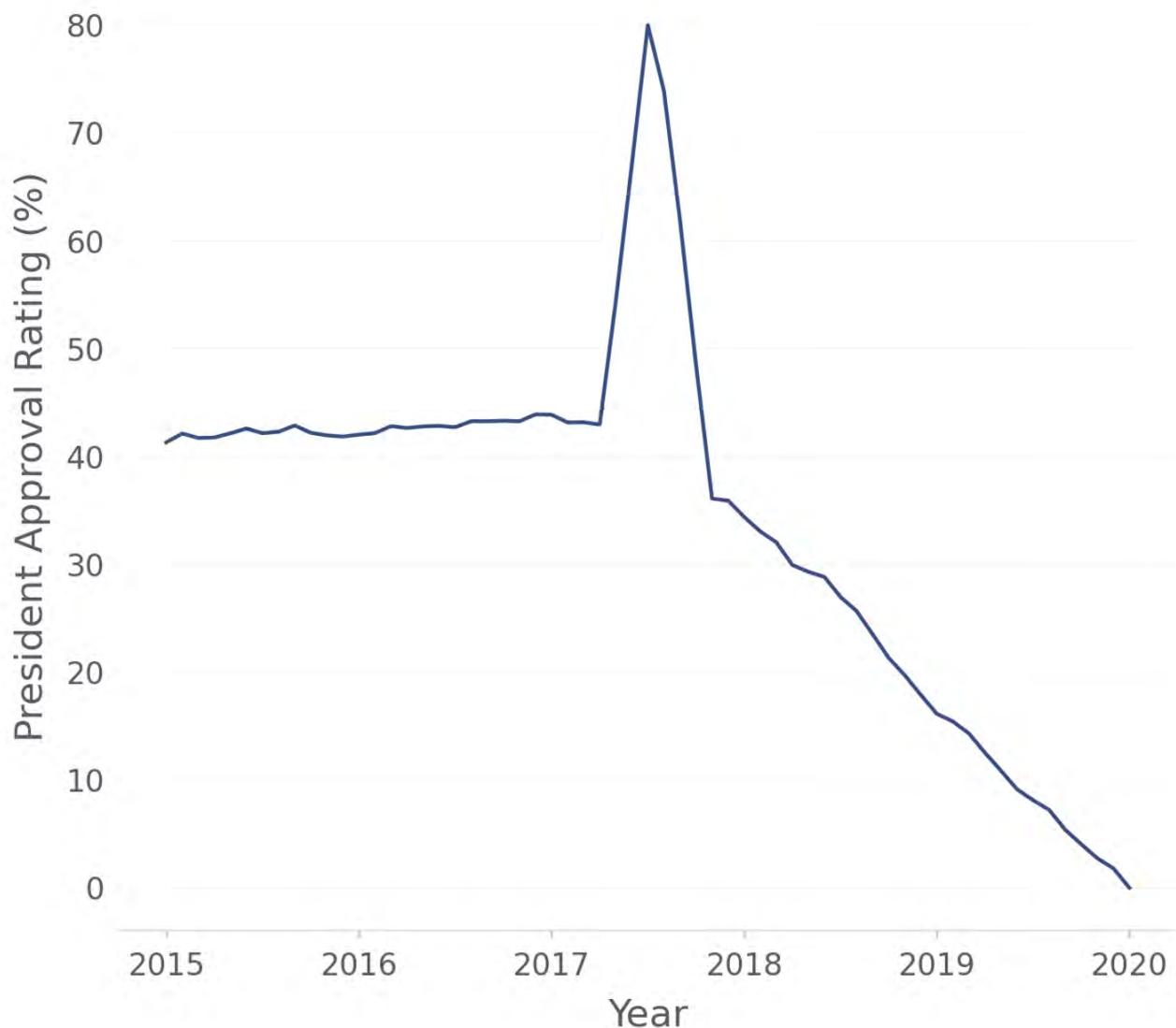
After falling, household income increases.



(Optional) What were your reason(s) behind this ranking?

## Pre-A5-0

Consider the following information:

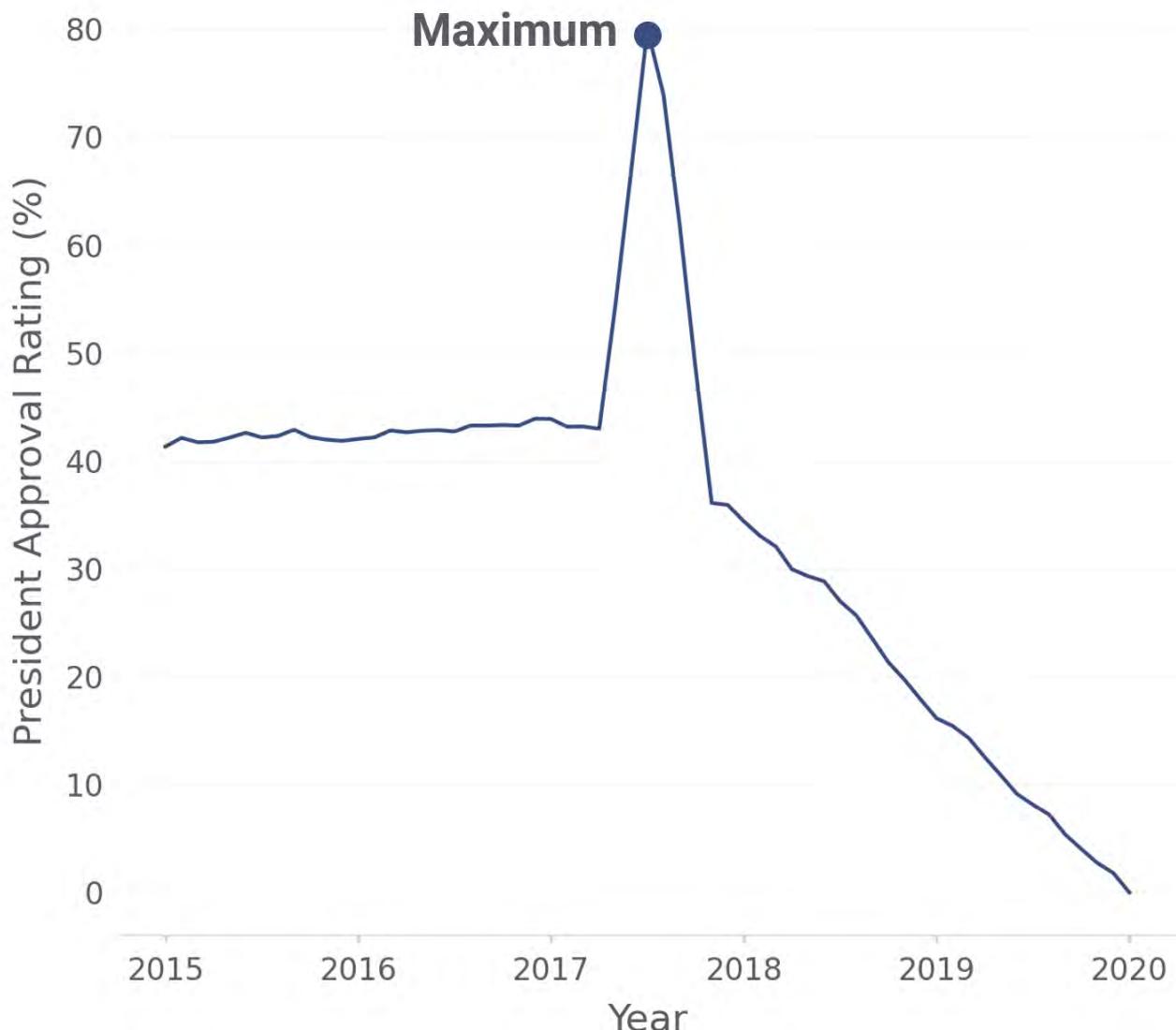


What do you like/dislike about this method of presenting information?

### Pre-A5-12

Consider the following information:

# President approval rating over 5 years (2015-2020)



What do you like/dislike about this method of presenting information?

**Pre-A5-txt**

Consider the following information:

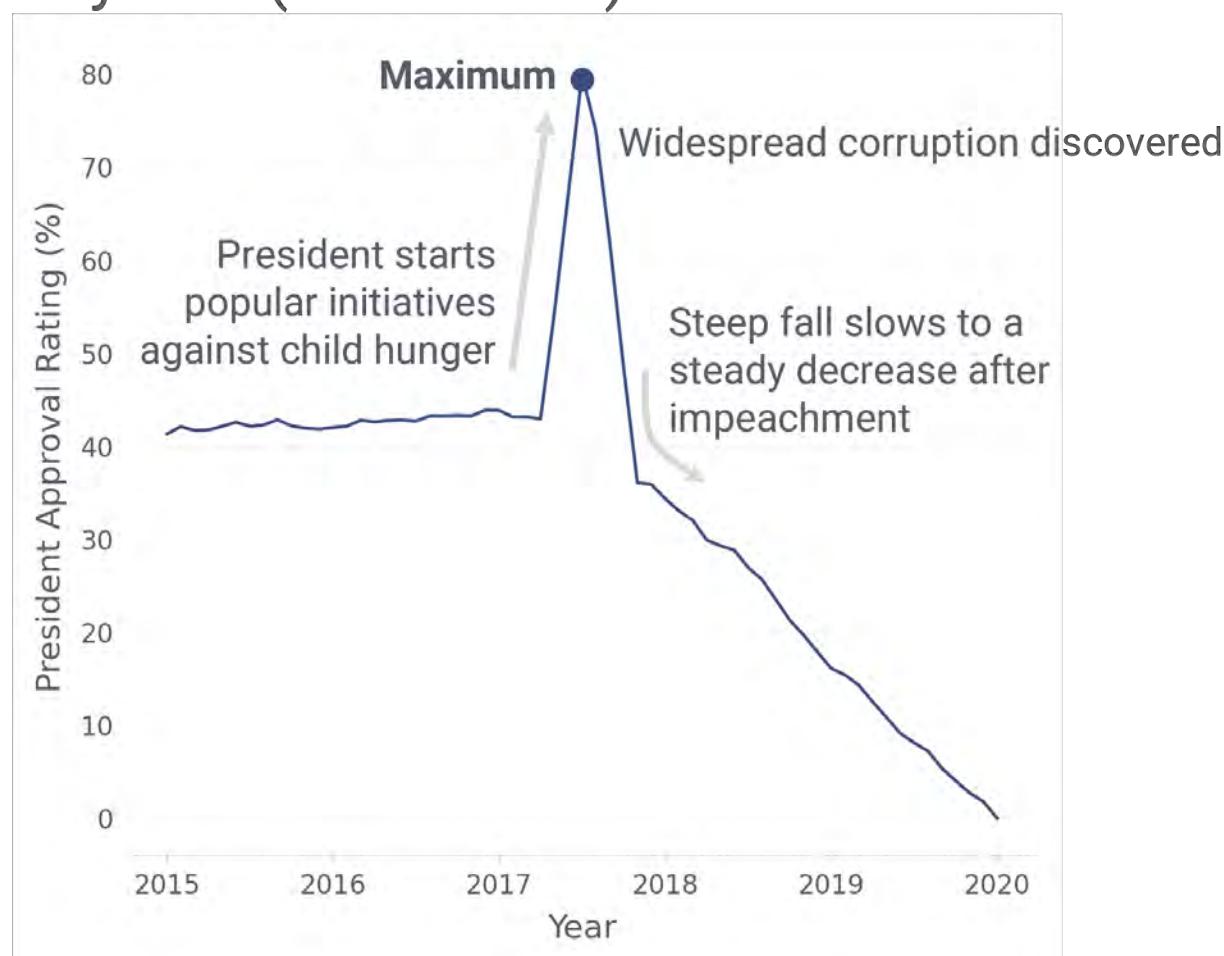
The presidential approval rating held steady from 2015 to 2017 at around 42%. In 2017, the president introduced a popular initiative combating child hunger. This led to a quick increase in approval rating, doubling to around 80%. However, the positive sentiment did not last. Due to widespread corruption, the approval rating fell back to around 37% by 2018, and has continued to decline steadily to almost 0% following an impeachment.

What do you like/dislike about this method of presenting information?

### **Pre-A5-equaltxt**

Consider the following information:

# President approval rating over 5 years (2015-2020)



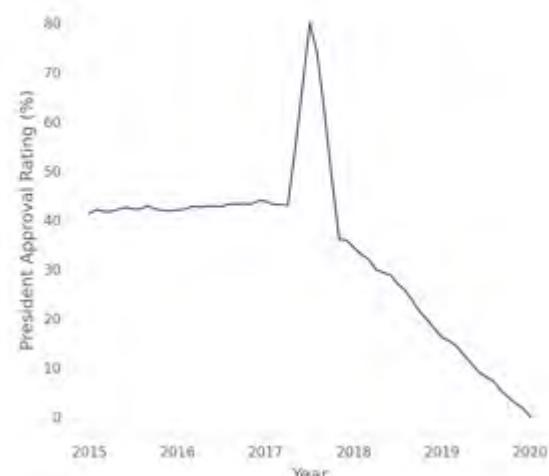
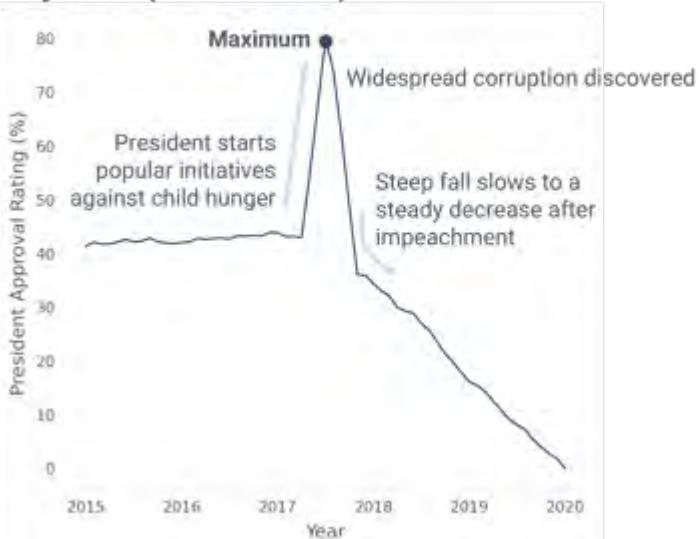
What do you like/dislike about this method of presenting information?

## Pre-A5

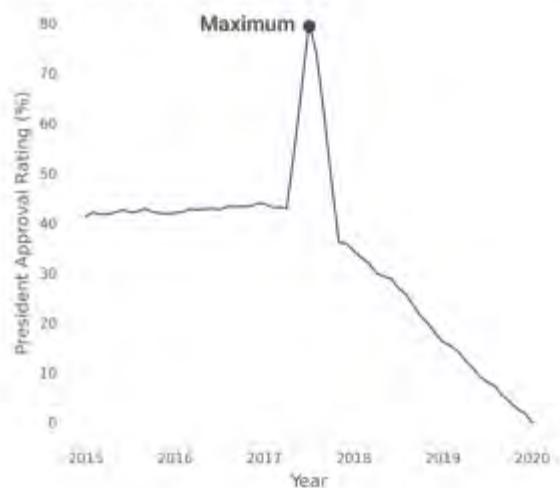
Below are four different ways to show the same information. Please drag and drop these in order of preference, with 1 indicating your most preferred.

The presidential approval rating held steady from 2015 to 2017 at around 42%. In 2017, the president introduced a popular initiative combating child hunger. This led to a quick increase in approval rating, doubling to around 80%. However, the positive sentiment did not last. Due to widespread corruption, the approval rating fell back to around 37% by 2018, and has continued to decline steadily to almost 0% following an impeachment.

### President approval rating over 5 years (2015-2020)



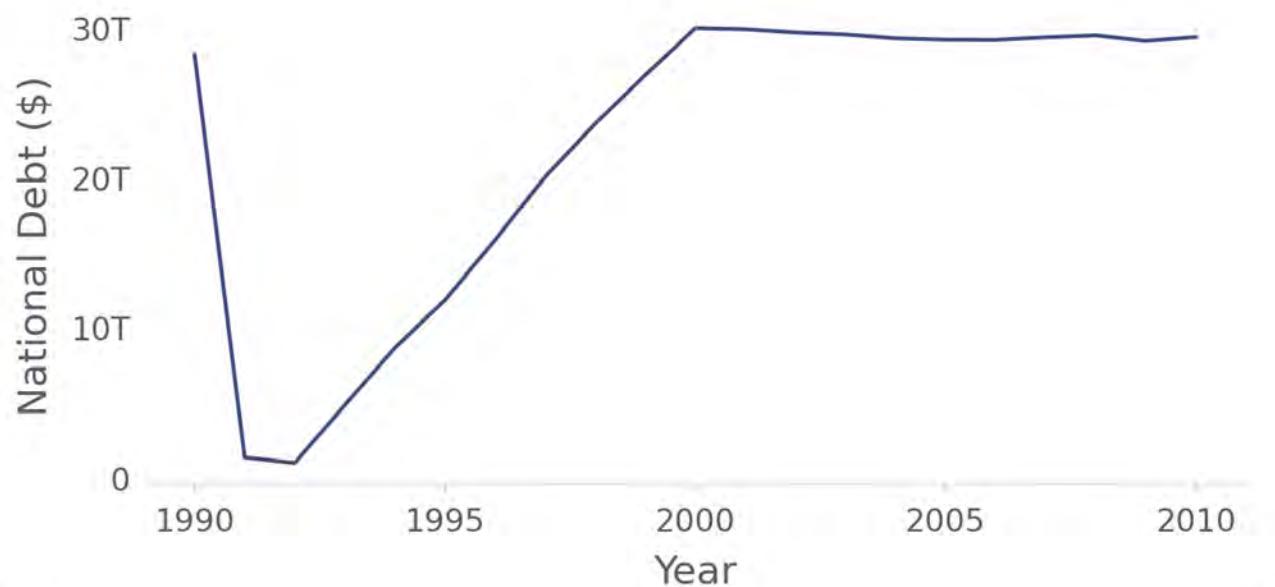
### President approval rating over 5 years (2015-2020)



(Optional) What were your reason(s) behind this ranking?

### Pre-A6-0

Consider the following information:

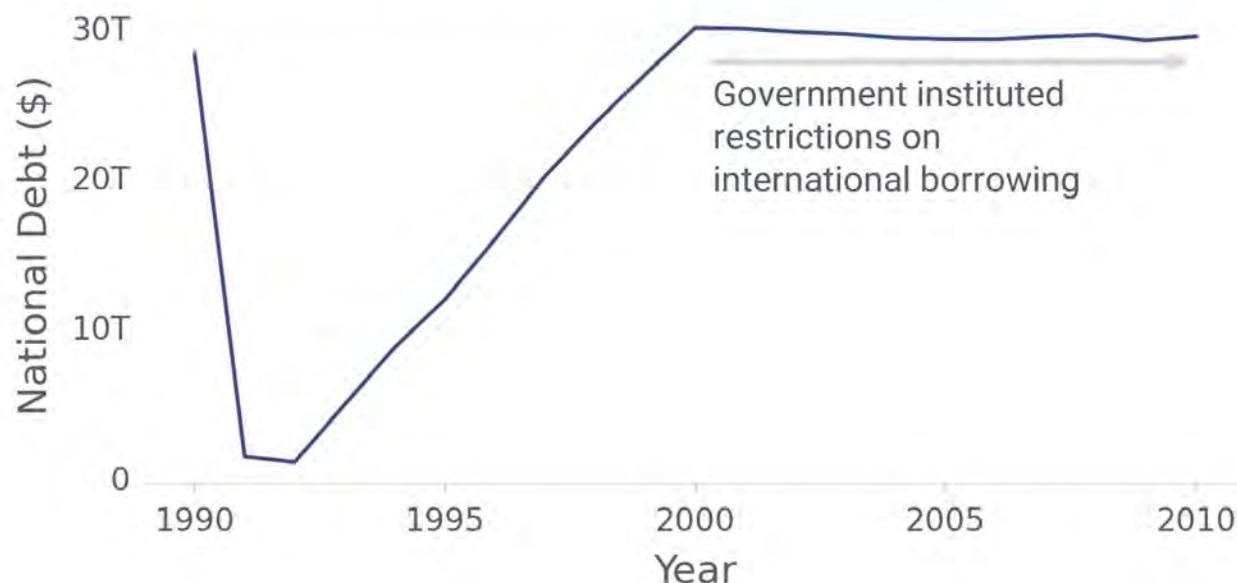


What do you like/dislike about this method of presenting information?

### Pre-A6-14

Consider the following information:

## National debt over 20 years

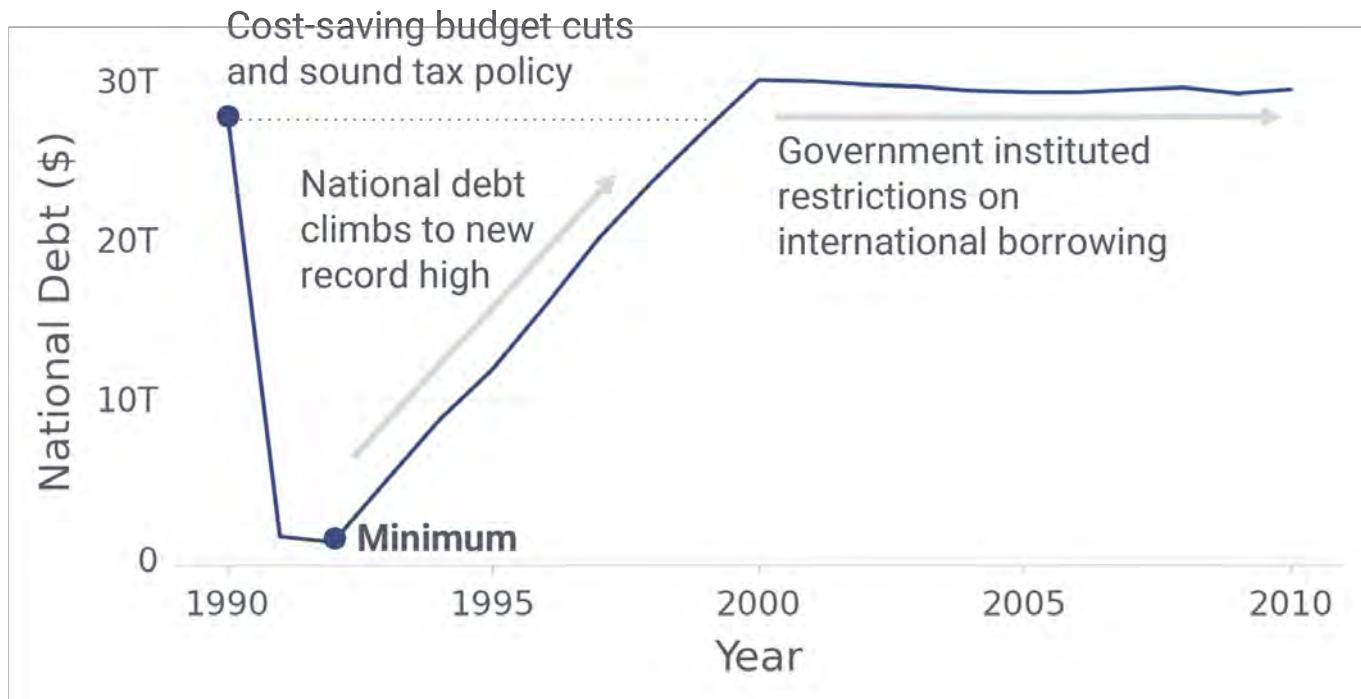


What do you like/dislike about this method of presenting information?

### Pre-A6-equaltxt

Consider the following information:

# National debt over 20 years



What do you like/dislike about this method of presenting information?

## Pre-A6-txt

Consider the following information:

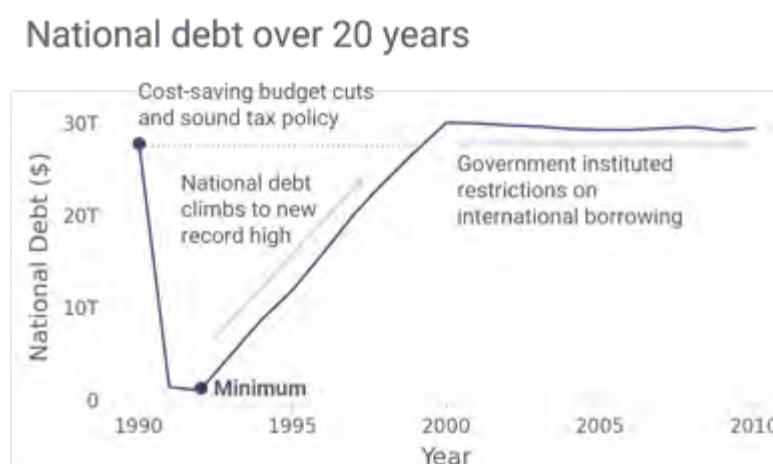
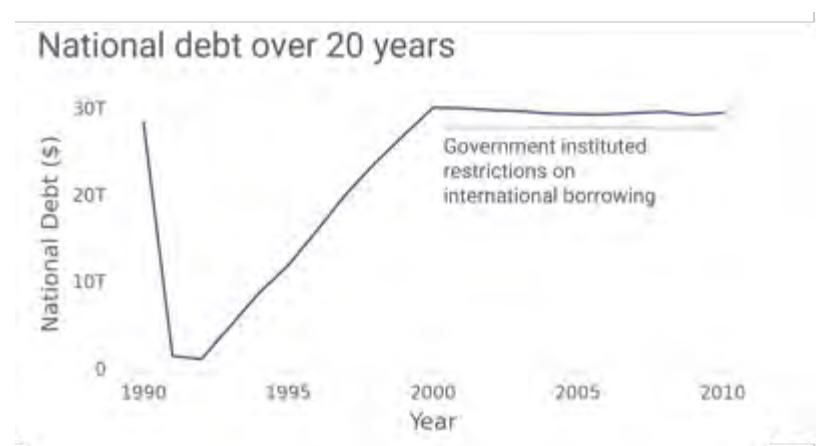
Cost-saving budget cuts and sound tax policy caused the national debt to plummet from nearly \$30T to a low of tens of billions by 1992. This low remained for only a few years, as national debt began to rise again starting in 1994. It continued to rise rapidly, at around \$5T per year. By 2000, it had reached its previous high at \$30T. Due to the huge amount of national debt, the government instituted restrictions on international borrowing. As a result, the national debt remained around

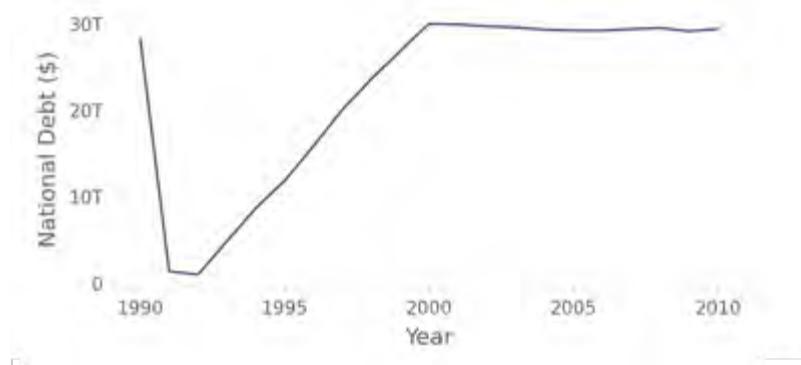
\$30T from 2000 to 2010.

What do you like/dislike about this method of presenting information?

### Pre-A6

Below are four different ways to show the same information. Please drag and drop these in order of preference, with 1 indicating your most preferred.



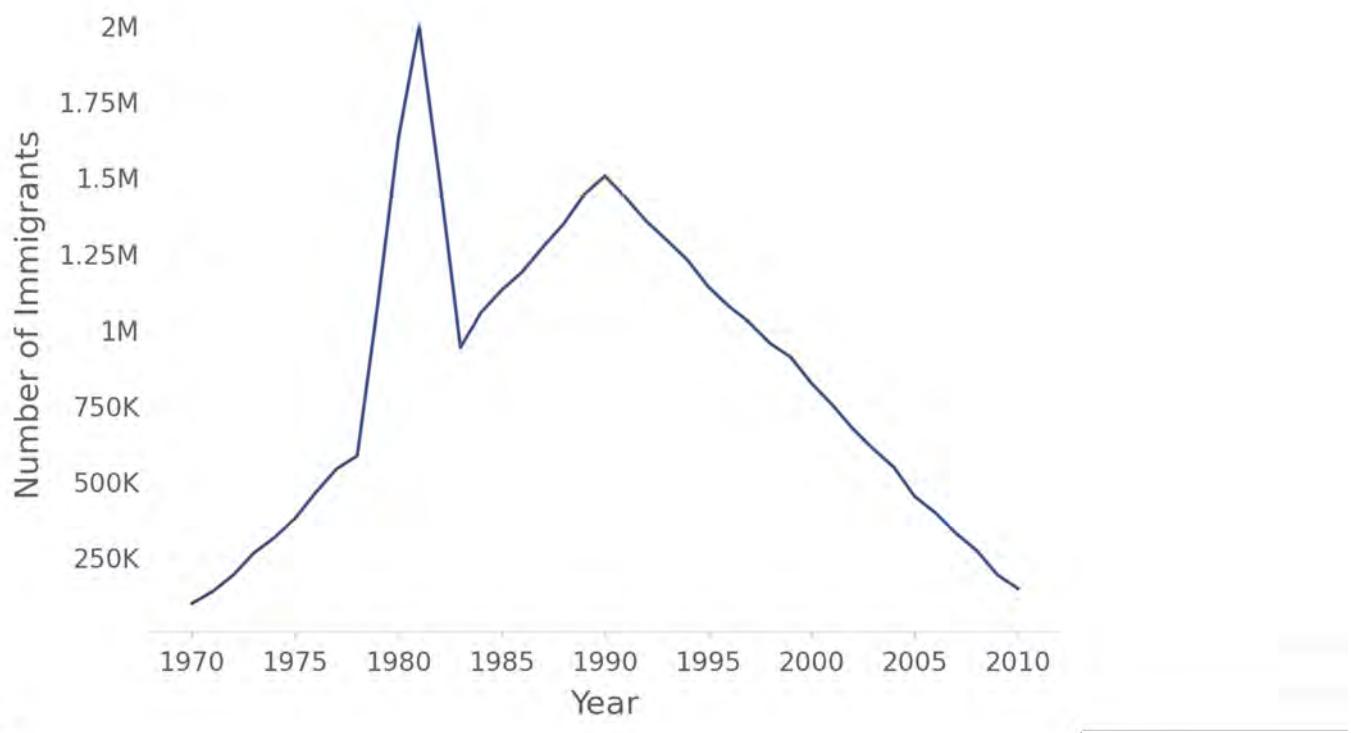


Cost-saving budget cuts and sound tax policy caused the national debt to plummet from nearly \$30T to a low of tens of billions by 1992. This low remained for only a few years, as national debt began to rise again starting in 1994. It continued to rise rapidly, at around \$5T per year. By 2000, it had reached its previous high at \$30T. Due to the huge amount of national debt, the government instituted restrictions on international borrowing. As a result, the national debt remained around \$30T from 2000 to 2010.

(Optional) What were your reason(s) behind this ranking?

### Pre-A7-0

Consider the following information:

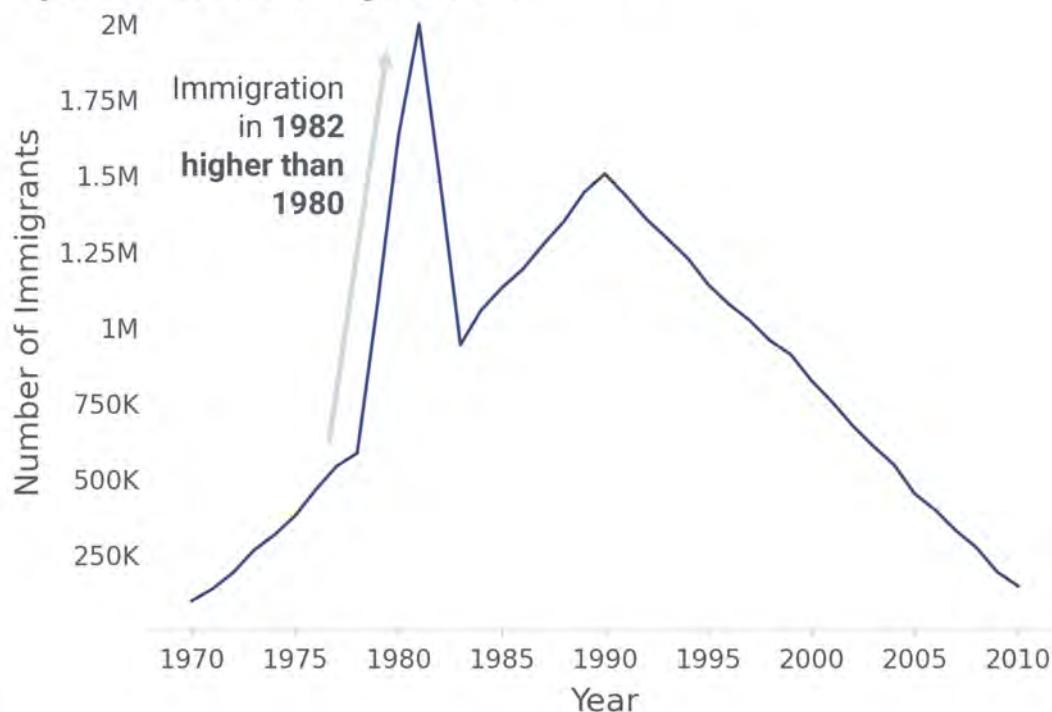


What do you like/dislike about this method of presenting information?

### Pre-A7-24

Consider the following information:

## Changes in administrative policy caused spikes in immigration

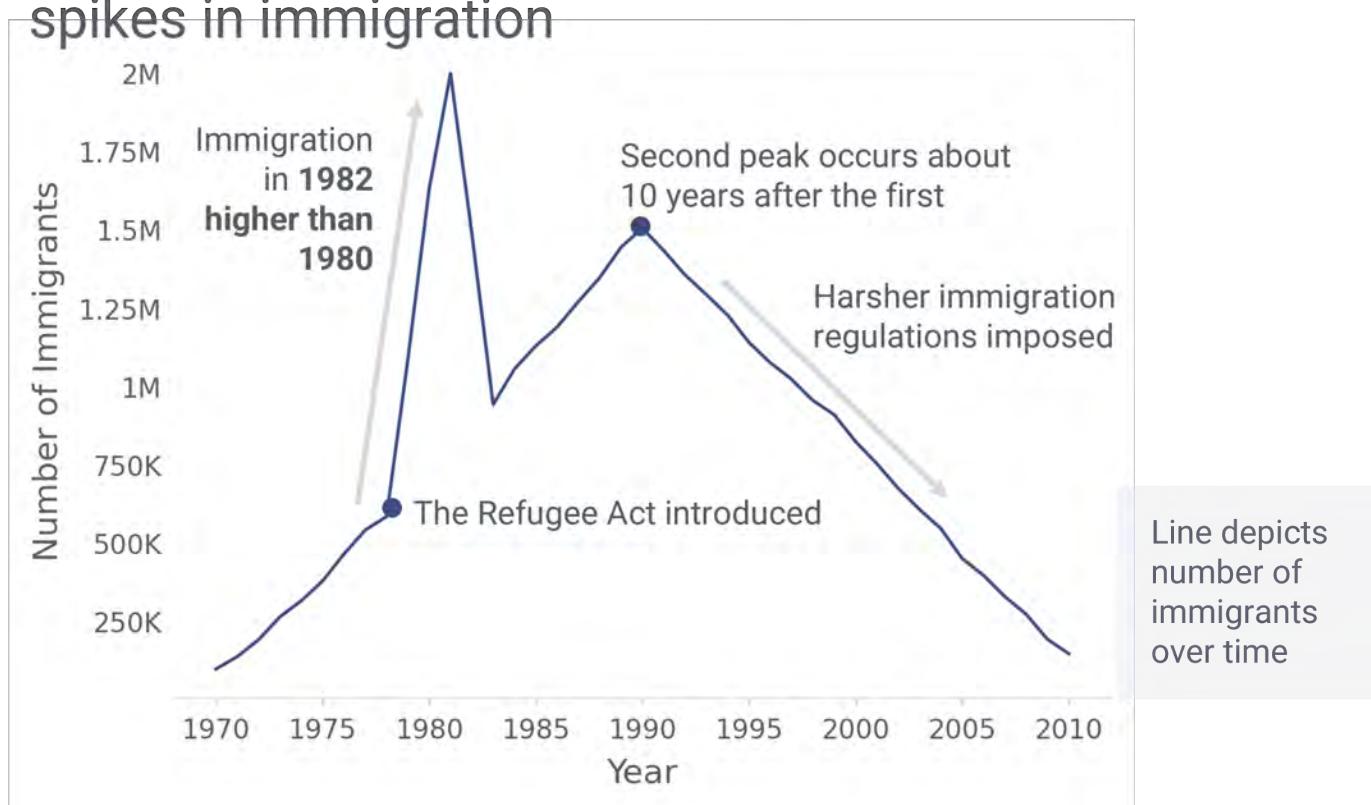


What do you like/dislike about this method of presenting information?

### Pre-A7-equaltxt

Consider the following information:

## Changes in administrative policy caused spikes in immigration



What do you like/dislike about this method of presenting information?

### Pre-A7-txt

Consider the following information:

Changes in administration policies have had notable effects on the yearly immigration rate. Starting in 1970, the number of immigrants steadily increased from 50K to around 600K. The Refugee Act in 1981 allowed refugees from several wars to enter the country, which led to a sharp increase in 1981, with 2M arrivals in the following year. Over the next two years,

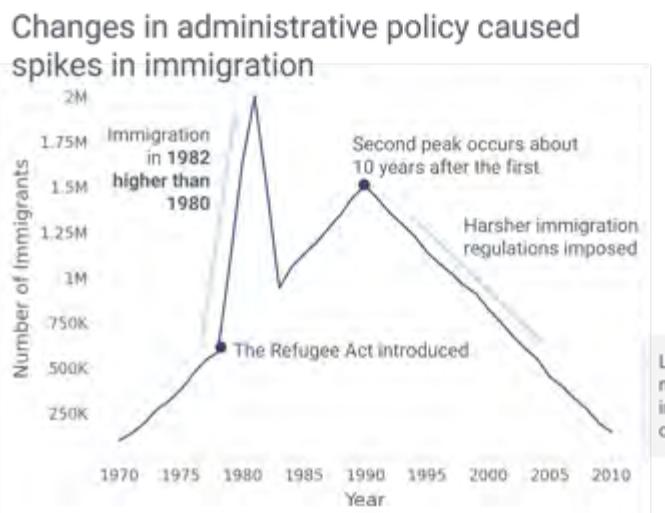
immigration dropped quickly, falling to a little less than 1 million by 1985. By 1990, immigration had increased again, reaching a point of 1.5M. A new administration imposed harsher regulations on immigration, resulting in a steady annual decline, reaching about 100K by 2010.

What do you like/dislike about this method of presenting information?

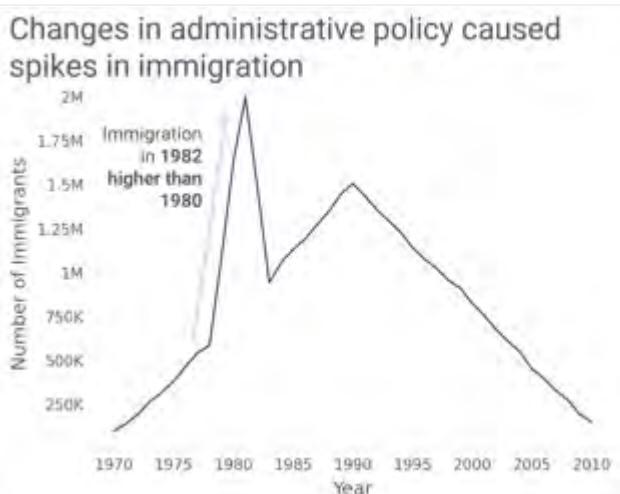
### Pre-A7

Below are four different ways to show the same information. Please drag and drop these in order of preference, with 1 indicating your most preferred.





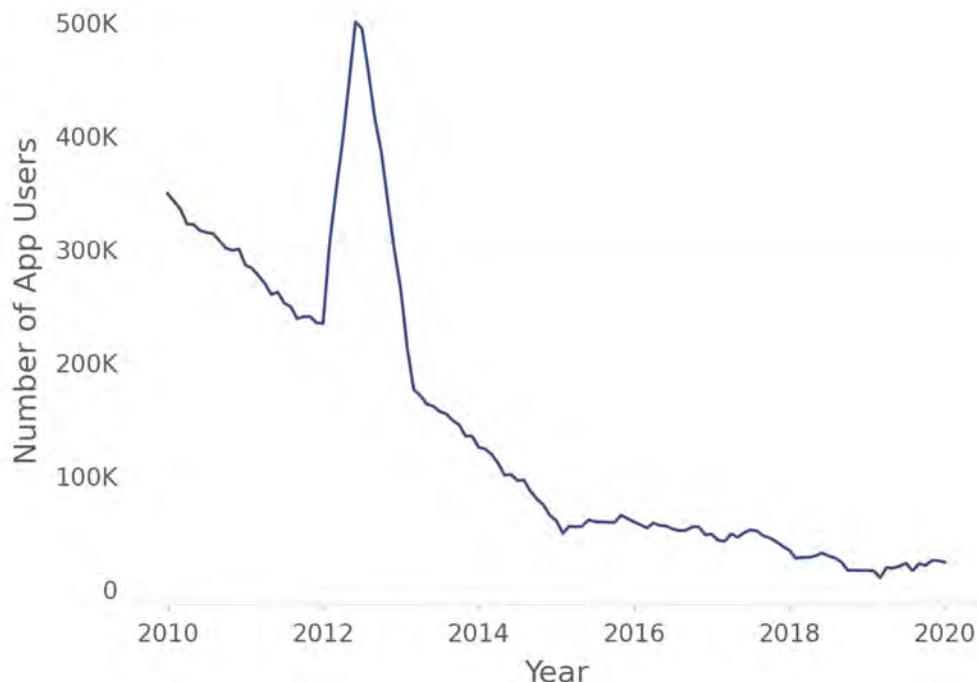
Changes in administration policies have had notable effects on the yearly immigration rate. Starting in 1970, the number of immigrants steadily increased from 50K to around 600K. The Refugee Act in 1981 allowed refugees from several wars to enter the country, which led to a sharp increase in 1981, with 2M arrivals in the following year. Over the next two years, immigration dropped quickly, falling to a little less than 1 million by 1985. By 1990, immigration had increased again, reaching a point of 1.5M. A new administration imposed harsher regulations on immigration, resulting in a steady annual decline, reaching about 100K by 2010.



(Optional) What were your reason(s) behind this ranking?

### Pre-A8-0

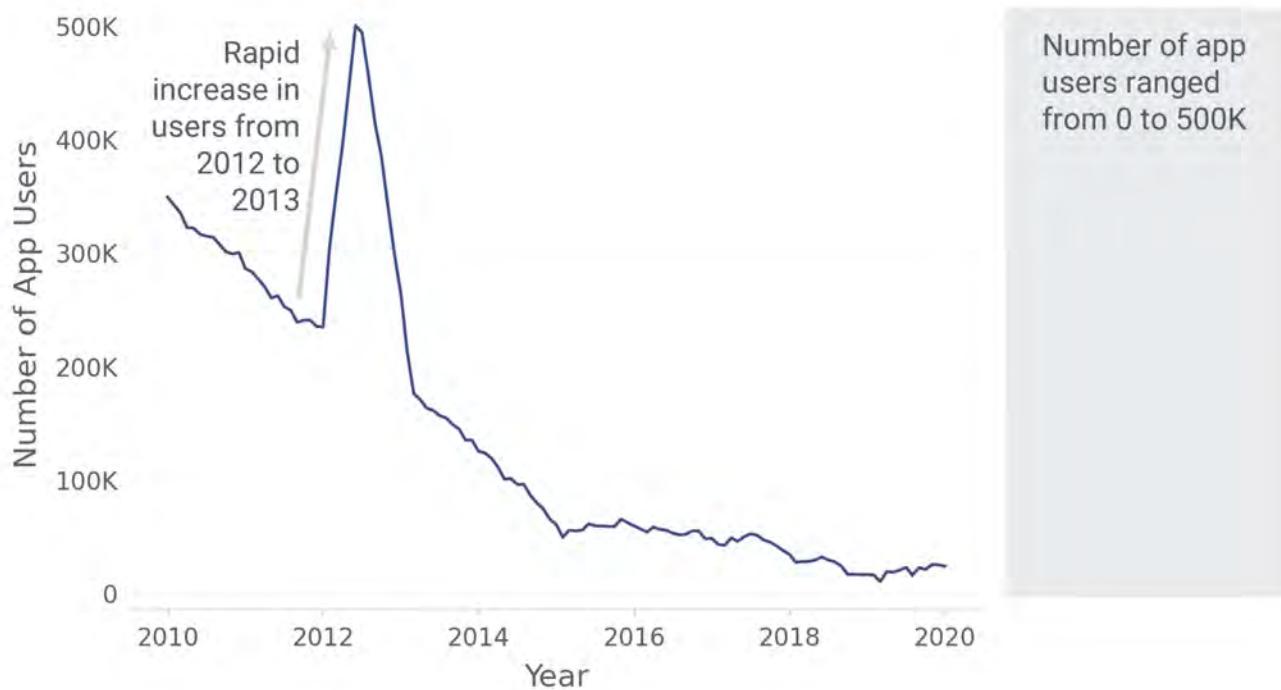
Consider the following information:



What do you like/dislike about this method of presenting information?

### Pre-A8-13

Consider the following information:

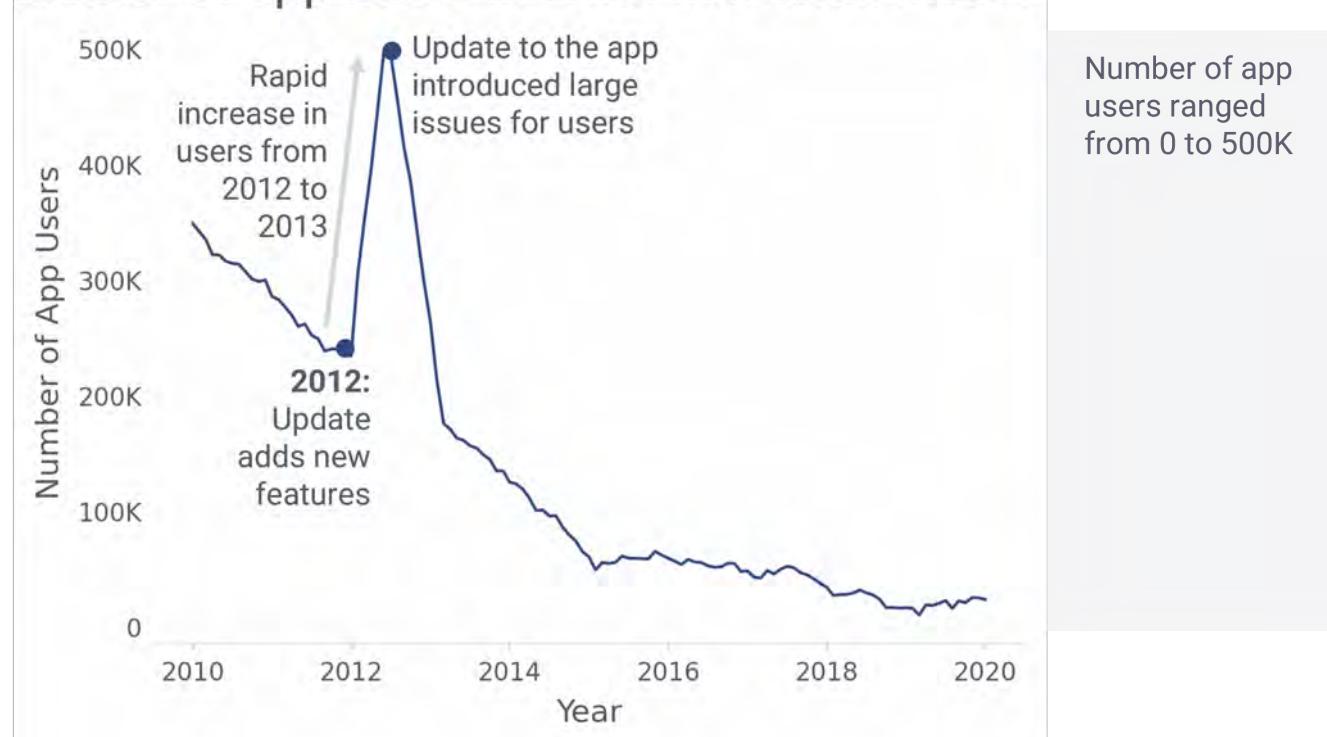


What do you like/dislike about this method of presenting information?

### Pre-A8-equaltxt

Consider the following information:

## Number of app users in 2020 less than in 2015



What do you like/dislike about this method of presenting information?

### Pre-A8-txt

Consider the following information:

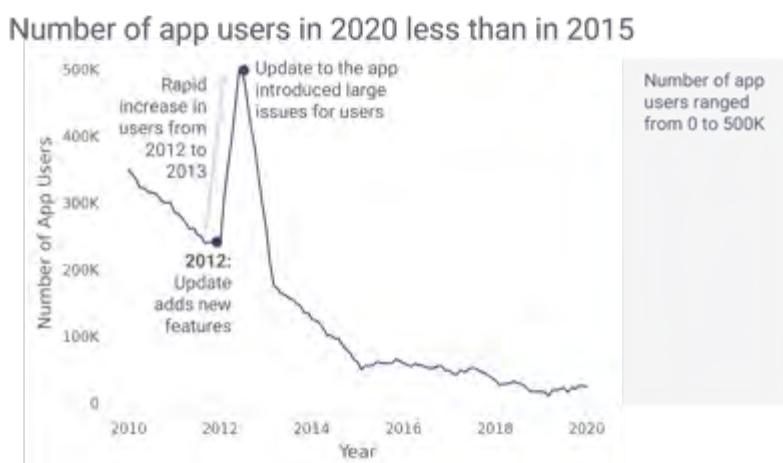
When the app was first introduced in 2010, the app had around 350K users. However, it did not live up to marketing promises, which led to a steady decline in users to around 240K over the next two years. To help bolster more engagement, the app received an update with new features, which quickly went viral. This grew the app's user base quickly, reaching a peak of 500K in a single year. However, this update also introduced large issues, which made the app unusable.

This led to a sharp drop, as new users abandoned the app as quickly as they had downloaded it. By 2013, the app had only 170K users, which continued to decrease, stagnating around 50K for a couple of years before rounding out 2020 with 30K users.

What do you like/dislike about this method of presenting information?

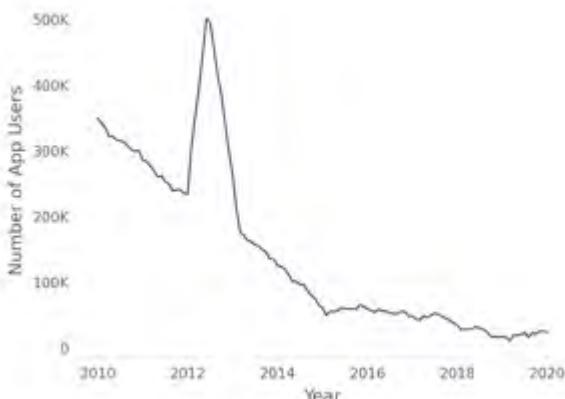
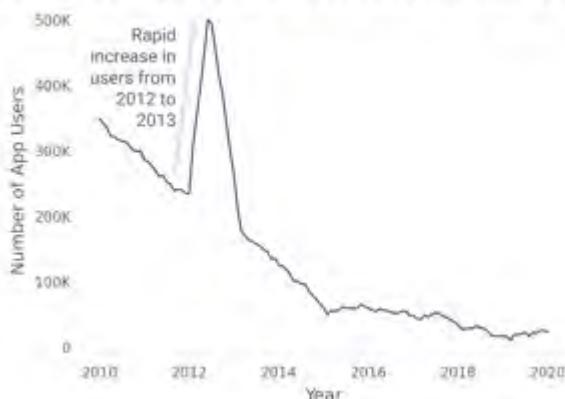
### Pre-A8

Below are four different ways to show the same information. Please drag and drop these in order of preference, with 1 indicating your most preferred.



When the app was first introduced in 2010, the app had around 350K users. However, it did not live up to marketing promises, which led to a steady decline in users to around 240K over the next two years. To help bolster more engagement, the app received an update with new features, which quickly went viral. This grew the app's user base quickly, reaching a peak of 500K in a single year. However, this update also introduced large issues, which made the app unusable. This led to a sharp drop, as new users abandoned the app as quickly as they had downloaded it. By 2013, the app had only 170K users, which continued to decrease, stagnating around 50K for a couple of years before rounding out 2020 with 30K users.

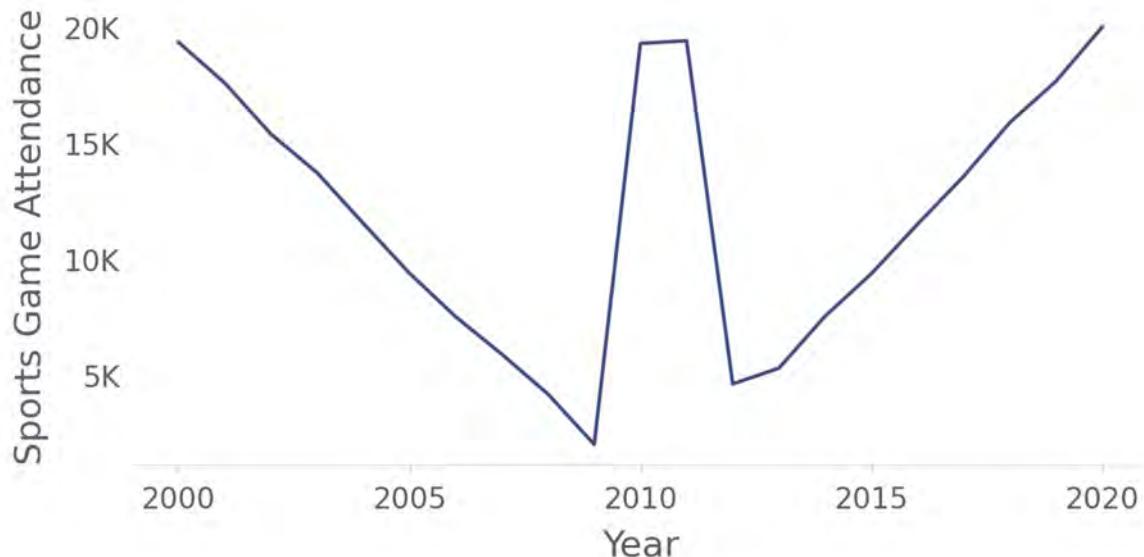
Number of app users in 2020 less than in 2015



(Optional) What were your reason(s) behind this ranking?

### Pre-A9-0

Consider the following information:

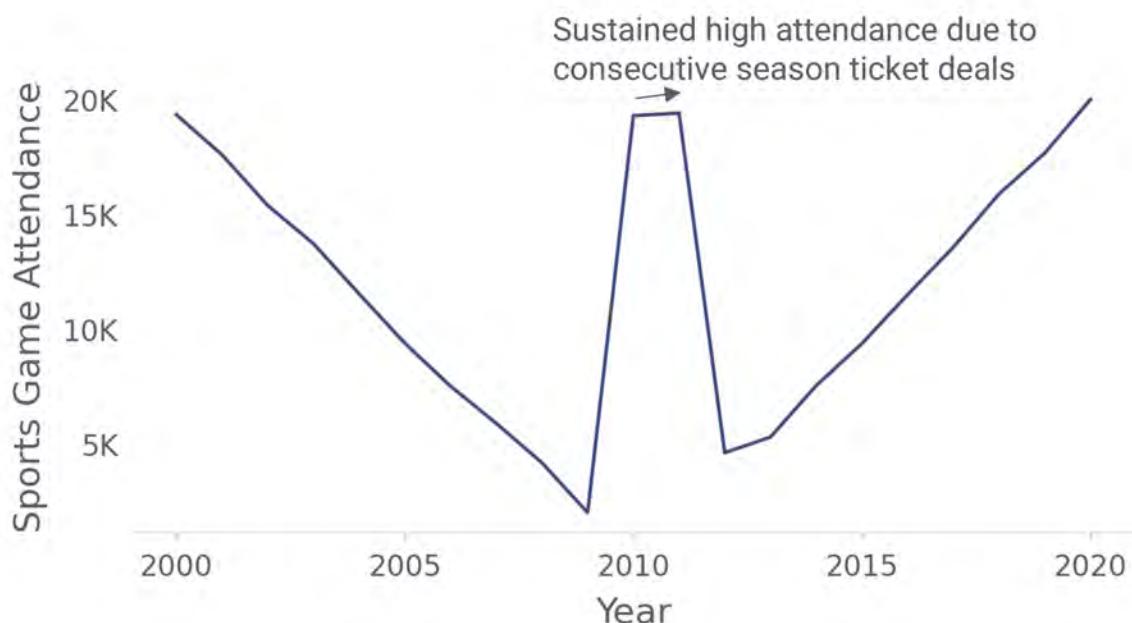


What do you like/dislike about this method of presenting information?

### Pre-A9-14

Consider the following information:

## Sports game attendance (in thousands) over 20 years



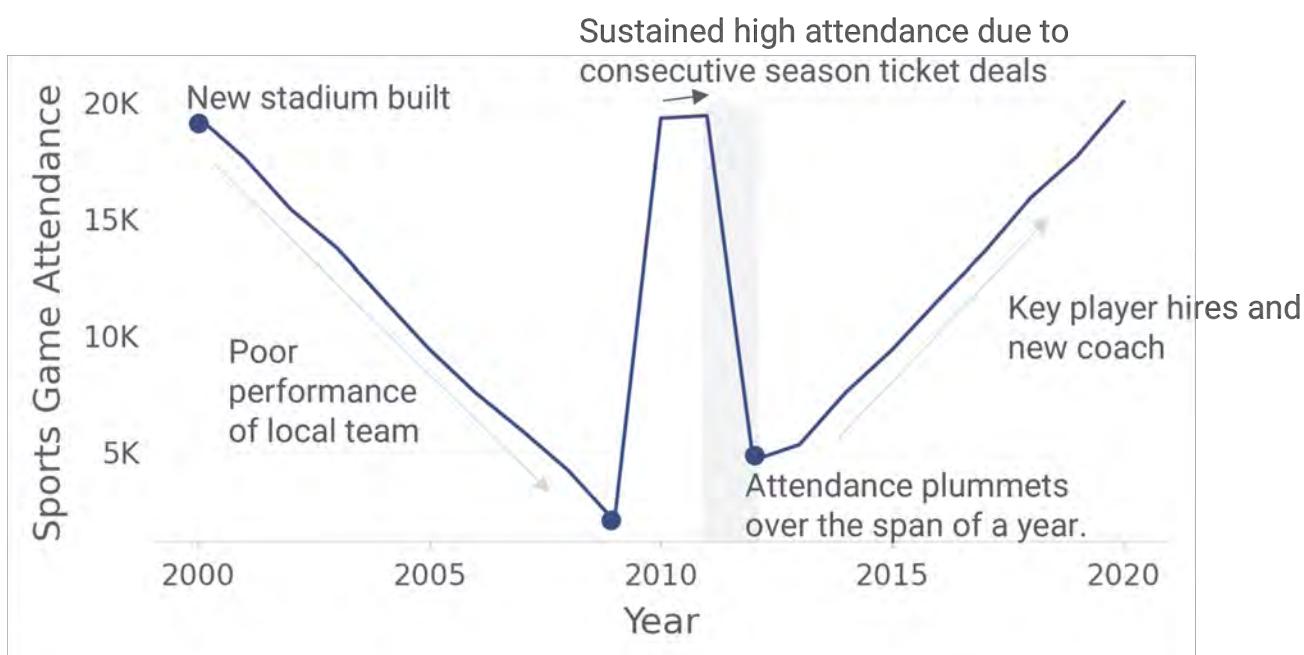
What do you like/dislike about this method of presenting information?

### Pre-A9-equaltxt

Consider the following information:

# Sports game attendance (in thousands) over 20 years

Attendance in 2010 greater than 2009



What do you like/dislike about this method of presenting information?

## Pre-A9-txt

Consider the following information:

A new sports arena opened in 2000 and received a warm welcome from fans, with attendance reaching nearly 20K. However, this declined over the next few years as the local team performed poorly, reaching lows of just 1K by 2009. Alarmed by the bleak sight of empty stadium seats, the team introduced well-priced season ticket deals to entice its fan base back. This led to two back-to-back years of high attendance, around 19K. Once this deal ended and the team

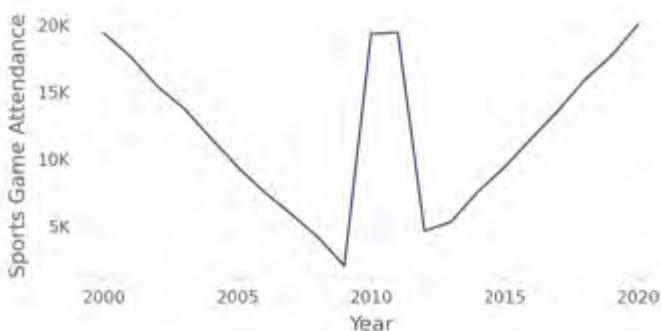
did not improve, attendance declined again to around 5K. With some key player hires and a change in coaching staff, the arena boasted 20K attendees again in 2020.

What do you like/dislike about this method of presenting information?

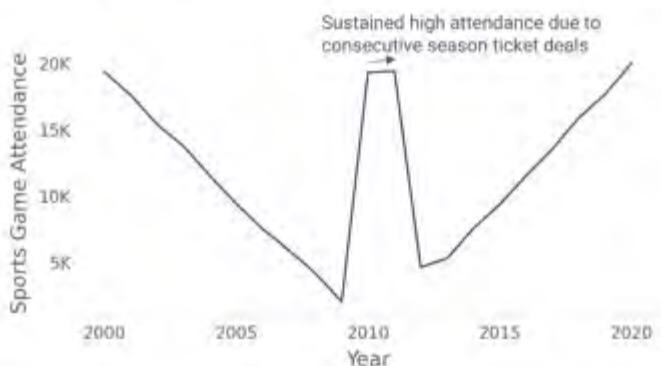
### Pre-A9

Below are four different ways to show the same information. Please drag and drop these in order of preference, with 1 indicating your most preferred.

A new sports arena opened in 2000 and received a warm welcome from fans, with attendance reaching nearly 20K. However, this declined over the next few years as the local team performed poorly, reaching lows of just 1K by 2009. Alarmed by the bleak sight of empty stadium seats, the team introduced well-priced season ticket deals to entice its fan base back. This led to two back-to-back years of high attendance, around 19K. Once this deal ended and the team did not improve, attendance declined again to around 5K. With some key player hires and a change in coaching staff, the arena boasted 20K attendees again in 2020.

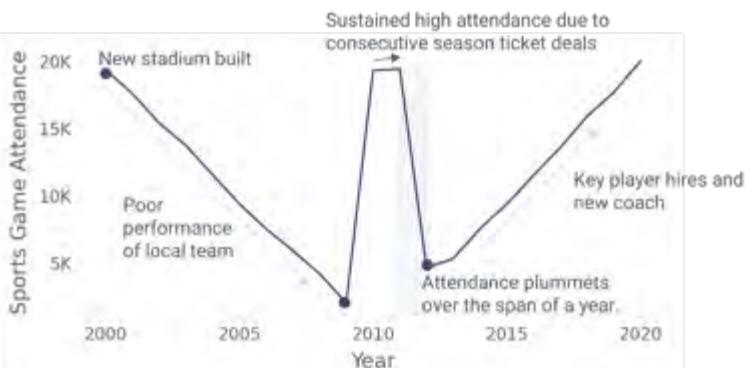


Sports game attendance (in thousands) over 20 years



Sports game attendance (in thousands) over 20 years

Attendance in 2010 greater than 2009

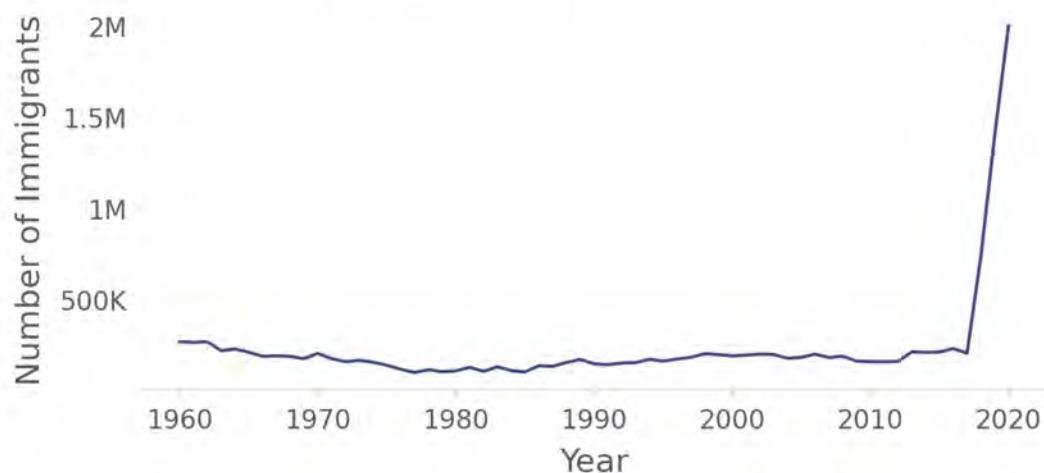


(Optional) What were your reason(s) behind this ranking?

### Pre-B1-4

Consider the following information:

**More job opportunities and government policy encouraged immigration**

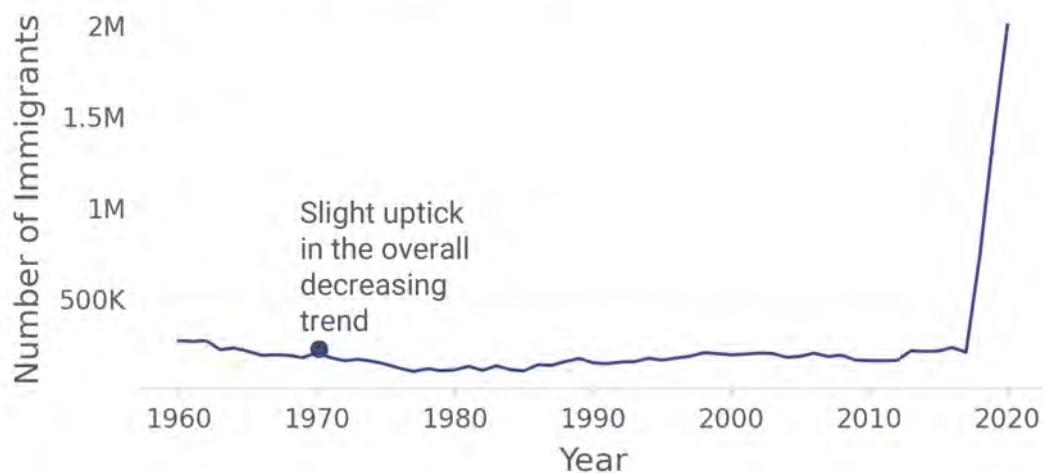


What do you like/dislike about this method of presenting information?

### Pre-B1-34

Consider the following information:

## More job opportunities and government policy encouraged immigration

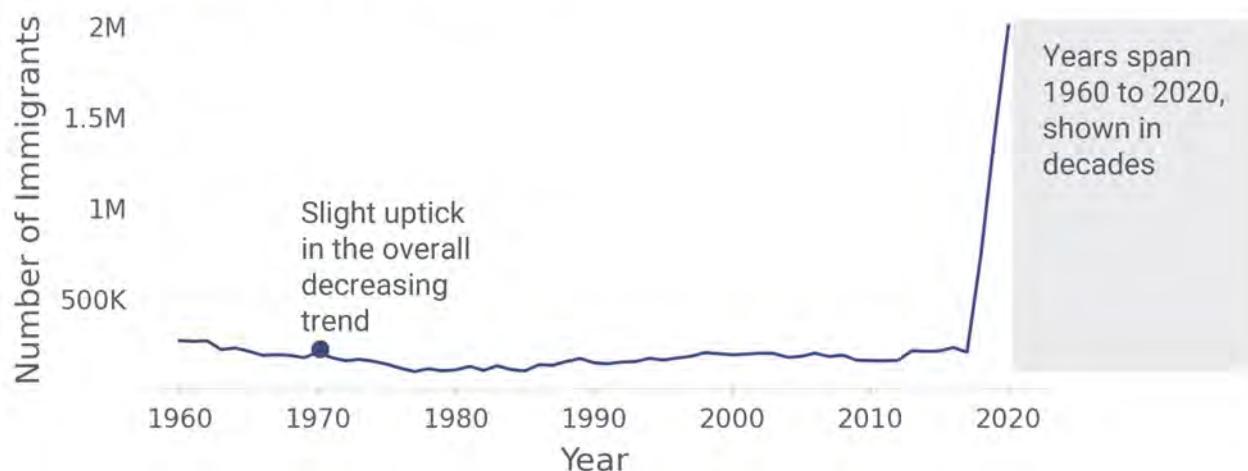


What do you like/dislike about this method of presenting information?

**Pre-B1-134**

Consider the following information:

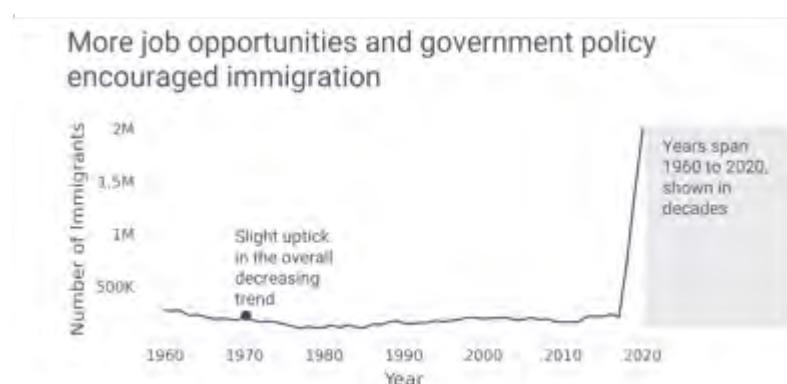
**More job opportunities and government policy encouraged immigration**



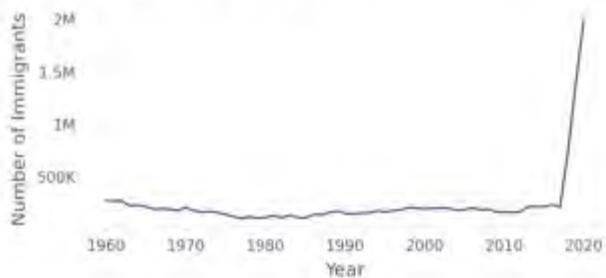
What do you like/dislike about this method of presenting information?

### Pre-B1

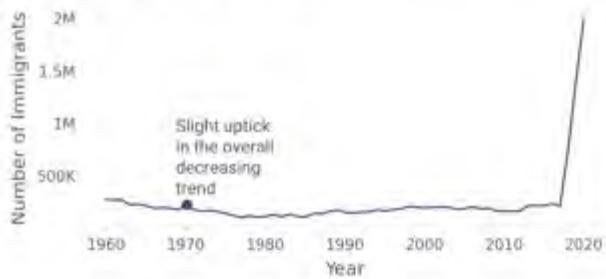
Below are three different ways to show the same information. Please drag and drop these in order of preference, with 1 indicating your most preferred.



More job opportunities and government policy encouraged immigration



More job opportunities and government policy encouraged immigration

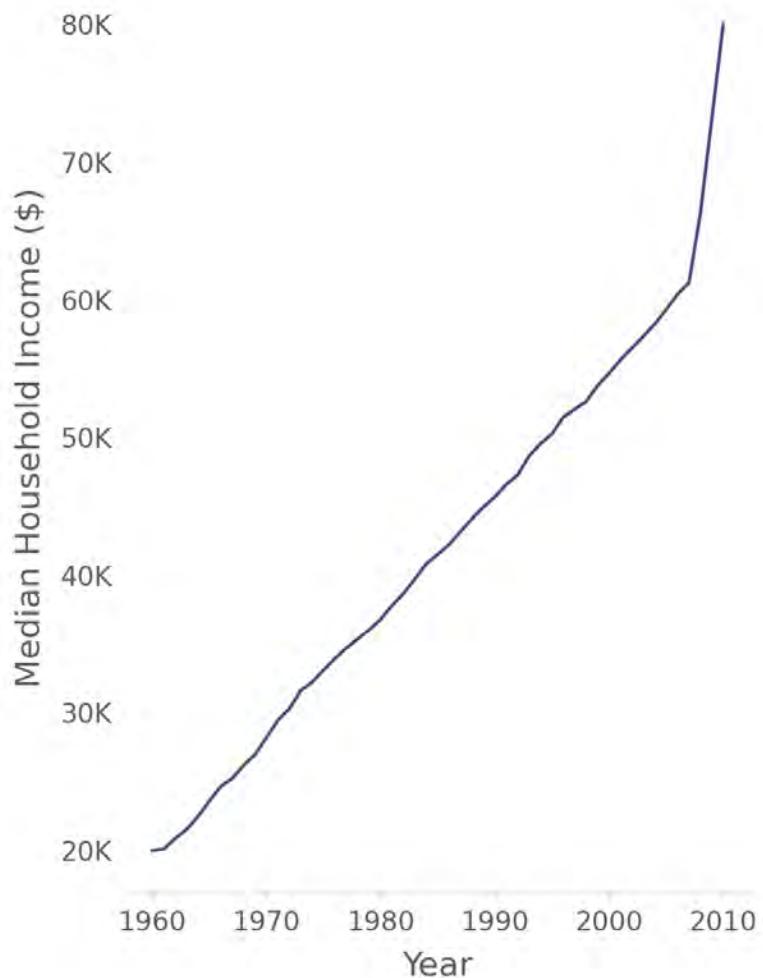


(Optional) What were your reason(s) behind this ranking?

### Pre-B2-3

Consider the following information:

# After steadily increasing, median household income spiked in 2008

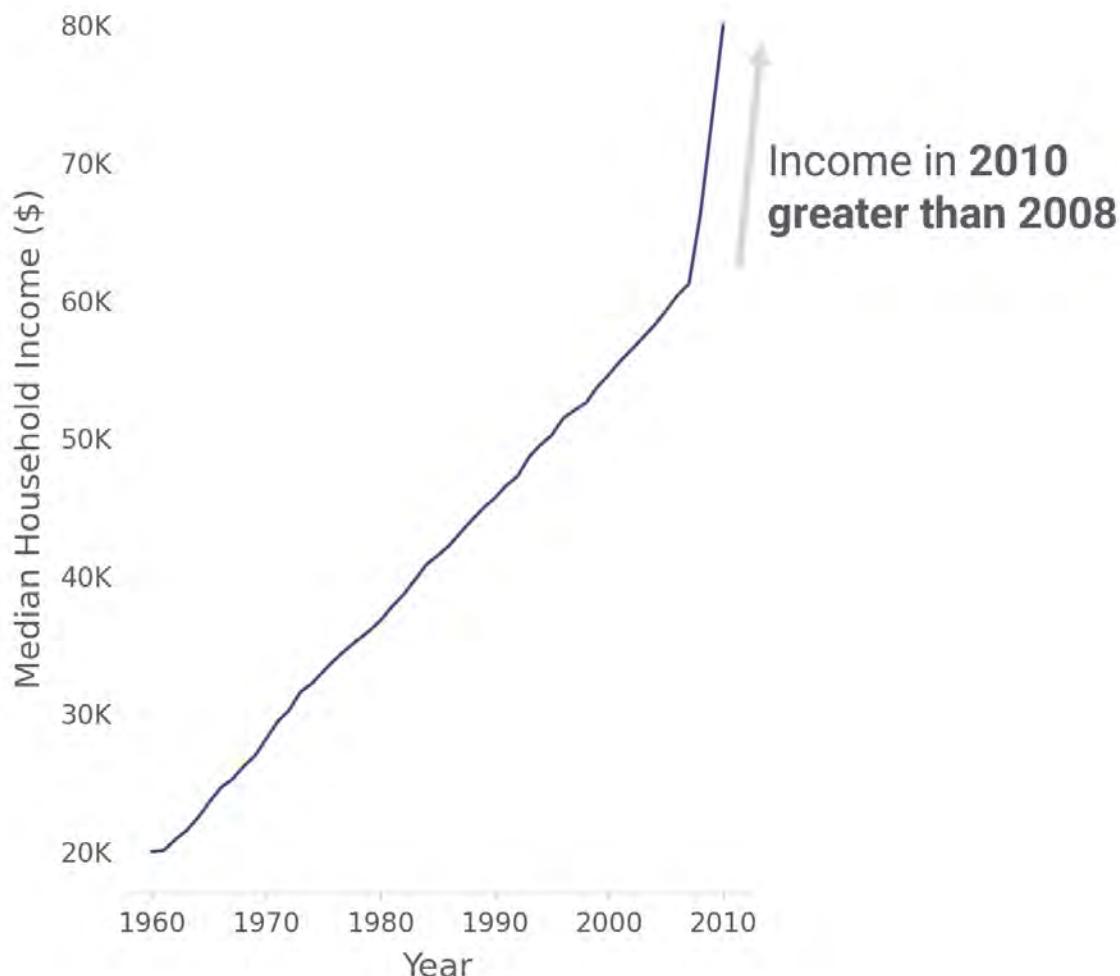


What do you like/dislike about this method of presenting information?

## Pre-B2-23

Consider the following information:

**After steadily increasing, median household income spiked in 2008**

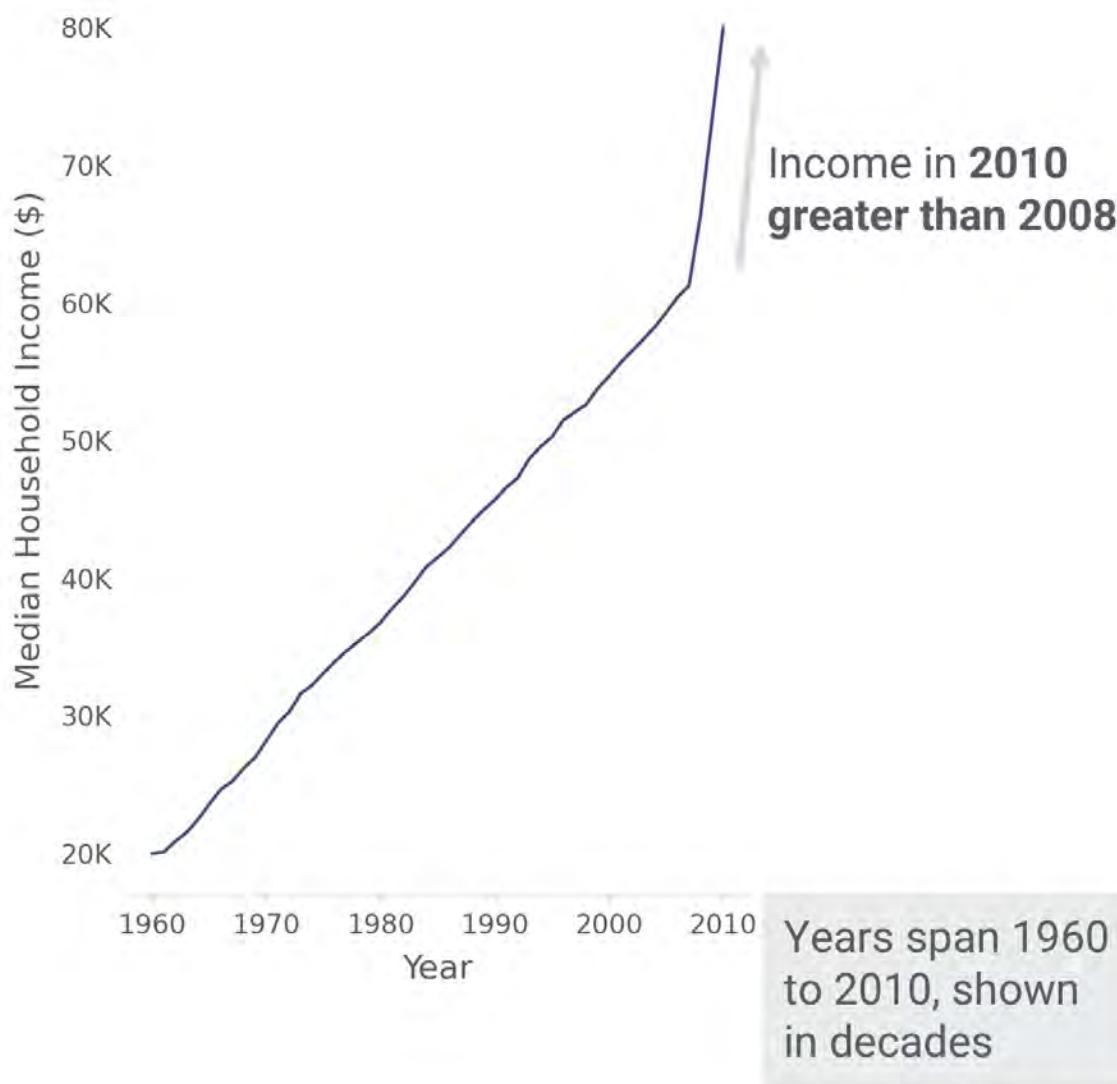


What do you like/dislike about this method of presenting information?

## Pre-B2-123

Consider the following information:

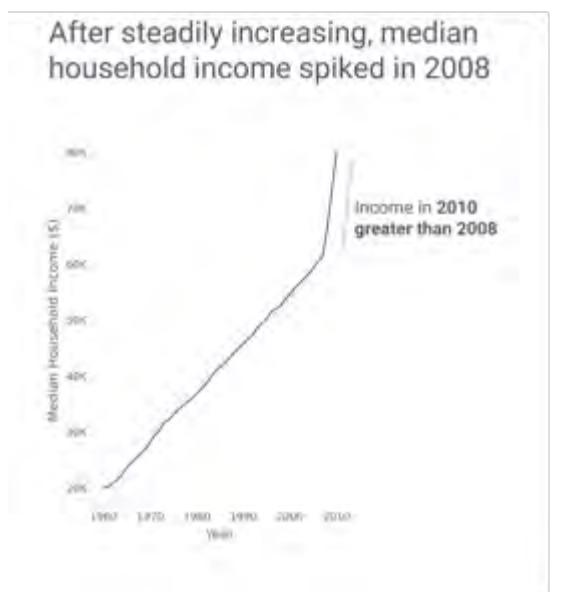
**After steadily increasing, median household income spiked in 2008**

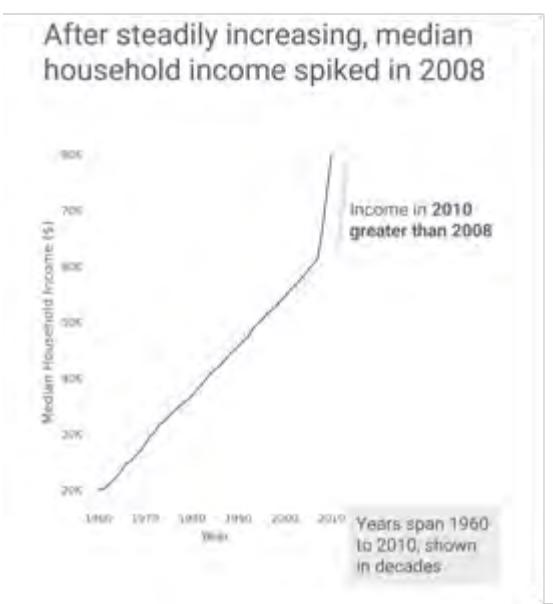
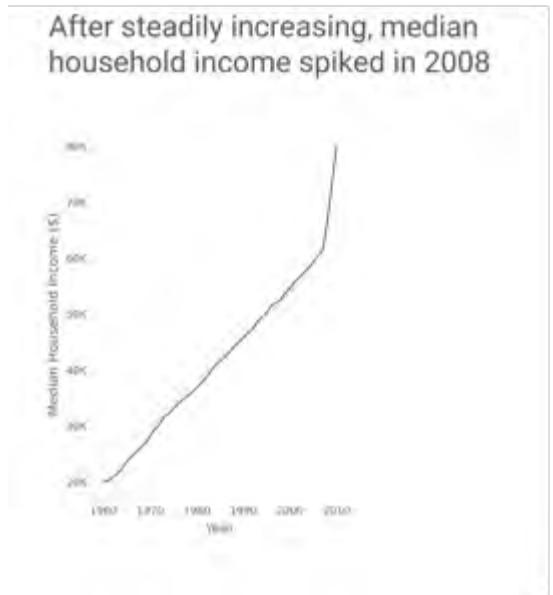


What do you like/dislike about this method of presenting information?

## Pre-B2

Below are three different ways to show the same information. Please drag and drop these in order of preference, with 1 indicating your most preferred.



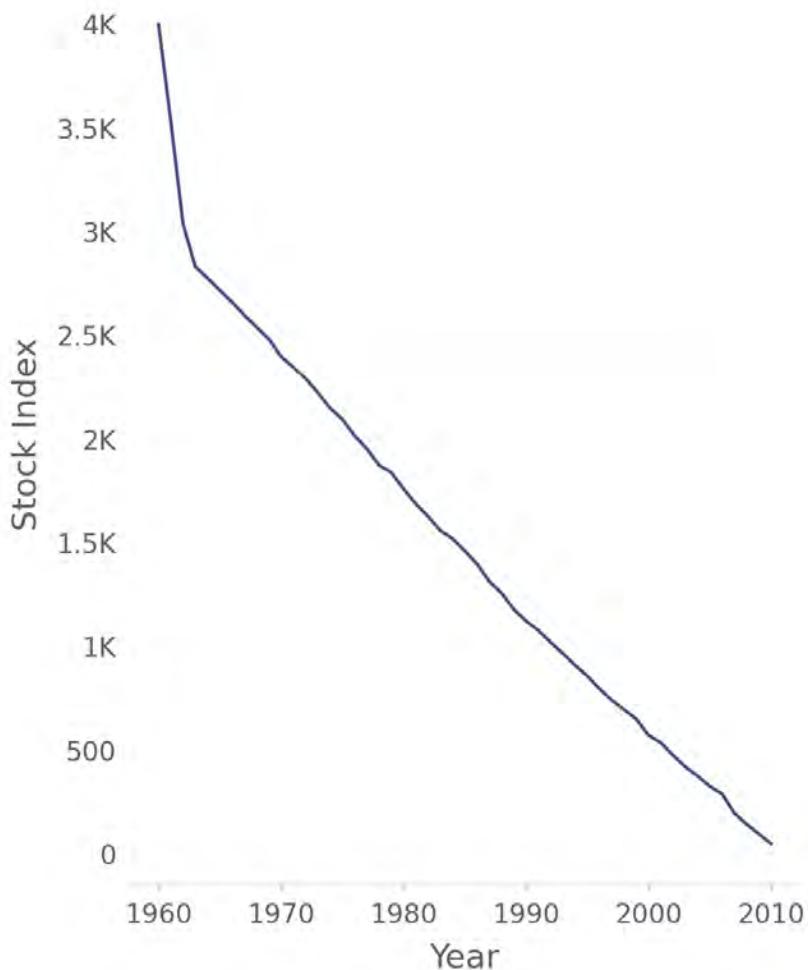


(Optional) What were your reason(s) behind this ranking?

### Pre-B3-3

Consider the following information:

# Pivotal moment for stock index in 1962, decreasing rate changed dramatically

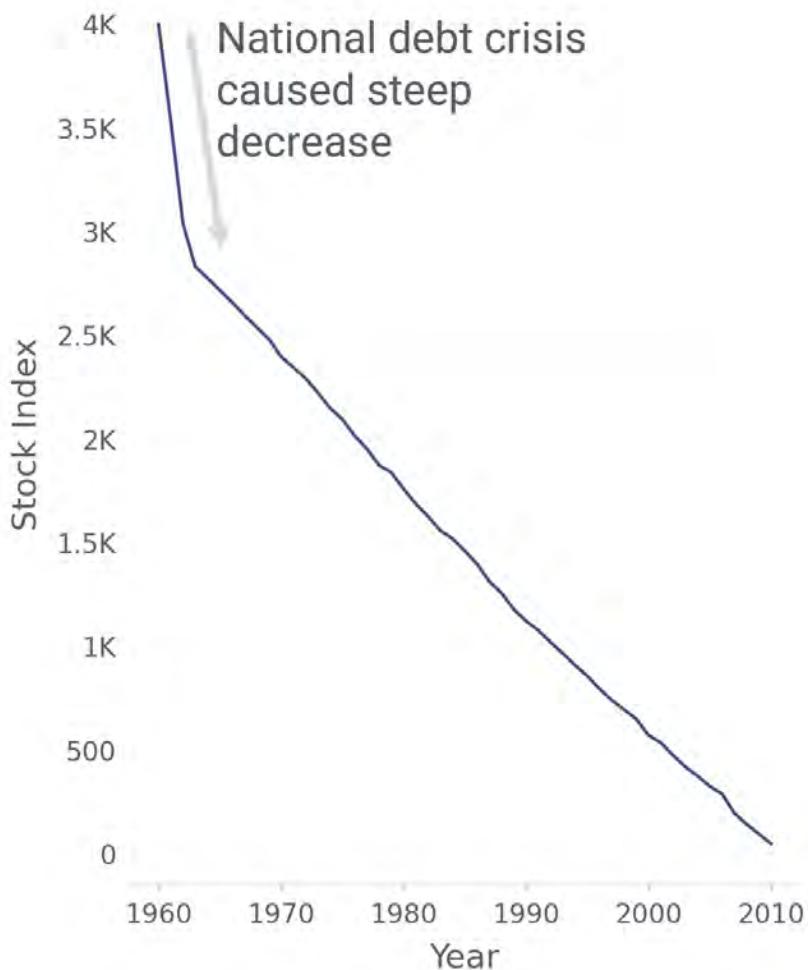


What do you like/dislike about this method of presenting information?

## Pre-B3-34

Consider the following information:

# Pivotal moment for stock index in 1962, decreasing rate changed dramatically

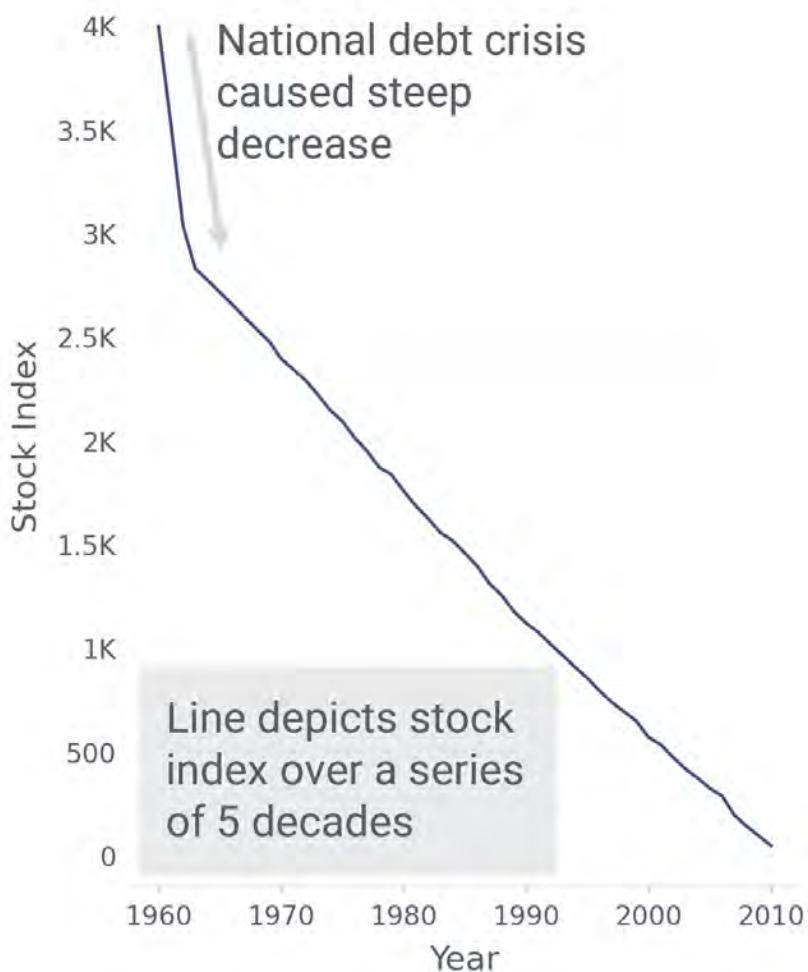


What do you like/dislike about this method of presenting information?

**Pre-B3-134**

Consider the following information:

# Pivotal moment for stock index in 1962, decreasing rate changed dramatically

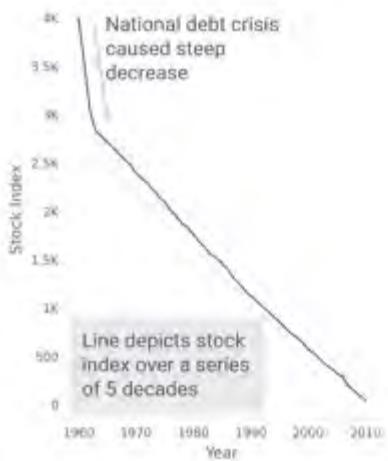


What do you like/dislike about this method of presenting information?

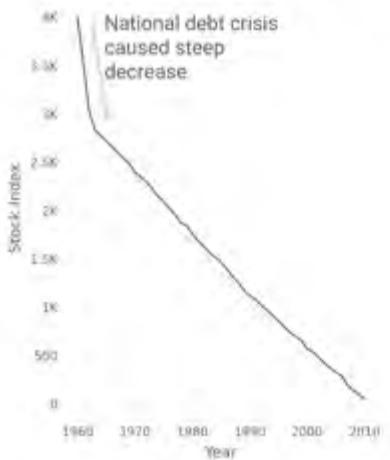
**Pre-B3**

Below are three different ways to show the same information. Please drag and drop these in order of preference, with 1 indicating your most preferred.

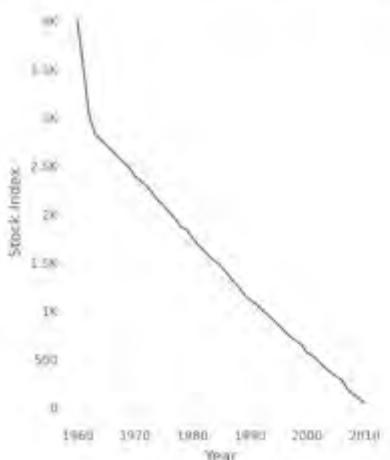
Pivotal moment for stock index in 1962, decreasing rate changed dramatically



Pivotal moment for stock index in 1962, decreasing rate changed dramatically



Pivotal moment for stock index in 1962,  
decreasing rate changed dramatically

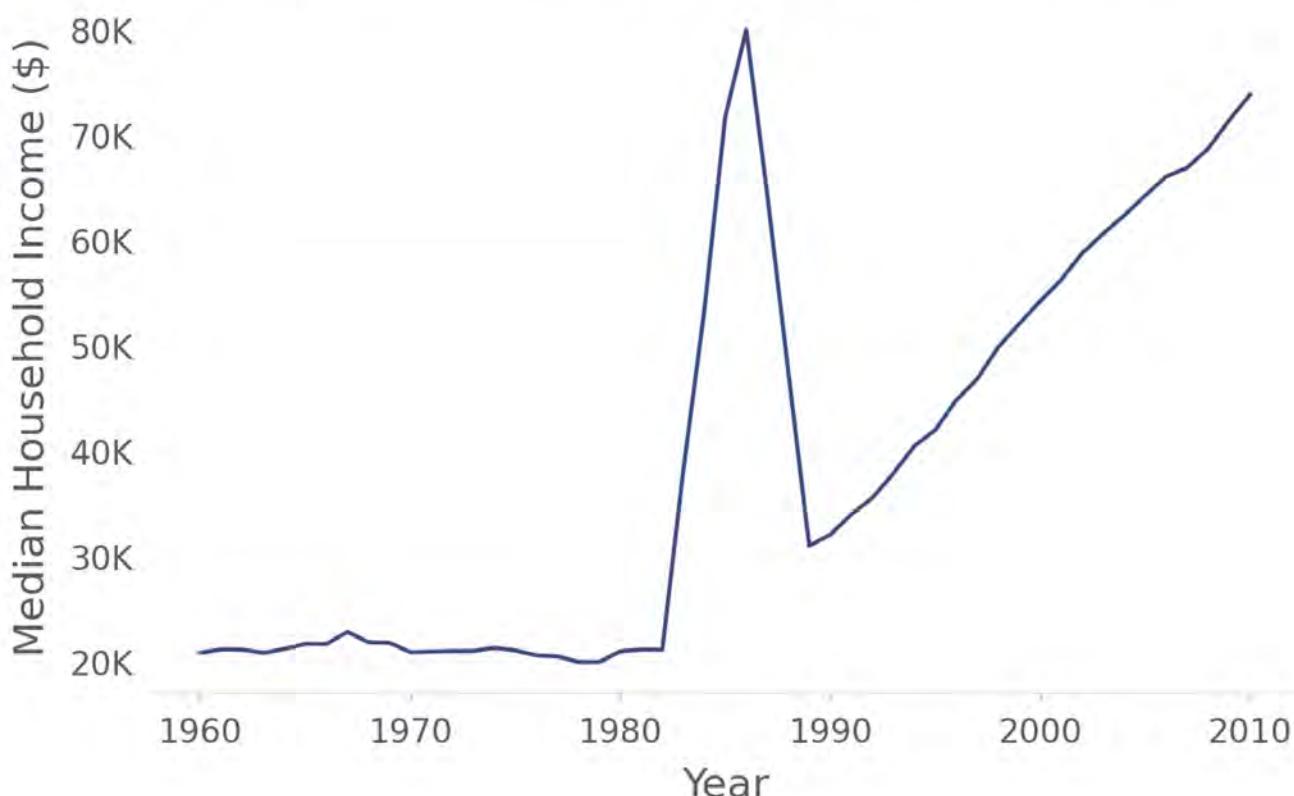


(Optional) What were your reason(s) behind this ranking?

### Pre-B4-3

Consider the following information:

## After falling, household income increases.

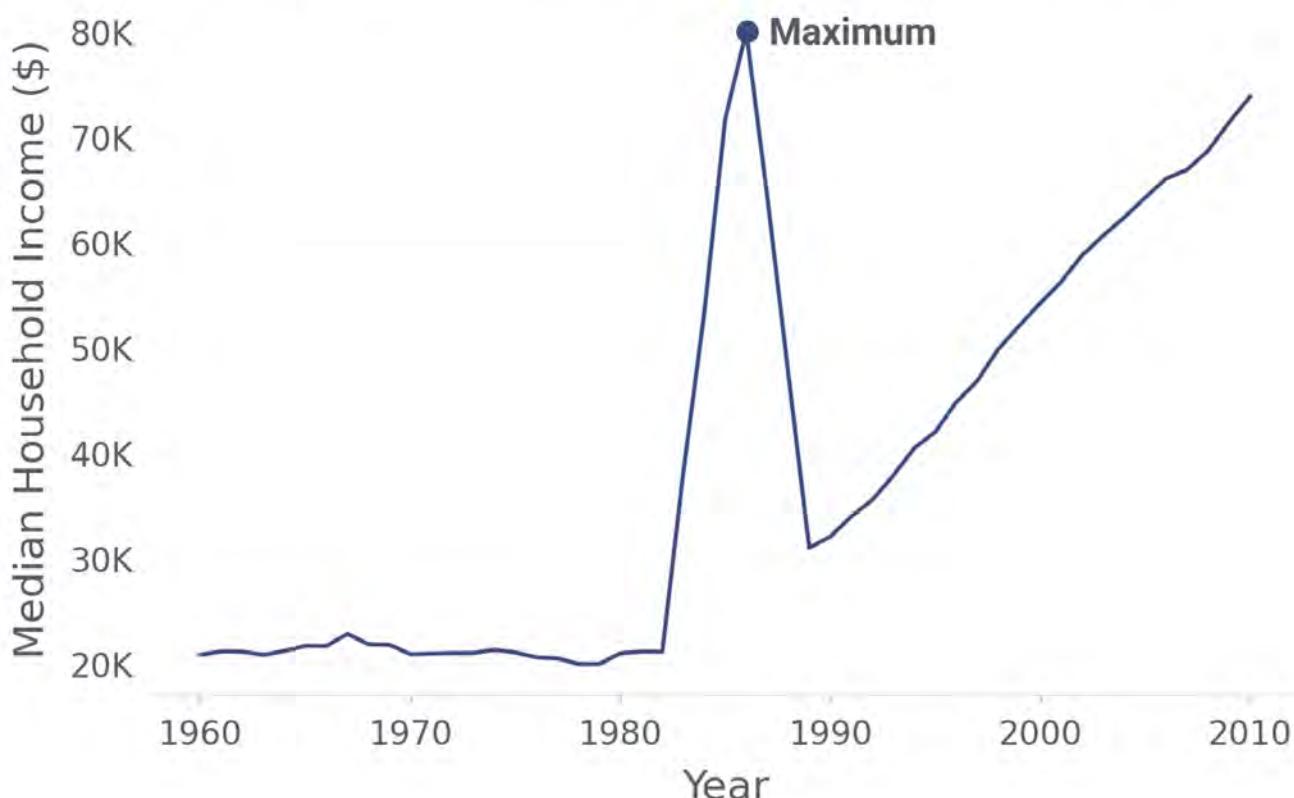


What do you like/dislike about this method of presenting information?

### Pre-B4-23

Consider the following information:

## After falling, household income increases.

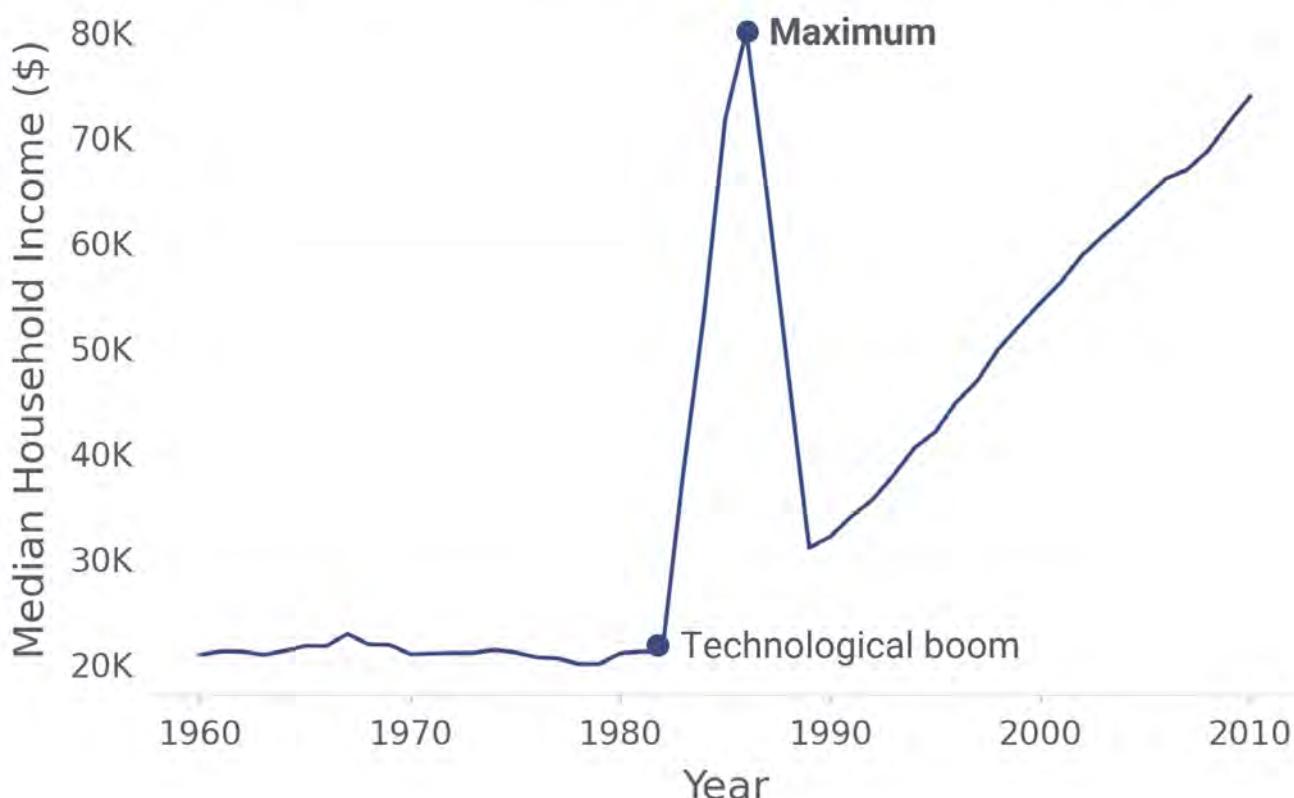


What do you like/dislike about this method of presenting information?

**Pre-B4-234**

Consider the following information:

## After falling, household income increases.

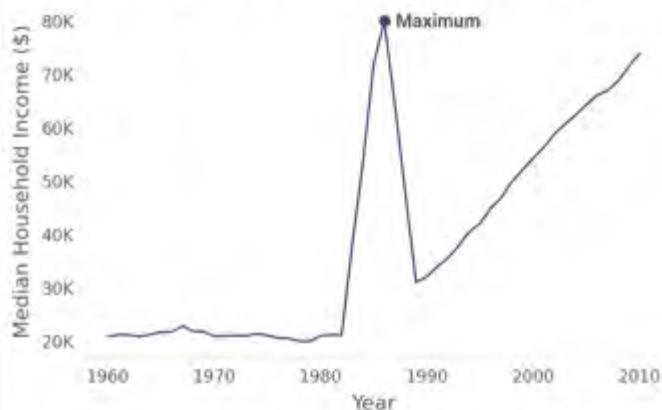


What do you like/dislike about this method of presenting information?

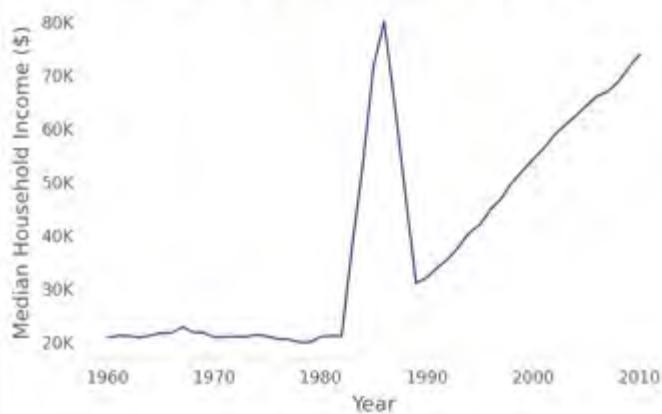
### Pre-B4

Below are three different ways to show the same information. Please drag and drop these in order of preference, with 1 indicating your most preferred.

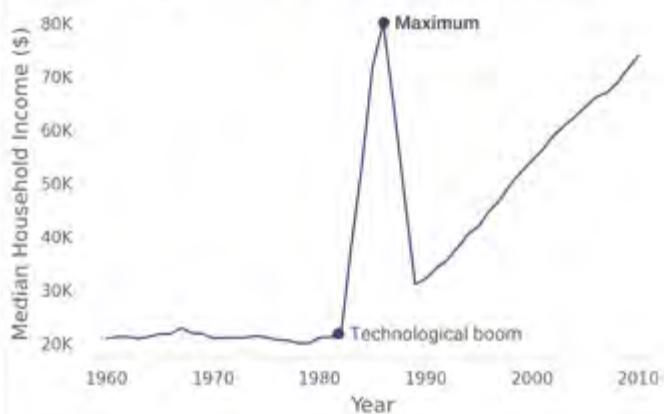
After falling, household income increases.



After falling, household income increases.



After falling, household income increases.

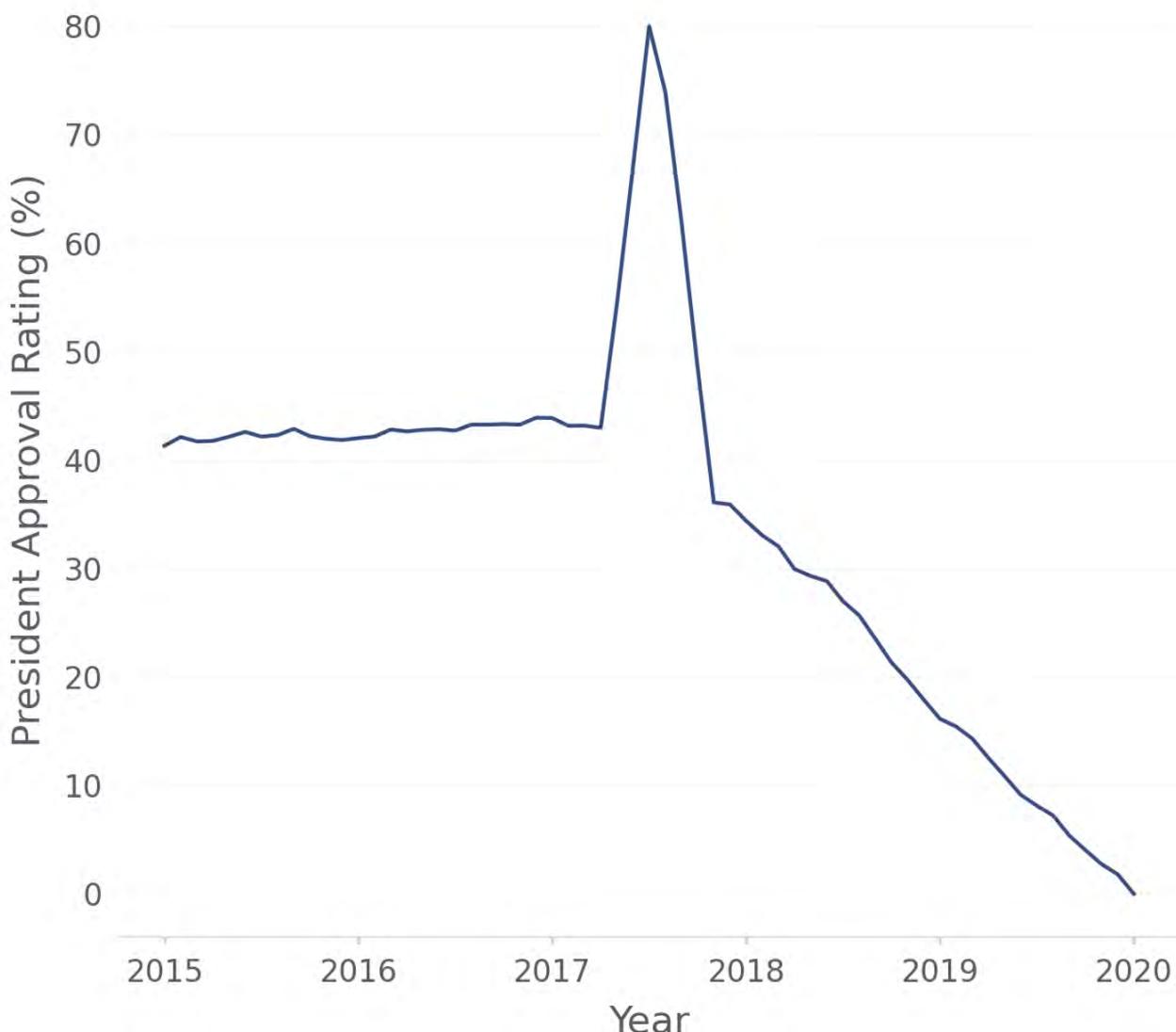


(Optional) What were your reason(s) behind this ranking?

### Pre-B5-1

Consider the following information:

## President approval rating over 5 years (2015-2020)

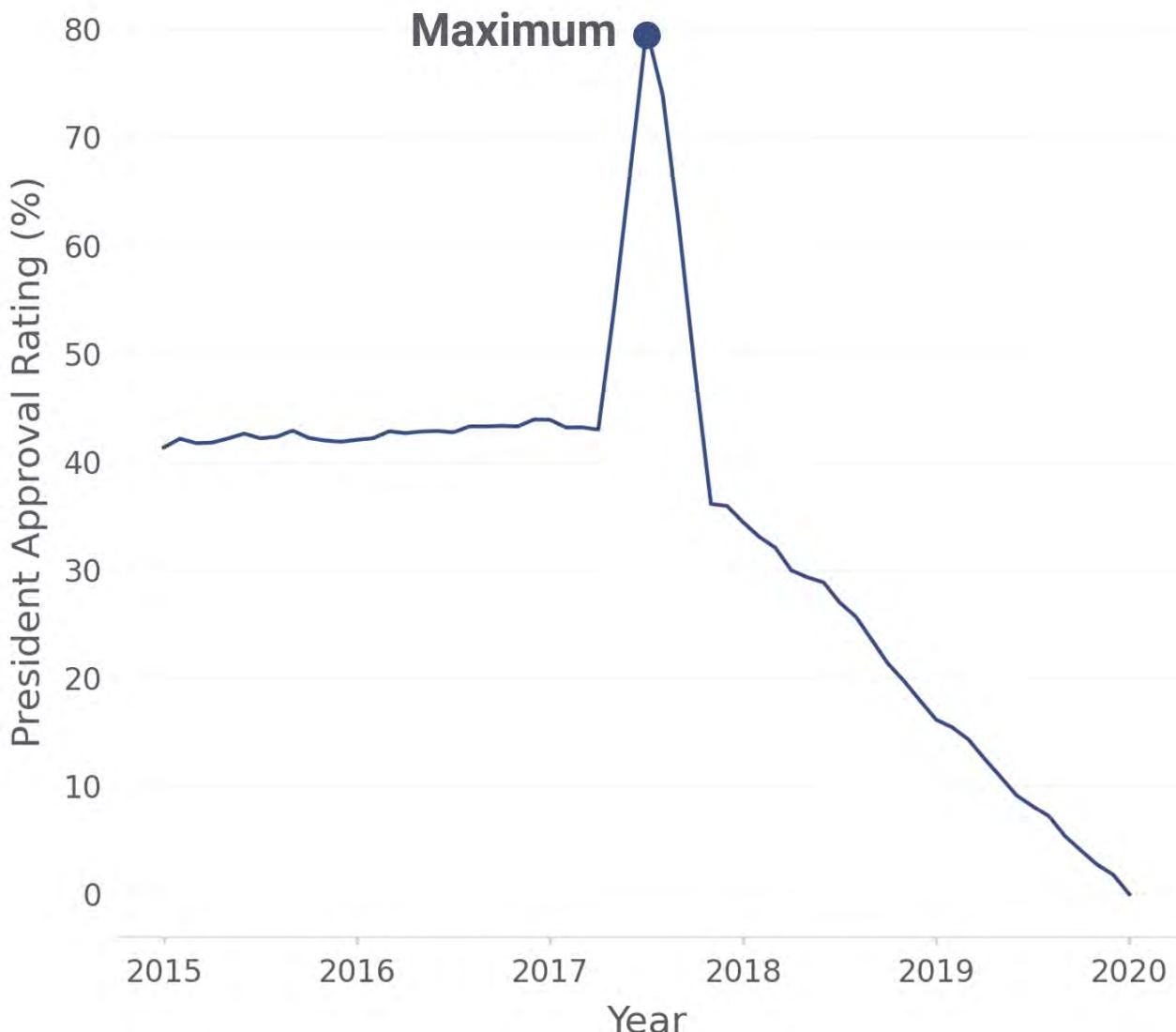


What do you like/dislike about this method of presenting information?

### **Pre-B5-12**

Consider the following information:

# President approval rating over 5 years (2015-2020)

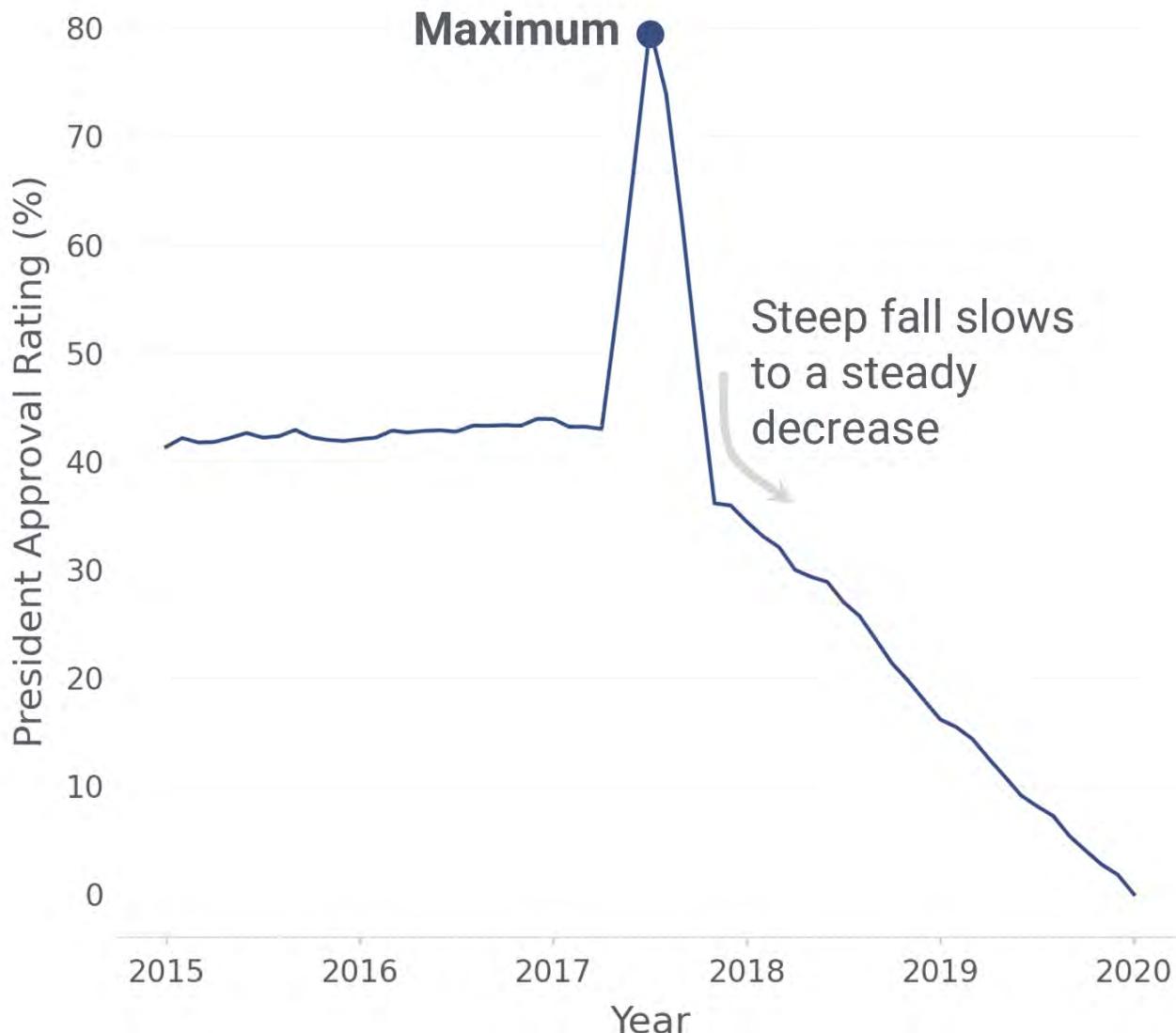


What do you like/dislike about this method of presenting information?

Pre-B5-123

Consider the following information:

## President approval rating over 5 years (2015-2020)

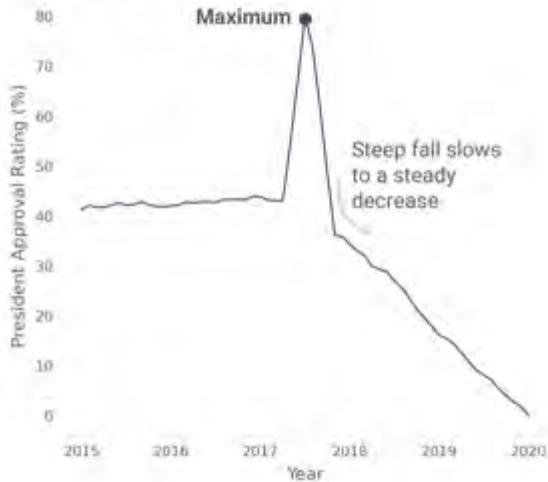


What do you like/dislike about this method of presenting information?

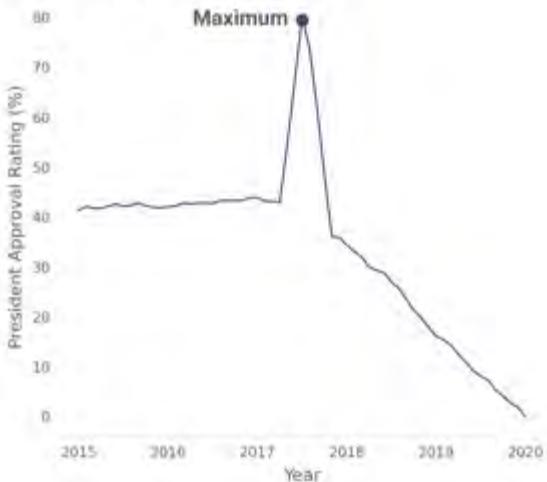
## Pre-B5

Below are three different ways to show the same information. Please drag and drop these in order of preference, with 1 indicating your most preferred.

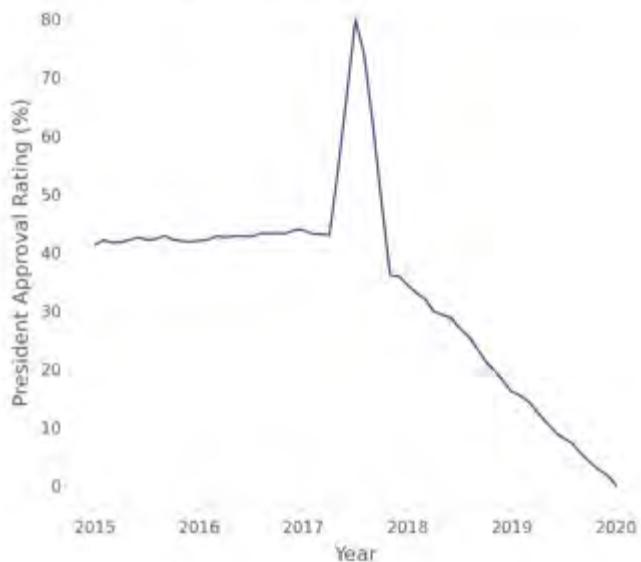
President approval rating over 5 years (2015-2020)



President approval rating over 5 years (2015-2020)



## President approval rating over 5 years (2015-2020)

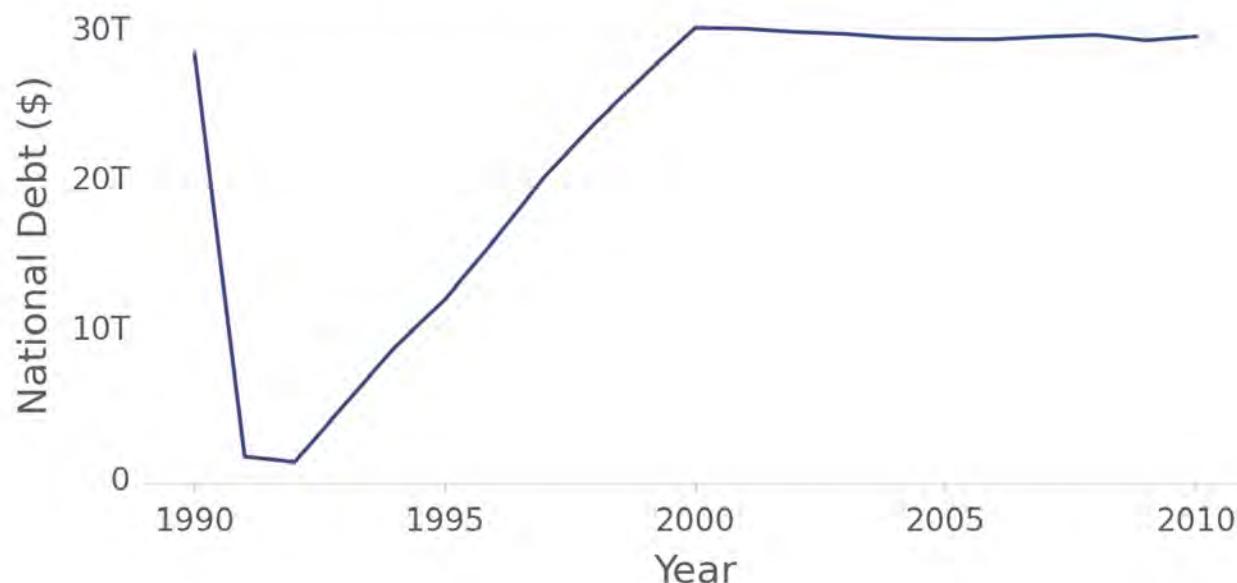


(Optional) What were your reason(s) behind this ranking?

### Pre-B6-1

Consider the following information:

## National debt over 20 years

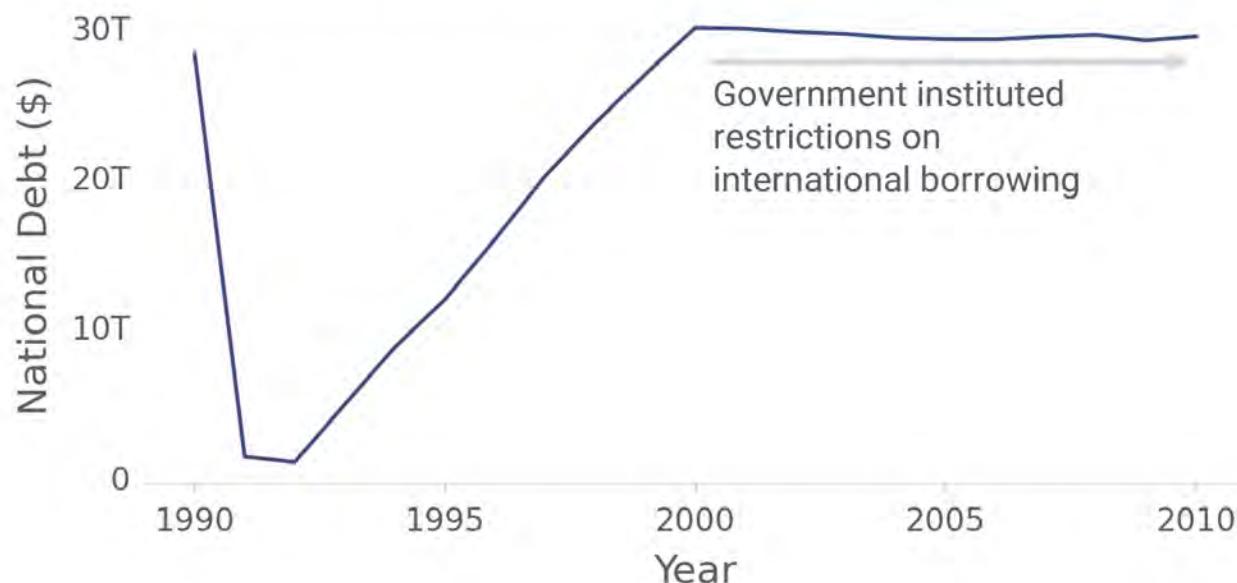


What do you like/dislike about this method of presenting information?

### Pre-B6-14

Consider the following information:

## National debt over 20 years

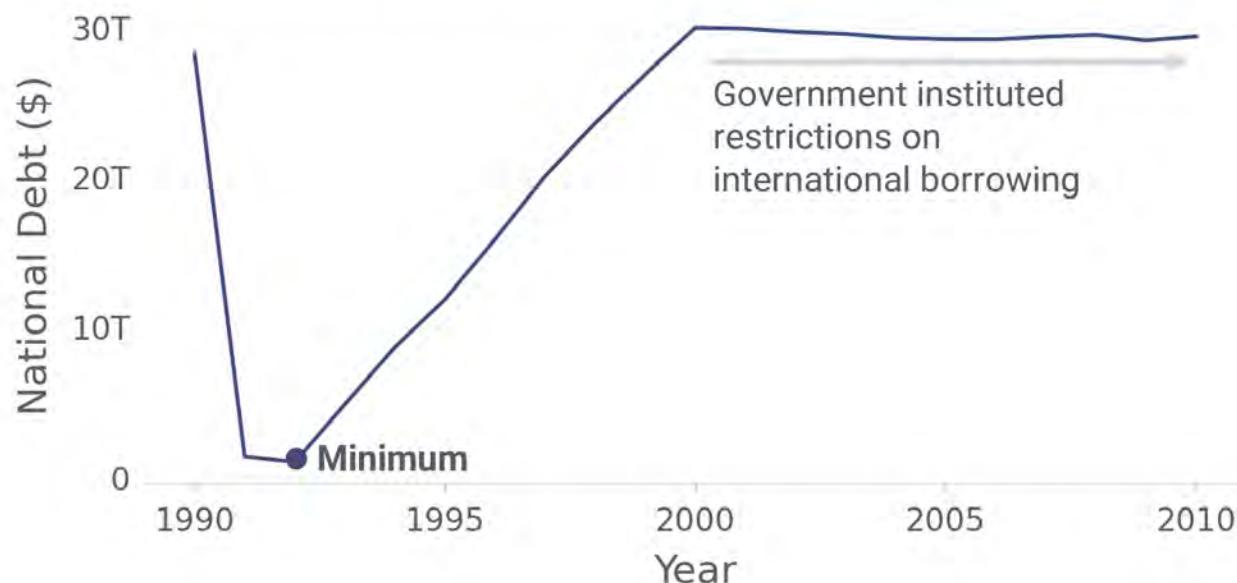


What do you like/dislike about this method of presenting information?

### Pre-B6-124

Consider the following information:

## National debt over 20 years

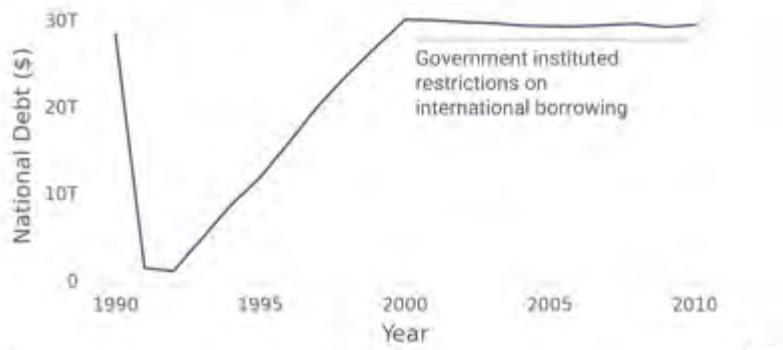


What do you like/dislike about this method of presenting information?

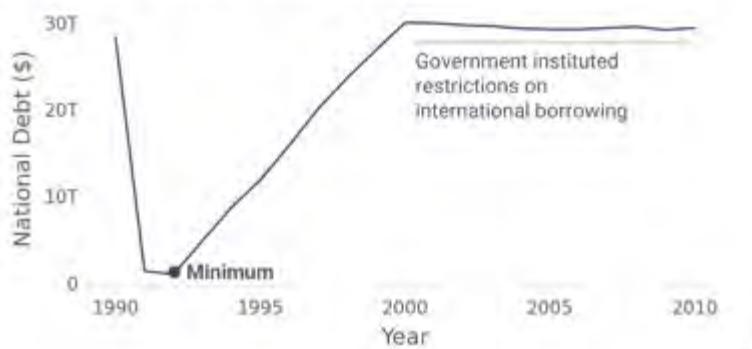
### Pre-B6

Below are three different ways to show the same information. Please drag and drop these in order of preference, with 1 indicating your most preferred.

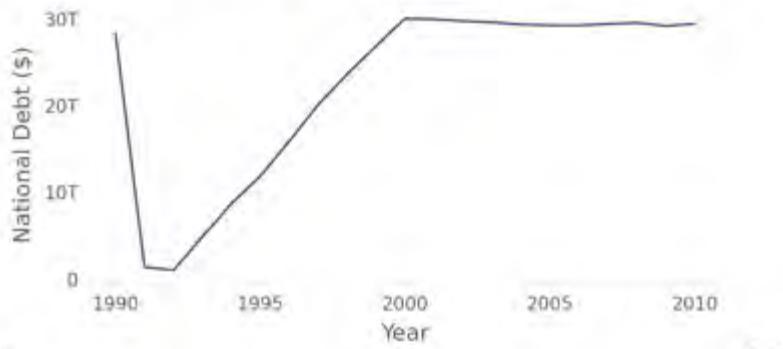
### National debt over 20 years



### National debt over 20 years



### National debt over 20 years

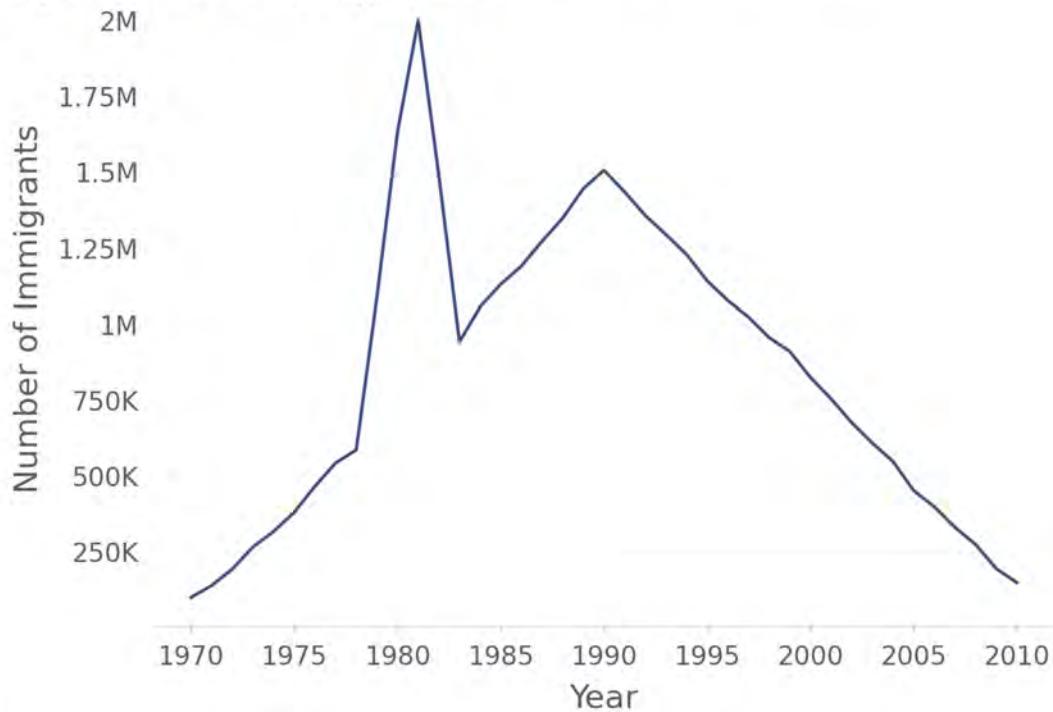


(Optional) What were your reason(s) behind this ranking?

## Pre-B7-4

Consider the following information:

### Changes in administrative policy caused spikes in immigration

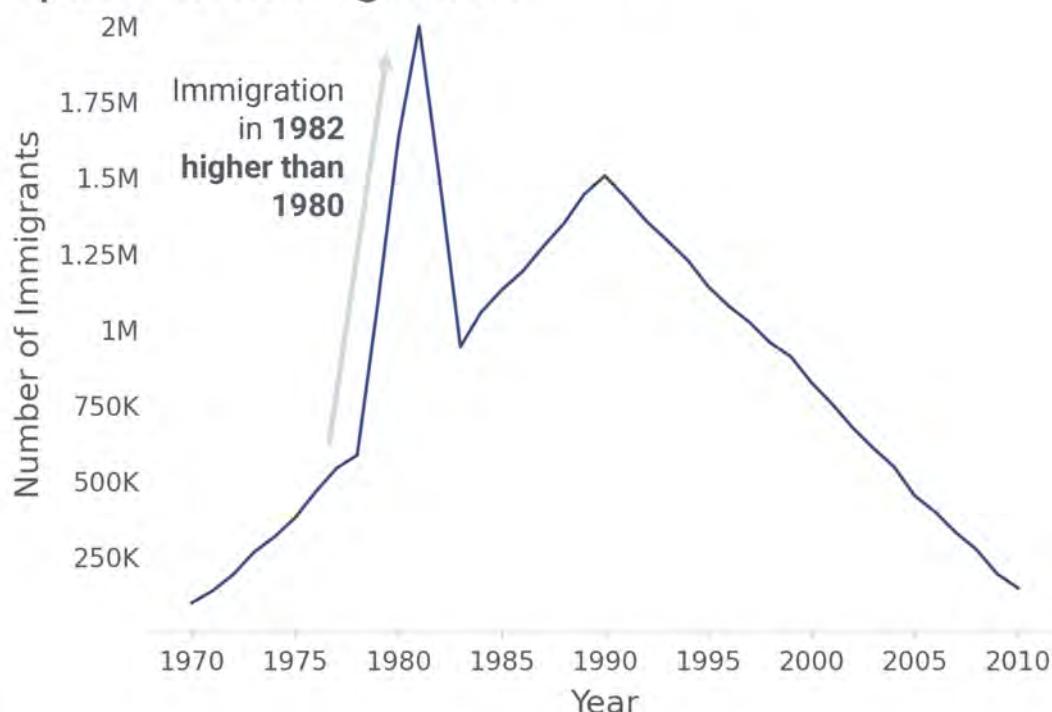


What do you like/dislike about this method of presenting information?

## Pre-B7-24

Consider the following information:

## Changes in administrative policy caused spikes in immigration

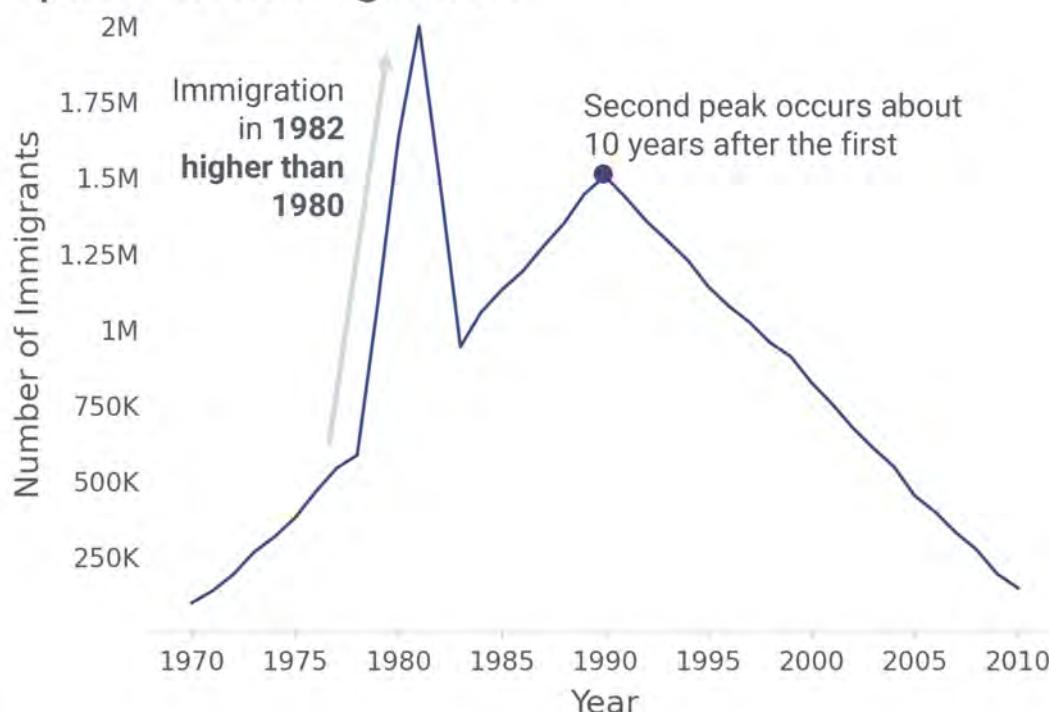


What do you like/dislike about this method of presenting information?

### Pre-B7-234

Consider the following information:

## Changes in administrative policy caused spikes in immigration

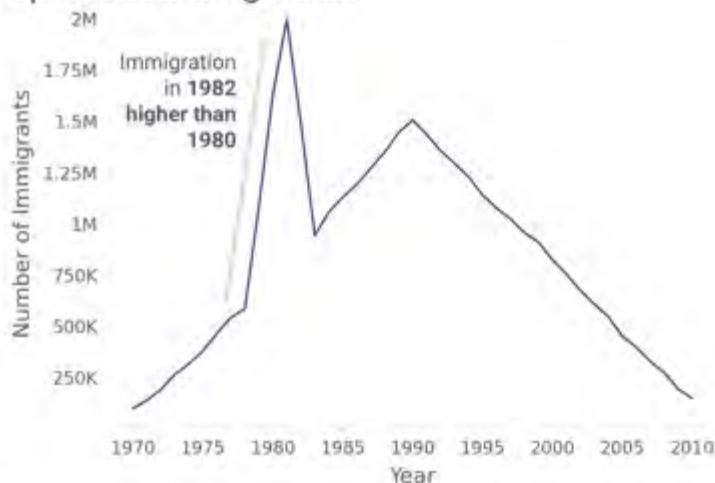


What do you like/dislike about this method of presenting information?

### Pre-B7

Below are three different ways to show the same information. Please drag and drop these in order of preference, with 1 indicating your most preferred.

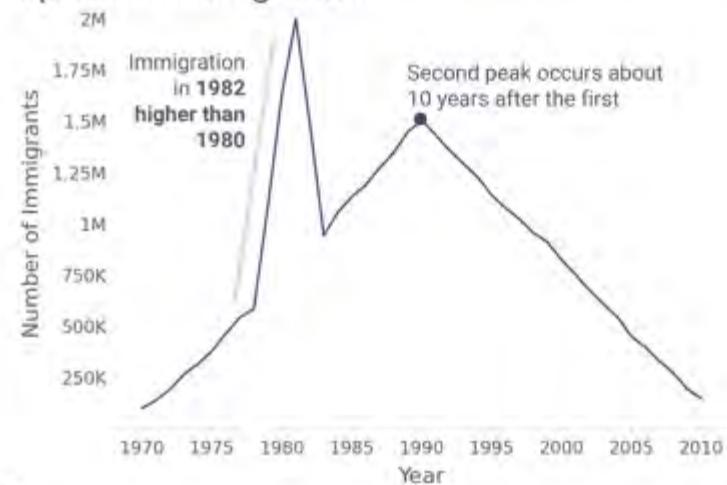
### Changes in administrative policy caused spikes in immigration



### Changes in administrative policy caused spikes in immigration



### Changes in administrative policy caused spikes in immigration

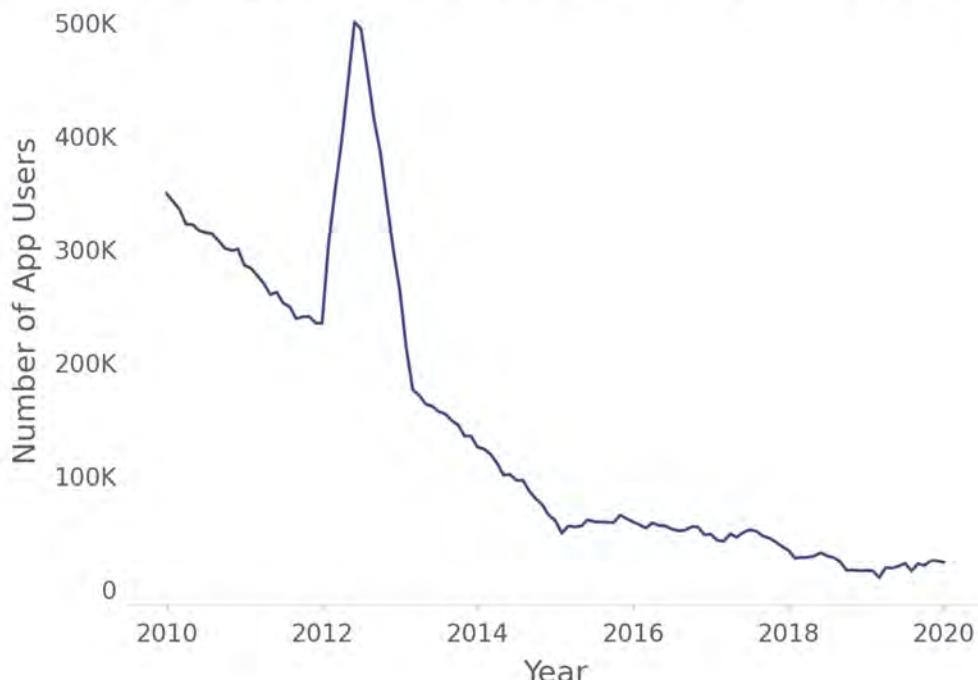


(Optional) What were your reason(s) behind this ranking?

### Pre-B8-2

Consider the following information:

## Number of app users in 2020 less than in 2015

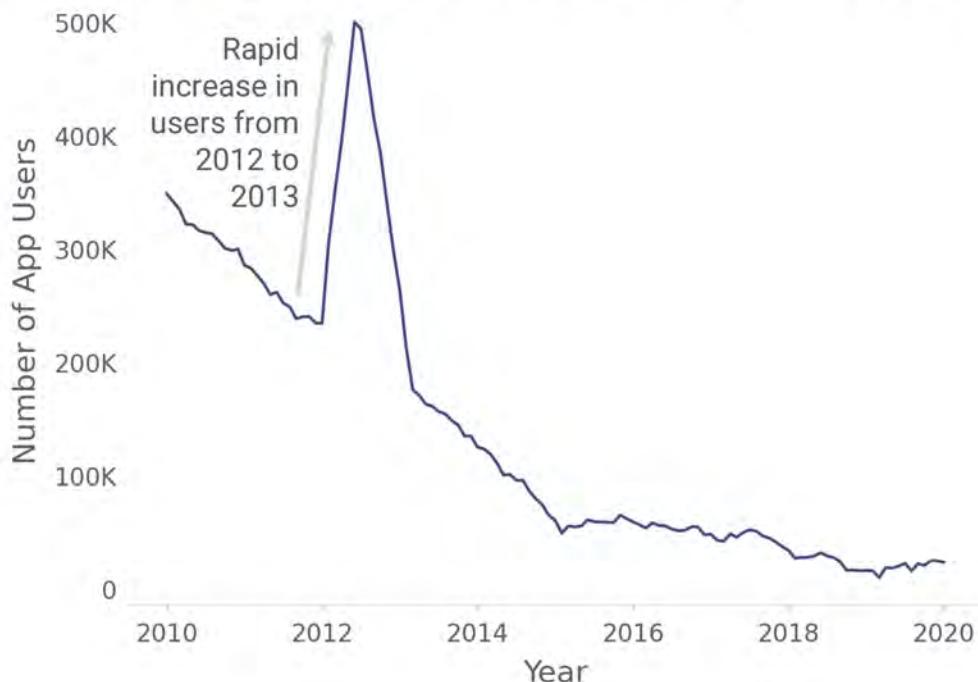


What do you like/dislike about this method of presenting information?

### Pre-B8-23

Consider the following information:

## Number of app users in 2020 less than in 2015

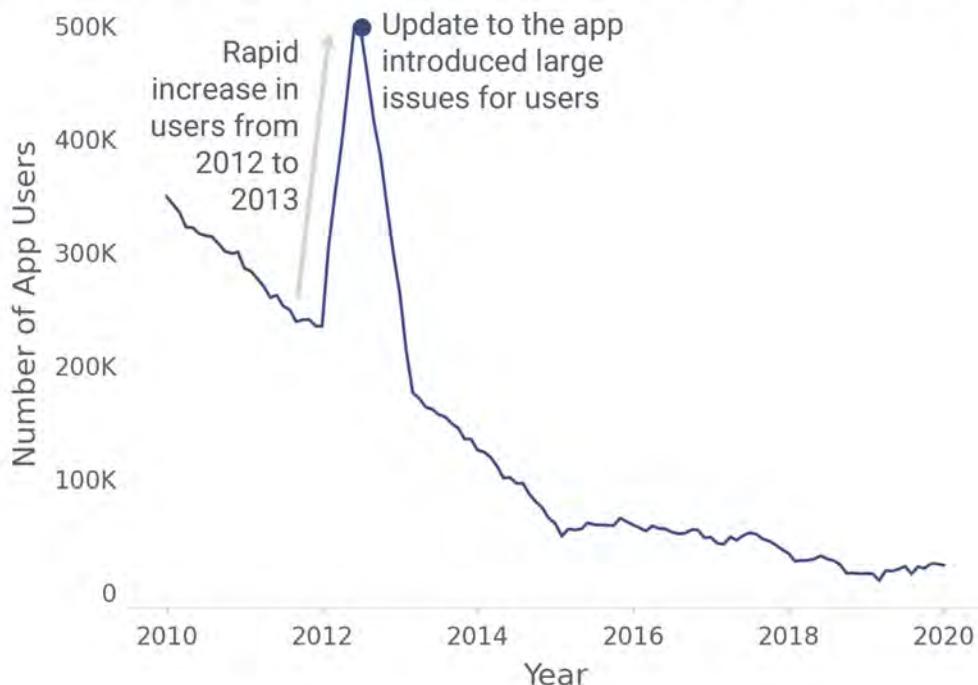


What do you like/dislike about this method of presenting information?

### Pre-B8-234

Consider the following information:

## Number of app users in 2020 less than in 2015

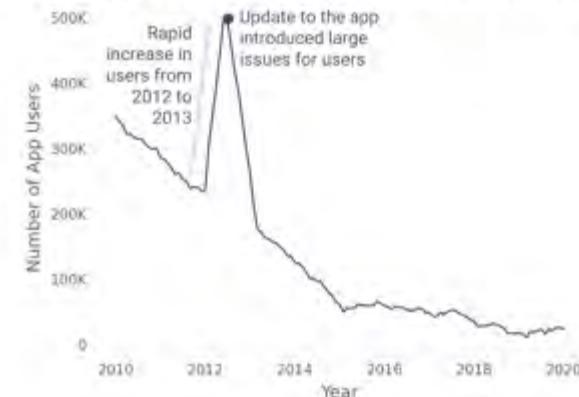


What do you like/dislike about this method of presenting information?

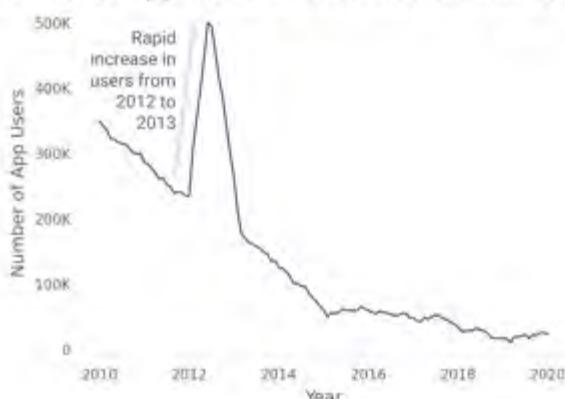
### Pre-B8

Below are three different ways to show the same information. Please drag and drop these in order of preference, with 1 indicating your most preferred.

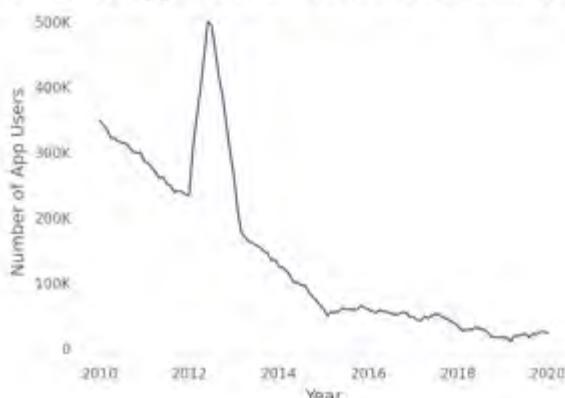
### Number of app users in 2020 less than in 2015



### Number of app users in 2020 less than in 2015



### Number of app users in 2020 less than in 2015

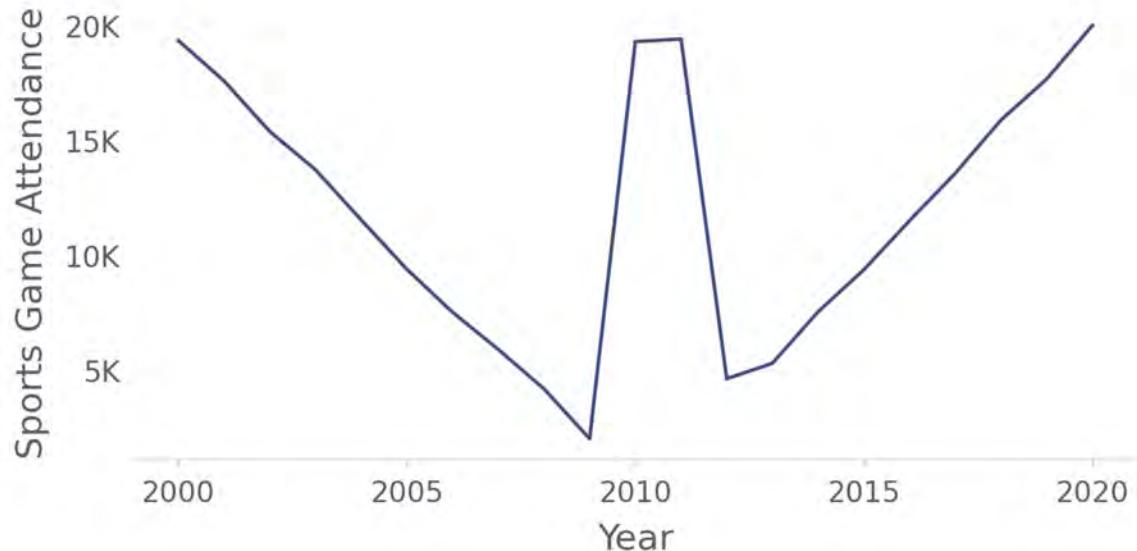


(Optional) What were your reason(s) behind this ranking?

**Pre-B9-1**

Consider the following information:

### Sports game attendance (in thousands) over 20 years

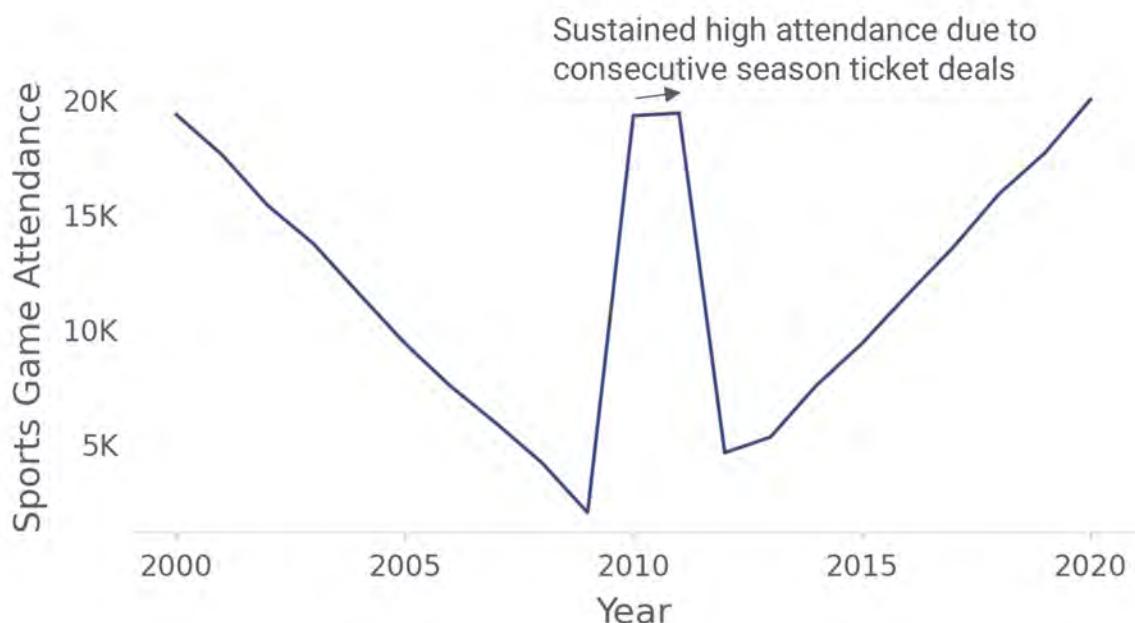


What do you like/dislike about this method of presenting information?

**Pre-B9-14**

Consider the following information:

## Sports game attendance (in thousands) over 20 years

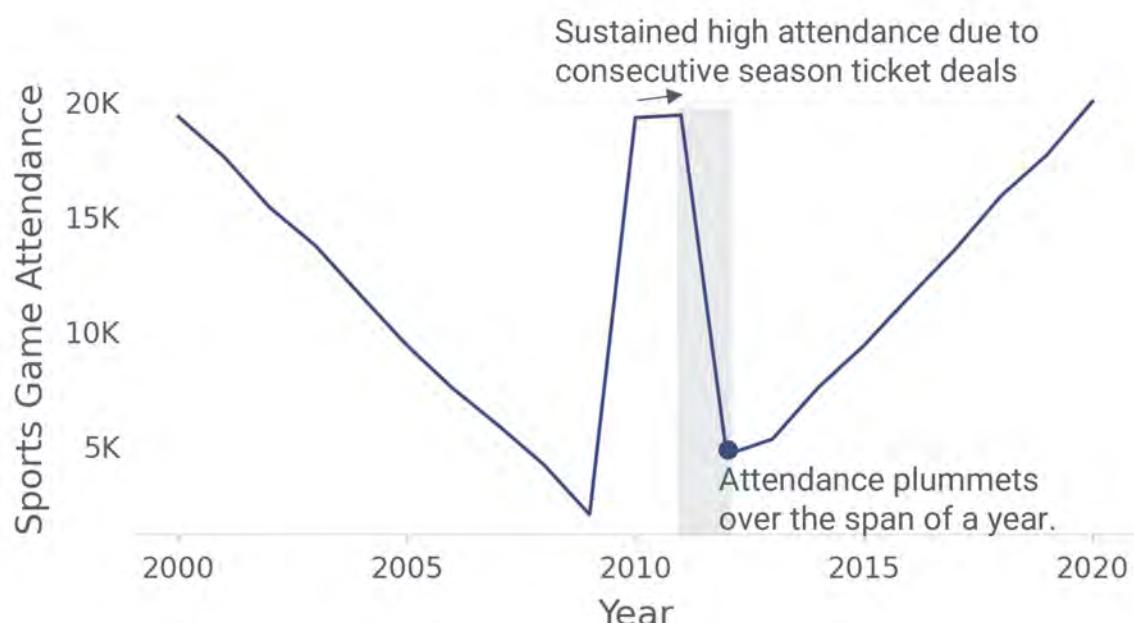


What do you like/dislike about this method of presenting information?

### Pre-B9-134

Consider the following information:

## Sports game attendance (in thousands) over 20 years

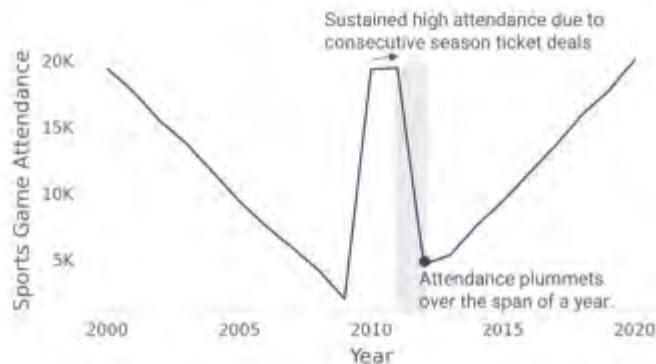


What do you like/dislike about this method of presenting information?

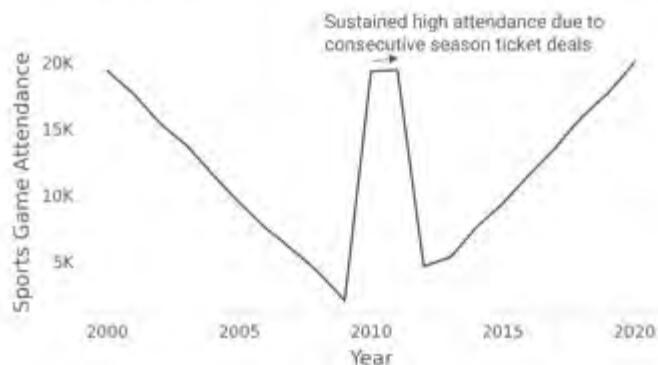
### Pre-B9

Below are three different ways to show the same information. Please drag and drop these in order of preference, with 1 indicating your most preferred.

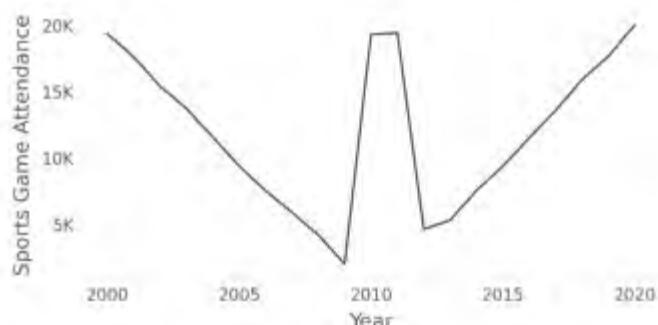
## Sports game attendance (in thousands) over 20 years



## Sports game attendance (in thousands) over 20 years



## Sports game attendance (in thousands) over 20 years



(Optional) What were your reason(s) behind this ranking?

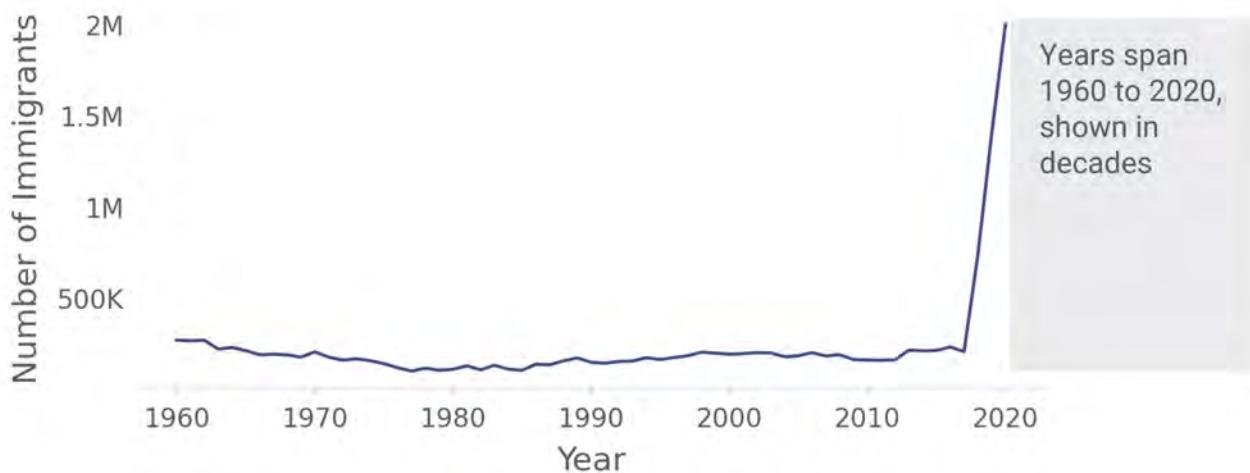
## Takeaway Introduction

In the next section, you will provide your takeaway from a given chart. We define "takeaway" as: a key fact, point, or idea to be remembered after viewing the chart. You may enter up to five takeaways from this chart. During this section, keep in mind the following instructions:

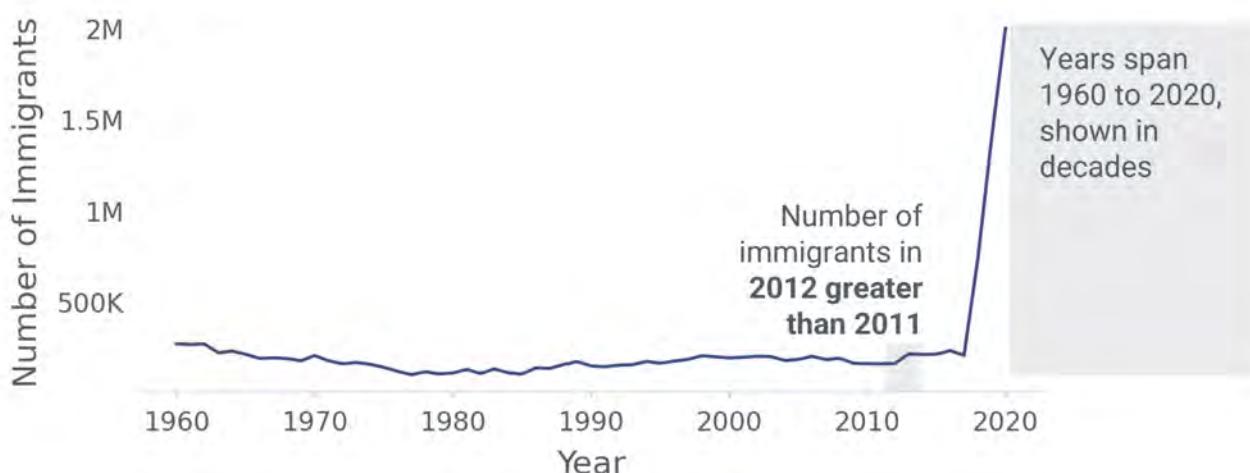
- You will not be able to view the chart again after the initial viewing. If you cannot remember the precise items or years shown on the chart, make your best guess.
- You do not need to enter a takeaway in each text box, but you must enter at least one. After entering one, you may enter as many as you like.

## Takeaway Image

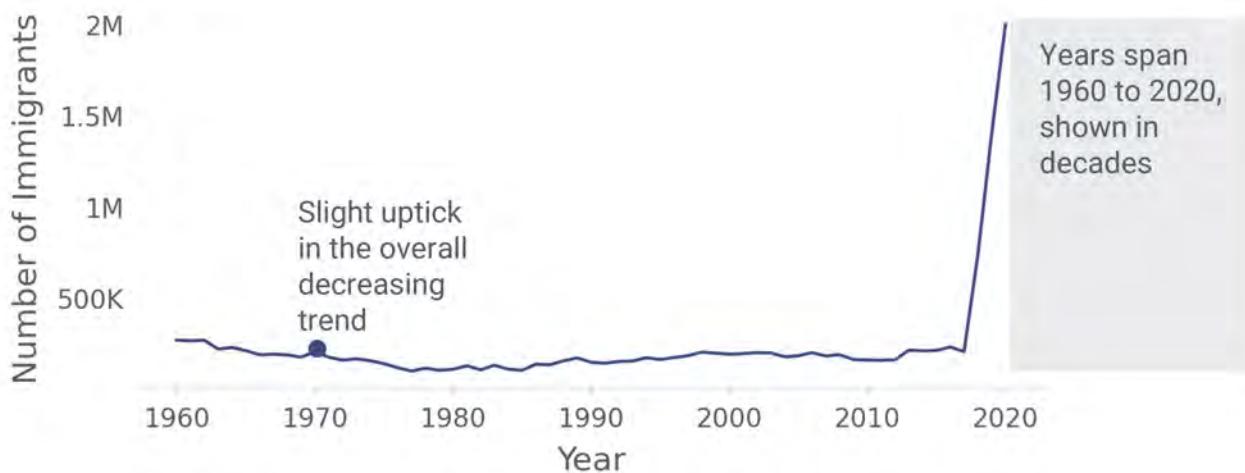
Reminder: You will not be able to view the chart again after this initial viewing.



Select here to confirm you have finished examining this chart



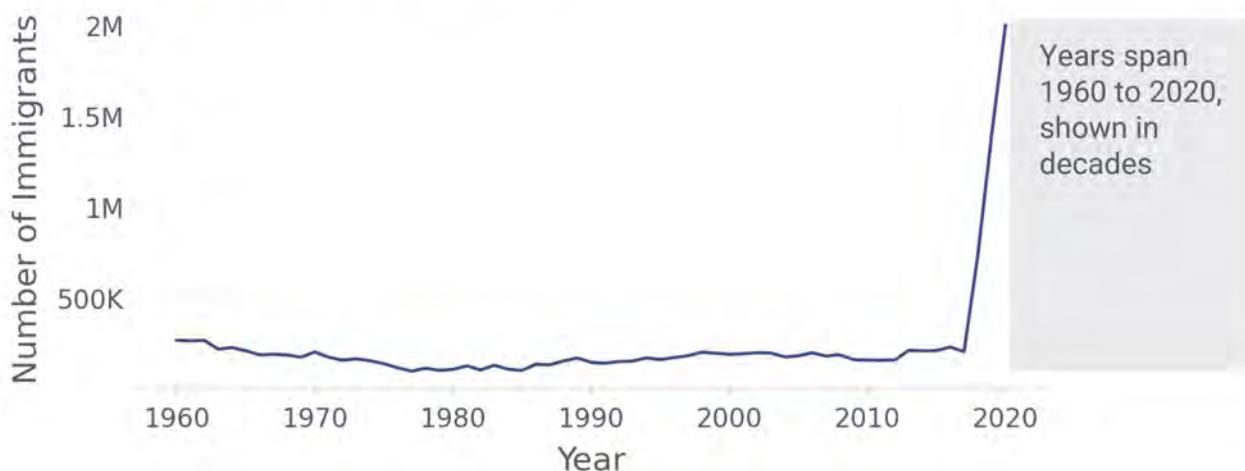
Select here to confirm you have finished examining this chart



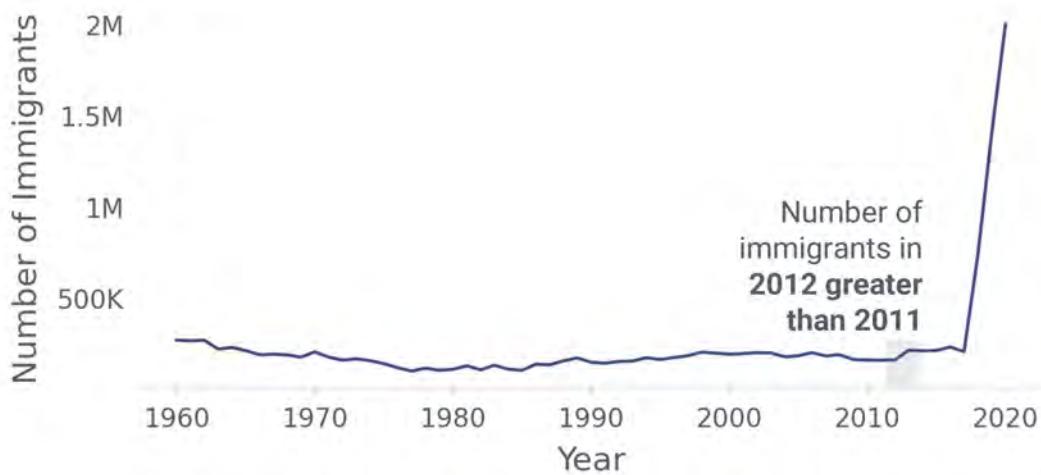
Select here to confirm you have finished examining this chart

---

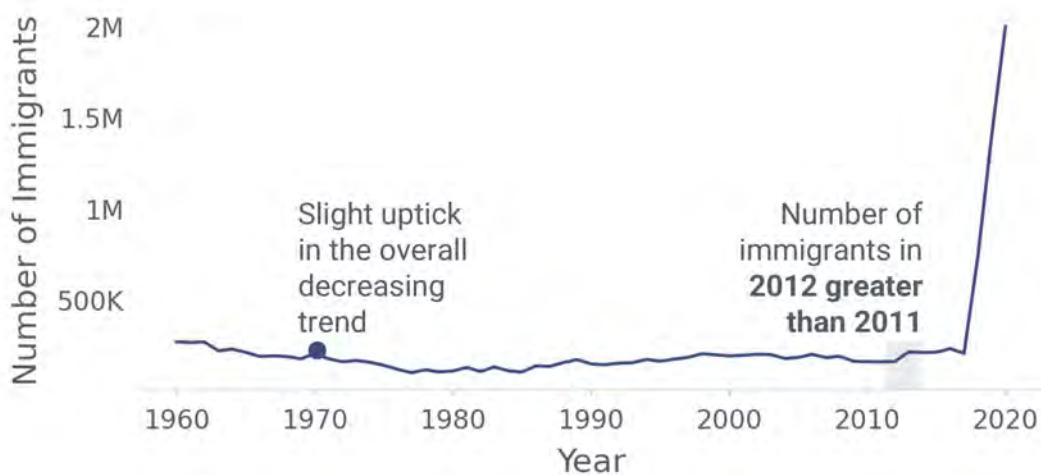
More job opportunities and government policy encouraged immigration



Select here to confirm you have finished examining this chart

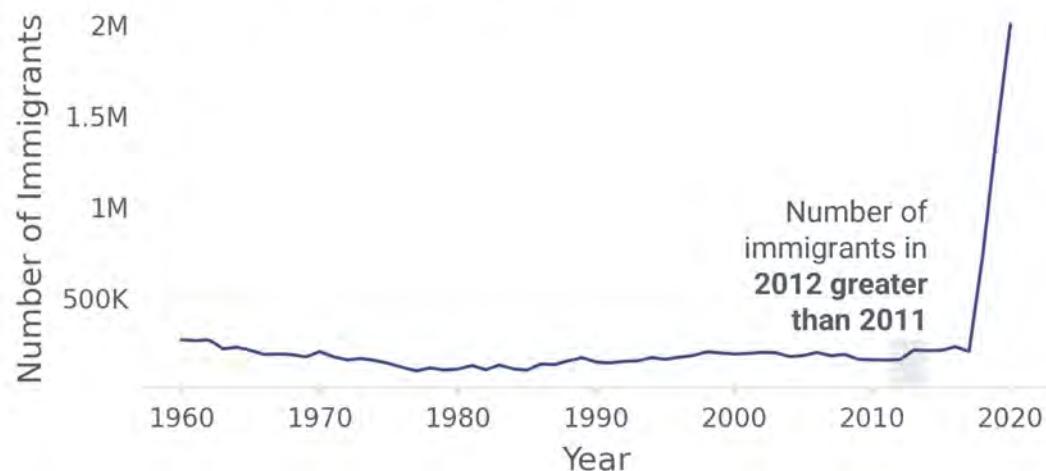


Select here to confirm you have finished examining this chart

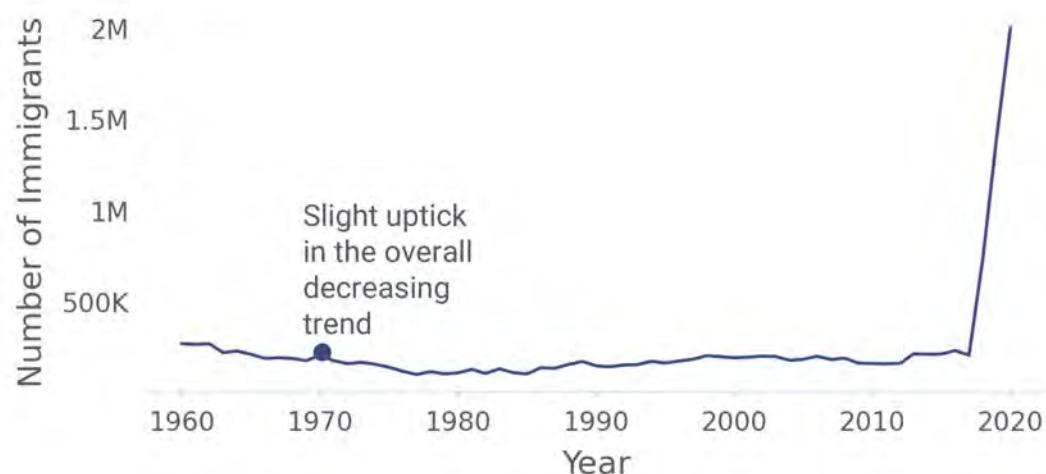


Select here to confirm you have finished examining this chart

## More job opportunities and government policy encouraged immigration

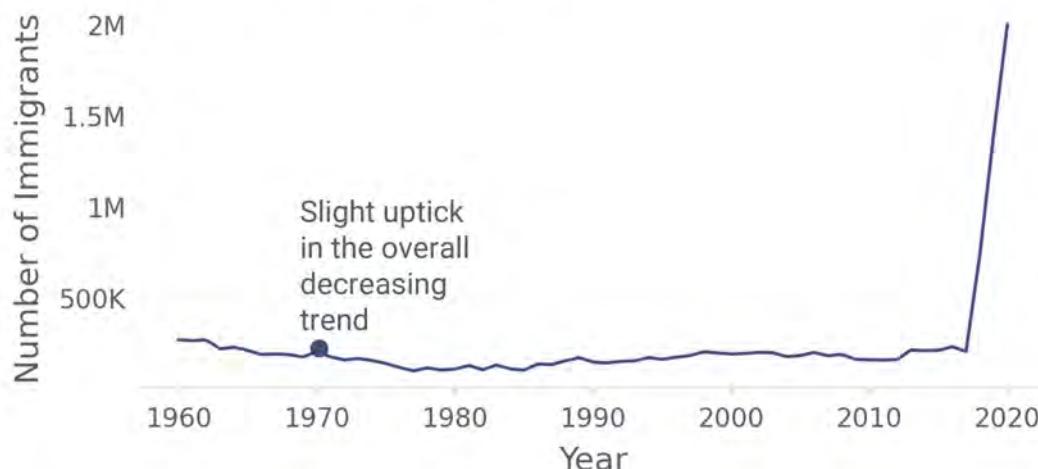


Select here to confirm you have finished examining this chart



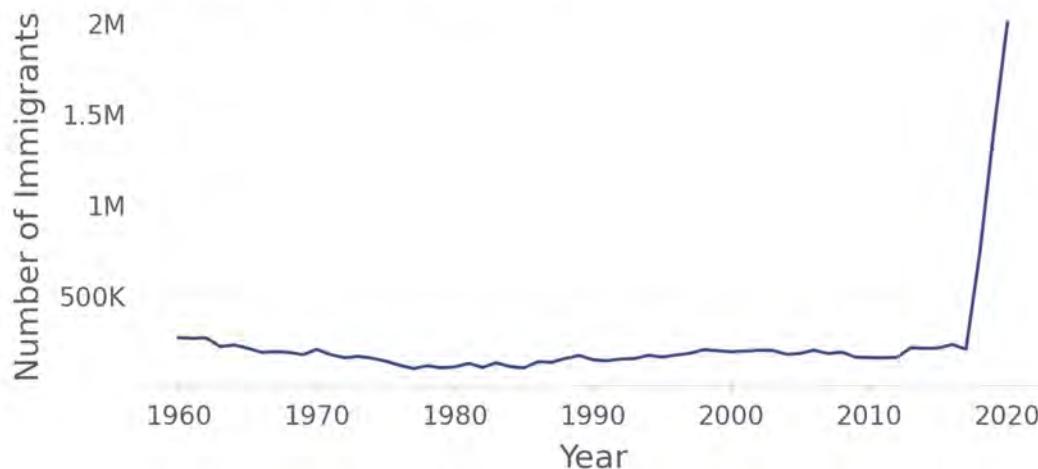
Select here to confirm you have finished examining this chart

## More job opportunities and government policy encouraged immigration

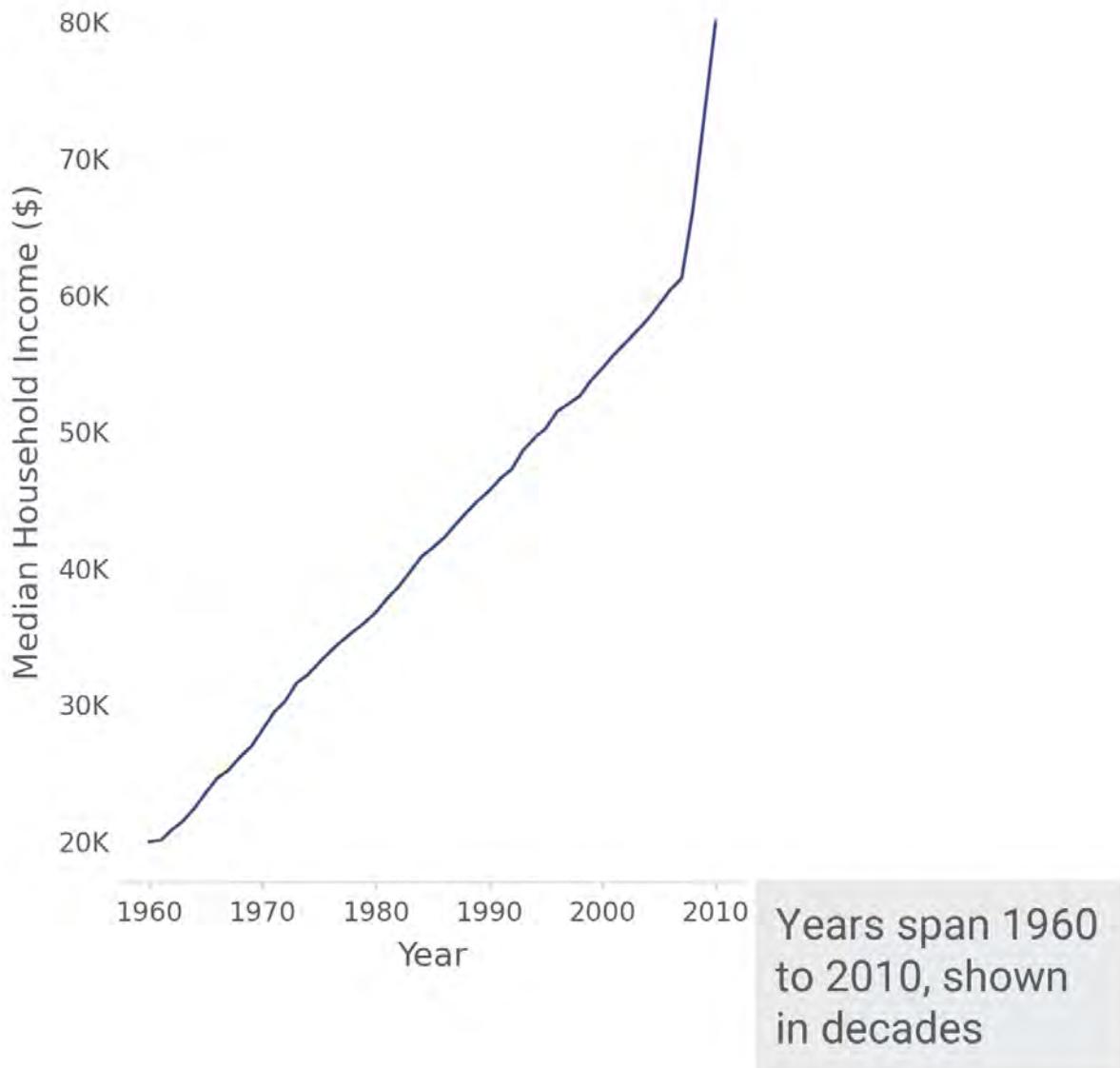


Select here to confirm you have finished examining this chart

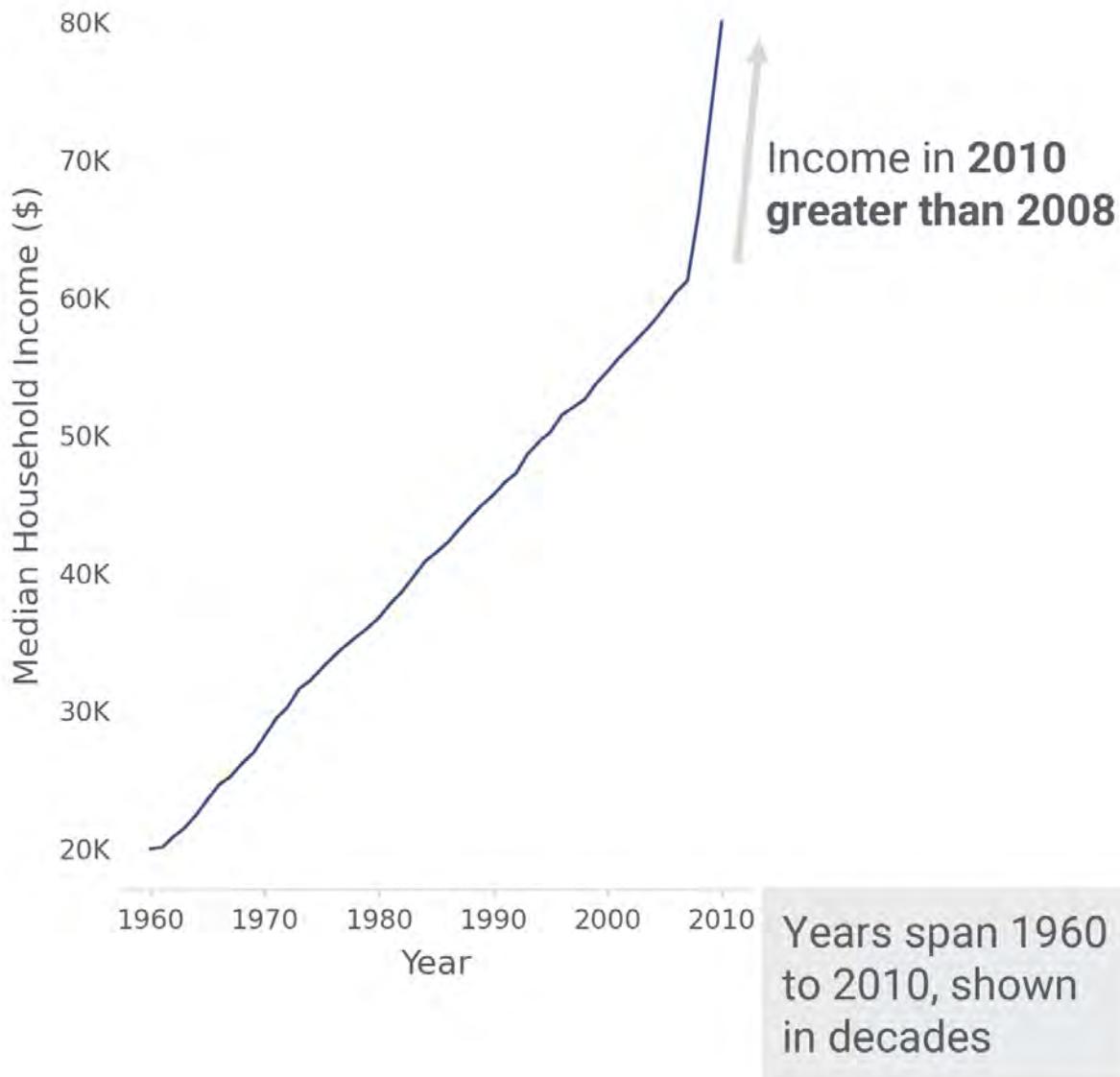
## More job opportunities and government policy encouraged immigration



Select here to confirm you have finished examining this chart

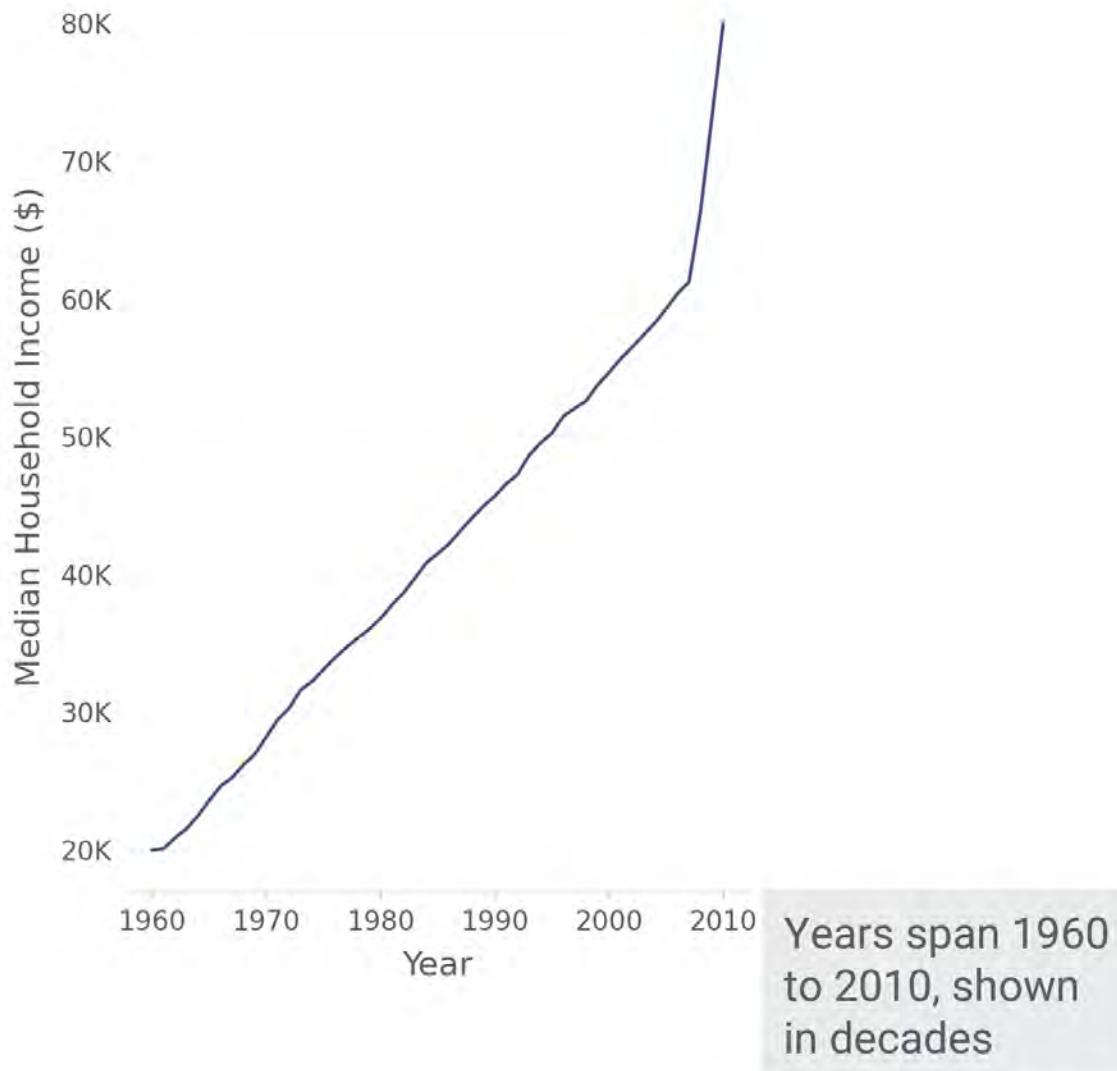


Select here to confirm you have finished examining this chart



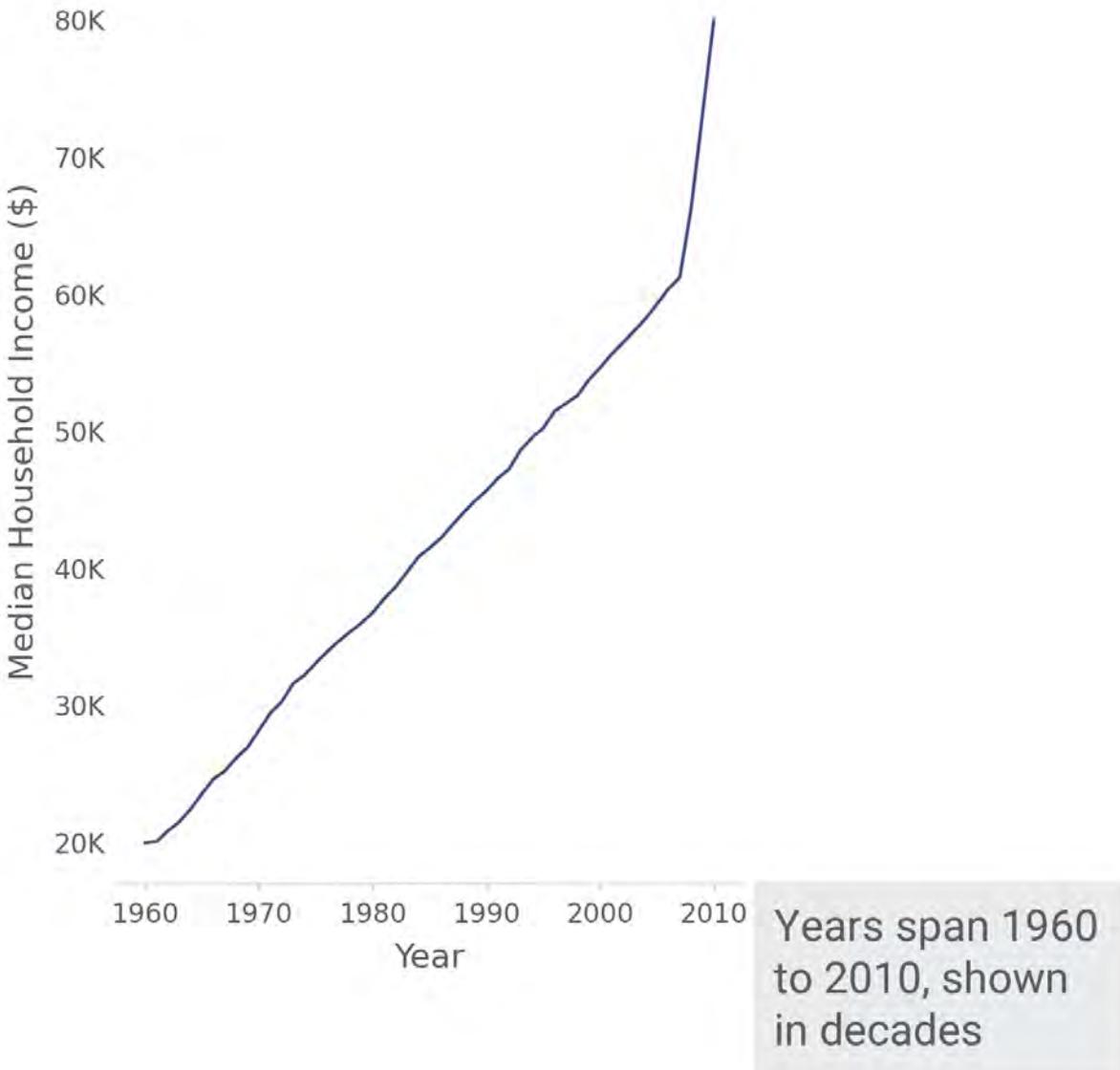
Select here to confirm you have finished examining this chart

# After steadily increasing, median household income spiked in 2008

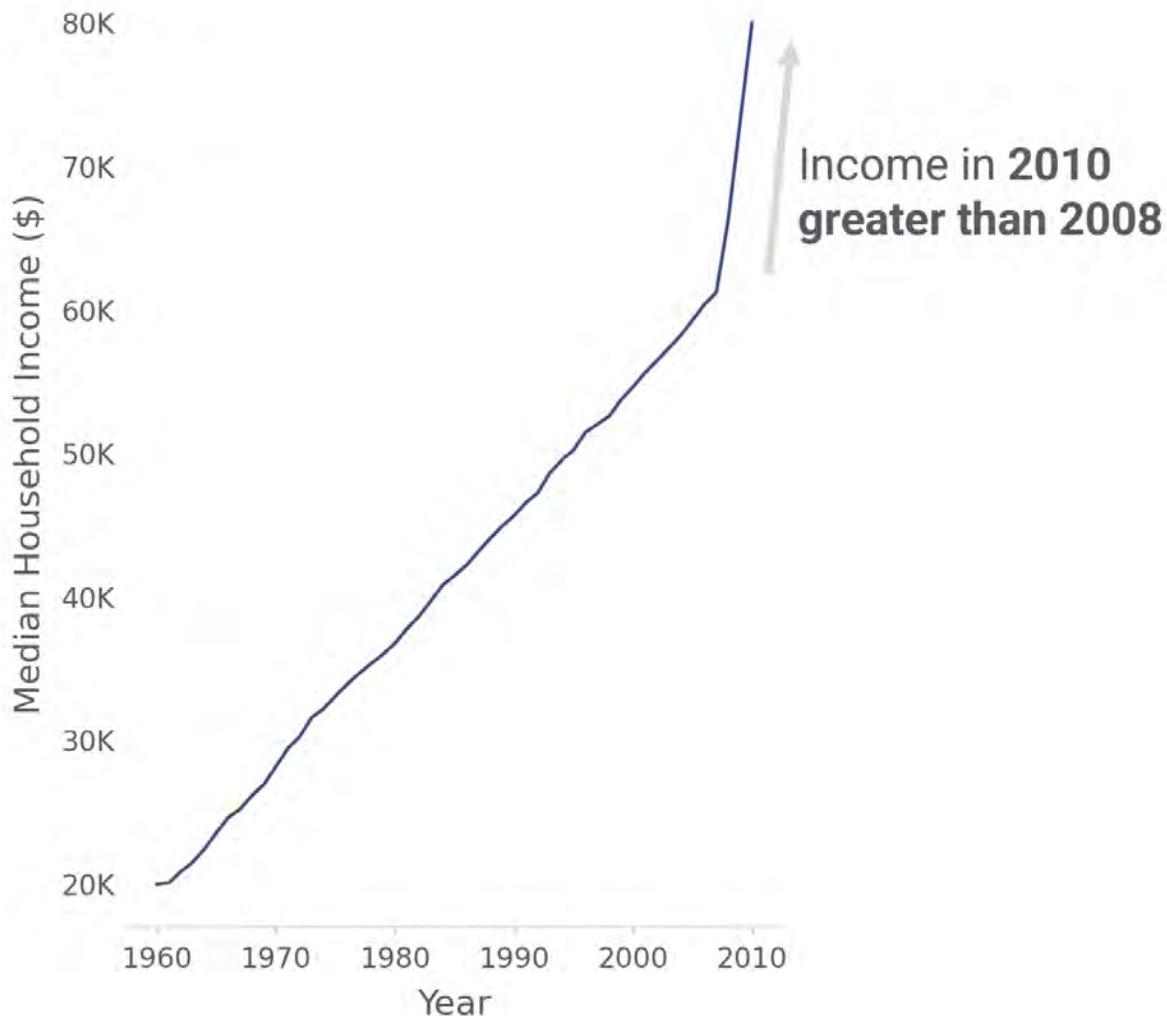


Select here to confirm you have finished examining this chart

Steady increase from 1960-2008 was caused by an increase in base wages.

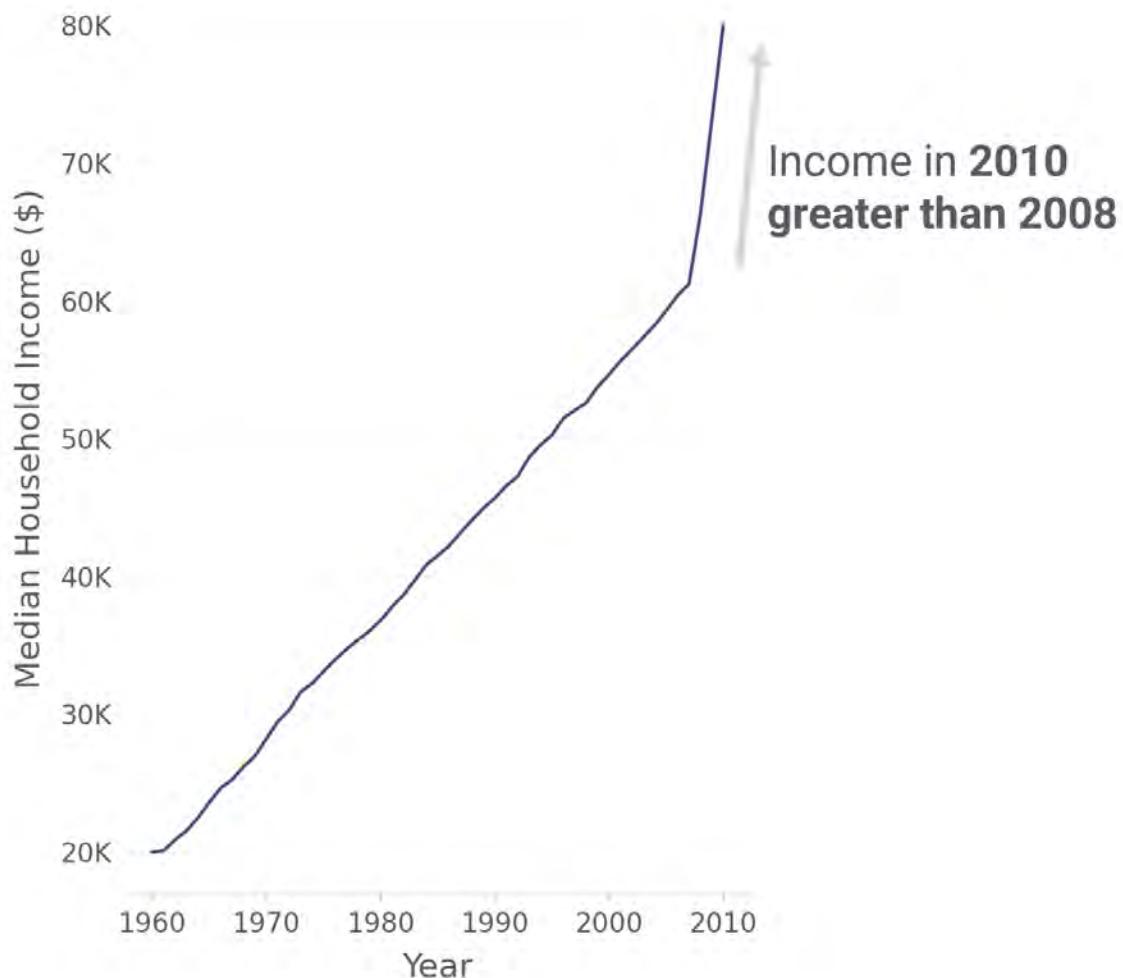


Select here to confirm you have finished examining this chart



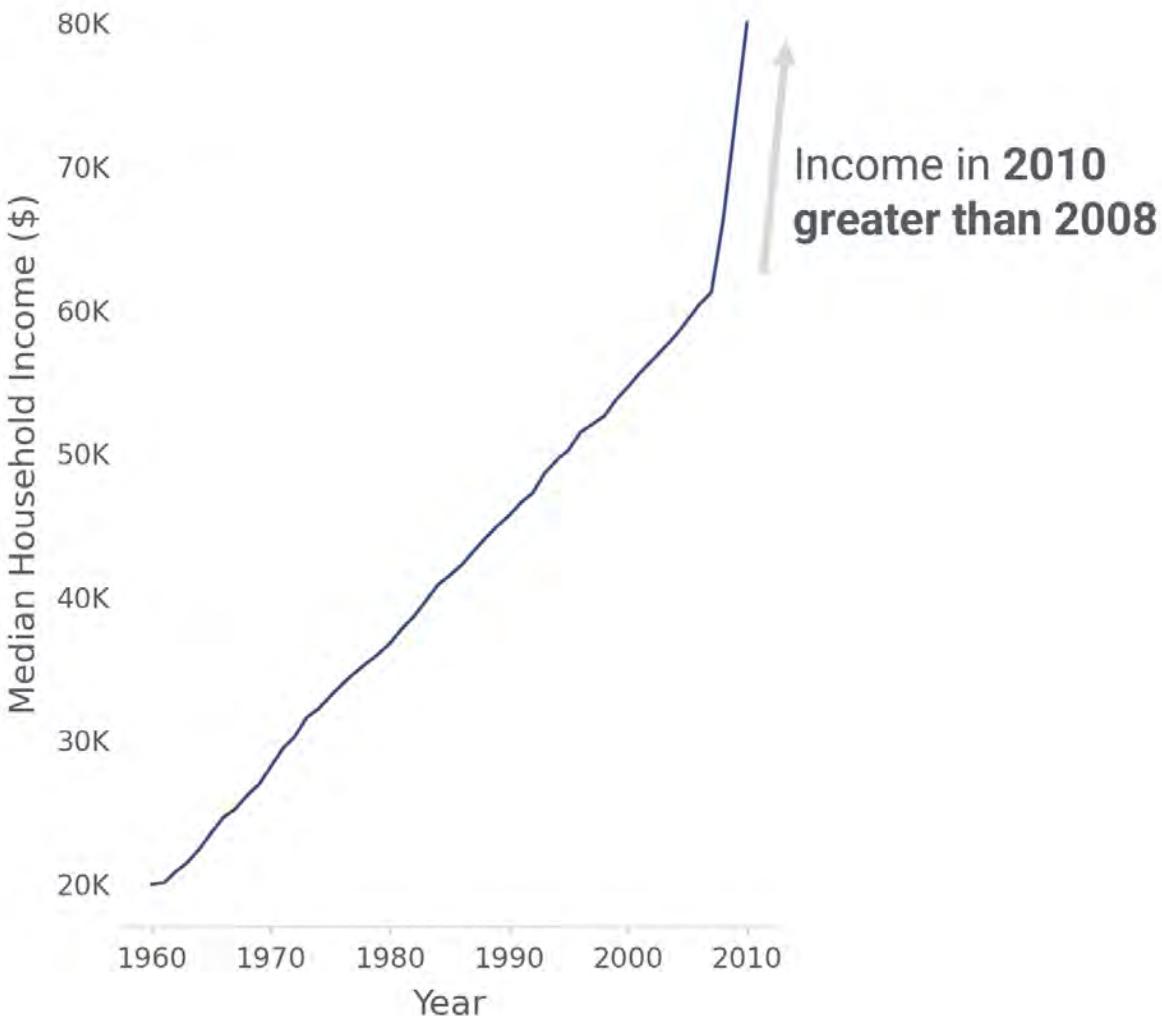
Select here to confirm you have finished examining this chart

## After steadily increasing, median household income spiked in 2008



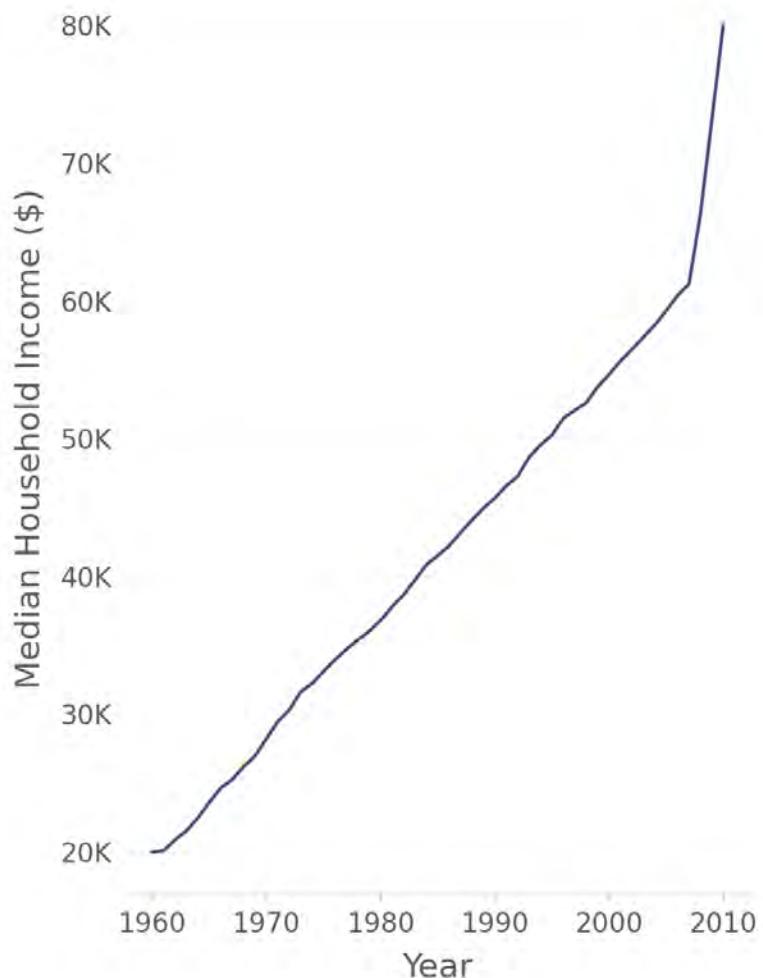
Select here to confirm you have finished examining this chart

Steady increase from 1960-2008 was caused by an increase in base wages.



Select here to confirm you have finished examining this chart

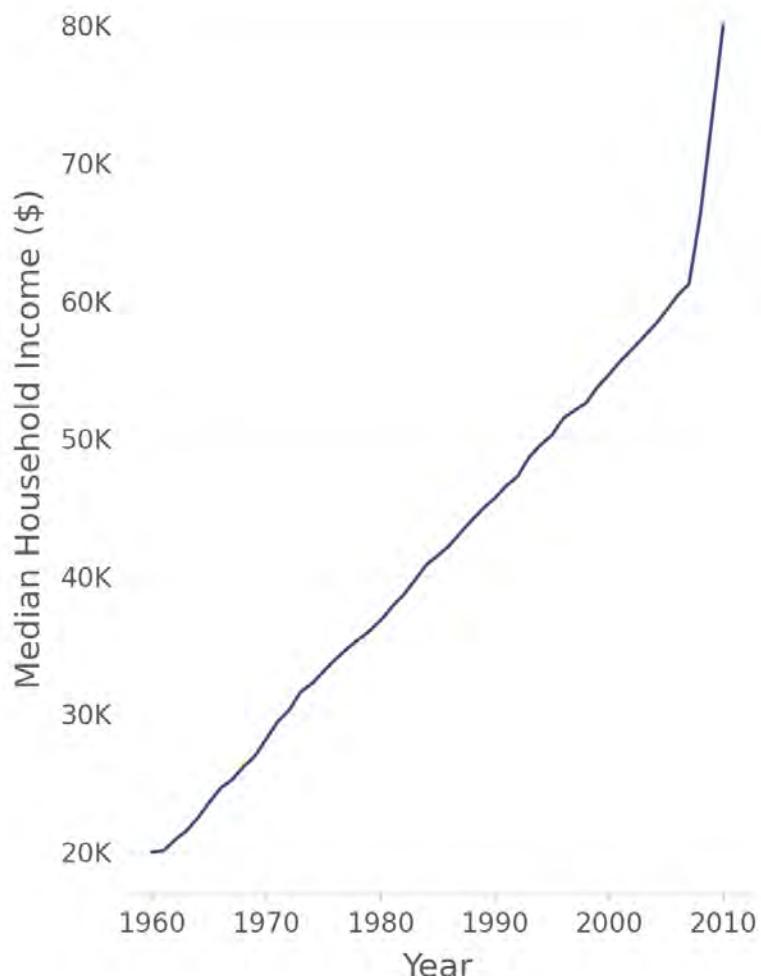
# After steadily increasing, median household income spiked in 2008



Select here to confirm you have finished examining this chart

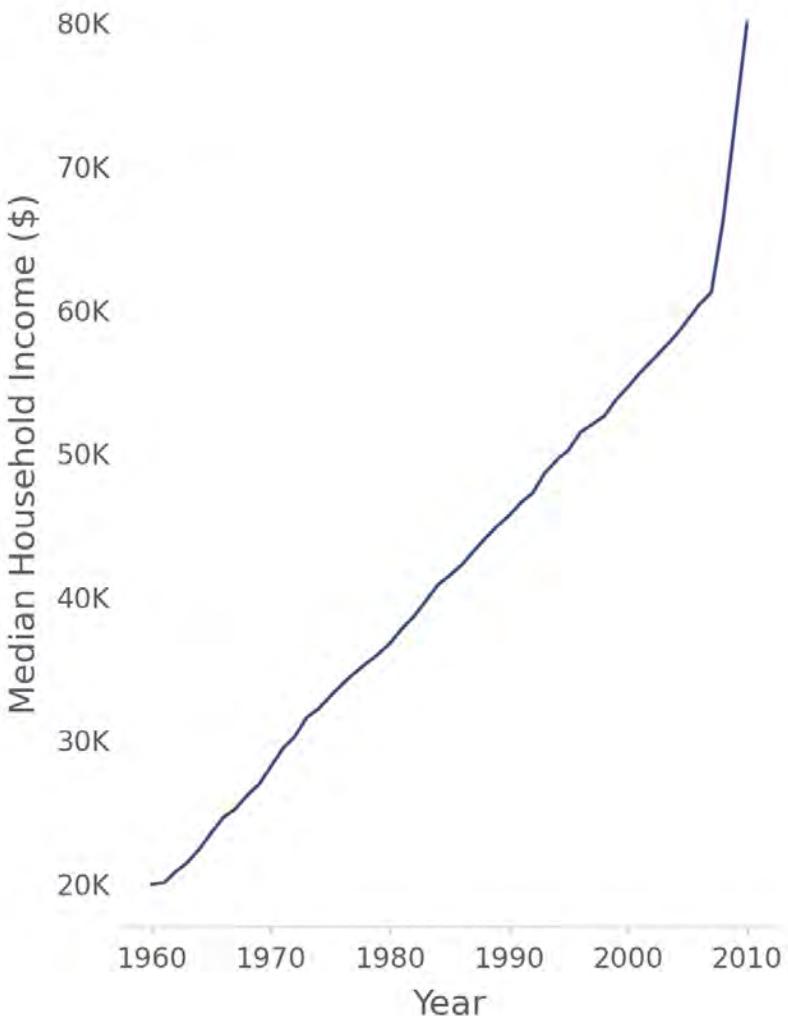
# After steadily increasing, median household income spiked in 2008

Steady increase from 1960-2008 was caused by an increase in base wages.

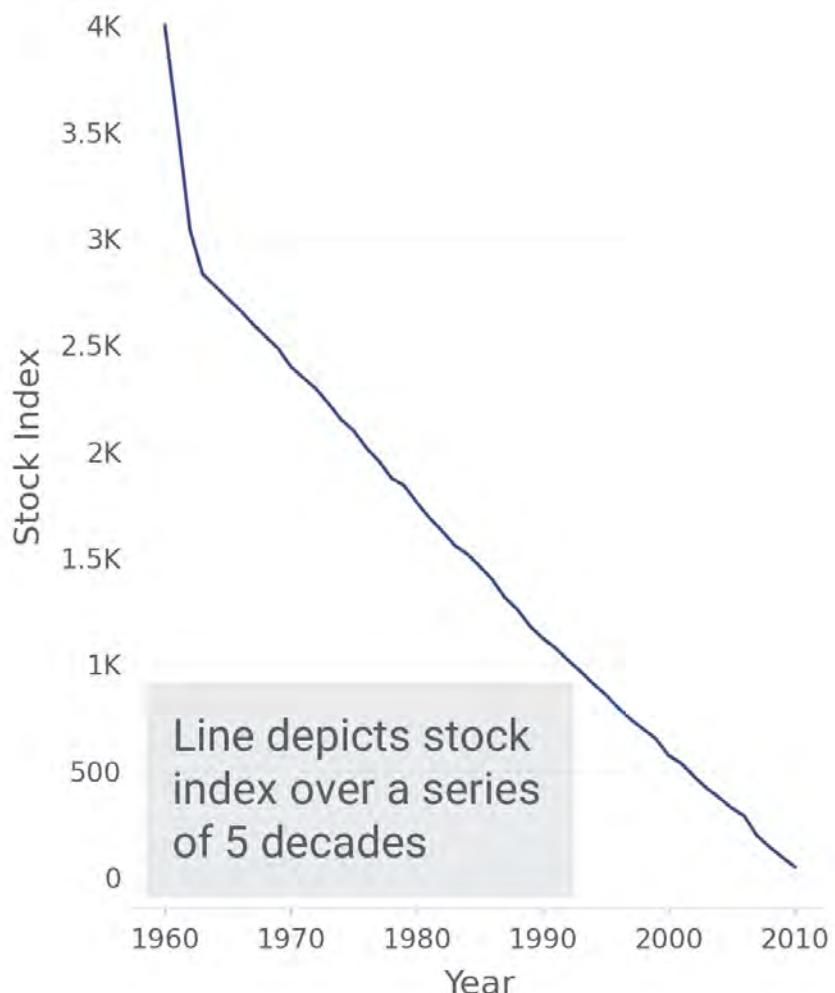


Select here to confirm you have finished examining this chart

Steady increase from 1960-2008 was caused by an increase in base wages.

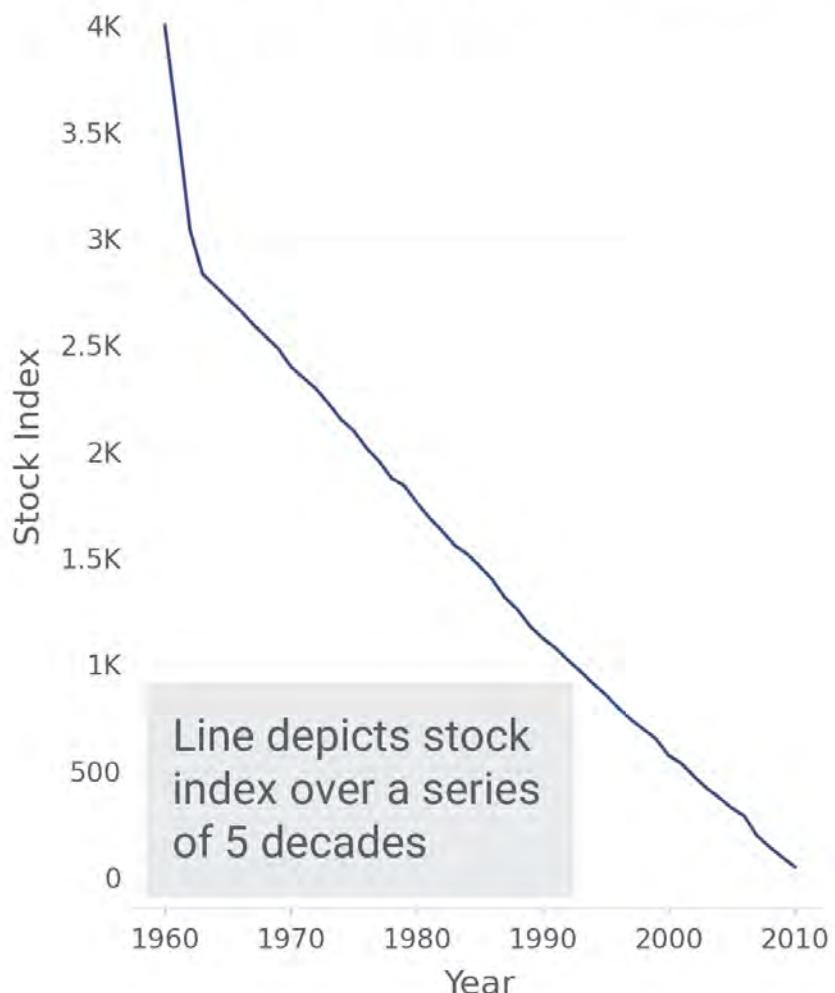


Select here to confirm you have finished examining this chart



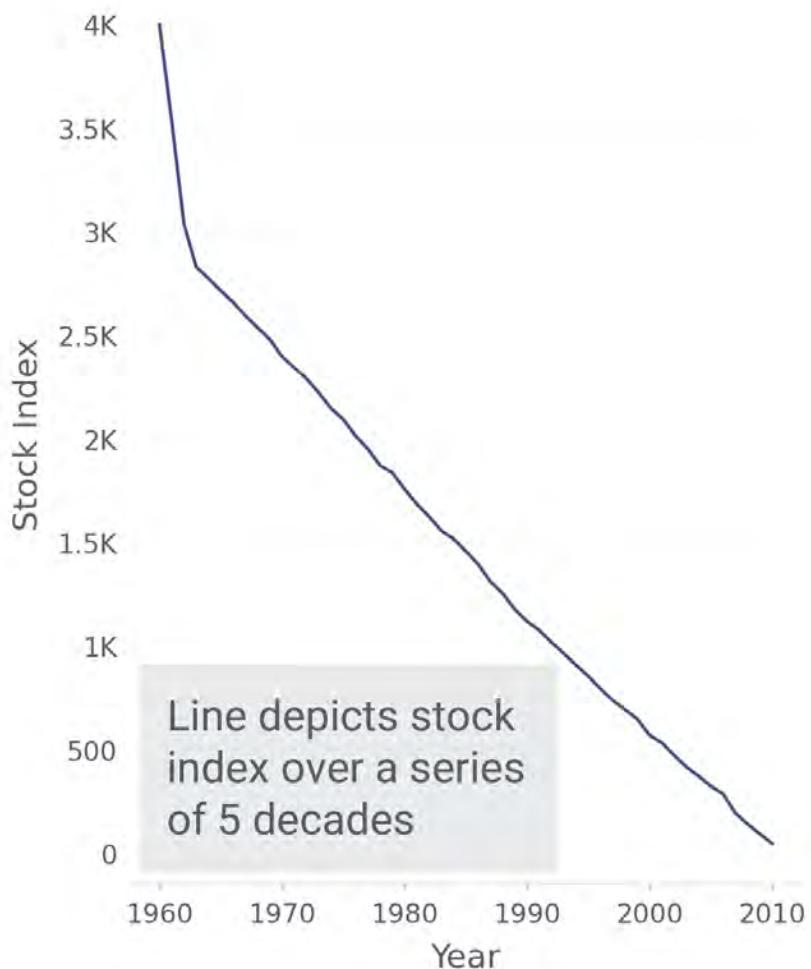
Select here to confirm you have finished examining this chart

## Stock index at 5 in 2010, less than in 1970

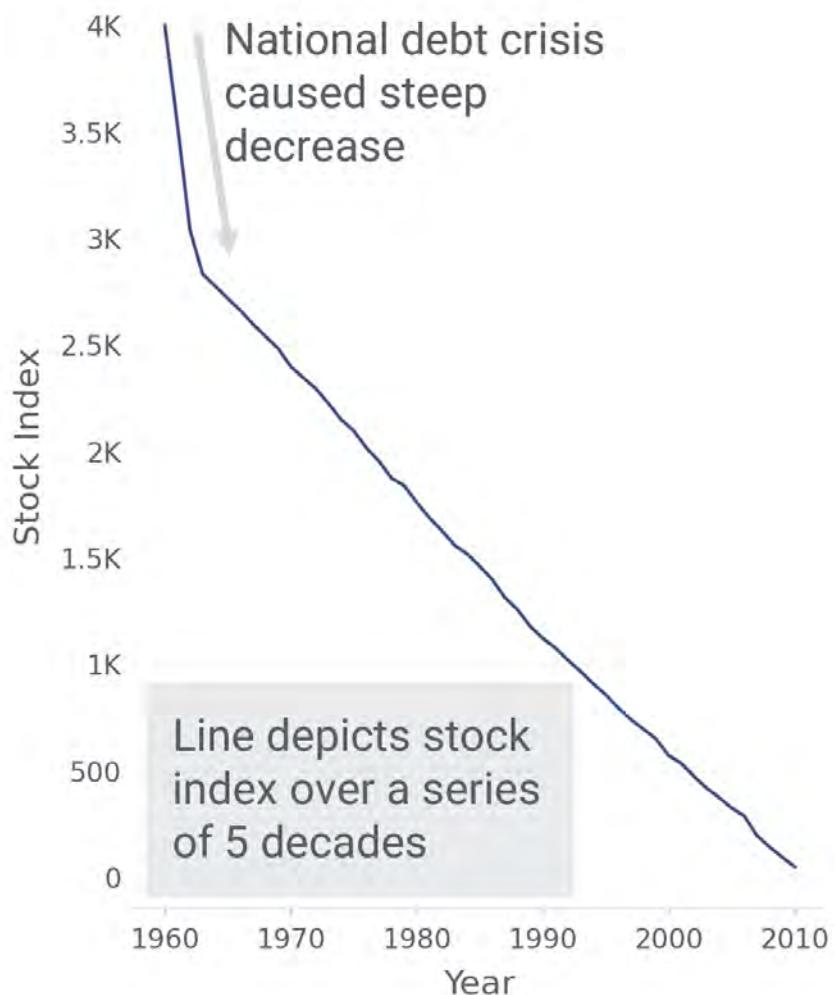


Select here to confirm you have finished examining this chart

## Pivotal moment for stock index in 1962, decreasing rate changed dramatically

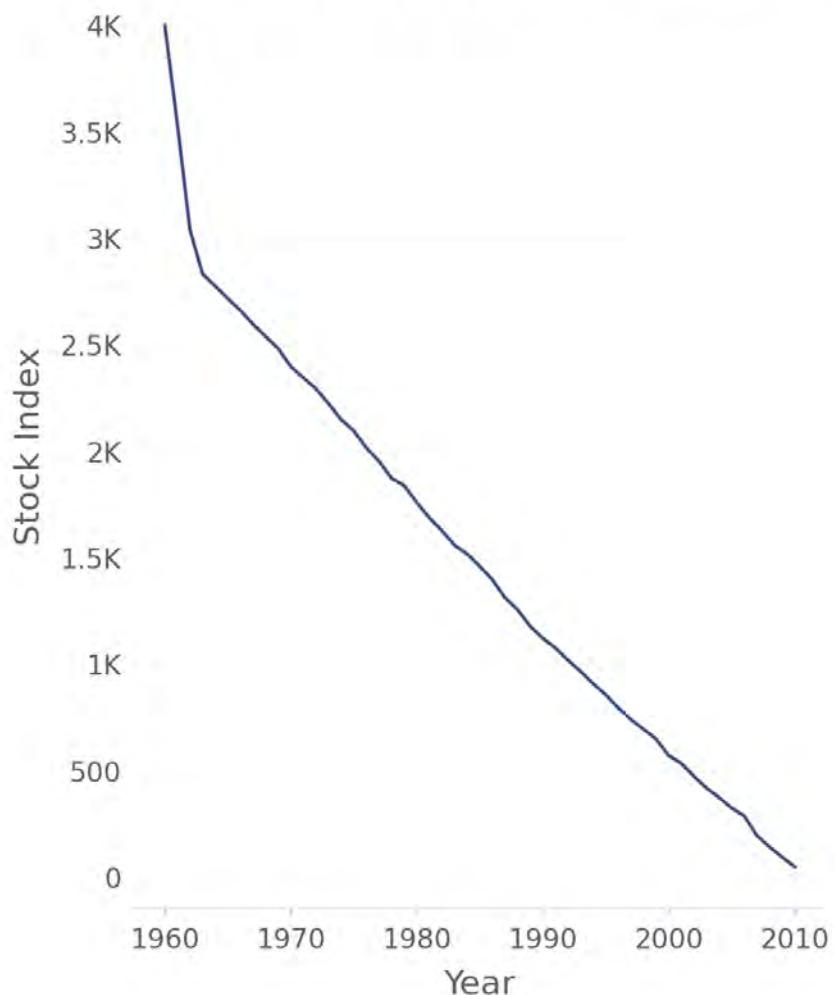


Select here to confirm you have finished examining this chart



Select here to confirm you have finished examining this chart

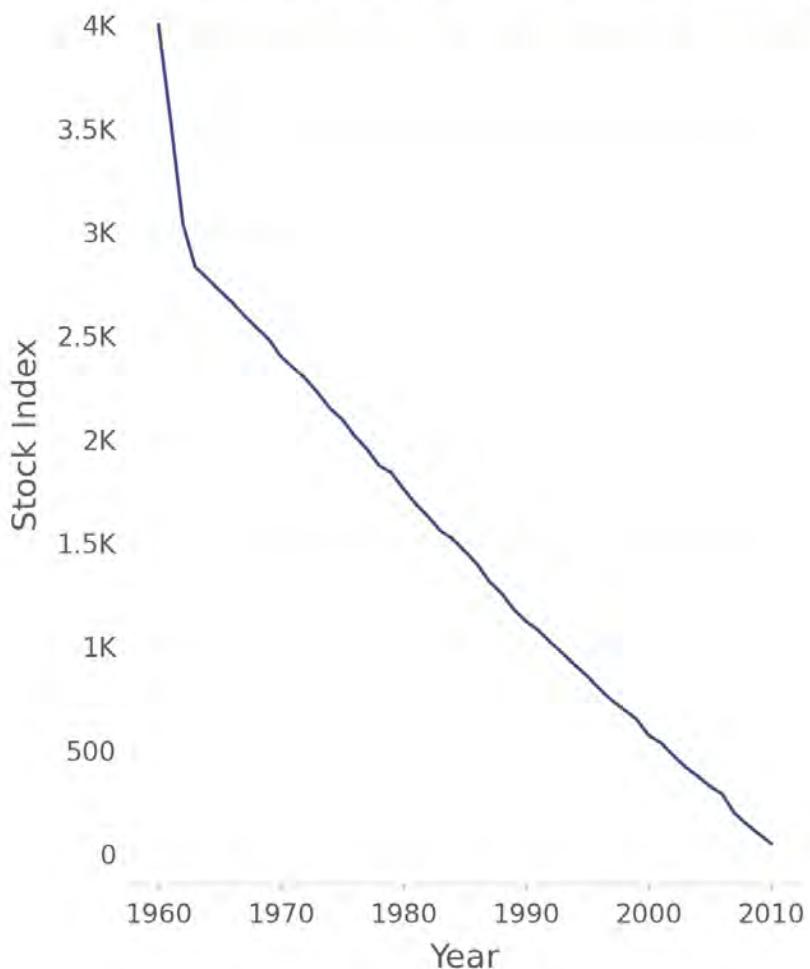
## Stock index at 5 in 2010, less than in 1970



Select here to confirm you have finished examining this chart

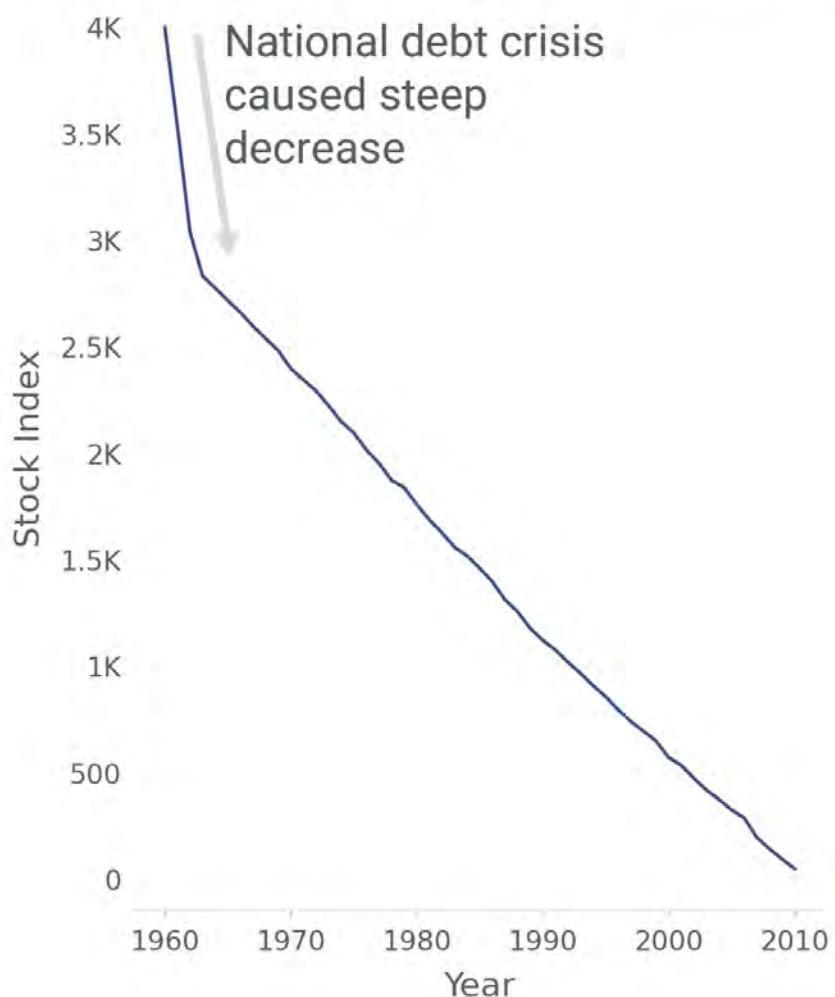
# Pivotal moment for stock index in 1962, decreasing rate changed dramatically

Stock index at 5 in 2010, less than in 1970



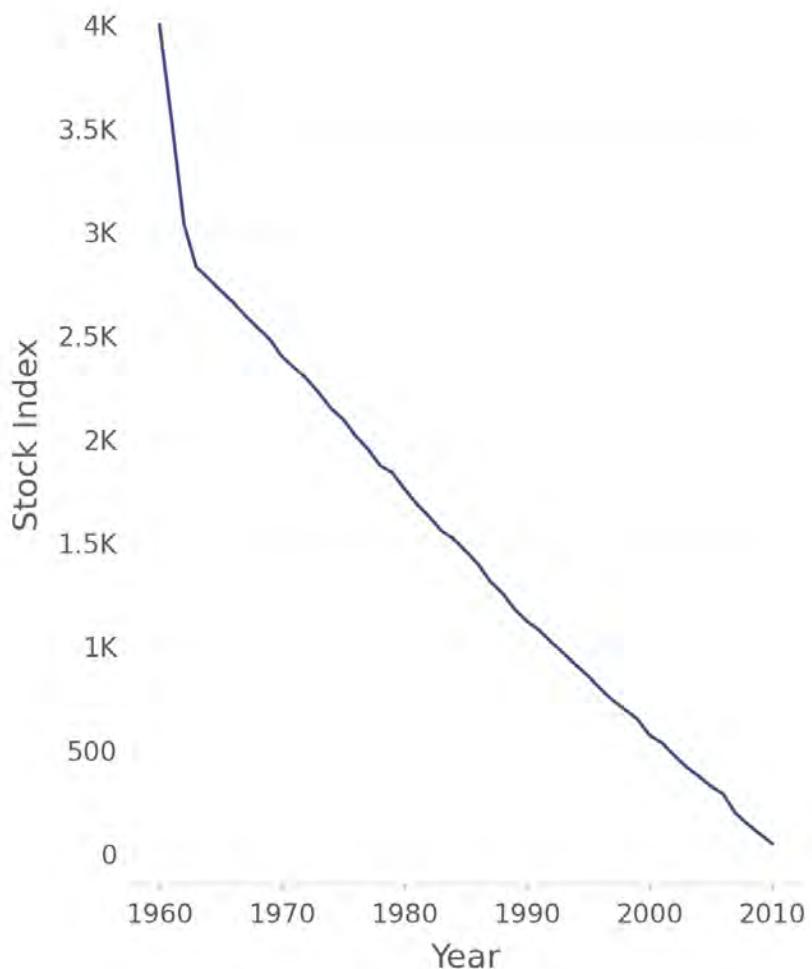
Select here to confirm you have finished examining this chart

Stock index at 5 in 2010, less than in 1970



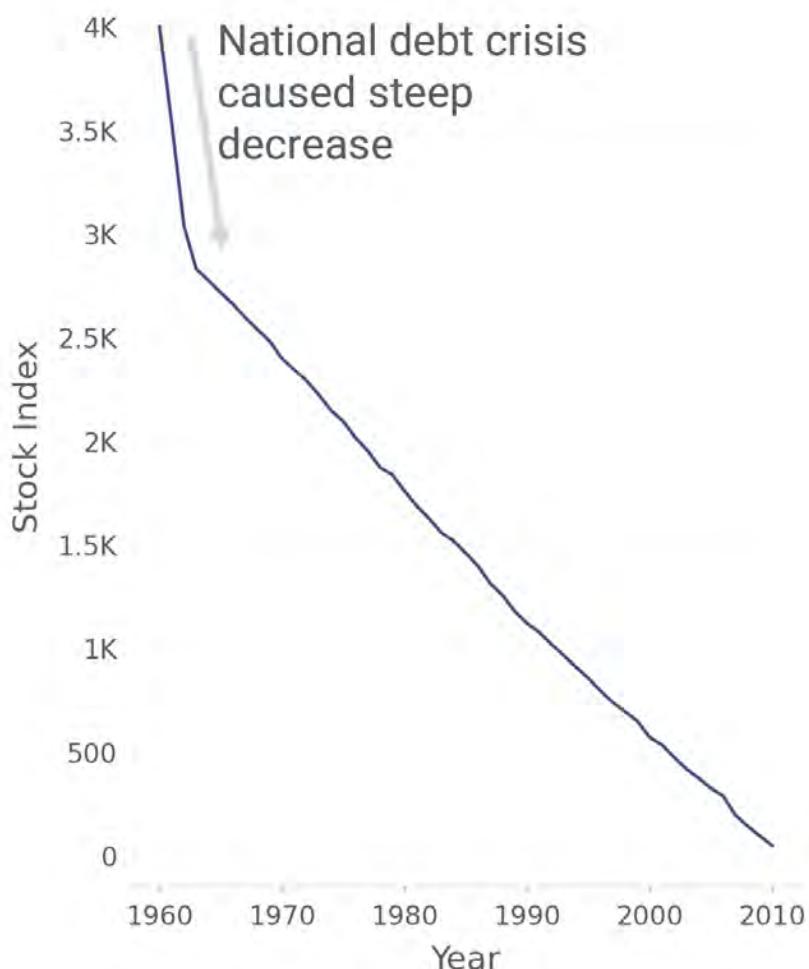
Select here to confirm you have finished examining this chart

# Pivotal moment for stock index in 1962, decreasing rate changed dramatically

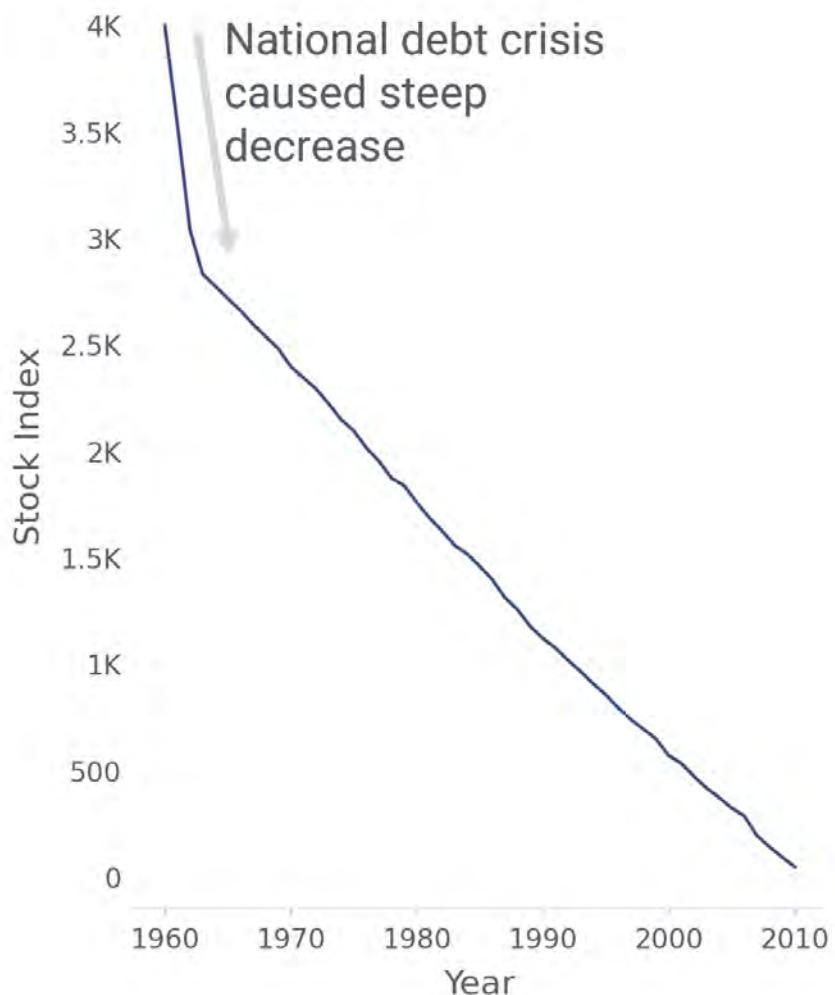


Select here to confirm you have finished examining this chart

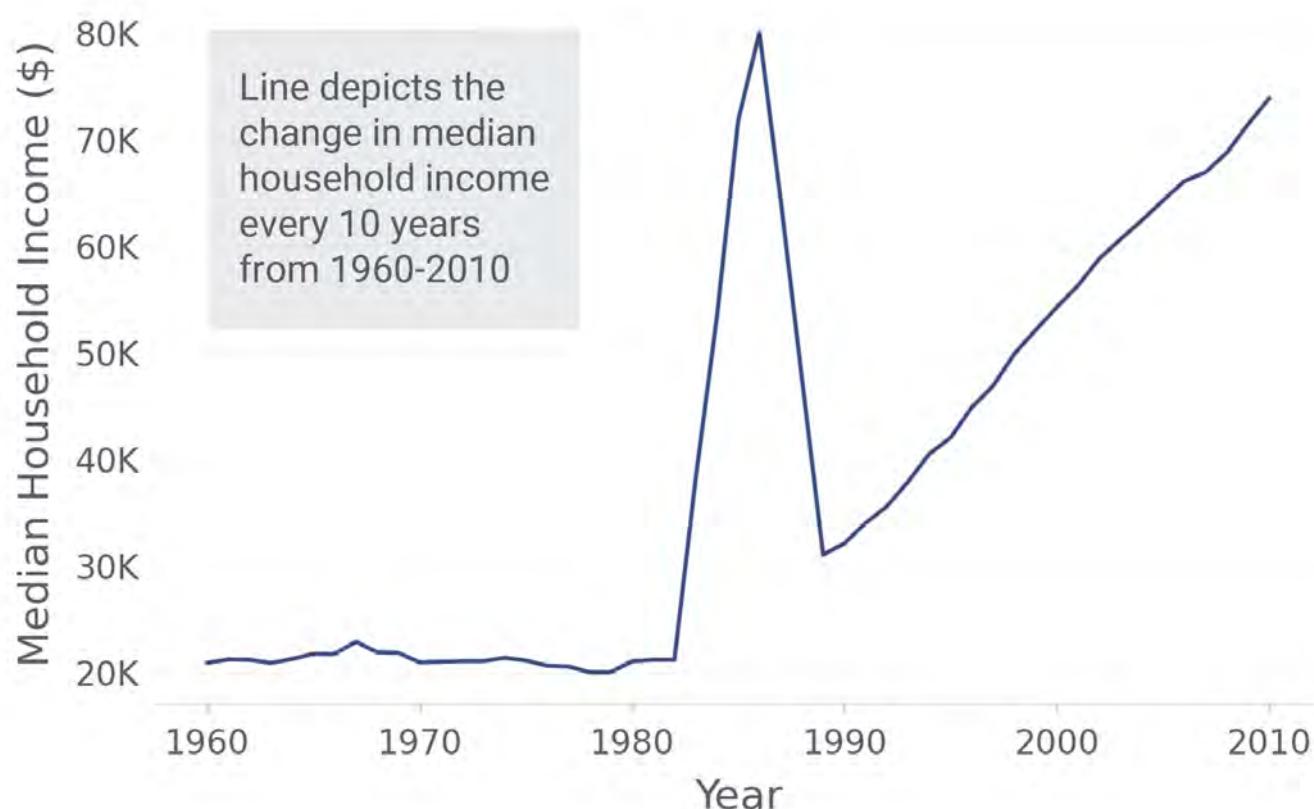
# Pivotal moment for stock index in 1962, decreasing rate changed dramatically



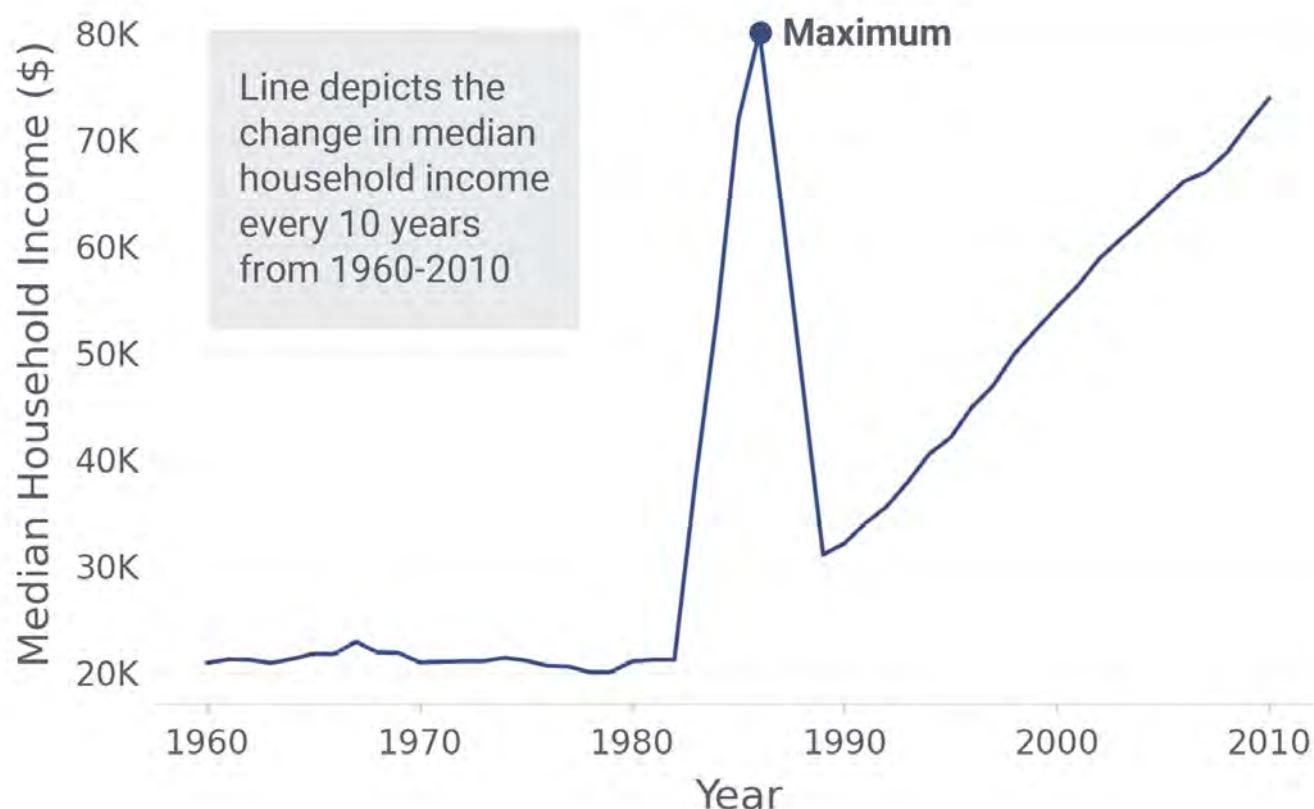
Select here to confirm you have finished examining this chart



Select here to confirm you have finished examining this chart

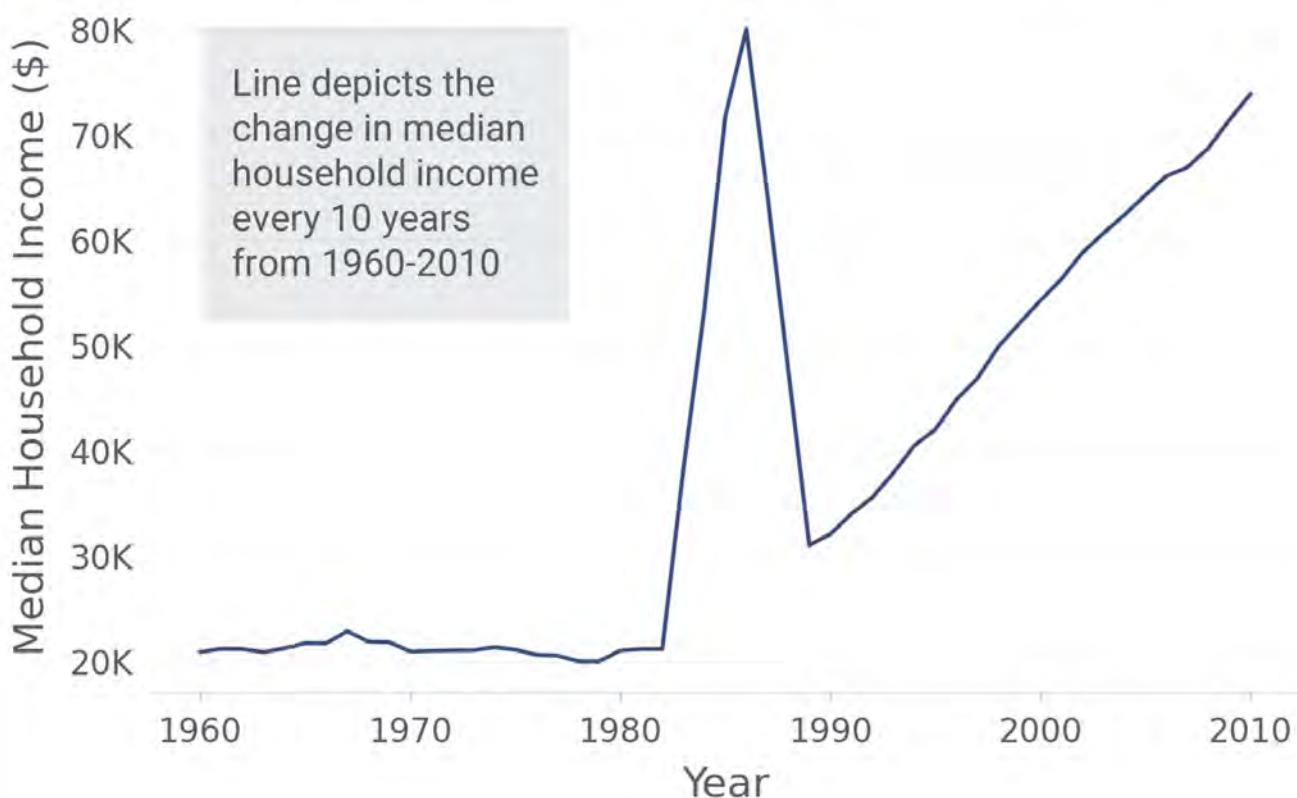


Select here to confirm you have finished examining this chart

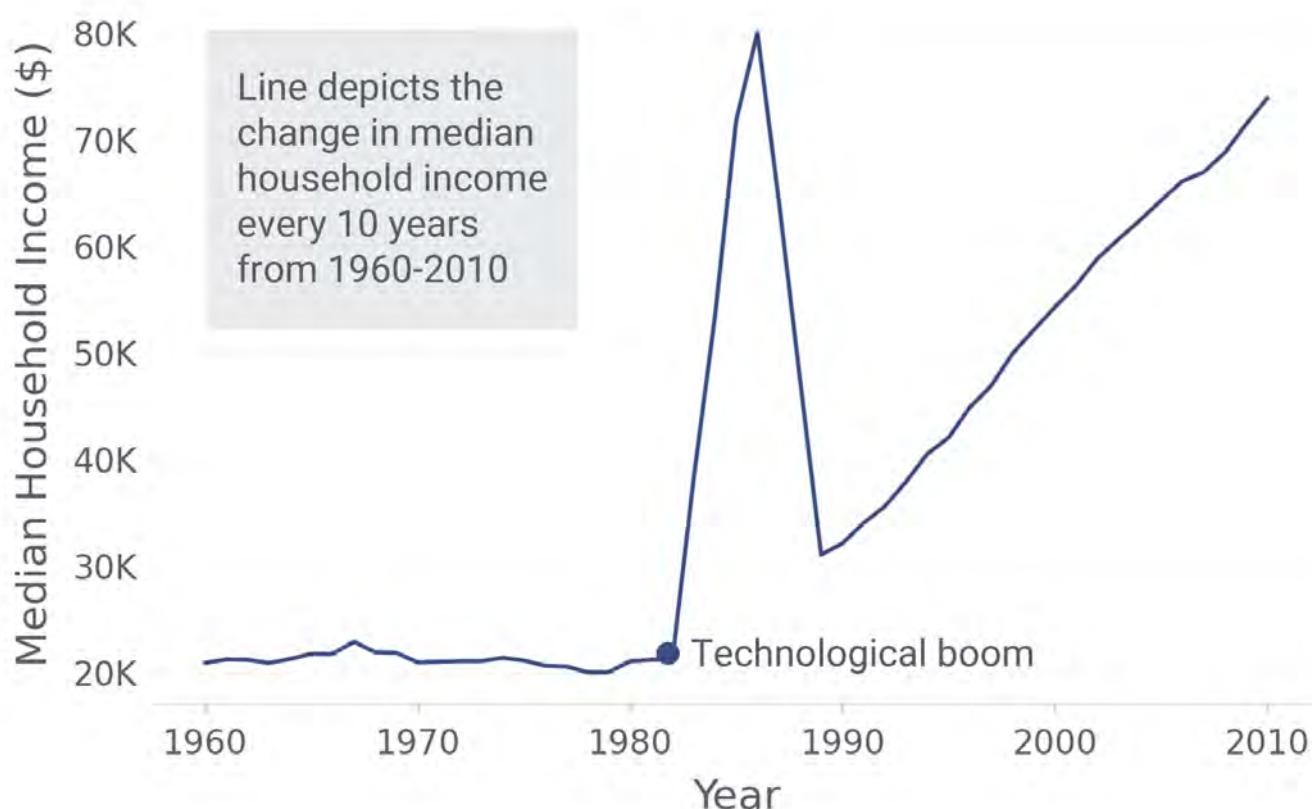


Select here to confirm you have finished examining this chart

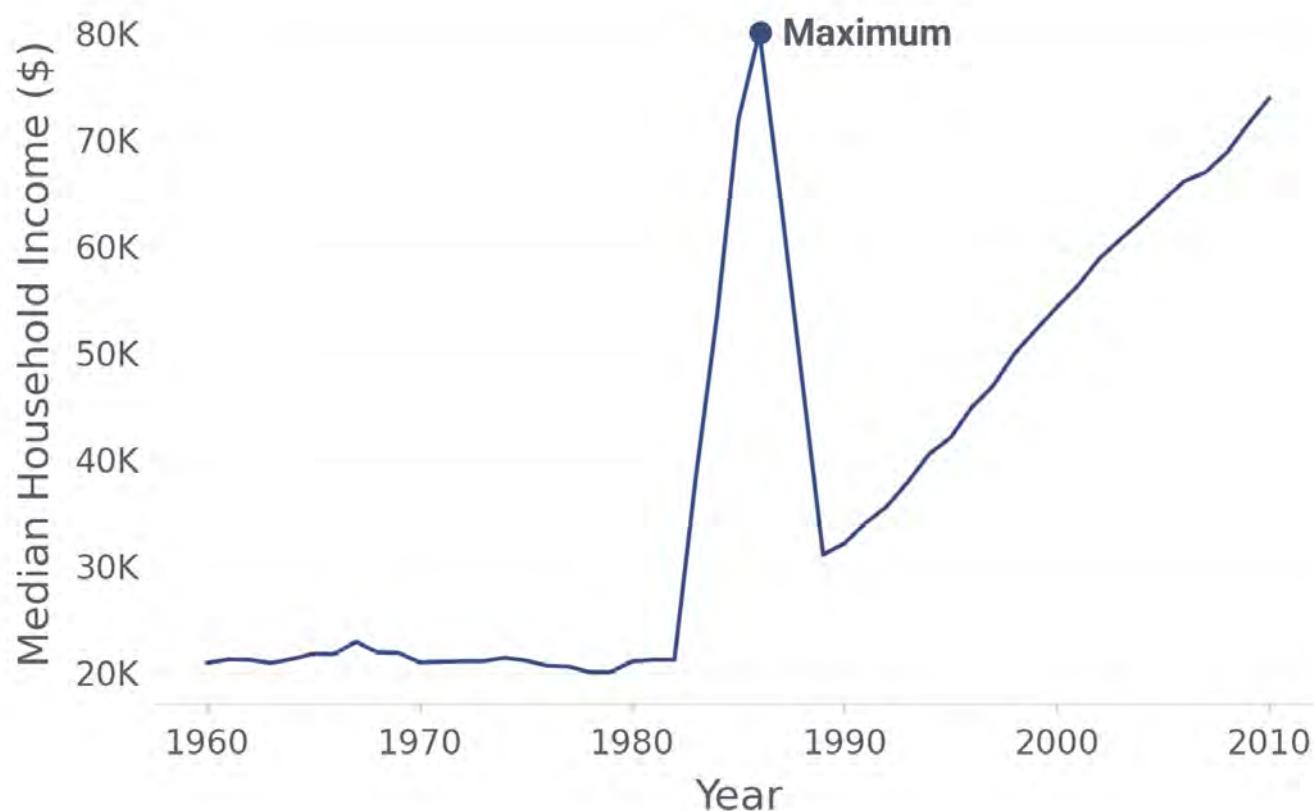
## After falling, household income increases.



Select here to confirm you have finished examining this chart

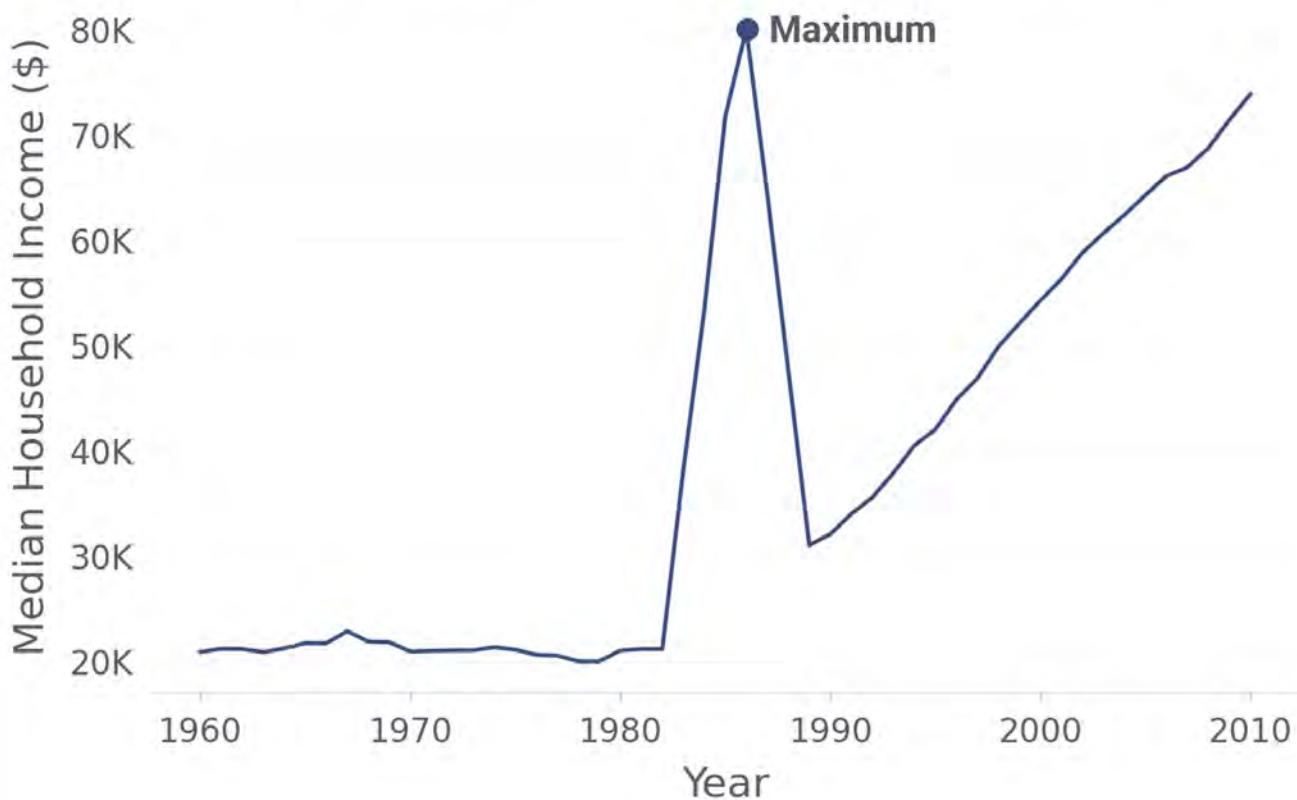


Select here to confirm you have finished examining this chart

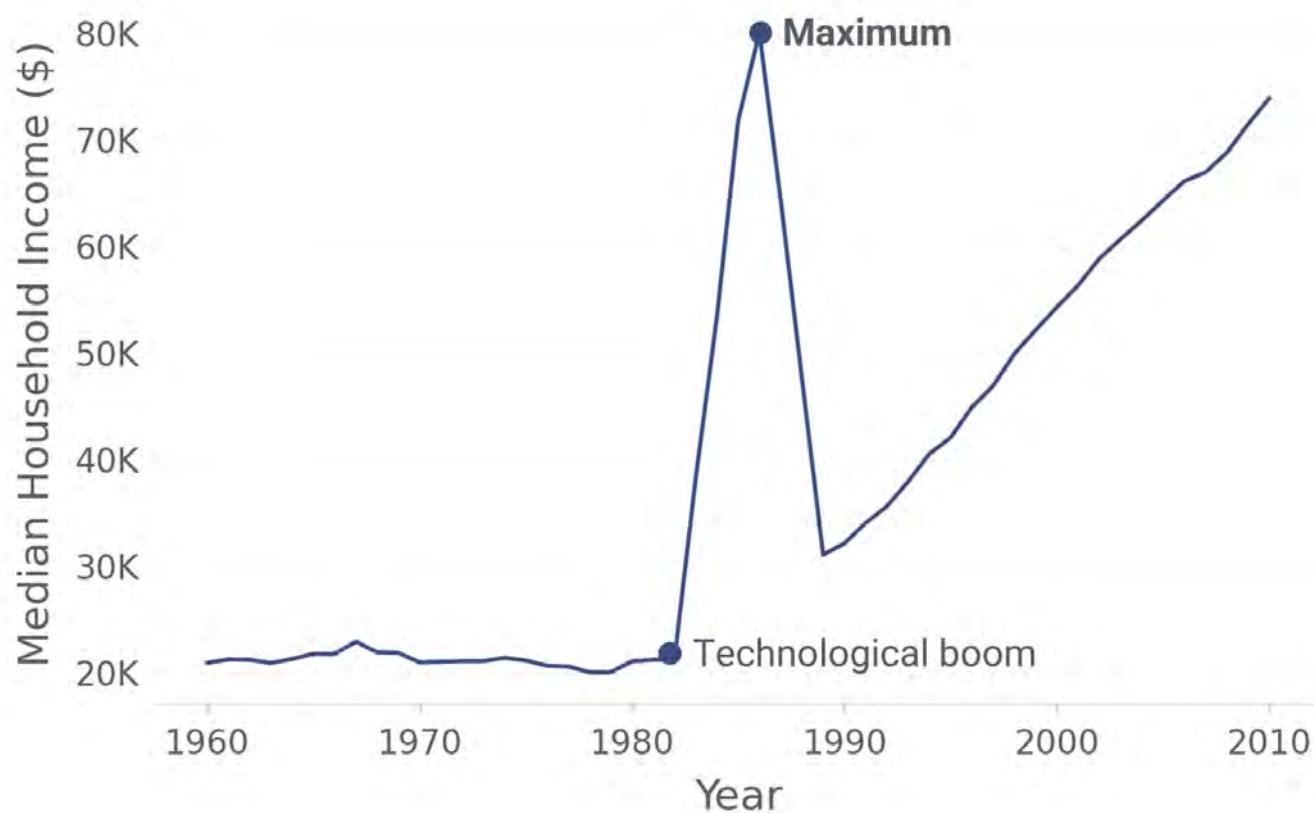


Select here to confirm you have finished examining this chart

## After falling, household income increases.

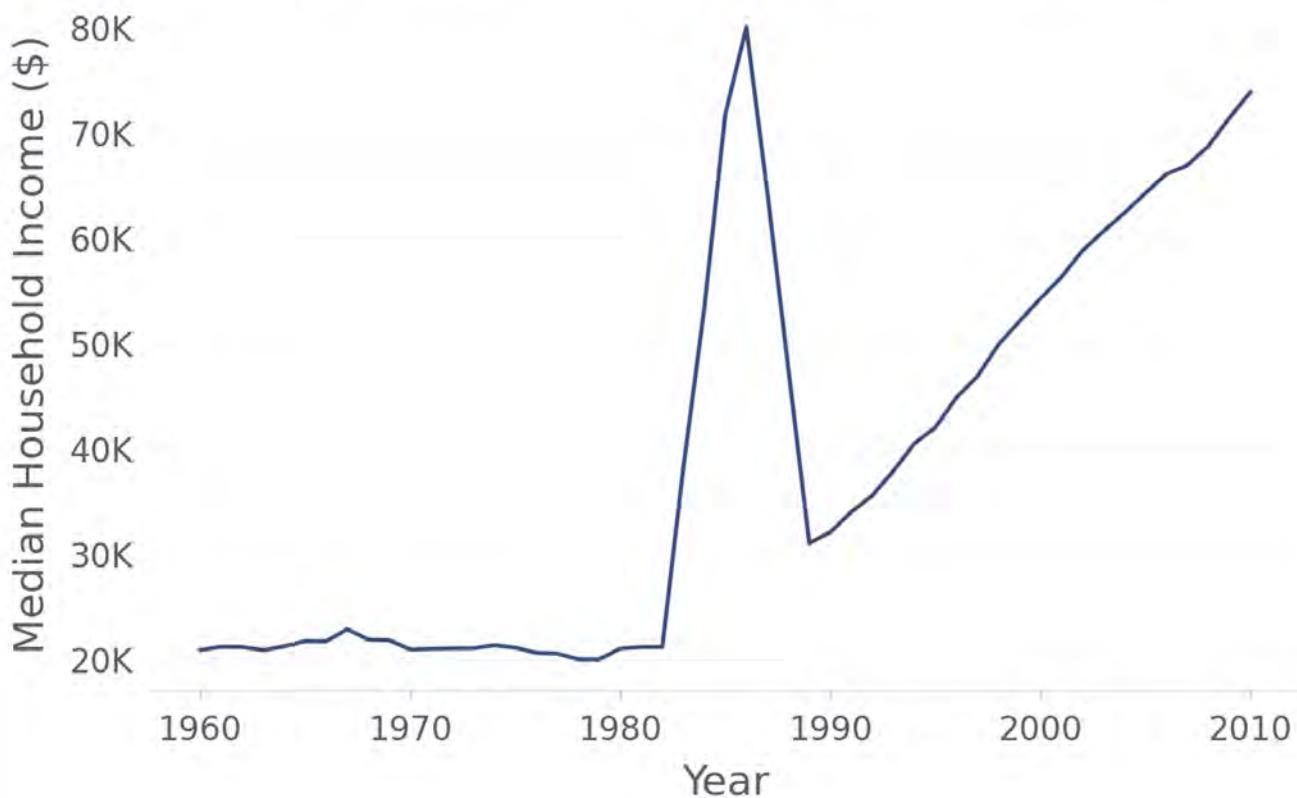


Select here to confirm you have finished examining this chart



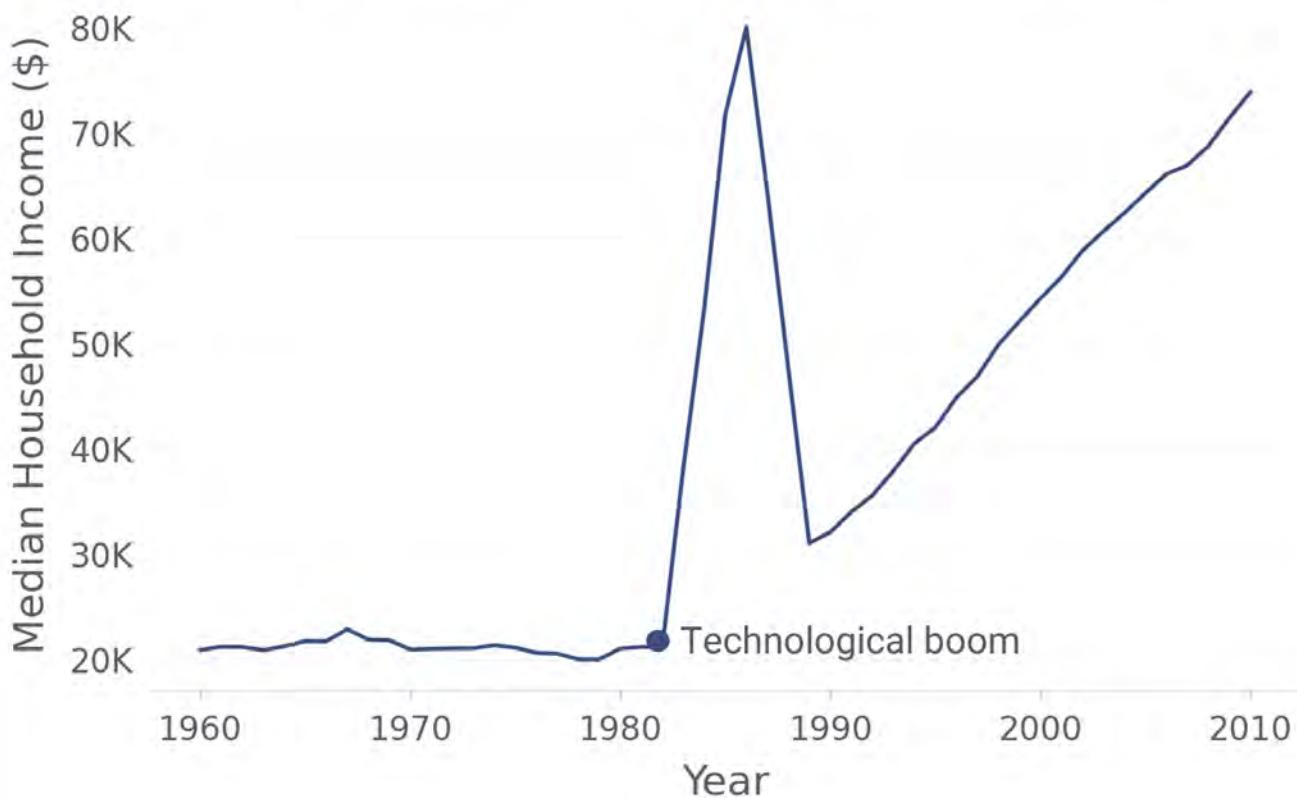
Select here to confirm you have finished examining this chart

## After falling, household income increases.

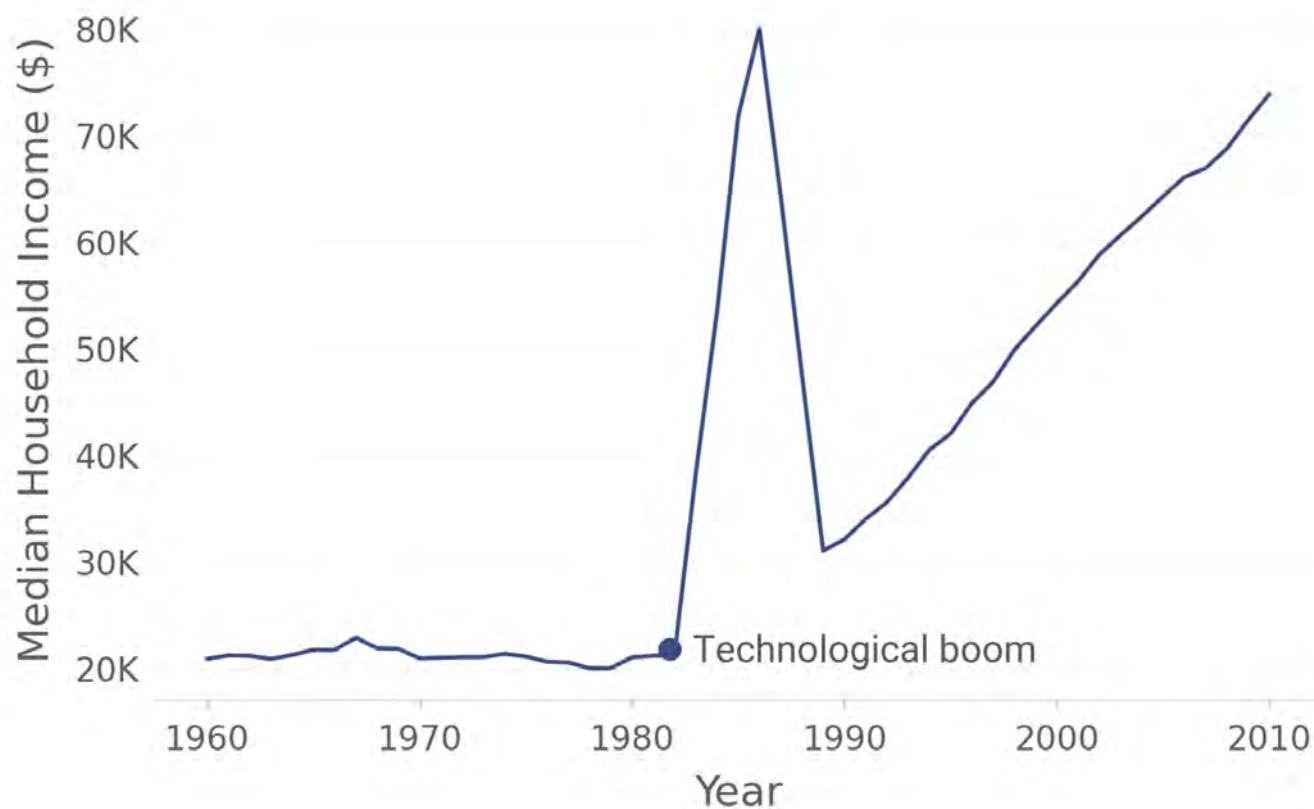


Select here to confirm you have finished examining this chart

## After falling, household income increases.

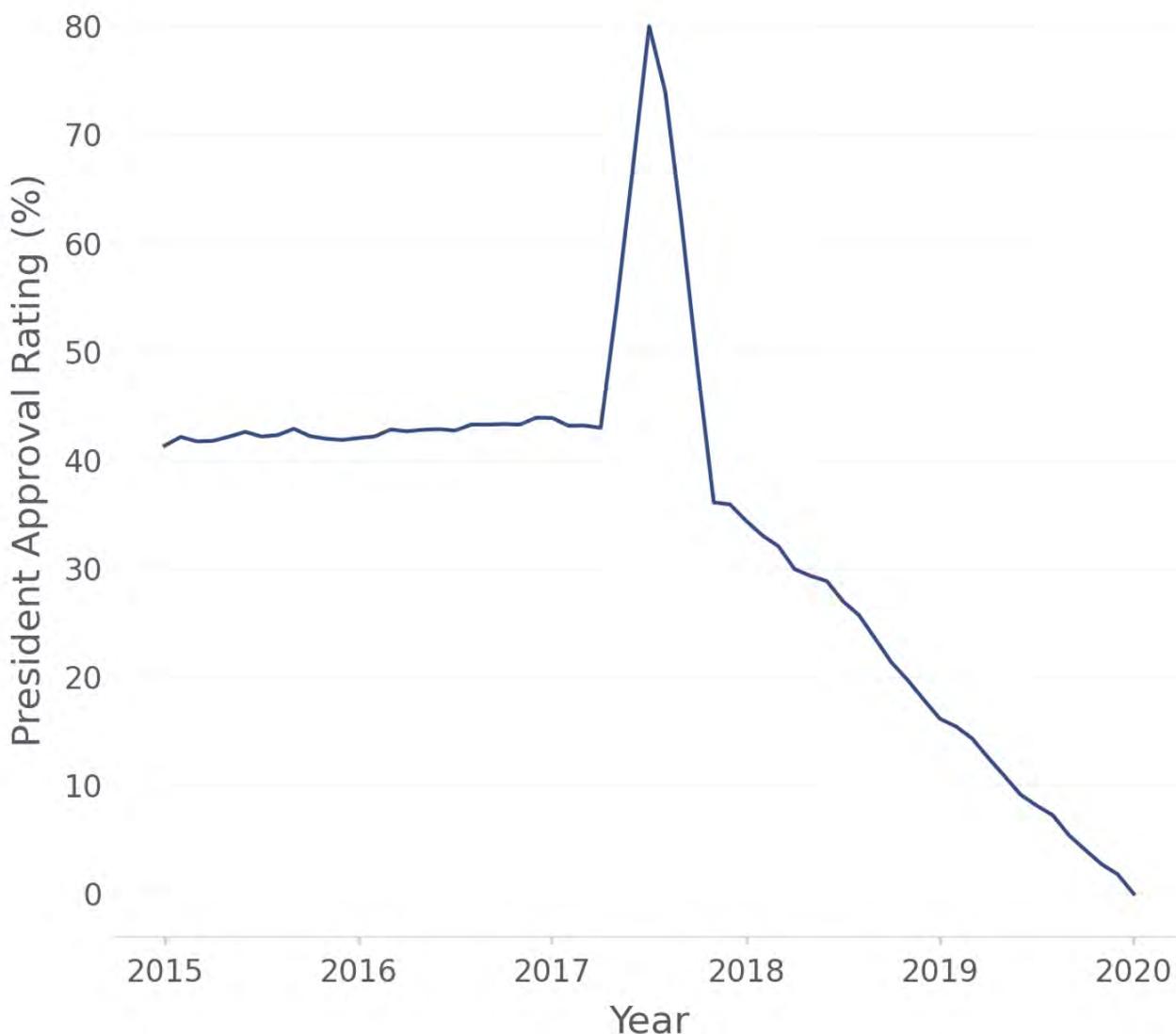


Select here to confirm you have finished examining this chart



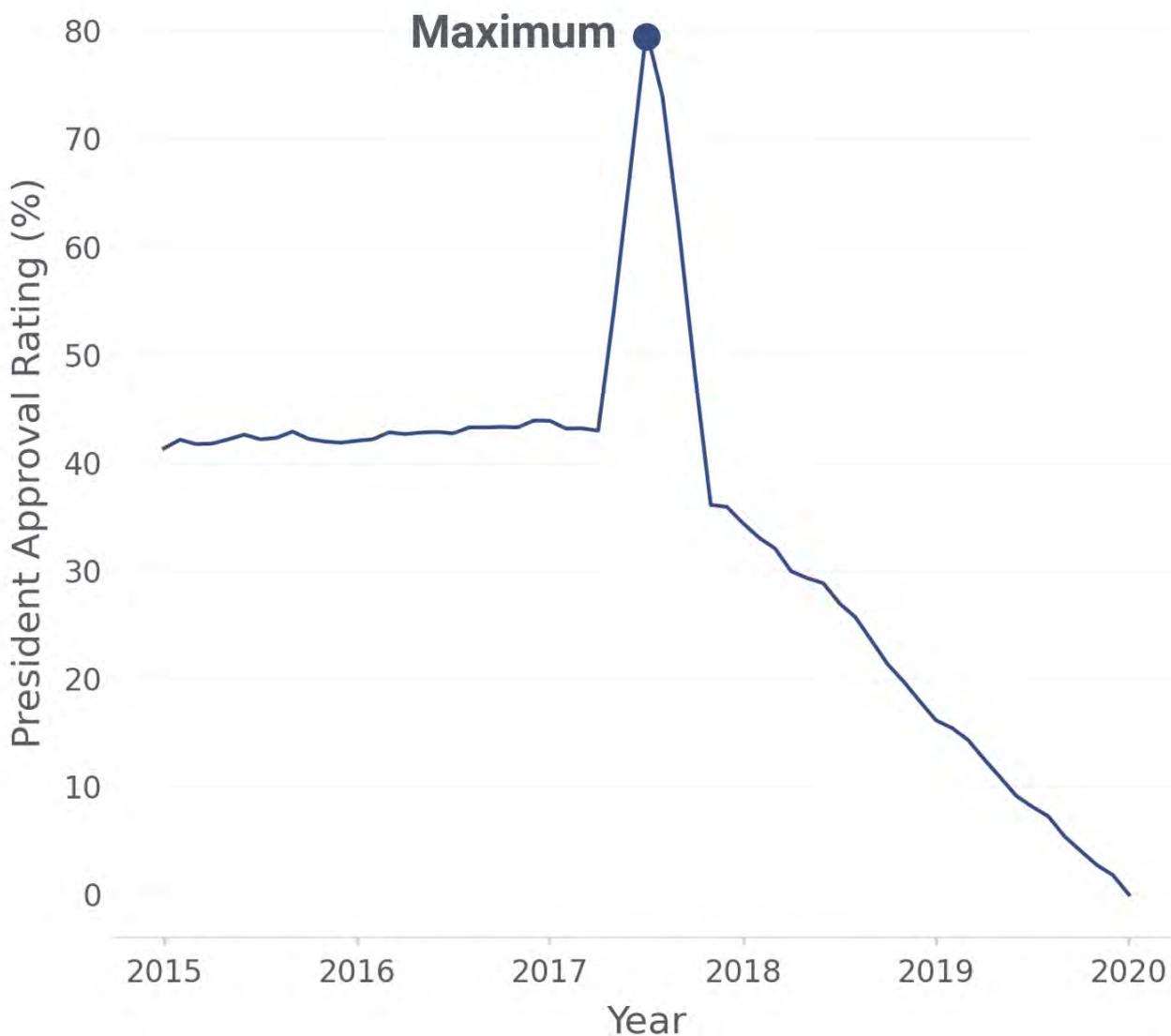
Select here to confirm you have finished examining this chart

# President approval rating over 5 years (2015-2020)



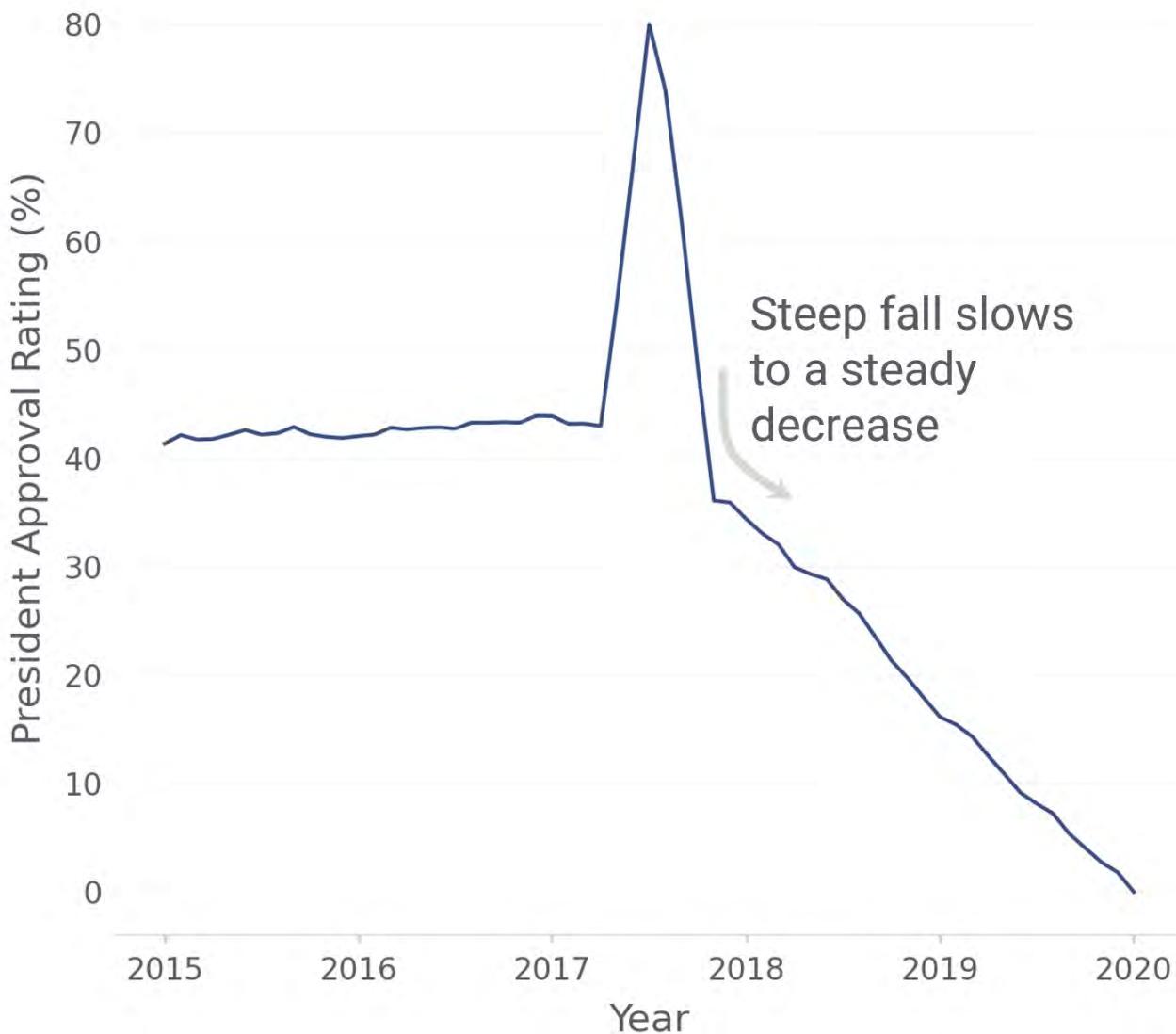
Select here to confirm you have finished examining this chart

# President approval rating over 5 years (2015-2020)



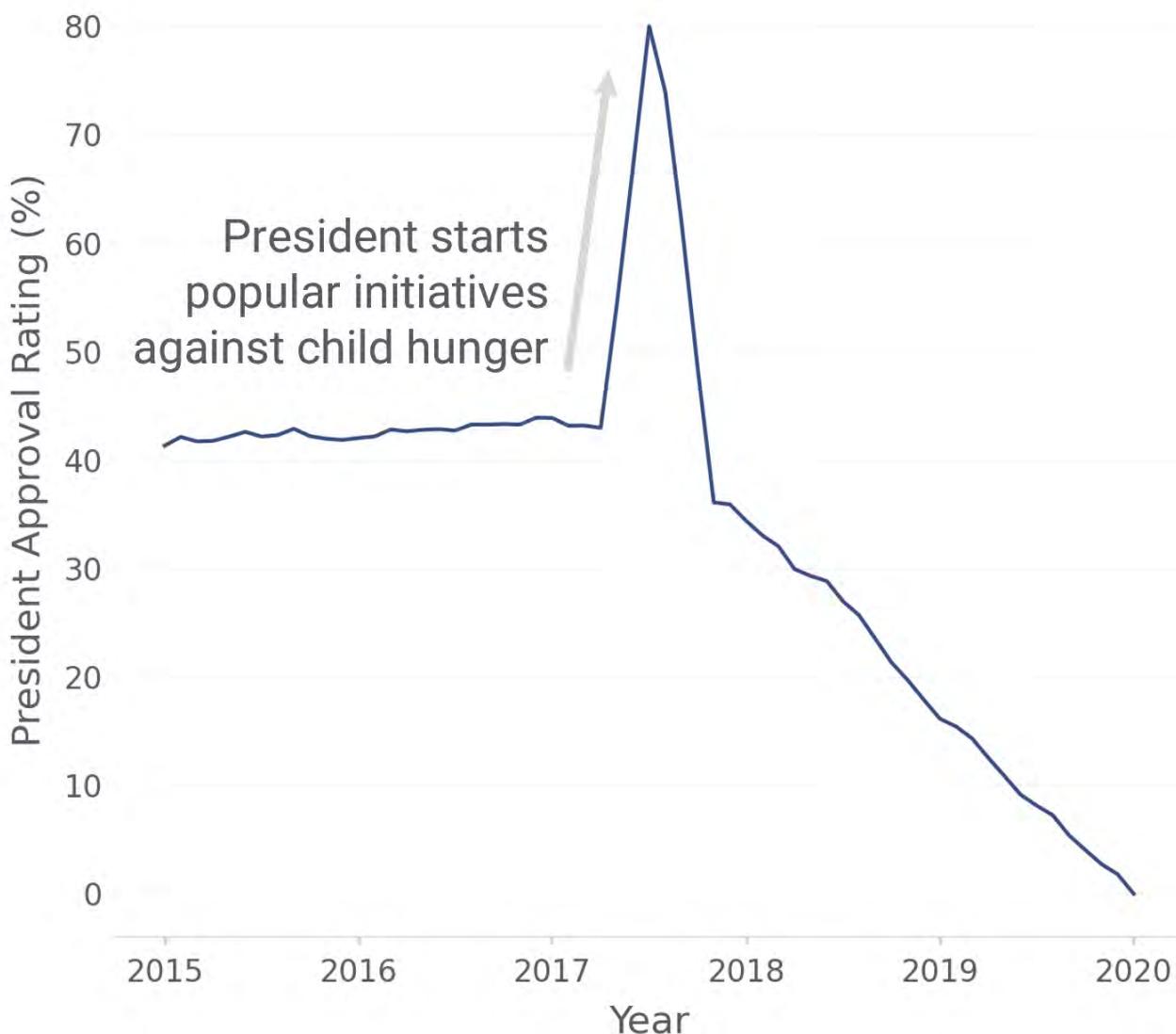
Select here to confirm you have finished examining this chart

# President approval rating over 5 years (2015-2020)

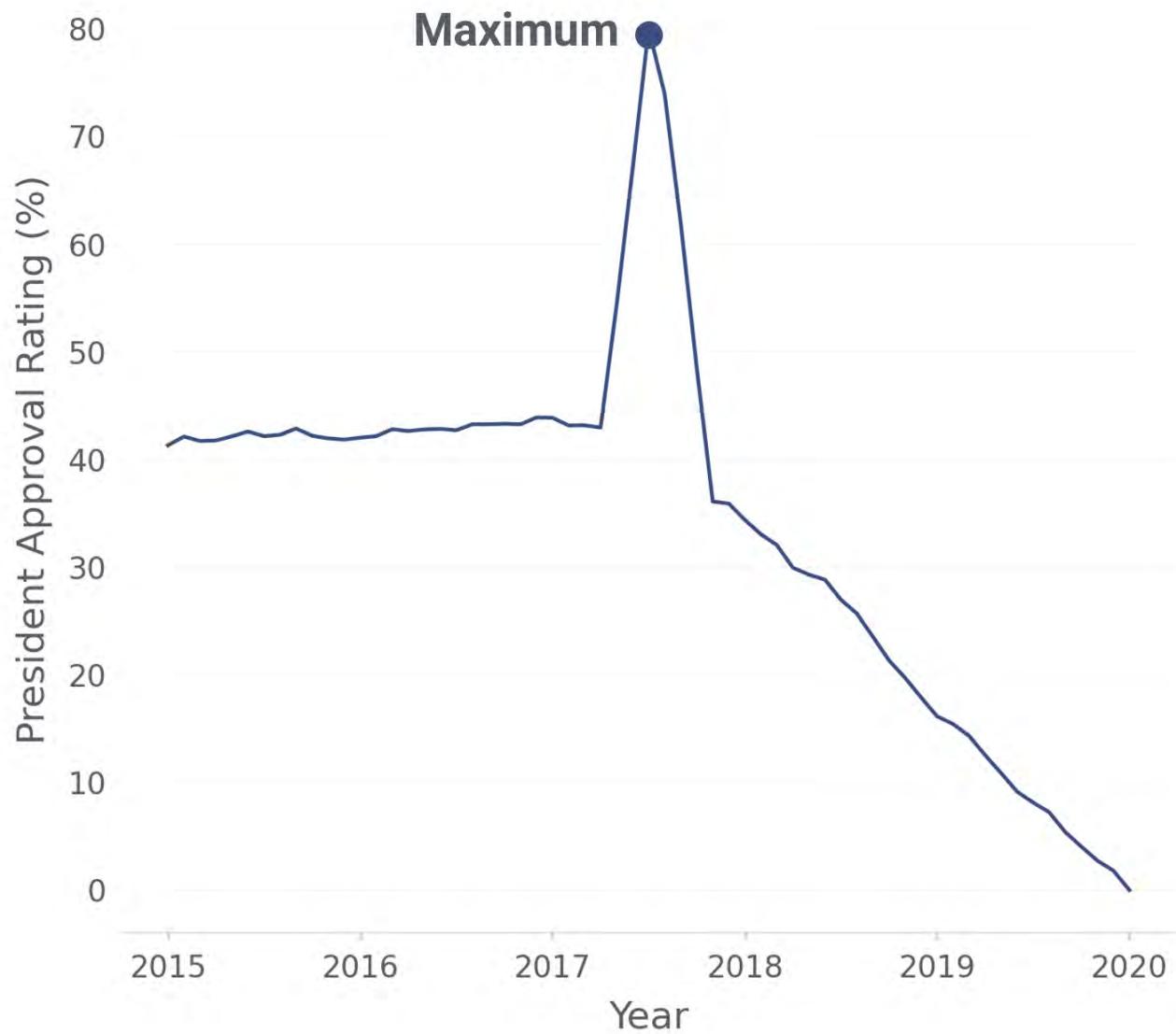


Select here to confirm you have finished examining this chart

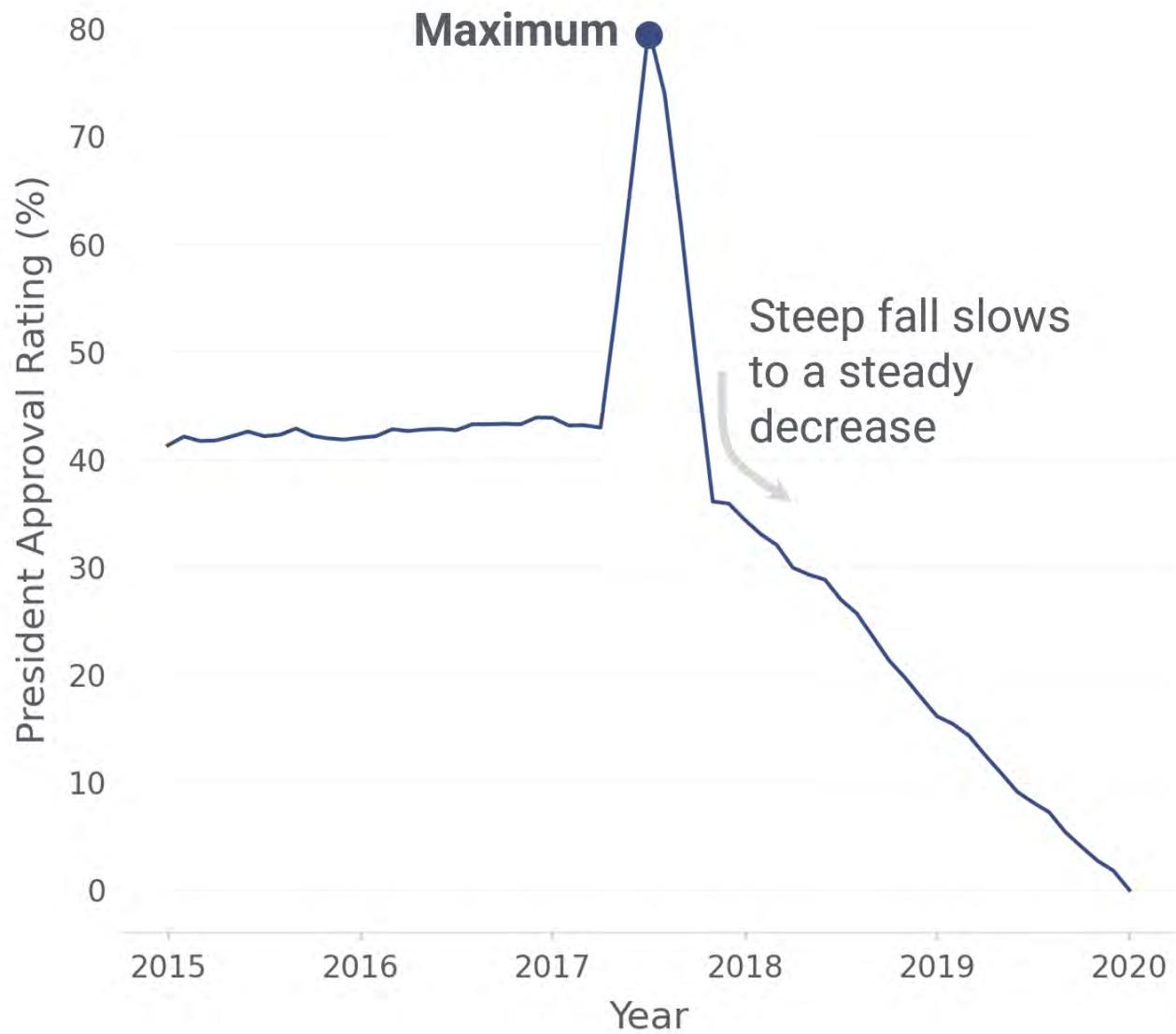
# President approval rating over 5 years (2015-2020)



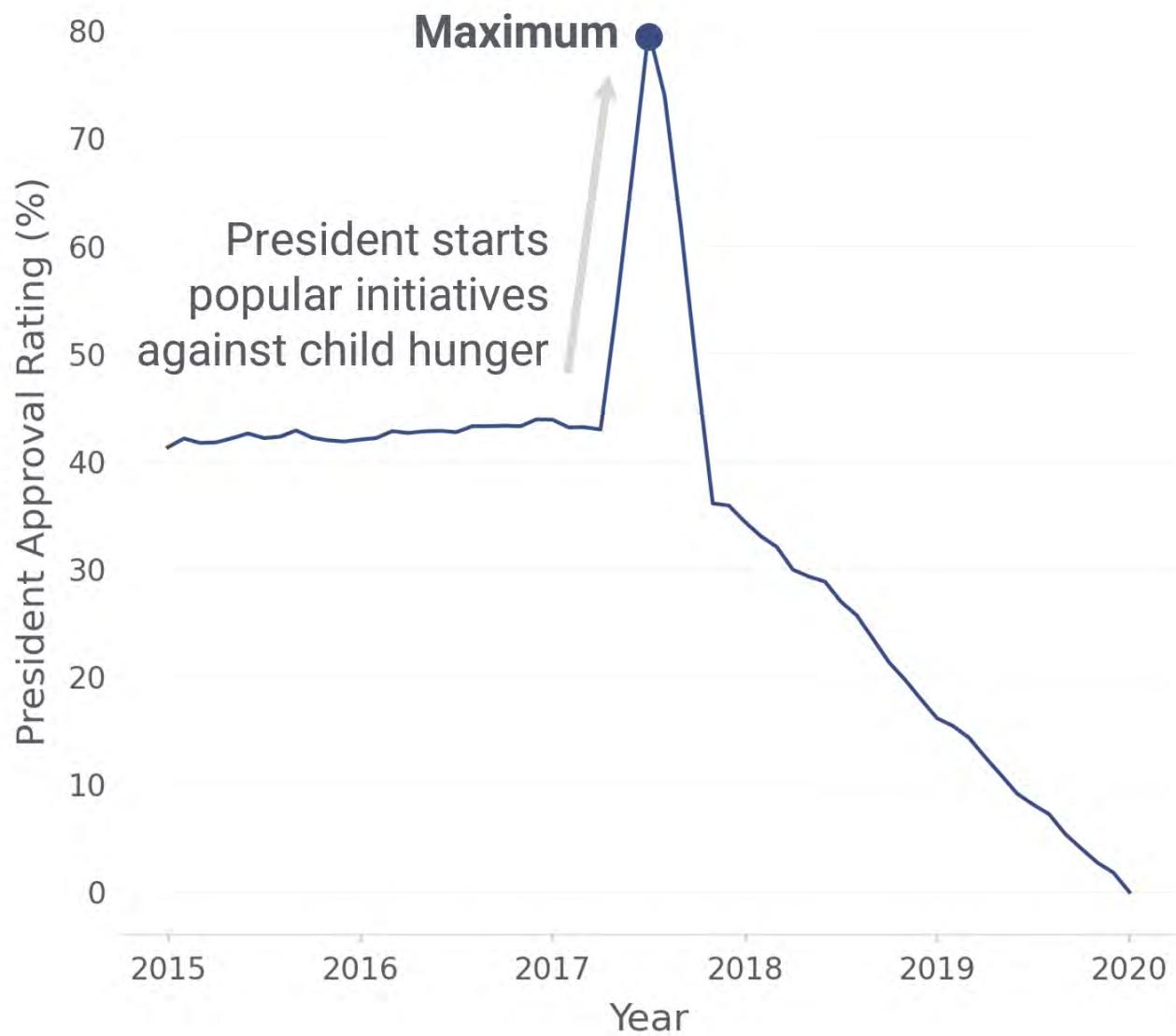
Select here to confirm you have finished examining this chart



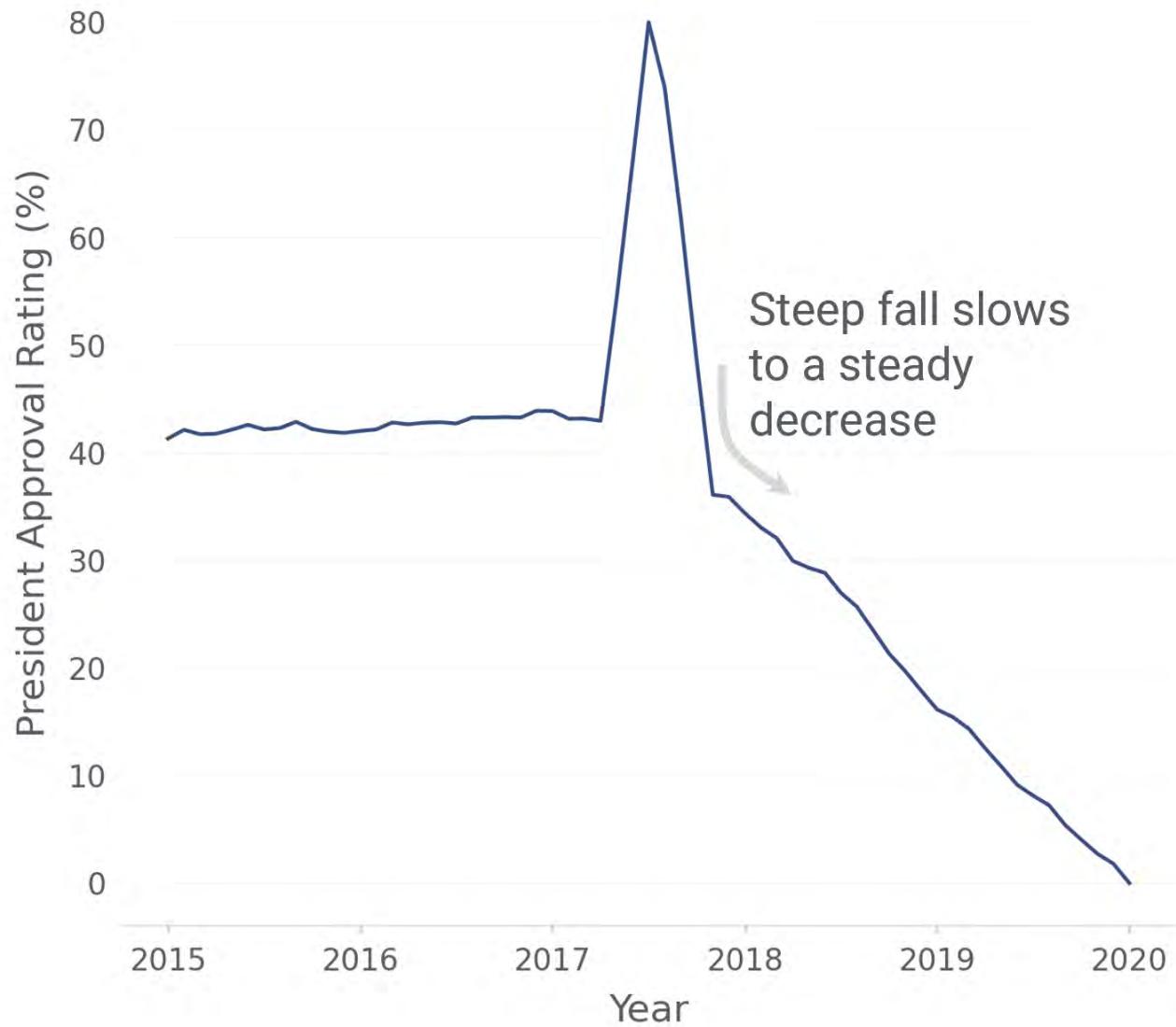
Select here to confirm you have finished examining this chart



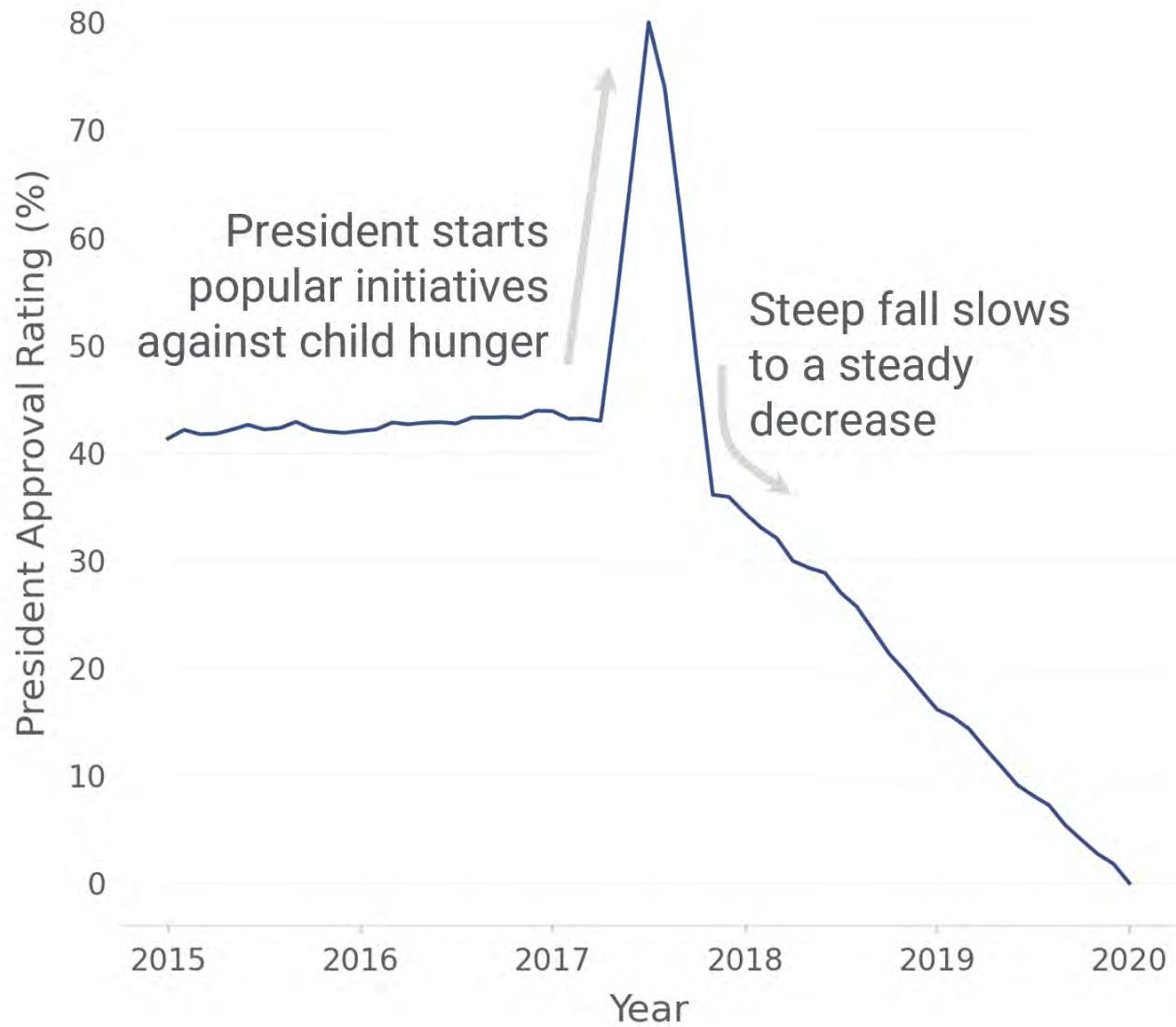
Select here to confirm you have finished examining this chart



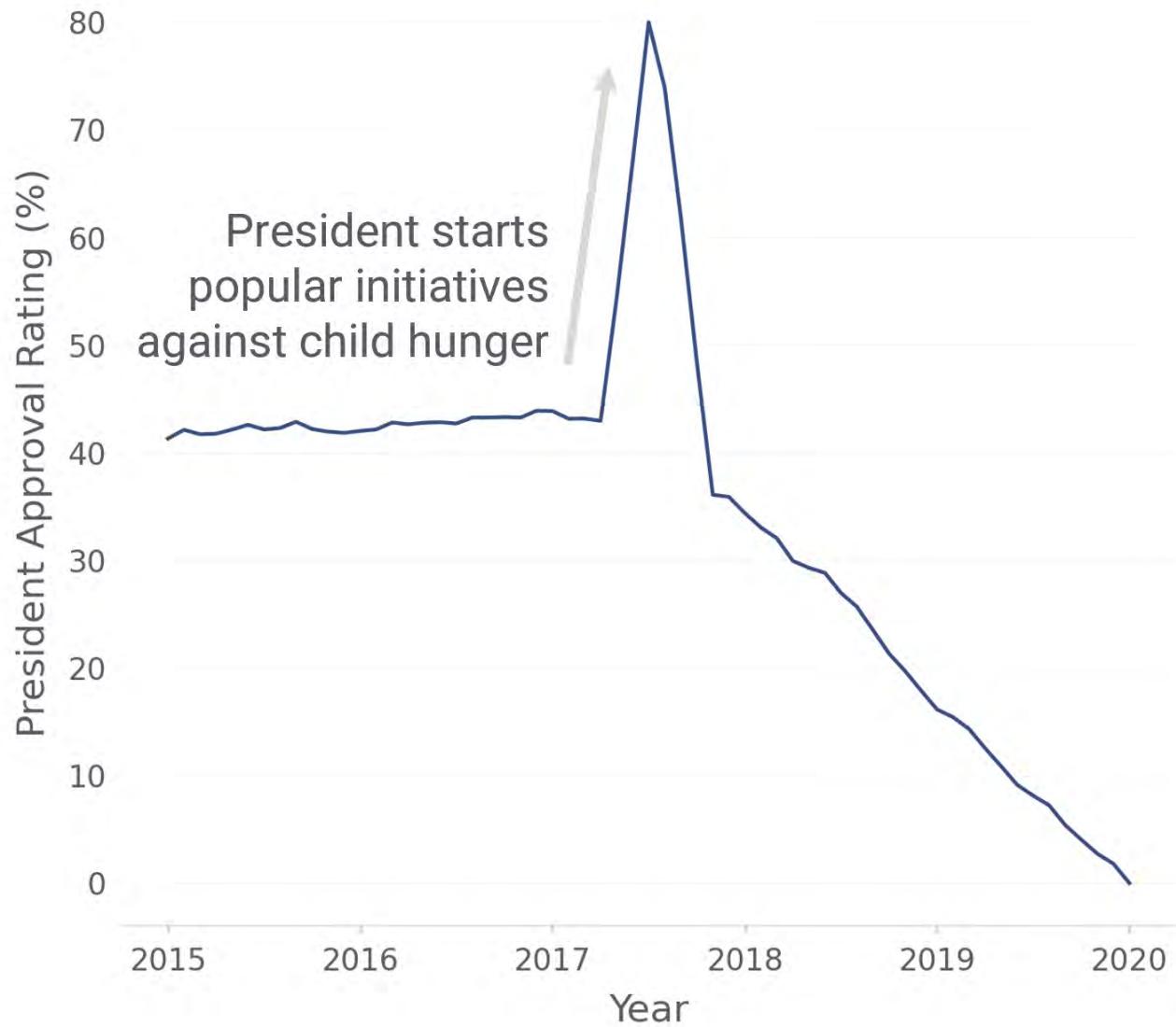
Select here to confirm you have finished examining this chart



Select here to confirm you have finished examining this chart

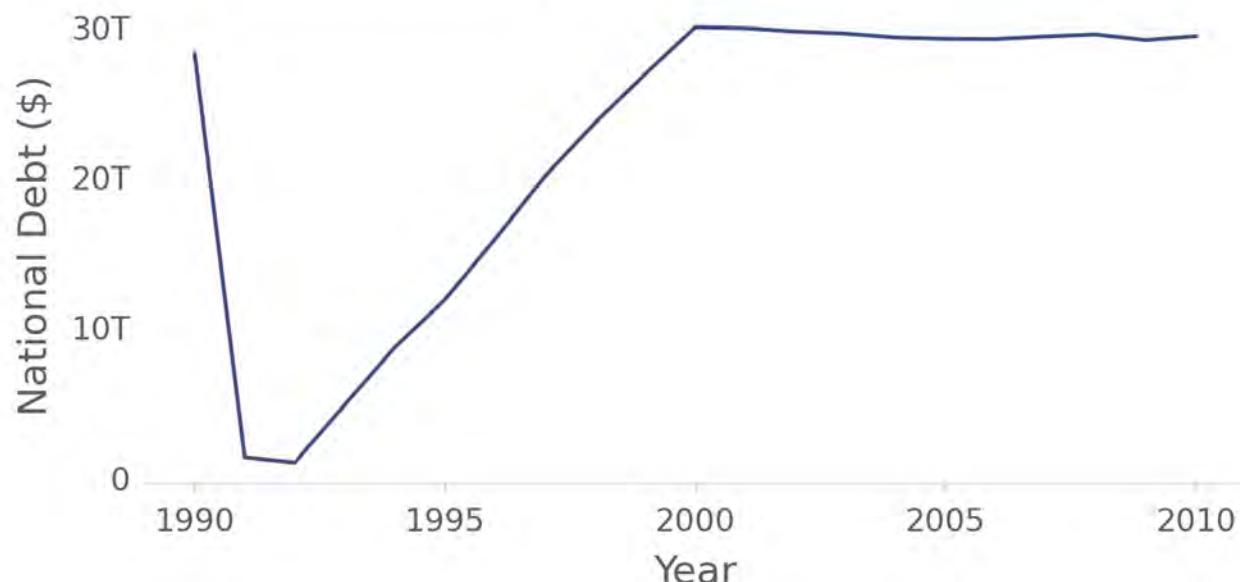


Select here to confirm you have finished examining this chart



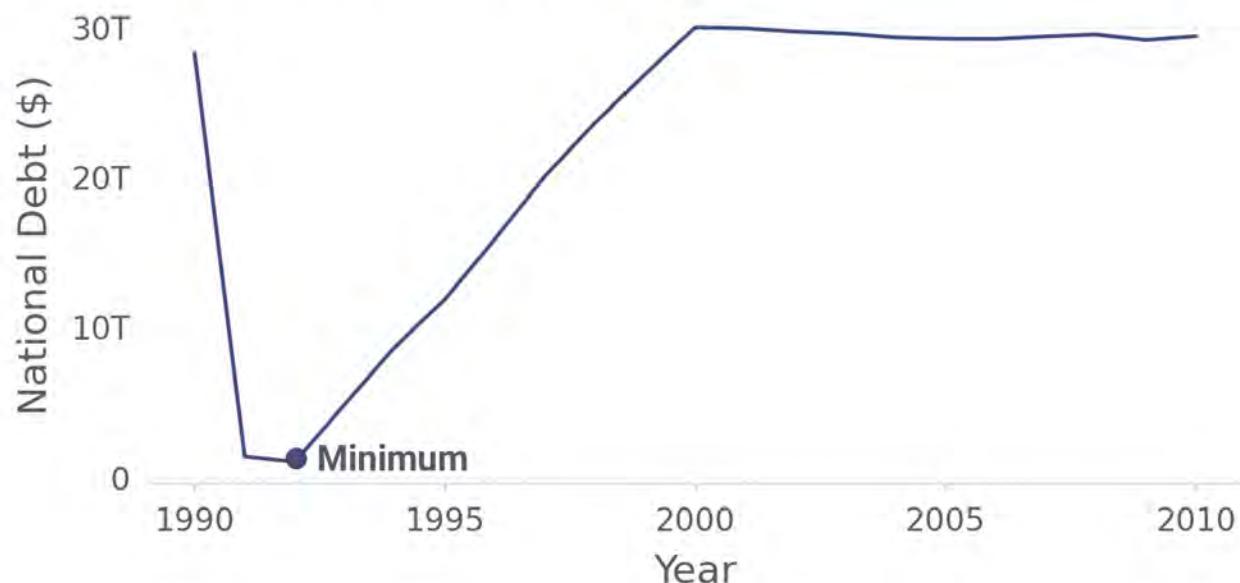
Select here to confirm you have finished examining this chart

## National debt over 20 years



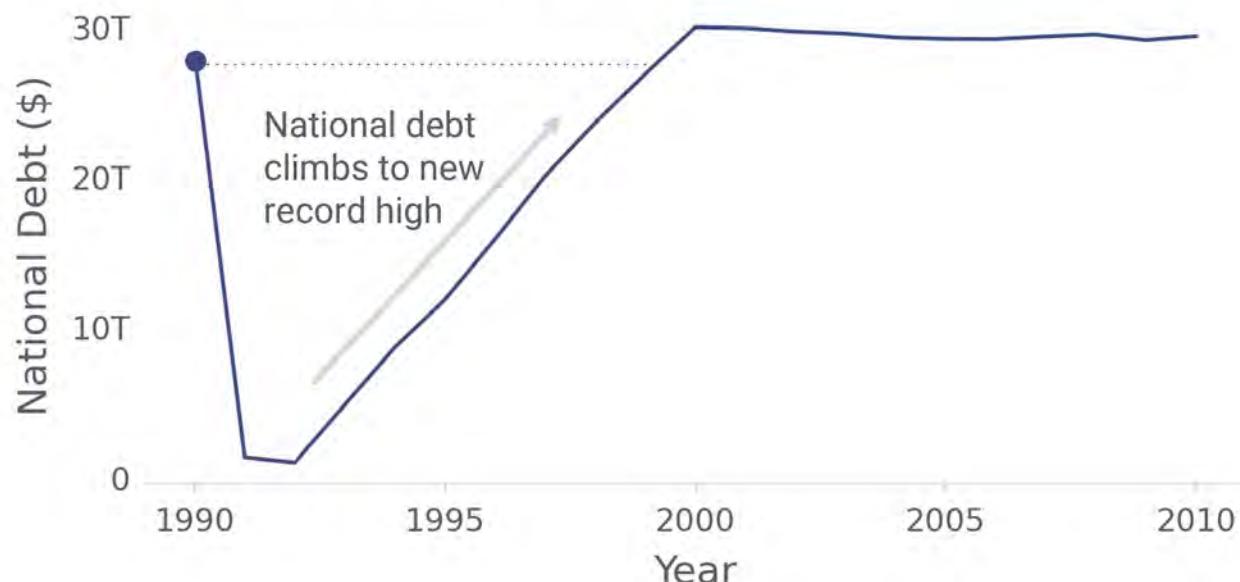
Select here to confirm you have finished examining this chart

## National debt over 20 years



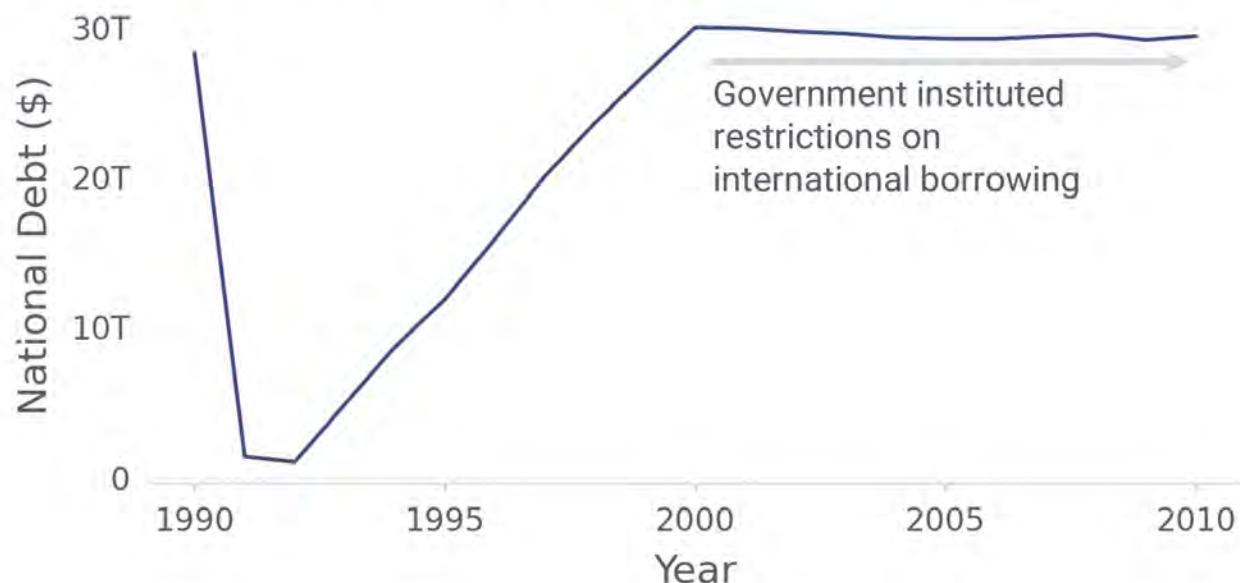
Select here to confirm you have finished examining this chart

## National debt over 20 years

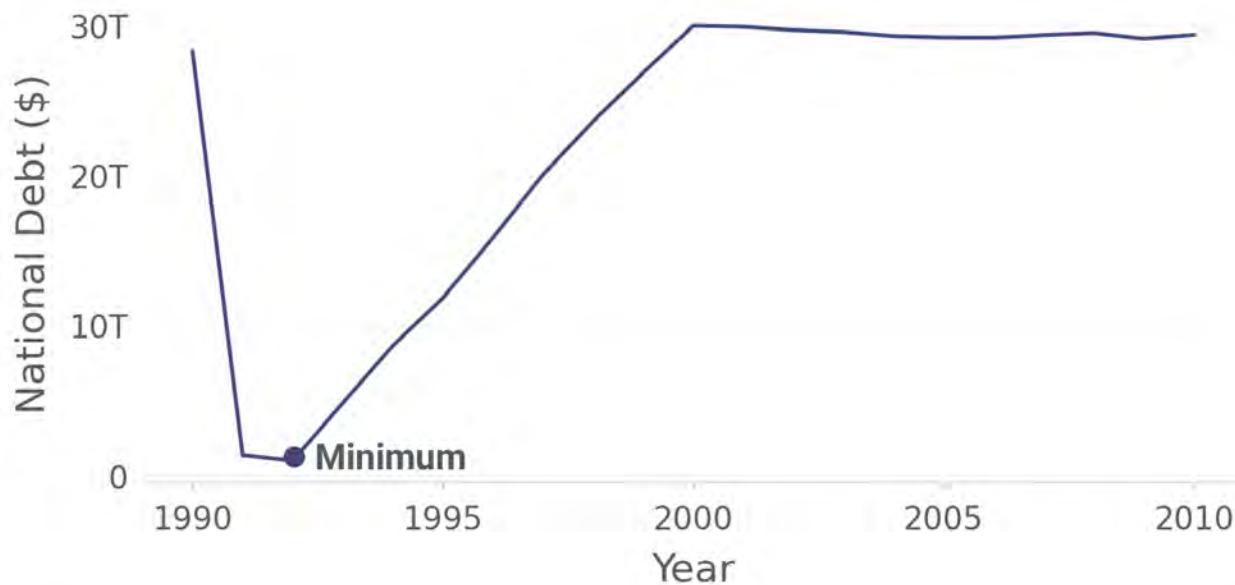


Select here to confirm you have finished examining this chart

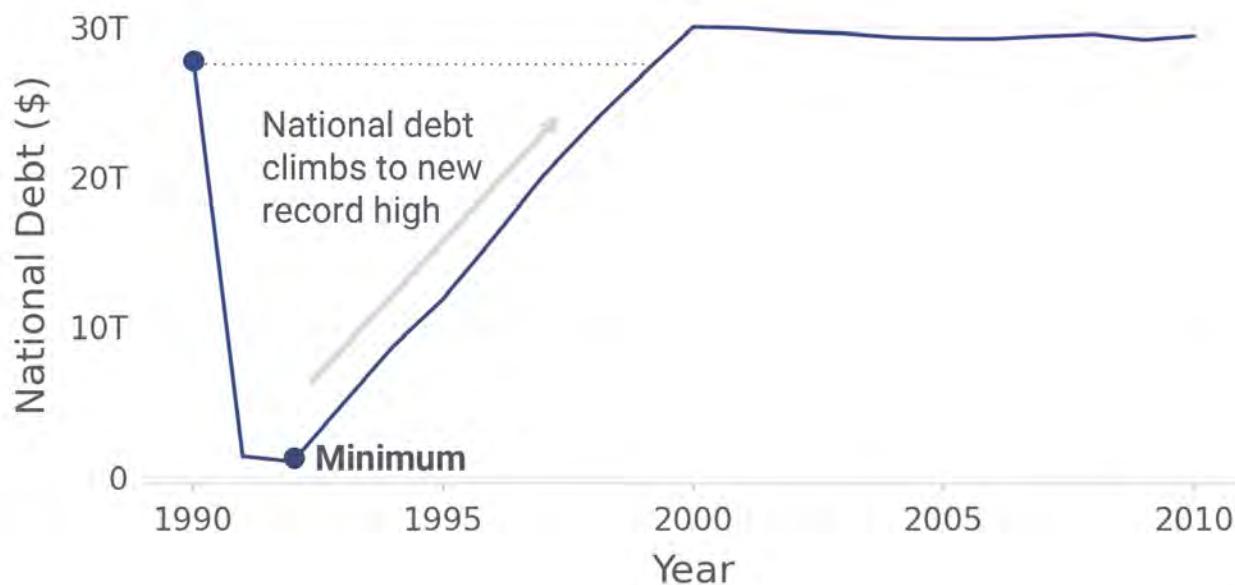
## National debt over 20 years



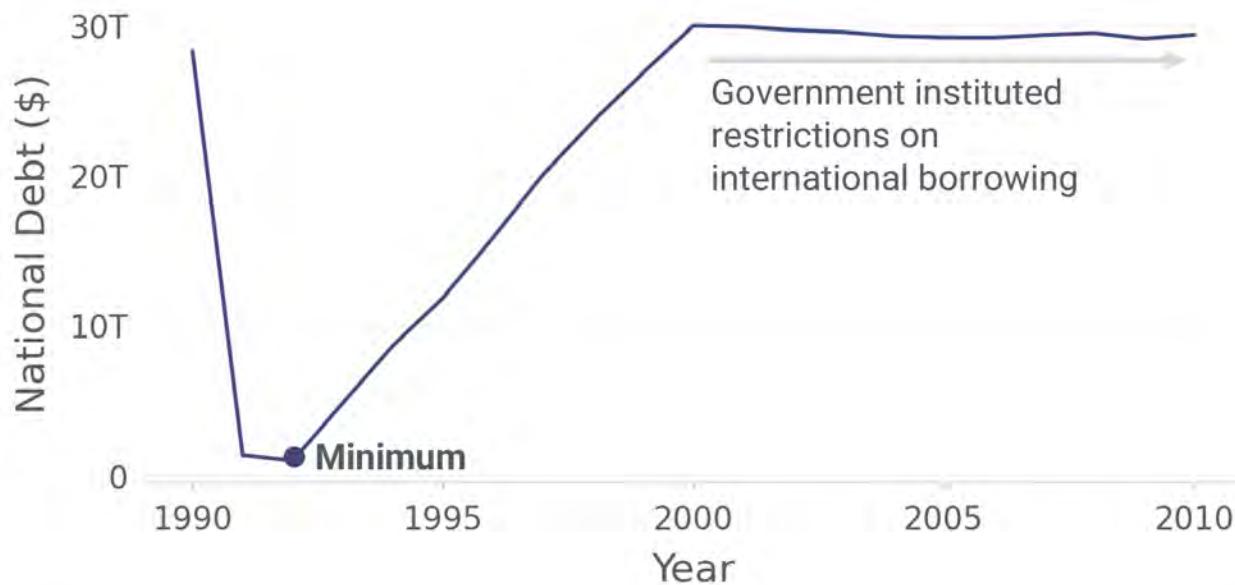
Select here to confirm you have finished examining this chart



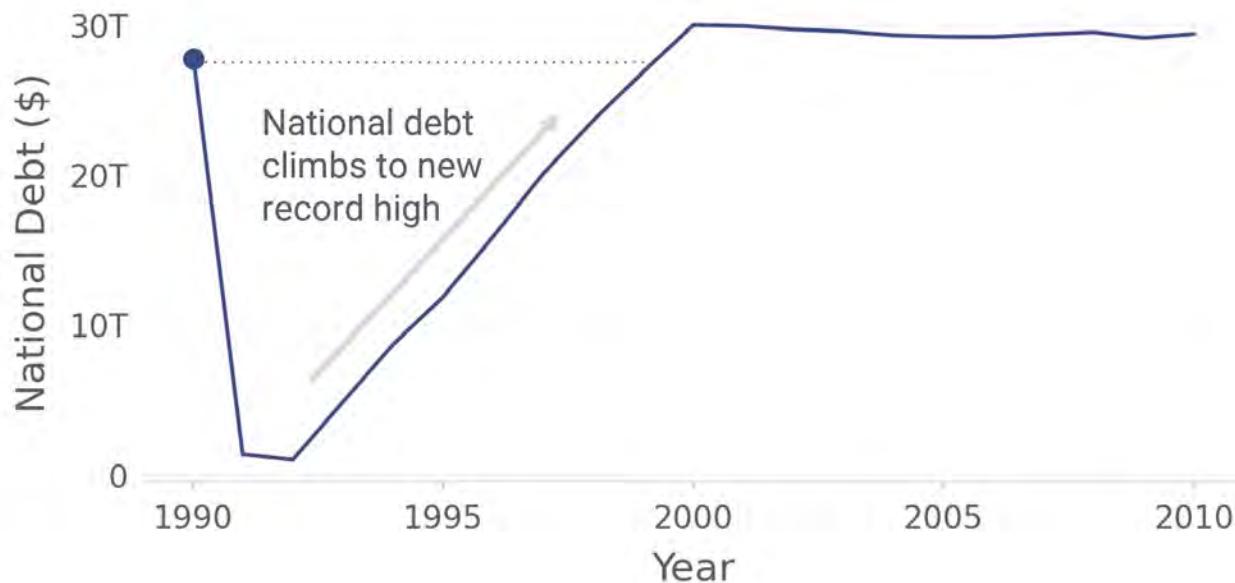
Select here to confirm you have finished examining this chart



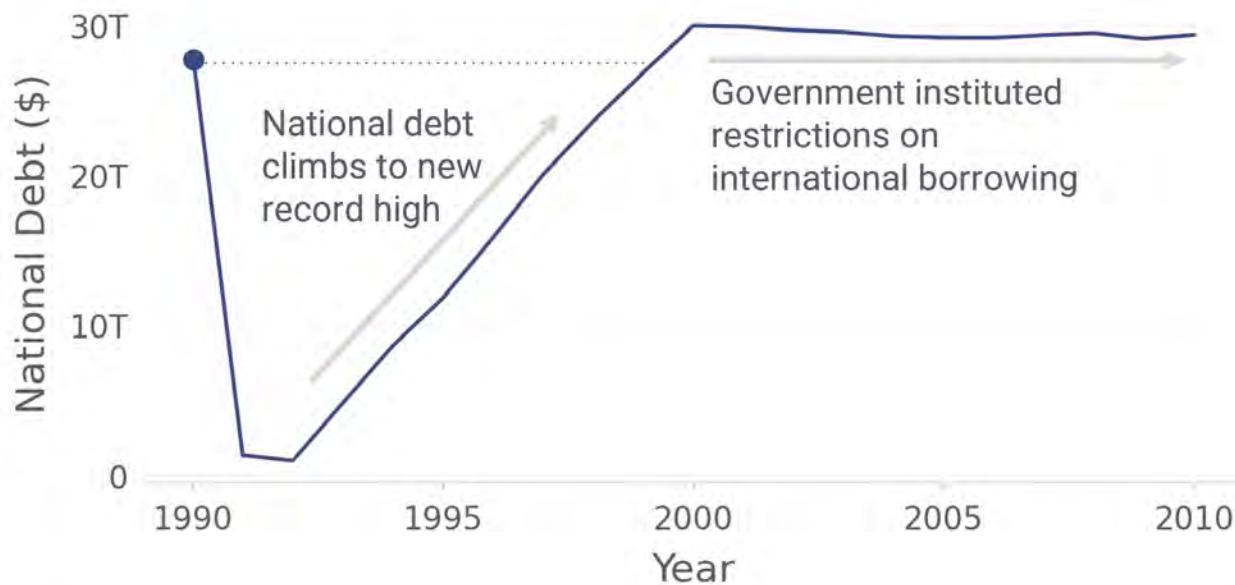
Select here to confirm you have finished examining this chart



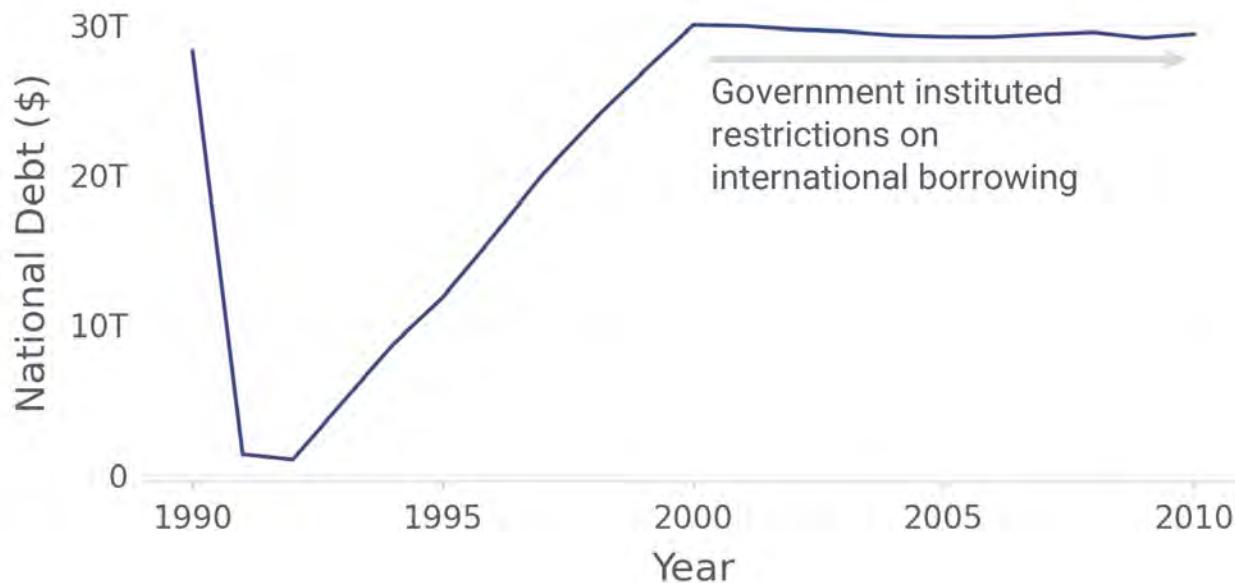
Select here to confirm you have finished examining this chart



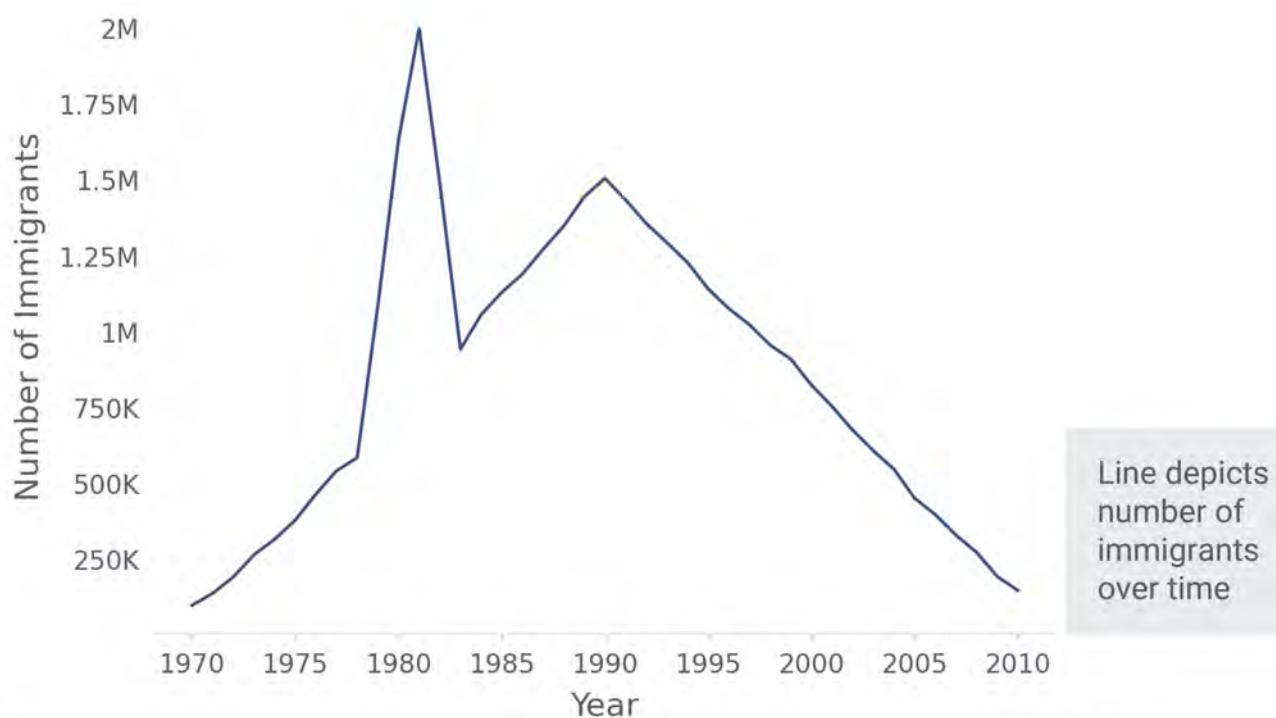
Select here to confirm you have finished examining this chart



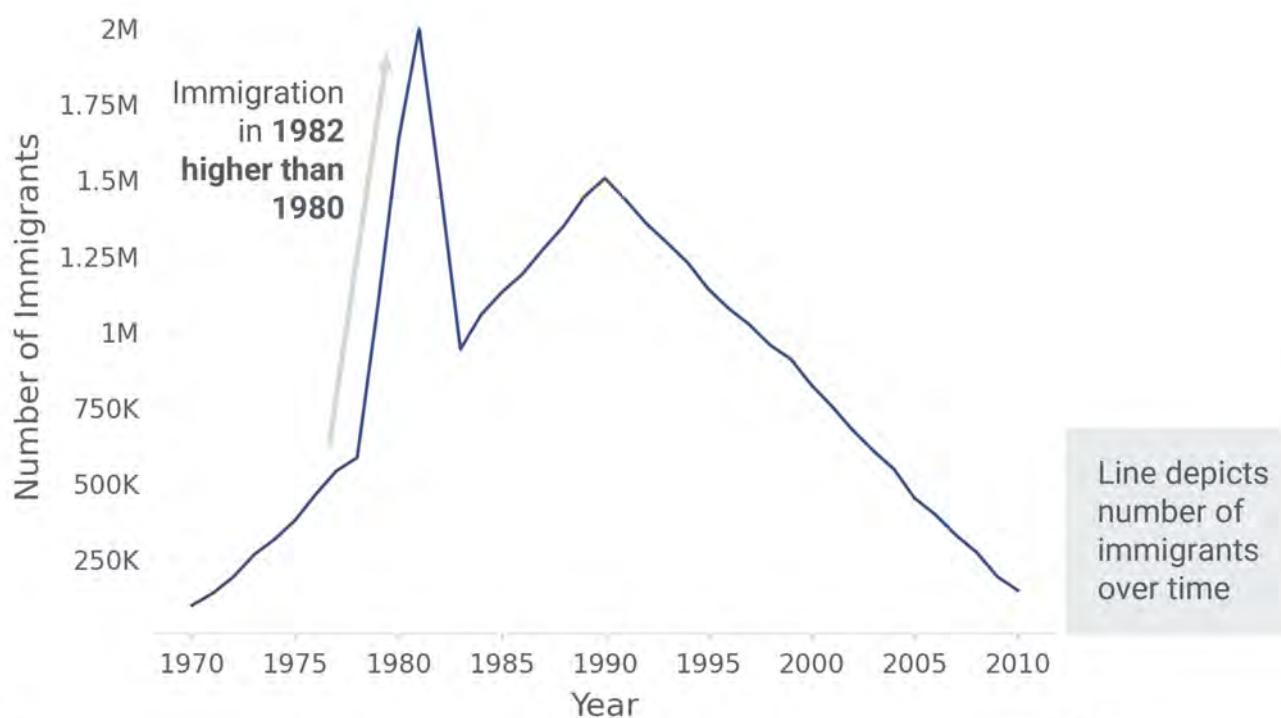
Select here to confirm you have finished examining this chart



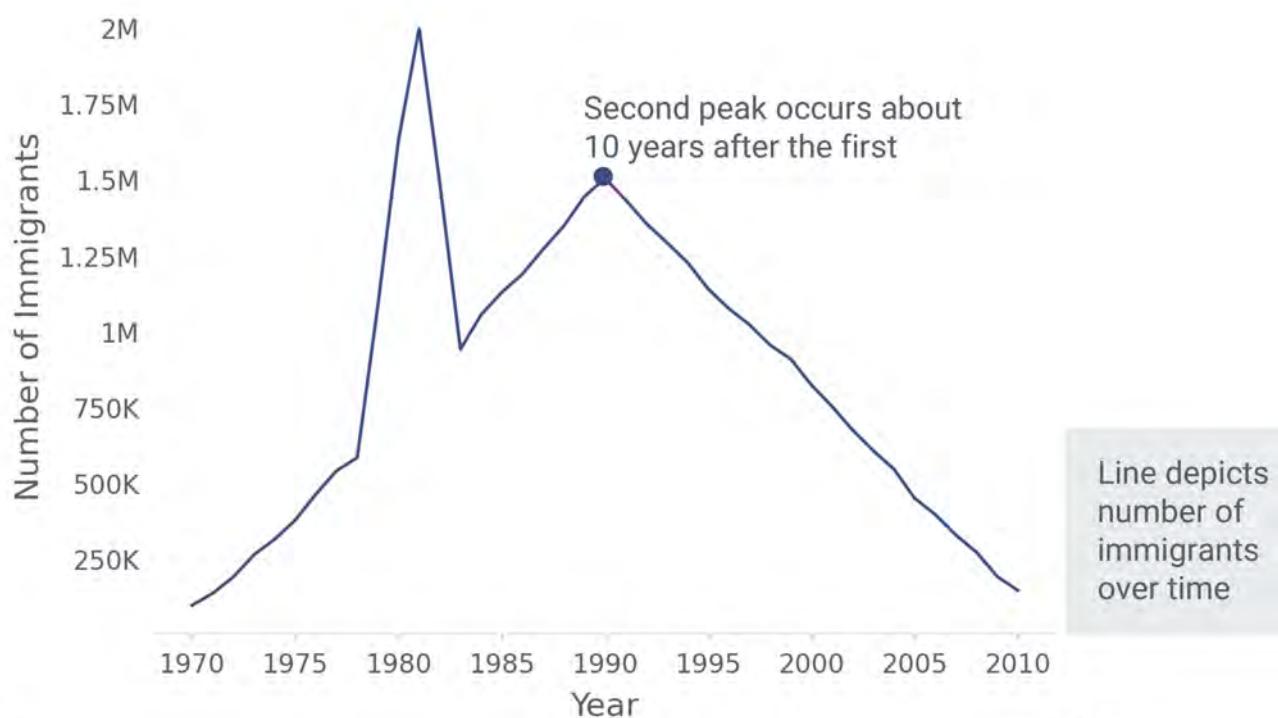
Select here to confirm you have finished examining this chart



Select here to confirm you have finished examining this chart

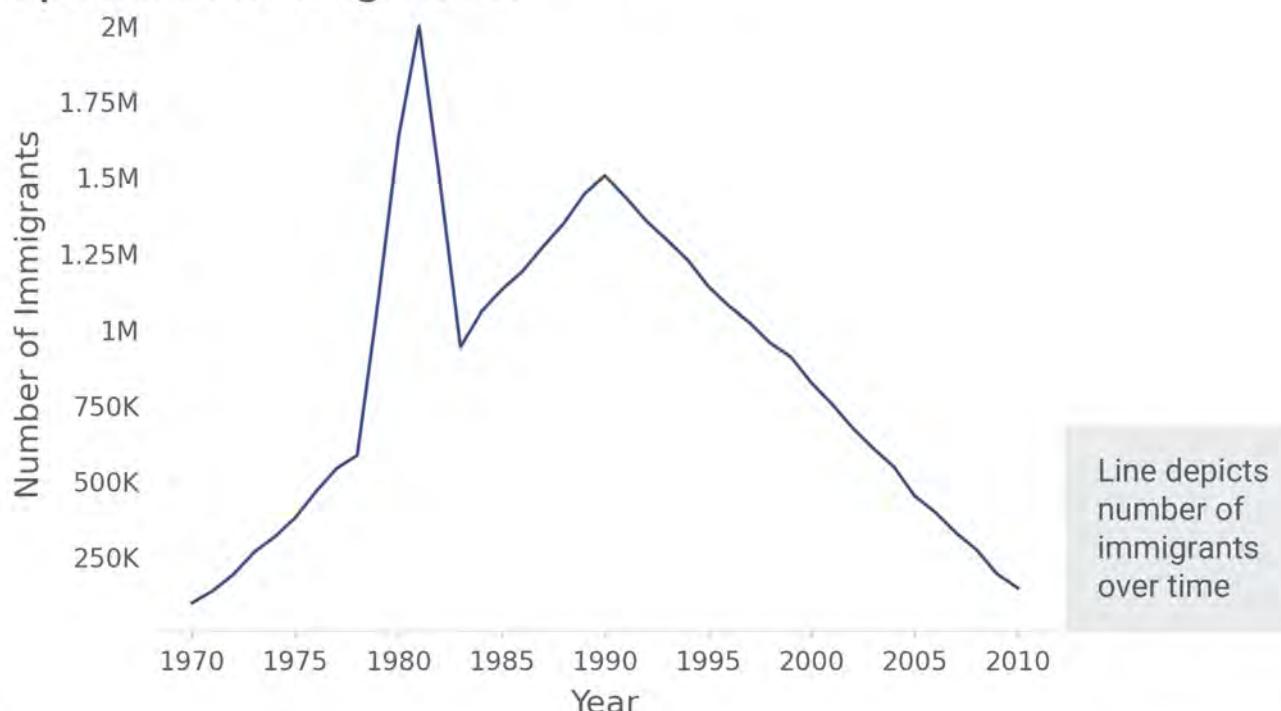


Select here to confirm you have finished examining this chart

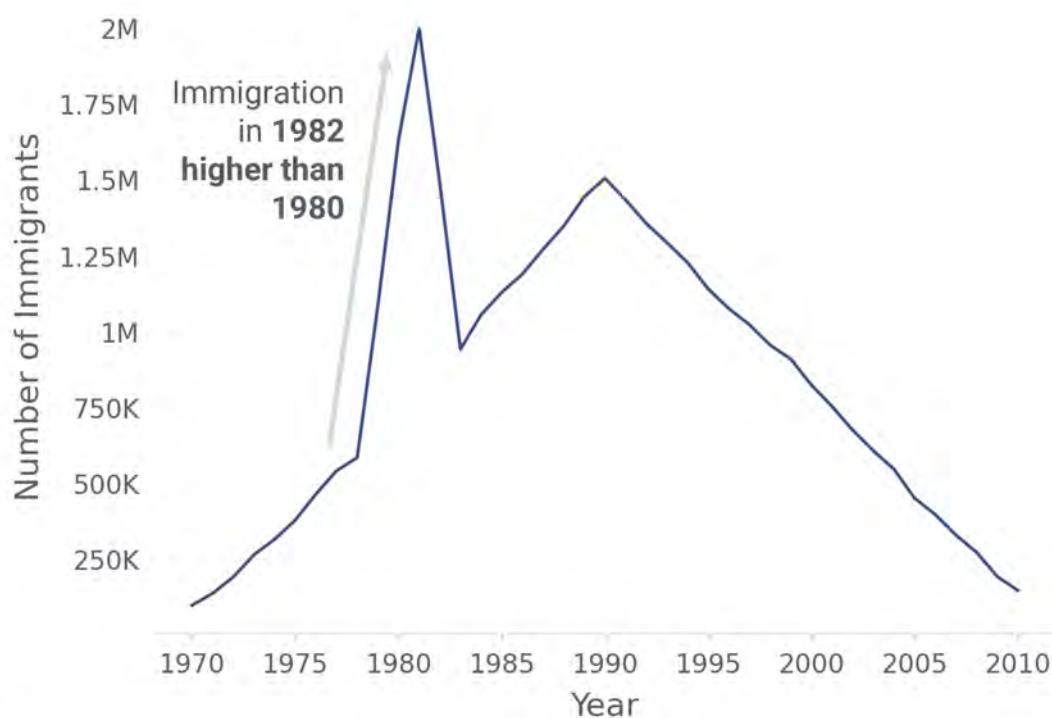


Select here to confirm you have finished examining this chart

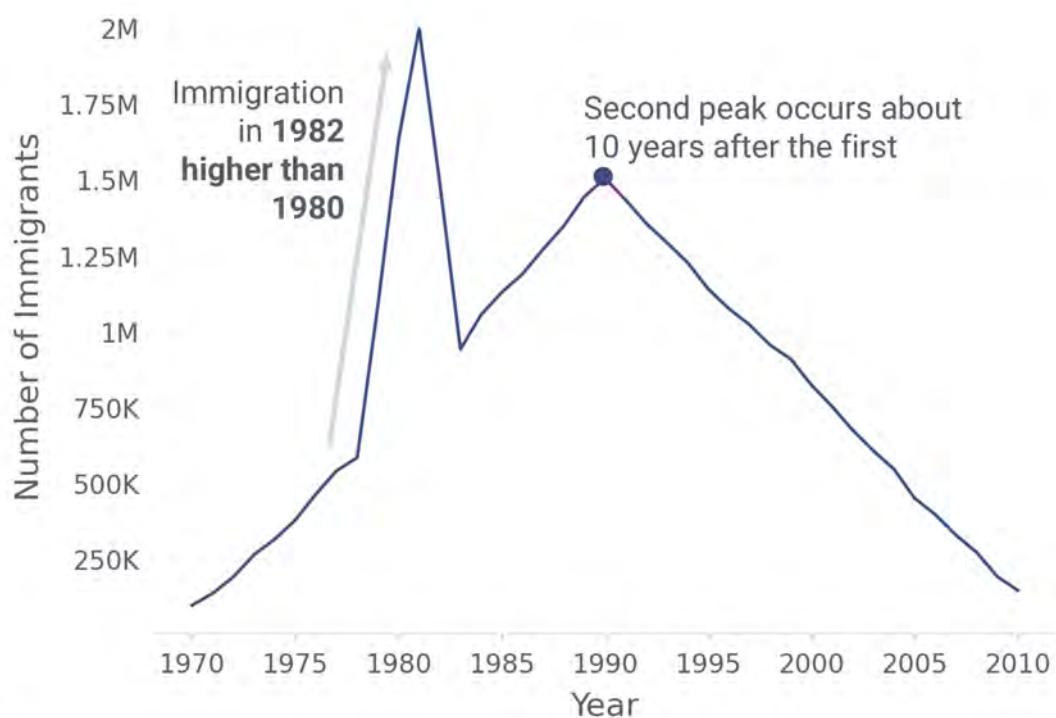
## Changes in administrative policy caused spikes in immigration



Select here to confirm you have finished examining this chart

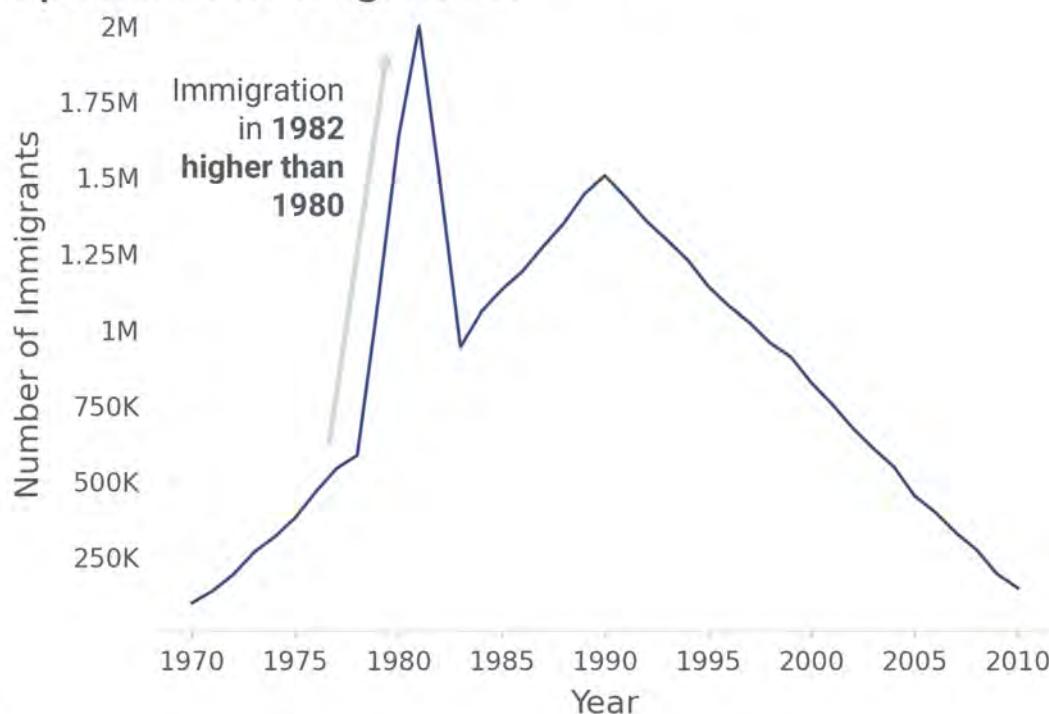


Select here to confirm you have finished examining this chart

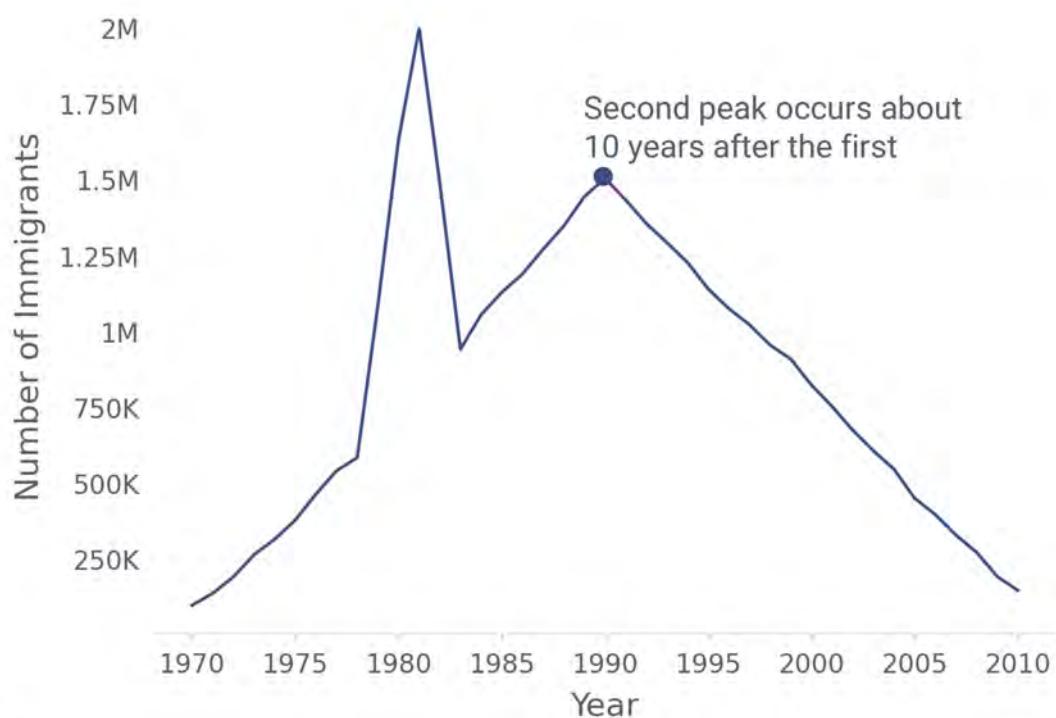


Select here to confirm you have finished examining this chart

## Changes in administrative policy caused spikes in immigration

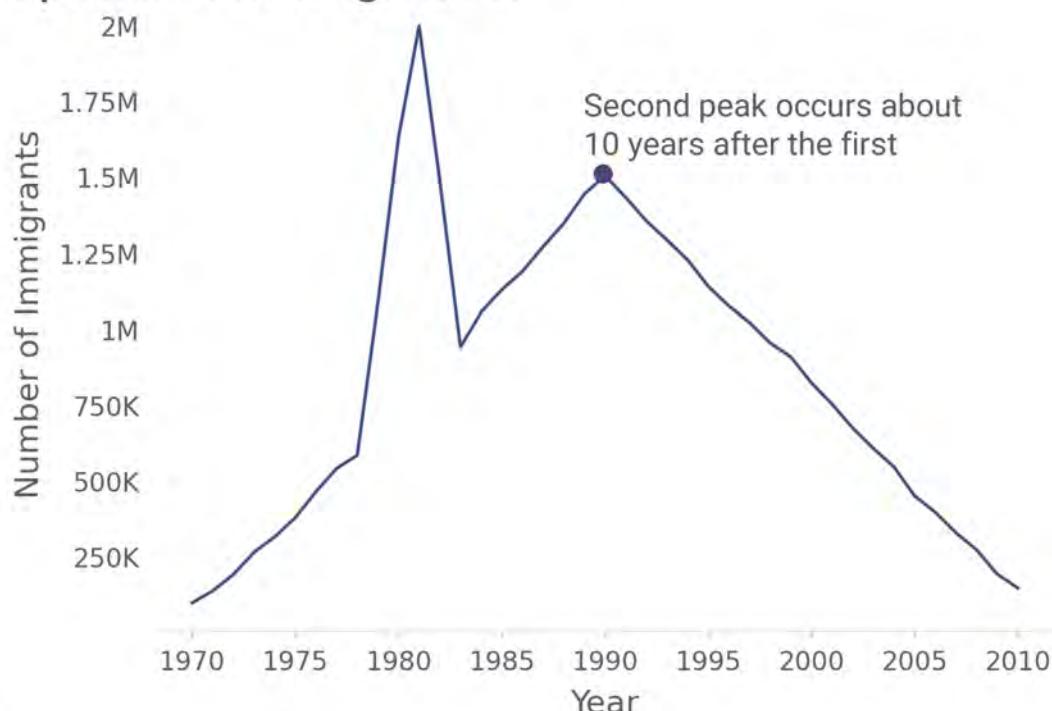


Select here to confirm you have finished examining this chart



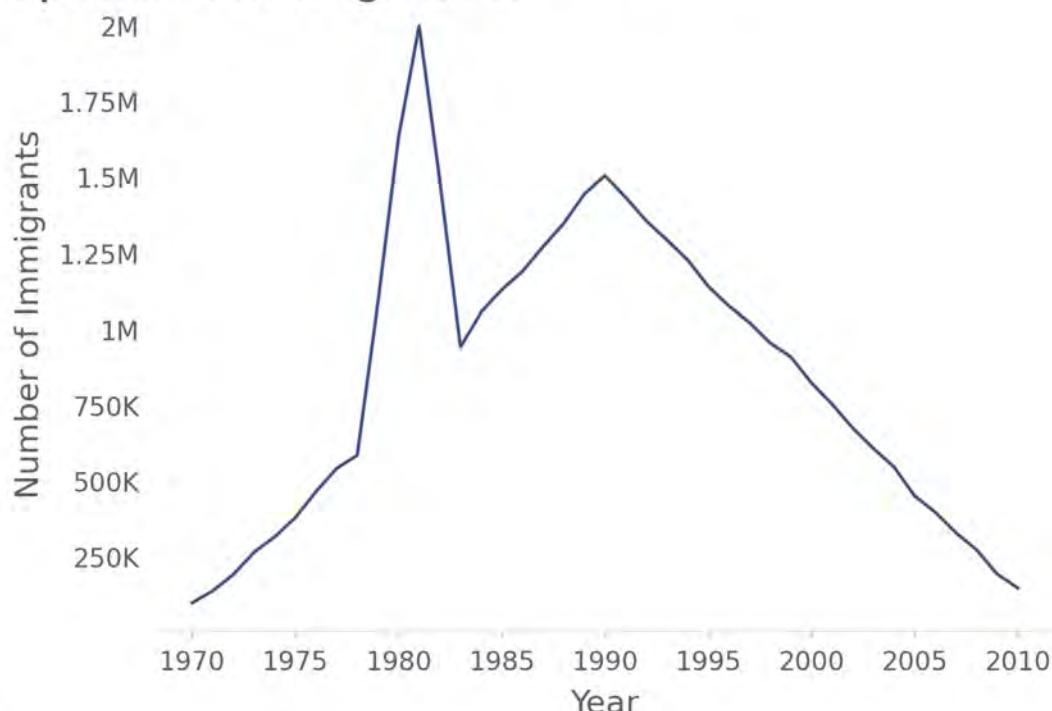
Select here to confirm you have finished examining this chart

## Changes in administrative policy caused spikes in immigration

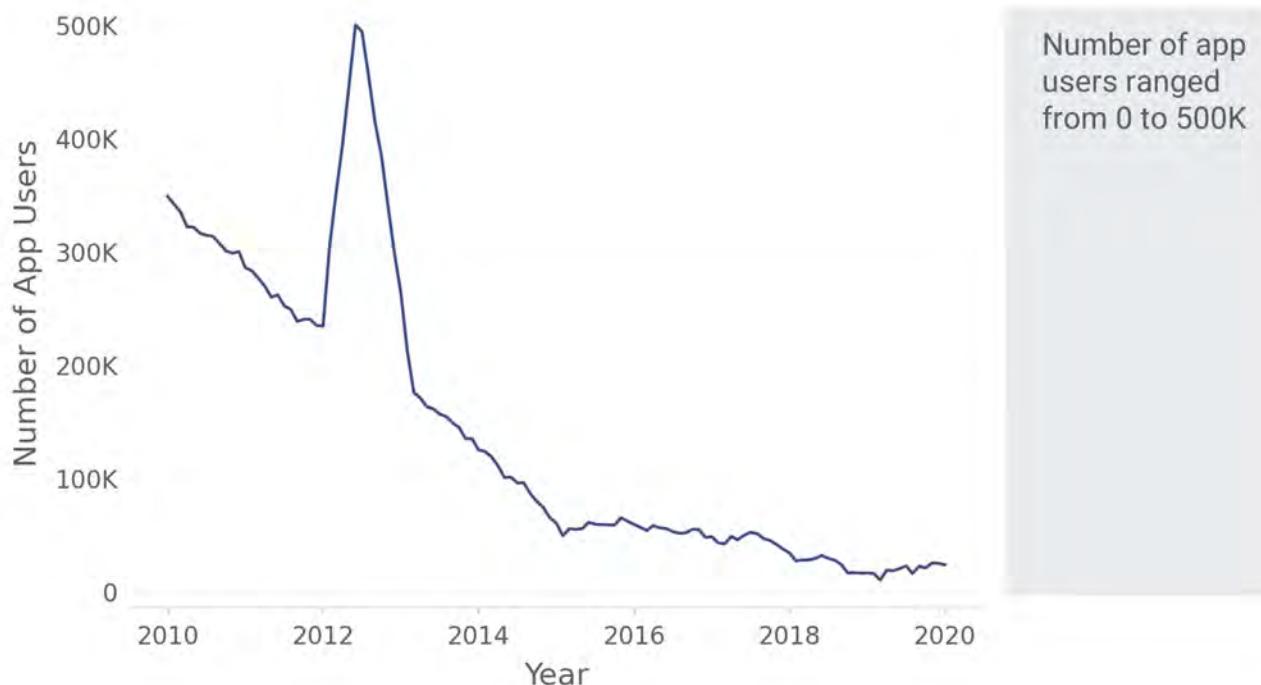


Select here to confirm you have finished examining this chart

## Changes in administrative policy caused spikes in immigration

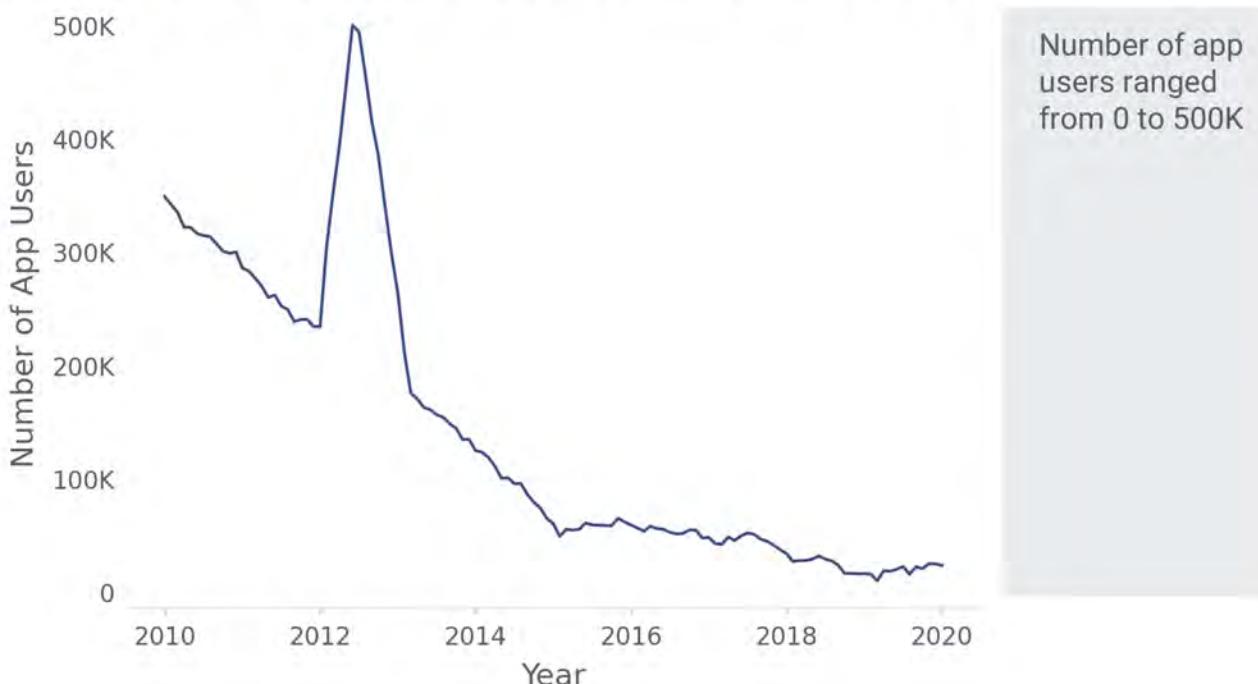


Select here to confirm you have finished examining this chart

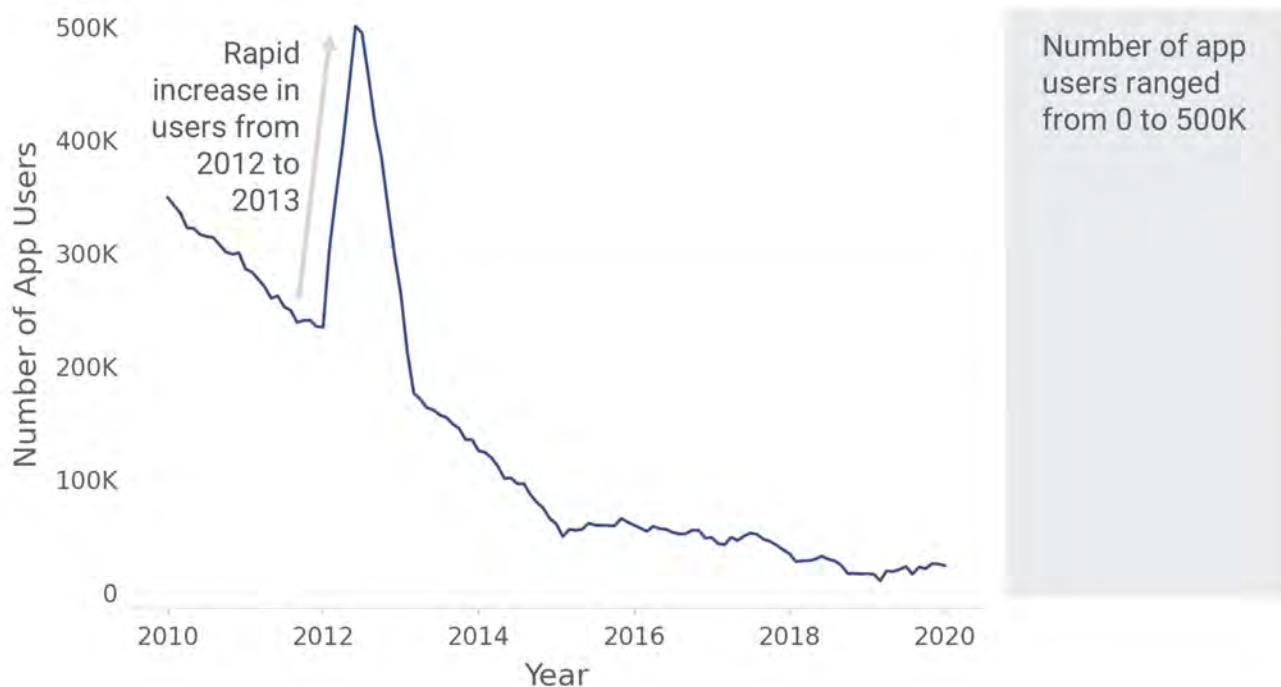


Select here to confirm you have finished examining this chart

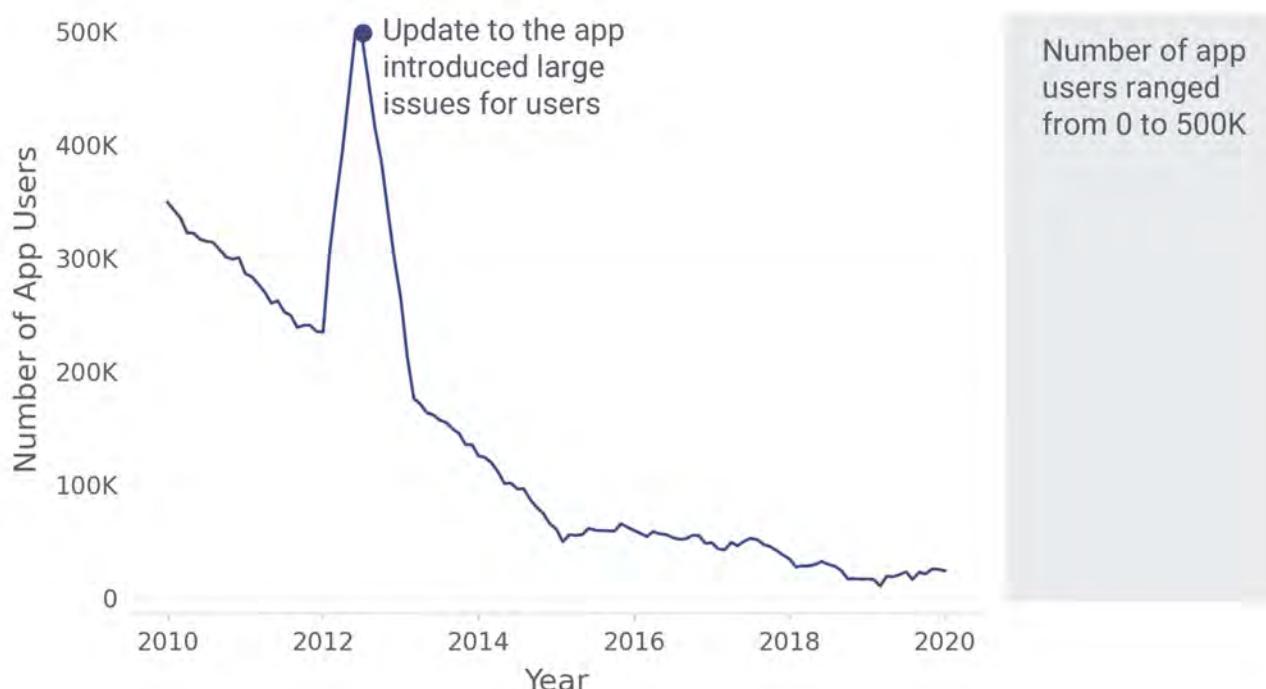
## Number of app users in 2020 less than in 2015



Select here to confirm you have finished examining this chart

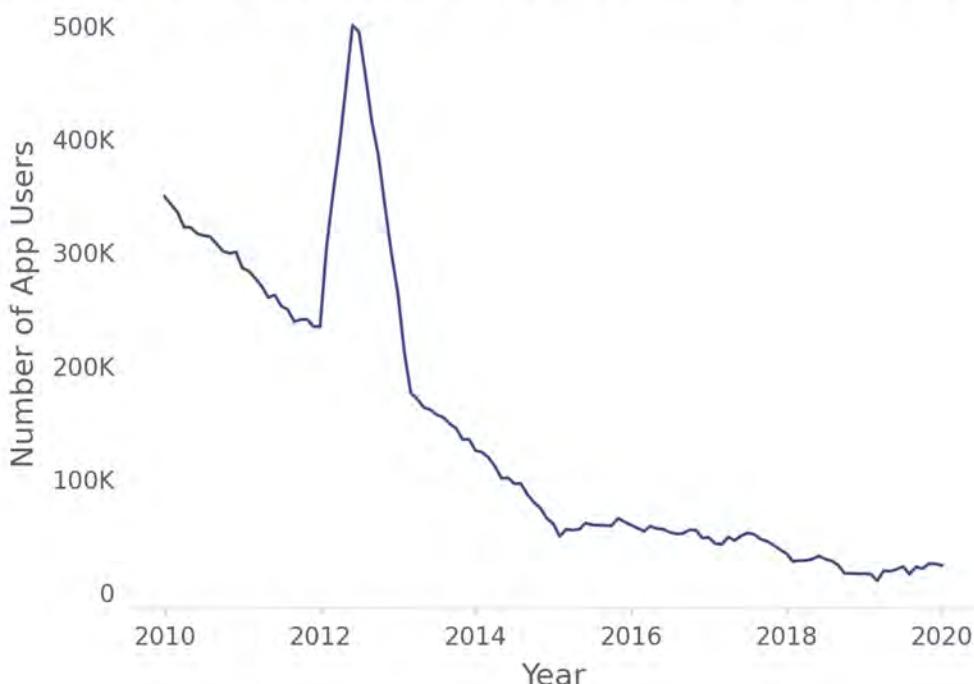


Select here to confirm you have finished examining this chart



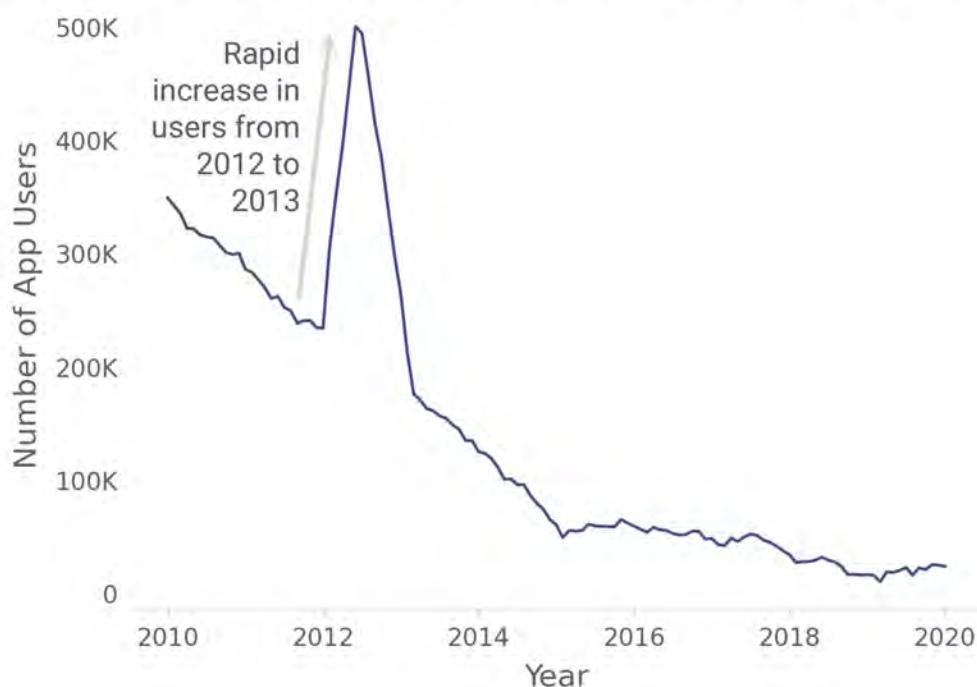
Select here to confirm you have finished examining this chart

## Number of app users in 2020 less than in 2015



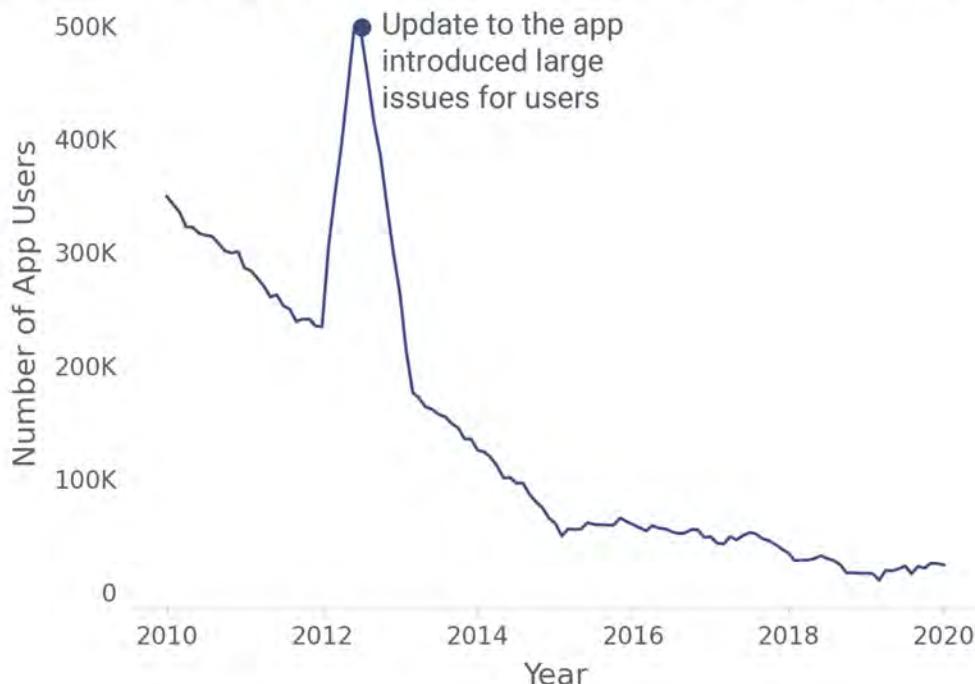
Select here to confirm you have finished examining this chart

## Number of app users in 2020 less than in 2015

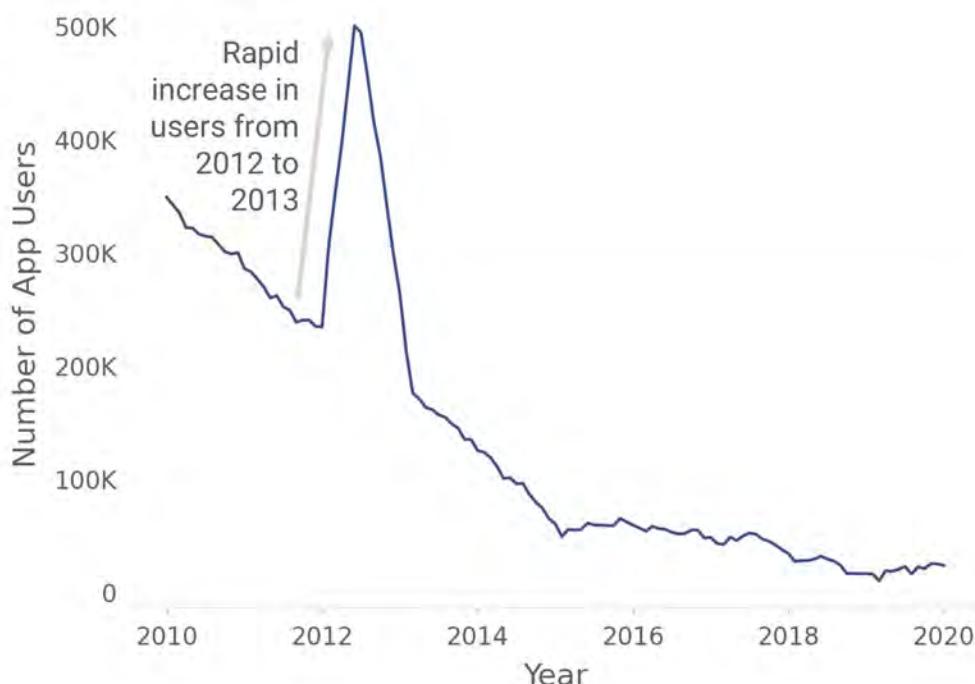


Select here to confirm you have finished examining this chart

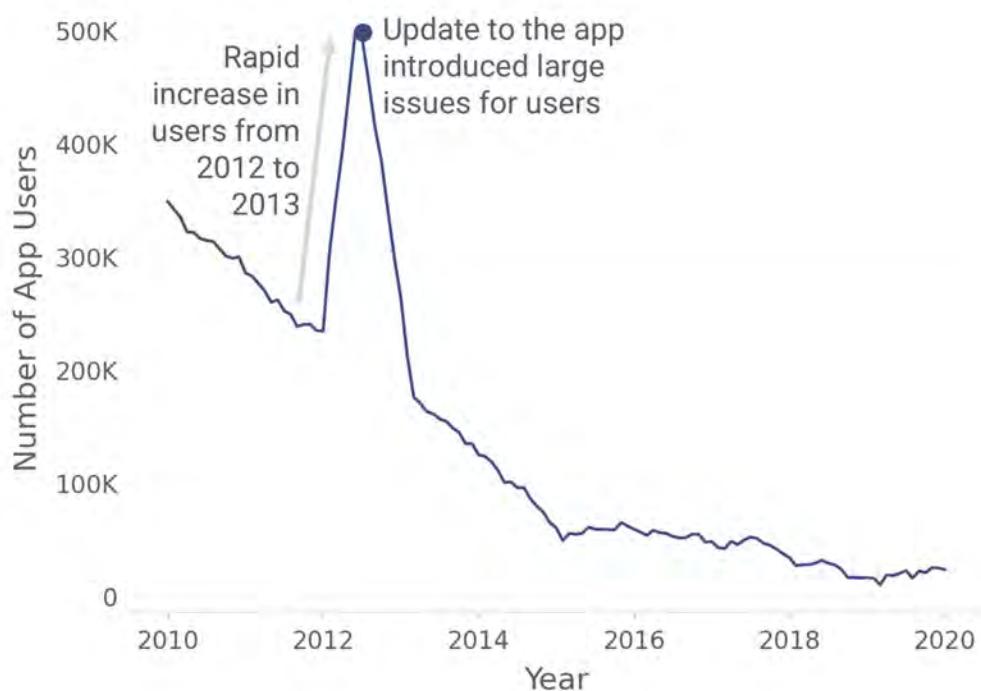
## Number of app users in 2020 less than in 2015



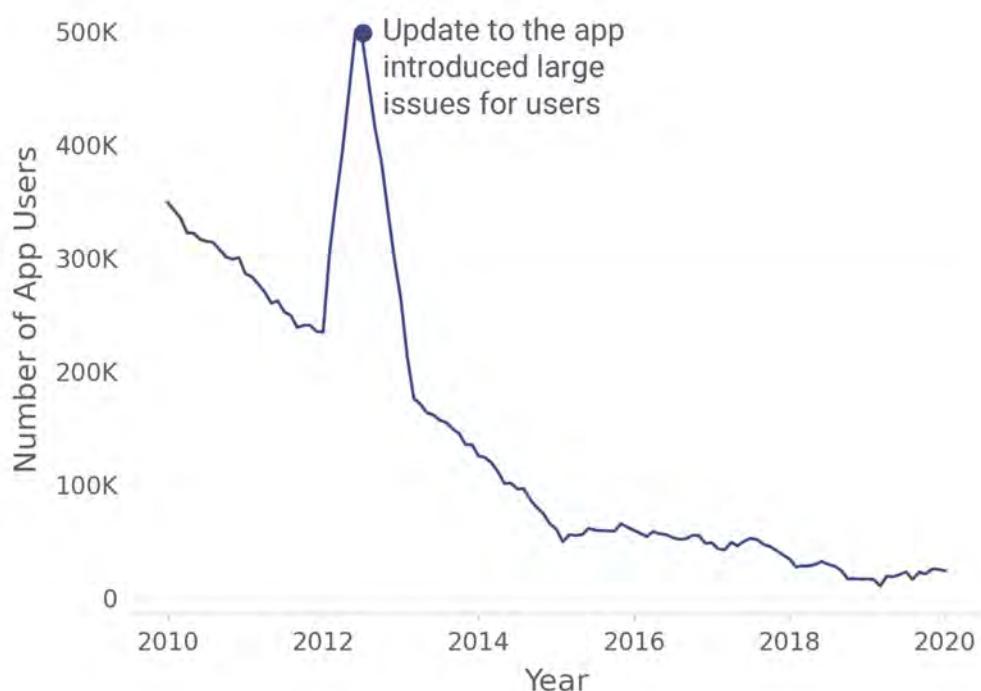
Select here to confirm you have finished examining this chart



Select here to confirm you have finished examining this chart

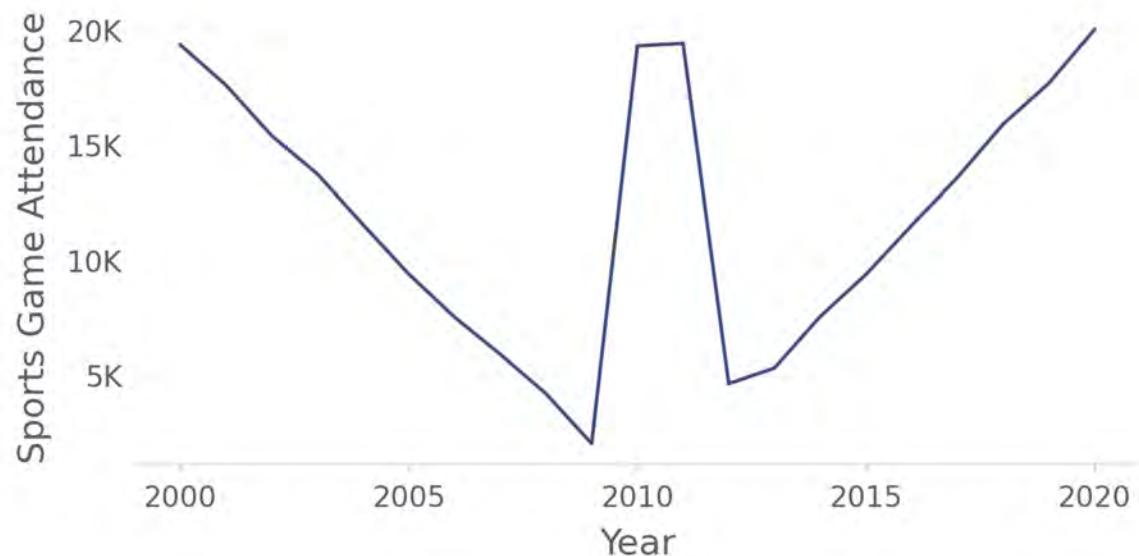


Select here to confirm you have finished examining this chart



Select here to confirm you have finished examining this chart

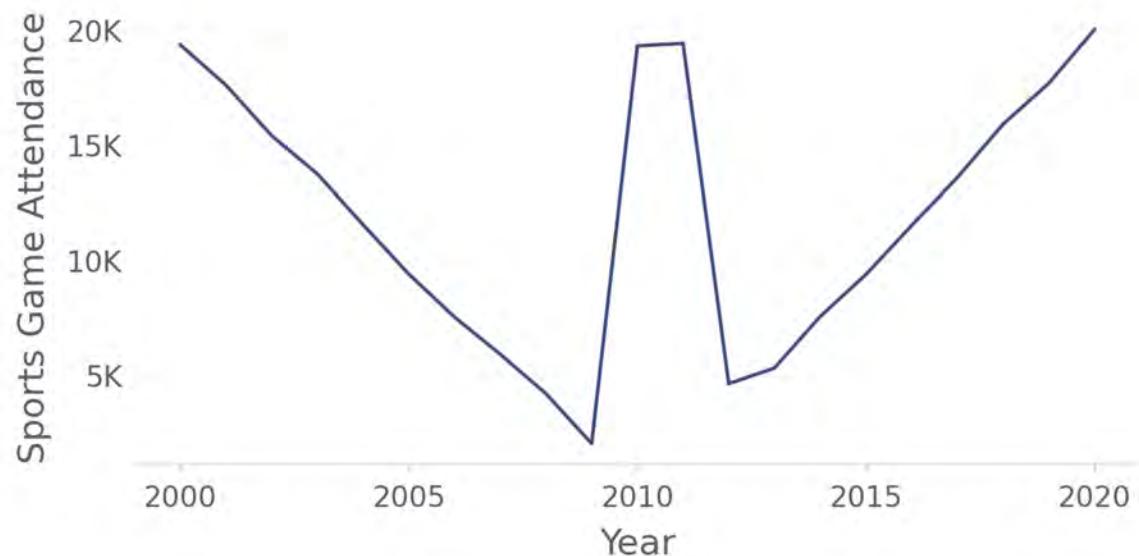
## Sports game attendance (in thousands) over 20 years



Select here to confirm you have finished examining this chart

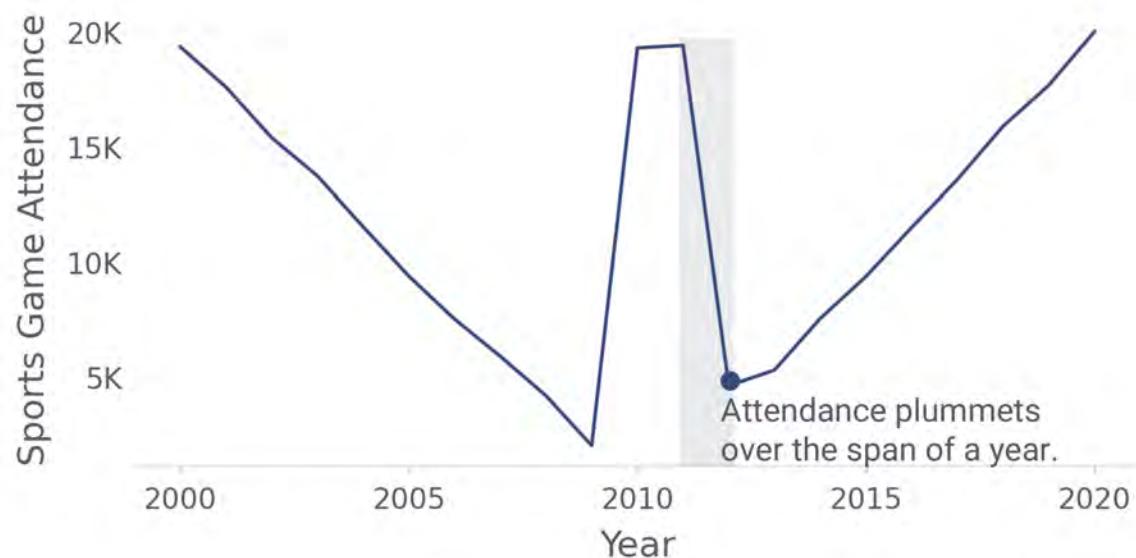
## Sports game attendance (in thousands) over 20 years

Attendance in 2010 greater than 2009



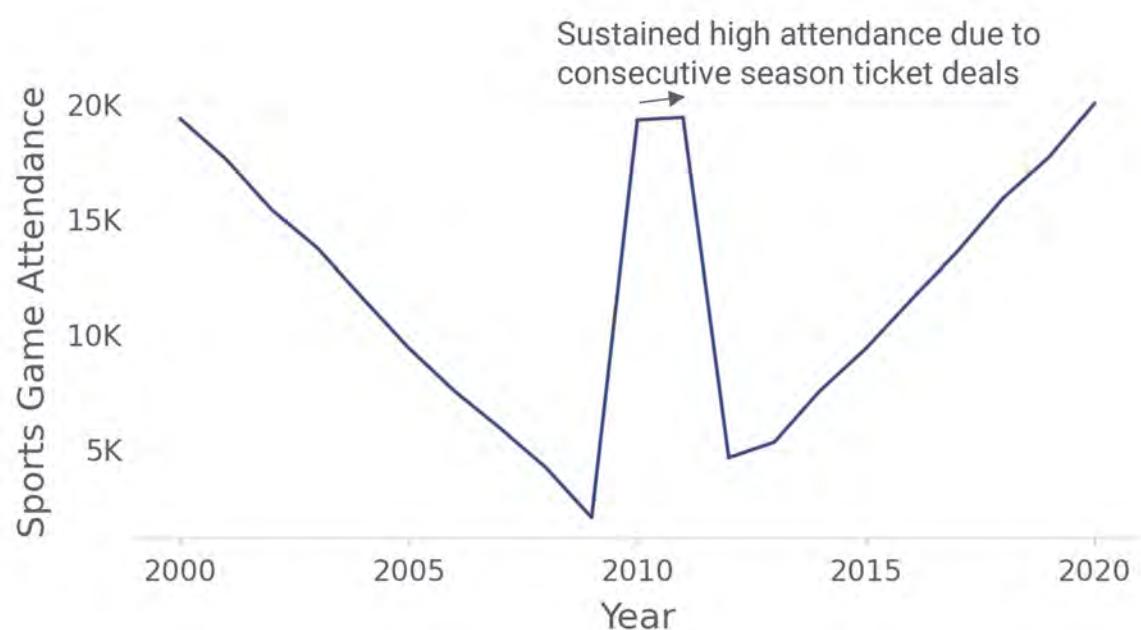
Select here to confirm you have finished examining this chart

## Sports game attendance (in thousands) over 20 years



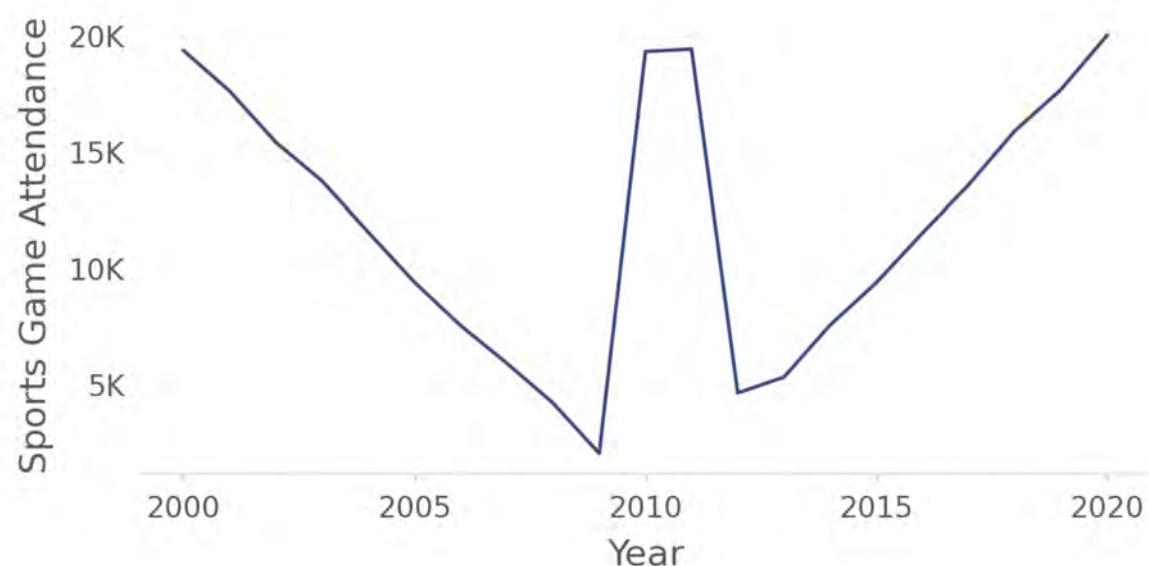
Select here to confirm you have finished examining this chart

## Sports game attendance (in thousands) over 20 years



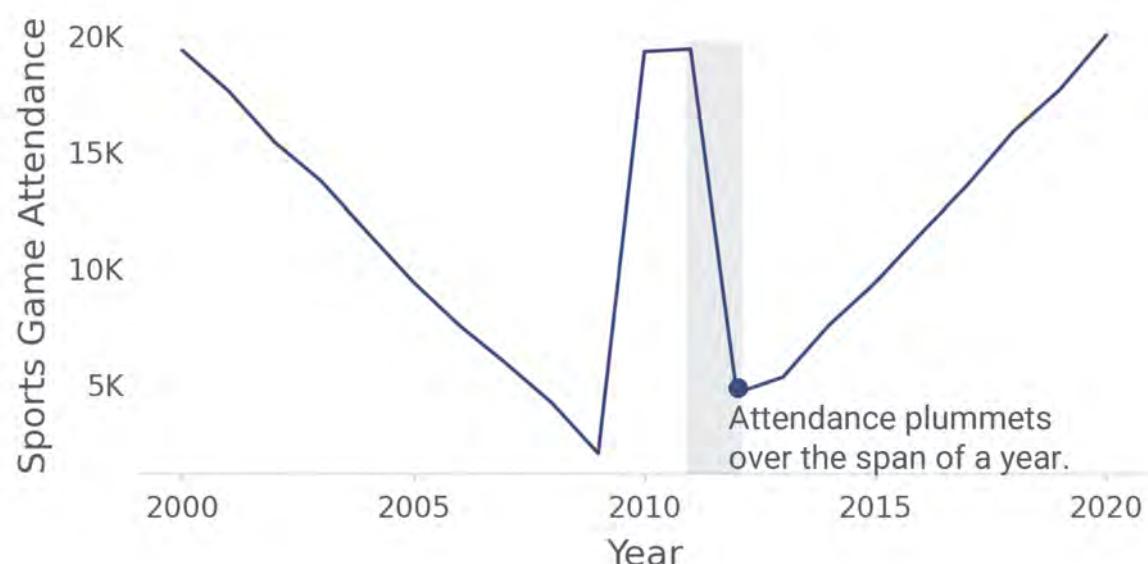
Select here to confirm you have finished examining this chart

Attendance in 2010 greater than 2009



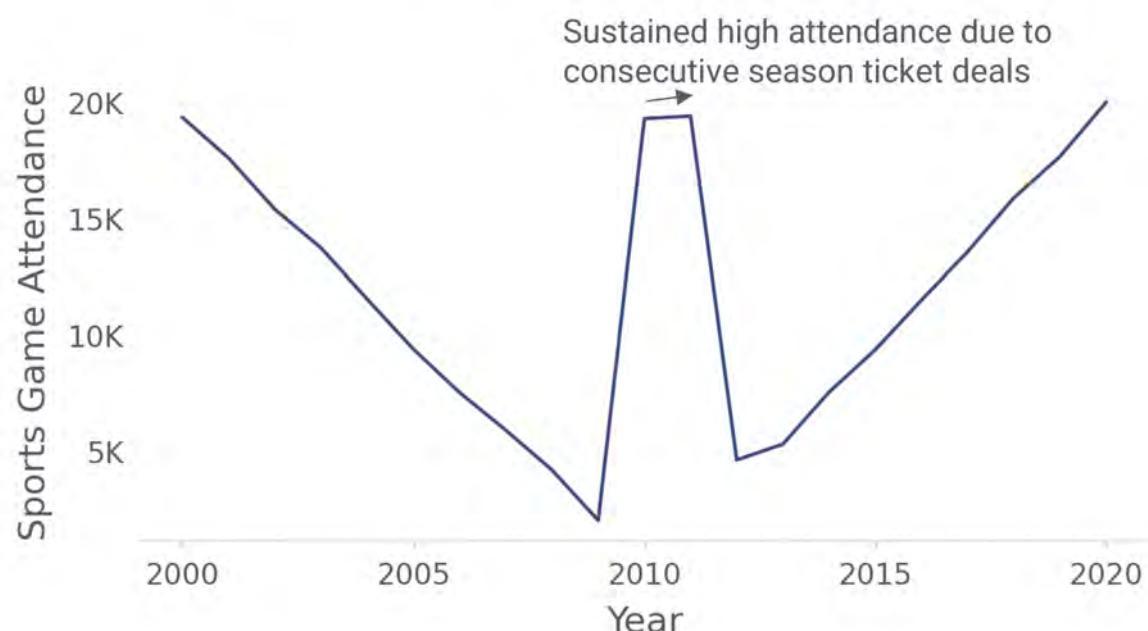
Select here to confirm you have finished examining this chart

Attendance in 2010 greater than 2009

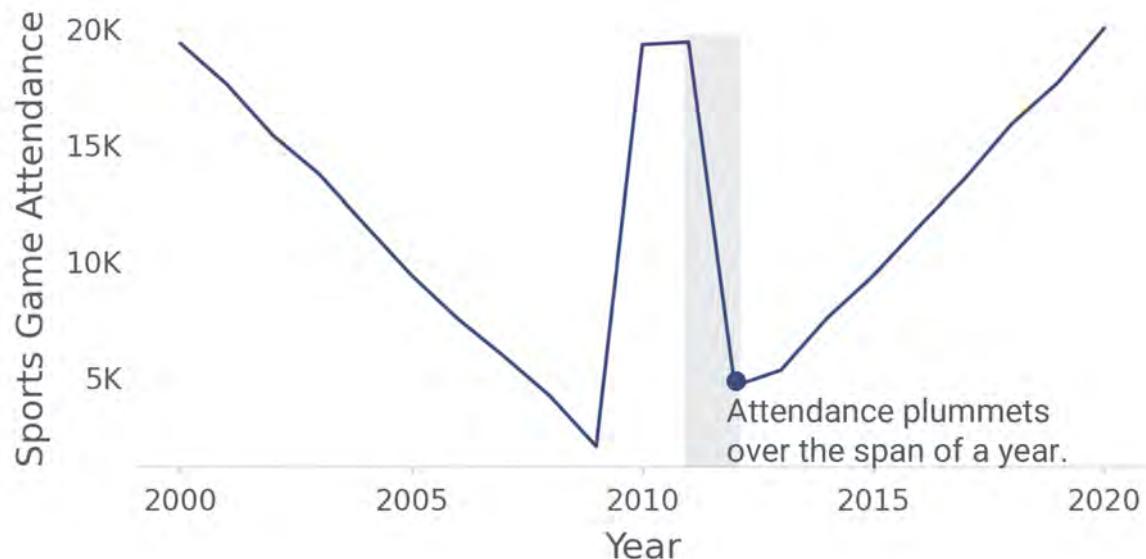


Select here to confirm you have finished examining this chart

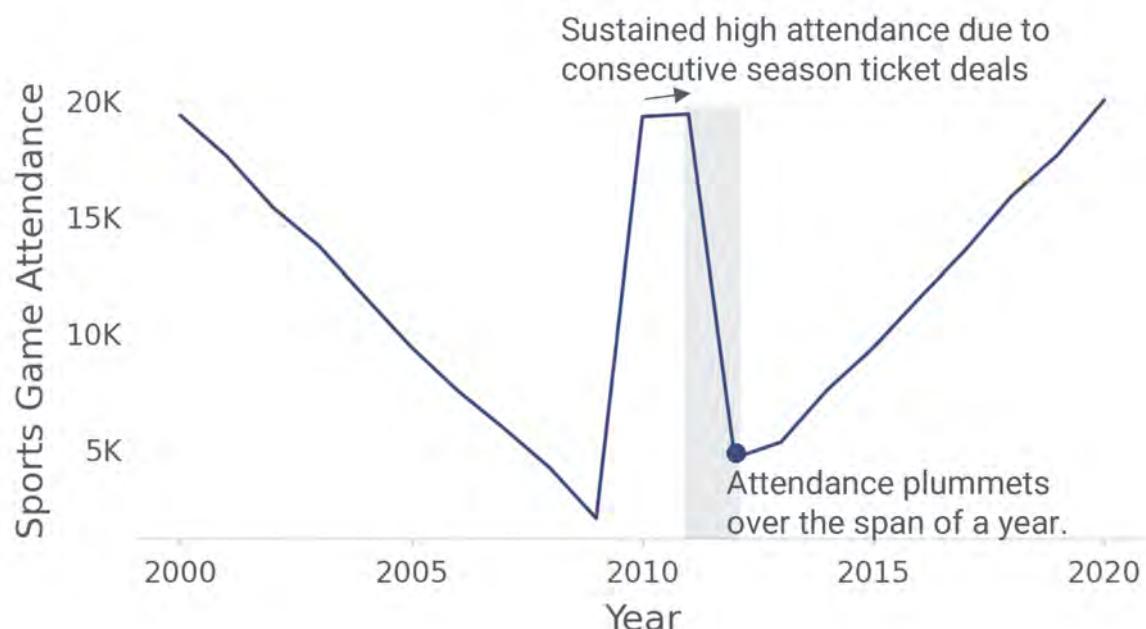
Attendance in 2010 greater than 2009



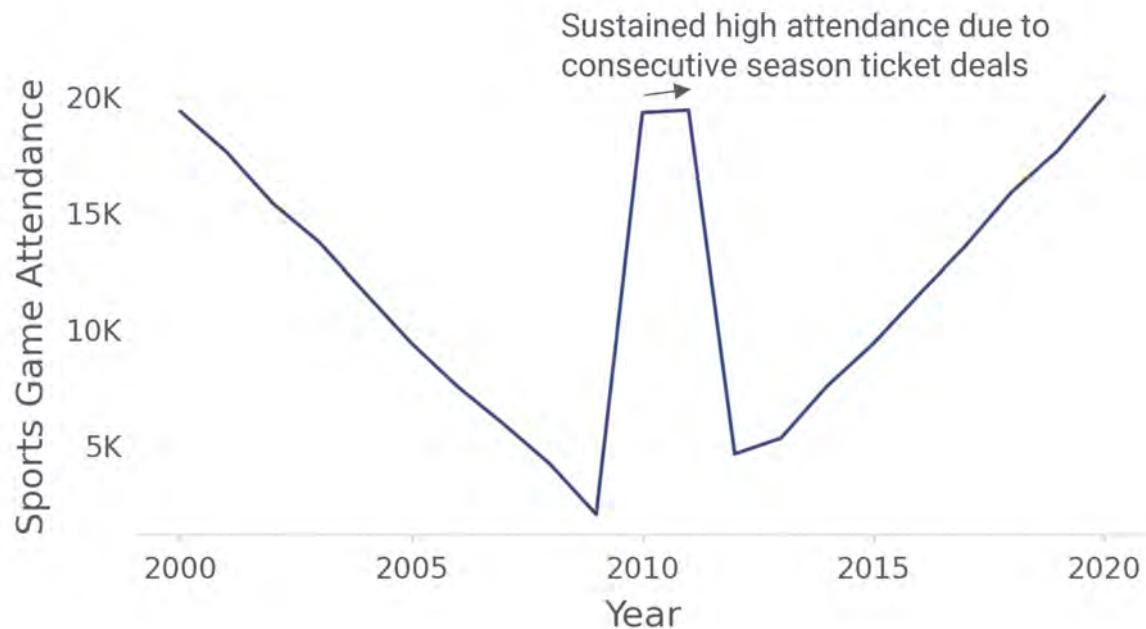
Select here to confirm you have finished examining this chart



Select here to confirm you have finished examining this chart



Select here to confirm you have finished examining this chart



Select here to confirm you have finished examining this chart

## Takeaway Text

Now, answer the following questions regarding the information you just viewed.

What are your takeaways from the chart you saw previously? List your takeaways, most important to least important. You must enter at least one.

Reminder: A takeaway is defined as a key fact, point, or idea to be remembered after viewing the chart.

1.

2.

3.

4.

5.

Which aspect of the information did you rely on when listing your takeaways?

Entirely text

1

About half text and  
half visual

2

3

Entirely visual

4

5

### Attention Check

What was the **maximum** number of takeaways you could list in the previous section?

- 1
- 2
- 3
- 4
- 5
- 6
- 7

## Literacy + Overall Pref

Thank you for your responses to the previous questions. Now, you will answer the series of 11 questions below based on your experiences with charts and data.

How good are you at working with bar charts?



How good are you at working with line charts?



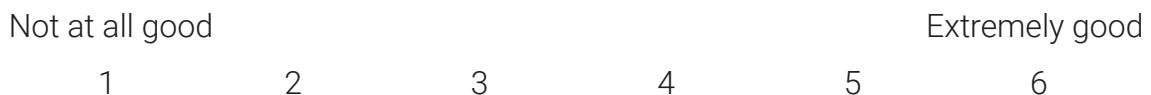
How good are you at working with pie charts?



How good are you at inferring the size of a bar in a bar chart?



How good are you at determining the difference between 2 bars in a bar chart?



How good are you at projecting a future trend from a line chart?



Are charts easier to understand than numbers?



How often do you find information in charts to be useful?



To what extent do you believe in the saying "a picture is worth one thousand words"?



When reading books or newspapers, how helpful do you find charts that are part of a story?



To what extent do you believe in the saying "reading expands the mind"?



## Demographics

Thank you for your previous answers. Please provide the following information about yourself. You may omit any personal information you don't wish to provide.

What is your age?

18 - 24  
25 - 34  
35 - 44  
45 - 54  
55 - 64  
65 - 74  
75 - 84  
85 or older

Prefer not to answer

What is your current education level?

Less than high school  
High school graduate  
Some college  
2 year degree  
4 year degree  
Professional degree  
Doctorate  
Prefer not to answer

How often do you encounter charts?

Every day  
Few times a week  
Once a week  
Few times a month  
Once a month  
A few times a year  
Once a year or less

In what context(s) do you typically encounter charts? Select all which apply.

- Health information
- Social media
- News article (online)
- Scientific publications
- Infographics
- Job or career
- News article (print)
- News media (e.g., television news)
- Government reports
- Other (enter below)

None

How often do you read in short form (e.g., text messages, tweets)?

- Every day
- Few times a week
- Once a week
- Few times a month
- Once a month
- A few times a year
- Once a year or less

How often do you read in long form (e.g., books, magazines)?

- Every day
- Few times a week
- Once a week
- Few times a month
- Once a month
- A few times a year
- Once a year or less

In what context(s) do you typically read? Select all which apply.

- Manuals or instructions
- Social media
- Short stories
- Government reports
- Magazines
- Brochures
- Books
- Scientific publications
- News (online or print)
- Job or career
- Other (enter below)

None

(Optional) Any comments regarding this survey?

Have you seen any of these questions before?

Yes, definitely

Yes, but only the demographic questions

Maybe / I'm not sure

No

Click the next button to submit your responses and receive your code for compensation.  
Thank you!

Powered by Qualtrics