

Jeong Yong Yang  
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Professor Chamberas  
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### “2016 Presidential Election” Critique

The “2016 Presidential Election” visualization utilizes a map of the United States, segmented by state, to illustrate the victory of a specific candidate per state and two lines representing the Electoral Votes and Popular Votes of the 2016 election, where Hillary Clinton and Donald Trump fought for the presidency. The author successfully highlighted the main argument of the election using a variety of preattentive attributes, which could have been improved with the adjustment of line structure, text orientation, and spatial positioning.

The main argument of “2016 Presidential Election” is the election's outcome, highlighting the victory of Republican representative Donald Trump over Democratic ticket Hillary Clinton, along with the analysis of two voting metrics: distribution of the Electoral College votes and Popular Vote percentage.

The most remarkable preattentive attribute in the visualization is the usage of color to instantly convey political affiliation, with red representing the Republican candidate Donald Trump and blue representing the Democratic candidate Hillary Clinton. Rather than merely assigning each state the color of the winning party, the author adjusted the intensity of every state based on the margin of votes between the parties. States with larger voting margins are depicted in deeper shades of red or blue, whereas those with narrower margins are shown in lighter tones. For example, WV, with a significant lead for Donald Trump, is displayed in dark red while AZ, where Donald Trump won by a smaller margin, is represented using light red. The meaning of each color intensity, correlated to the percentage difference in winning margin, is clarified on a scale provided above.

Furthermore, the author uses different font sizes and a checkmark to indicate the victory of Donald Trump. To emphasize Donald Trump's win in the presidential race, the visualization features the number “306” representing his Electoral College votes in larger font size as opposed to Clinton's “232”, along with a checkmark with a red tick mark.

The visualization depicting Donald Trump's victory could have been enhanced through the use of spatial positioning. In its present form, both Donald Trump and Hillary Clinton are positioned on the same horizontal level. A more intuitive representation might have placed the information of Donald Trump above Hillary Clinton's to signify his victory. Moreover, employing a bolder, larger font and image for Donald Trump than for Hillary Clinton could have further underscored his win.

Beyond the absence of spatial positioning, the author also opted out of the usage of orientation and line width adjustments. All the text and numerical data are aligned horizontally, failing to direct the audience's attention to particular details. Introducing a change in orientation

for a few elements (possibly to Donald Trump's name and his Electoral College number) could have helped distinguish between different types of information and allowed the audience to concentrate on the key aspects of the visualization. Furthermore, the visualization could have benefitted from using a thicker line to represent the winners of the two different votes or by overlaying two lines based on the outcome in each category to highlight the victor in each segment.

"2016 Presidential Election" uses two lines and a map of the United States with the winners of each state by using different intensities of color. The author efficiently delivered the victory of Donald Trump over Hillary Clinton through using various preattentive attributes (color, size, intensity, and shape), which could have been improved with the addition of spatial positioning, orientation, and line adjustment.