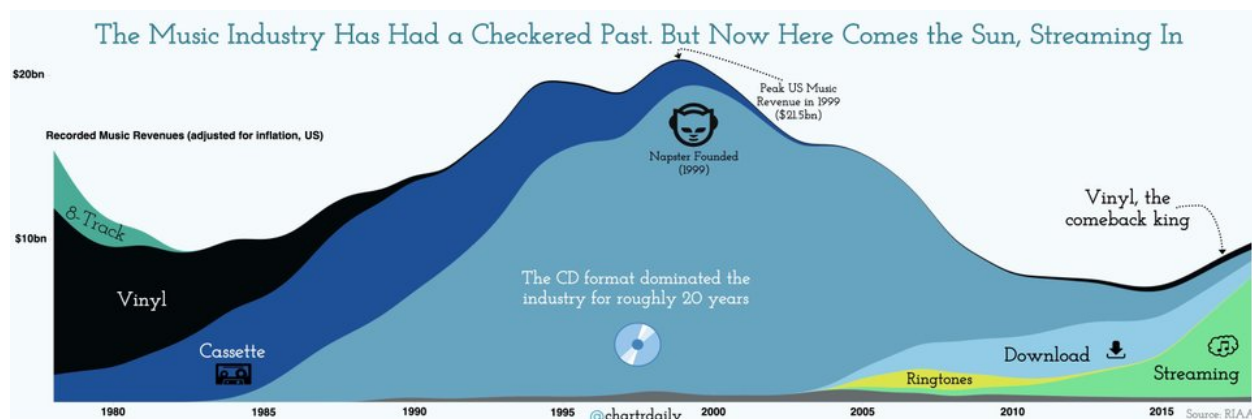# Part 1: Visualization critique

First, the visualization is quite truthful in terms of its design. First, both x and y-axis conveys straightforward information. The y-axis represents the total recorded revenues of the music industry in the United States after adjusting for inflation, and the x-axis represents the year in which the revenue was recorded. Importantly, the revenues in this figure is adjusted for inflation: adjusting for inflation allows us to compare monetary values longitudinally in a meaningful and reasonable way. It is also noteworthy that the author did a good job clearly communicating the fact that the figure is adjusted for inflation, avoiding any unnecessary confusion. Moreover, there's also no missing data for any of the years shown in this plot, which further lends credibility to the information conveyed through this visualization.

The visualization is also well designed from the functional perspective. First, it is not hard to recognize that the purpose of the graph is to convey two major pieces of information: (1) how has the total revenue of the music industry in US changed over the years, (2) how has the composition of the revenue changed over time. The author did a great job by choosing stacked area plot as the graphical form, as stacked area plot is most suitable for representing changes in both the total amount and in composition. According to the plot, we can easily see that the total recorded revenues steadily increased from 1983 to 1999 but suffered a gradual loss until 2015. The compositional change of the revenues is also very clear. For example, we can see that the revenue from 8-Track completely vanished by the end of 1983, and the revenue from Vinyl music also declined to an extent that is completely unobservable in the early 1900s and bounced back only very recently. CD music was the most dominating form in terms of revenue for majority of the time represented by this plot, but has declined significantly since 1999 and has now become a relatively small proportion of the total revenue.

The visualization also has decent design in terms of aesthetics, although there is still much room for improvement. First of all, there is not much irrelevant information on the graph. The

graphical and textual labels all serve their own purposes. For example, the icons of cassette, CD, downloads, and streaming make these types immediately recognizable even without reading the text labels. However, the fact that these graphical icons look somewhat inconsistent in their sizes and styles makes the plot slightly less visually appealing.

The visualization is insightful in a way that it helps people make valuable discoveries. First of all, because music is an important part of entertainment for majority of the people, insights on the trend of the music can be relevant to many of us. Moreover, the information conveyed through this visualization is not trivial: although some people may have a vague impression on how the music industry in the U.S. has changed over time, it is nearly impossible to learn about it in a more straightforward and clear fashion than simply looking at this plot. The author

Finally, the visualization is moderately enlightening. First of all, the plot does not necessarily convey any information that can considerably increases people's well-being: while music is an integral part of our daily entertainment, learning about the music industry in U.S. is still ethically irrelevant. However, there are some minor pieces of information in this visualization that can be viewed as 'ethic', or that can help increase people's well-being. For example, while the graph itself doesn't directly imply any causal relationship between the decline of the music industry and the founding of the Napster company, the co-occurrence of these two events can make people reflect on the potential negative impact of copyright infringement on the entire industry, thereby making people more aware of the importance of intellectual properties. Moreover, other information from this visualization can also be quite useful. For example, I have never used any music streaming platforms up this point. However, after I see this visualization, I learned that streaming can potentially be the most important form of music in the near future. As a result, I decided to try it out and I actually turned out to like it a lot. Therefore, this visualization opened me to a new experience that increased my personal well-being and is thus somewhat enlightening.