

CGT 270 Data Visualization
Makeover Monday #1 (2019 Dataset)

Name: Ema Westerfeld

Date: 3/21/2022

Max points: 25

Lab section: Wednesday 11:30

Show your work!!!

Acquire

Week: 34

Date: 3/21/2022

Year: 2019

Data:

<https://www.cnbc.com/2019/04/09/cal-newport-a-digital-declutter-can-help-you-reduce-smartphone-time.html>

Source Article/Visualization:

<https://data.world/makeovermonday/2019w34/workspace/project-summary?agentid=makeovermonday&datasetid=2019w34>

<https://www.makeovermonday.co.uk/data/data-sets-2016/>

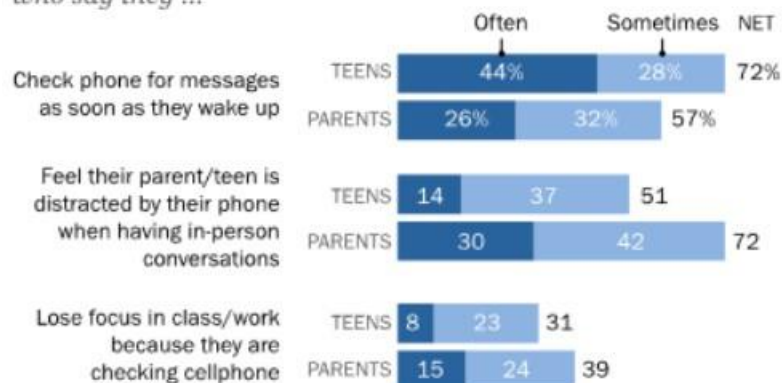
Represent

Parents and teens report varying levels of attachment, distraction due to their cellphones

% of U.S. teens/parents who say they ...



% of U.S. teens/parents who say they ...



Note: Parents refer to parents of teens ages 13 to 17. Teens were asked how often they lose focus in class, whereas parents were asked how often they lose focus at work.

Source: Survey conducted March 7-April 10, 2018.

"How Parents and Teens Navigate Screen Time and Device Distractions"

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Critique

I like the topmost bar graph because it is straightforward and easy to understand. I also enjoy the color scheme, as it is both pleasant to look at and provides visual clarity. I think where this particular visualization falls short is in the actual presentation of data. By using stacked bars, it makes it difficult to compare the two different categories and places more emphasis on the total, which is not necessarily as important in this case.

The visualization is a bar chart and deals with convergent thinking, as it seeks to summarize the data and make it easy to understand at a glance.

Mine

How distracted do parents and teens feel by their phones?

Filter

% of US teens/parents who say they spend too much time on their cellphone	Teens	0.54	na
% of US teens/parents who say they spend too much time on their cellphone	Parents	0.36	na
% of US teens/parents who say they check phone for messages as soon as they wake up	Teens	0.44	Often
% of US teens/parents who say they check phone for messages as soon as they wake up	Parents	0.26	Often
% of US teens/parents who say they check phone for messages as soon as they wake up	Teens	0.28	Sometimes
% of US teens/parents who say they check phone for messages as soon as they wake up	Parents	0.32	Sometimes
% of US teens/parents who say they feel their parent/teen is distracted by their phone when having in-person conversations	Teens	0.14	Often
% of US teens/parents who say they feel their parent/teen is distracted by their phone when having in-person conversations	Parents	0.3	Often
% of US teens/parents who say they feel their parent/teen is distracted by their phone when having in-person conversations	Teens	0.37	Sometimes
% of US teens/parents who say they feel their parent/teen is distracted by their phone when having in-person conversations	Parents	0.42	Sometimes
% of US teens/parents who say they lose focus in class/work because they are checking cellphone	Teens	0.08	Often
% of US teens/parents who say they lose focus in class/work because they are checking cellphone	Parents	0.15	Often
% of US teens/parents who say they lose focus in class/work because they are checking cellphone	Teens	0.23	Sometimes
% of US teens/parents who say they lose focus in class/work because they are checking cellphone	Parents	0.24	Sometimes

Stakeholders

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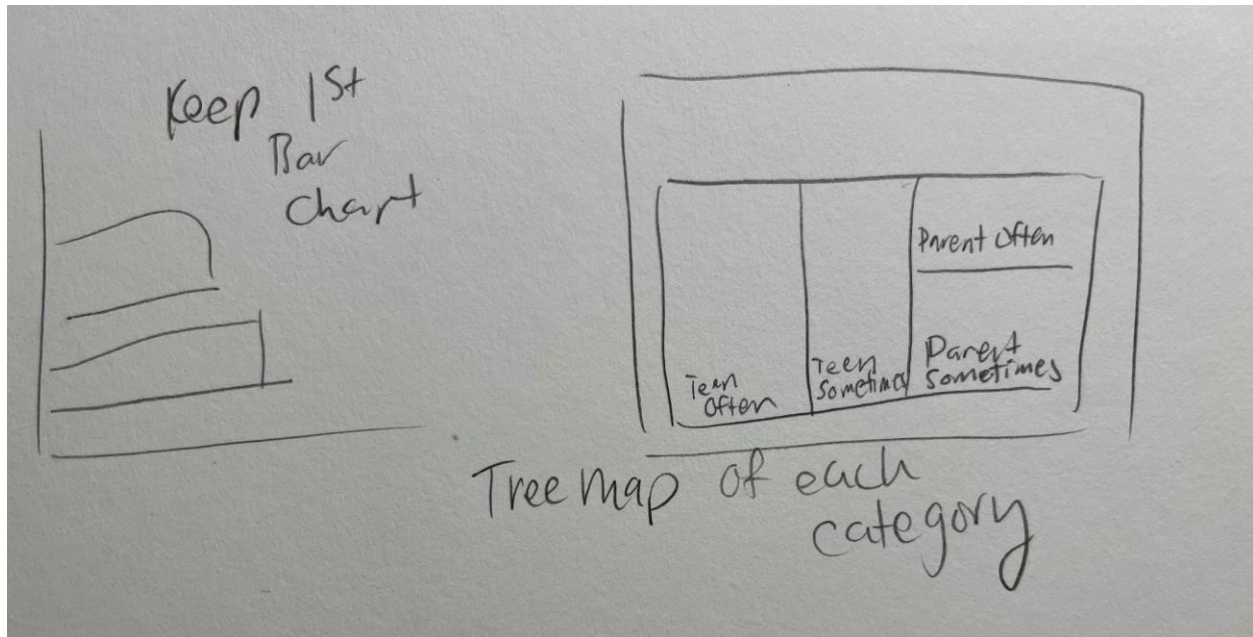
My audience is those who worry about their phone usage. I assume that the sample size is large enough to actually glean conclusions from on a wide scale. I used Excel to make the visualization.

What to submit: This document in PDF format only (if you do not know how to do this, see Lab 0 Exercise 1). Save this document as: [LastnameFirstInitial_CGT270S22_MakeoverMonday#1.pdf](#)

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

NEW Sketch your Makeover

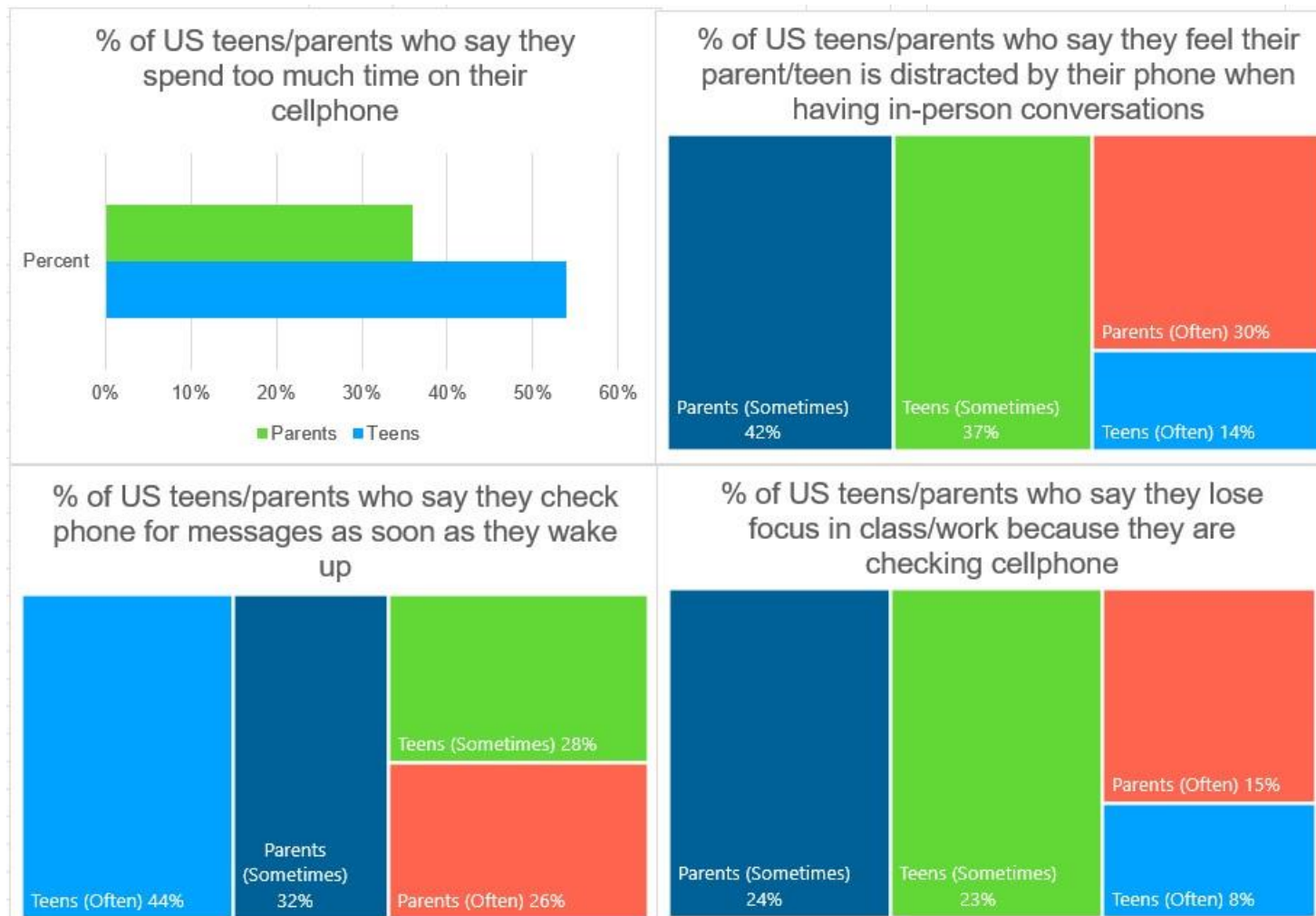
In the space below, sketch out your ideas for refined visualization. You must use pen/pencil and paper to sketch out your idea, then take a photo of your sketch and include it in the space below.



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Refine (Makeover – Landscape view)

Use an additional page if necessary. Remember, the purpose of visualization is “insight.” Take and include a screenshot of your visualization and include it below. Use Data Visualization Best Practices (see data visualization checklist). **You MUST use more advanced chart types for your makeover. Chart types that are not allowed: bar (single or stacked), pie, line charts, scatter plots, no tables.**



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Resources

Data Visualization Checklist:

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

How to give constructive criticism:

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

Sample Makeovers

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

Grading Rubric

Excellent	Good	Fair	Needs Improvement
Meets ALL or most of these: Makeover is esthetically pleasing (color, perception), best practices followed (insightful), Correct dataset downloaded; provided an interesting point of view of the data; critiqued previous makeover, critique is constructive (indicates one thing that is done well, and one thing that could be done differently, what will be done to improve the visualization), assumptions (more than one) are listed. [15 pts]	Meets MOST of these: Makeover is esthetically pleasing (color, perception), best practices followed (insightful), Correct dataset downloaded; provided an interesting point of view of the data; critiqued previous makeover, critique is constructive (indicates one thing that is done well, and one thing that could be done differently, what will be done to improve the visualization), assumptions (more than one) are listed. [10 – 14 pts]	Consistently meets SOME of these: Makeover is esthetically pleasing (color, perception), best practices followed (insightful), Correct dataset downloaded; provided an interesting point of view of the data; critiqued previous makeover, critique is constructive (indicates one thing that is done well, and one thing that could be done differently, what will be done to improve the visualization), assumptions (more than one) are listed. [5 – 9 pts]	Little to no evidence of the understanding of the data visualization process. Lackluster makeover or no makeover. Little effort. [0 – 4 pts]
Sketch included: hand drawn, data vis best practices evident. [5 pts]	Sketch included: hand drawn, lacking data vis best practices. [3 pts]	Sketch included, but was generated by computer [2 pts]	No sketch included. [0 pts]
More advanced chart types used [5 pts]	More advanced chart types used, followed most best practices [3 pts]	Basic chart types used in the makeover [2 pts]	Little to no improvement in visual representation of the data [0 pts]