Report	*Main Message(s)*	*Audience*	*Likes*	*Dislikes*	*Things not understood*	*Missing Information*
Feelings	• Talking about emotions get more likes and comments • Positive posts get more likes; negative posts get more comments	• Facebook users, councillors (content) • Maybe not general public (link to a research paper) • General public (simple, general)	• Details on the methodology • Separating out different types of feelings • Structure, subheading	• Axes scales are all different • A little too condensed	• Quite subjective categories of feeling	• Error bars not explained • Don't know how 'diverse' the data set is.
Names	• Siblings more likely to have names beginning with the same letter than non-siblings. • Twins even more likely (+ other connections)	• Parents (content) • General public (medium, short, simple, informal, missing info)	• Clear and to the point, simple. • Amongst the general stats they've given some specific examples	• No definite structure • Easy to misinterpret some info (e.g. identical twins) • Graphs not formatted well (looks unprofessional)	• Sawtooth pattern – not explained	• Need to be more explicit about what's included in the data • Didn't explain "random chance" thoroughly
Infographic	• There was a turning point in the economy 1980	• People educated/interested in the topic • Journalists? • Lots of terminology and content that is subject specific	• Eye-catching and makes an impression • Creative • Same x-axis throughout easy to read • Different colours to prove • Well referenced	• Leading • Lack of explanation on the things being measured • Cluttered • Baselines not always the same • Too much info on each graph • Not the most reliable of references	• Everything	
Doggos	• Relationship between a dog's rating, and likes/retweets	• Dog lovers (content) • @Dog_Rates • Stats/Python lovers • Vince	• Walk-though/tutorial, reproducible, reliable • Linear regression helps our eyes understand the trends	• Using GMT for an American account • Mismatch between content, style, and the level of analysis	• Linear regression	• None