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We chose the diagram "Across the globe, personality is rated as more important than good looks when choosing a romantic partner" by Sarah Bartlett. The story this diagram tells is that for both men and women and on average, personality trumps looks when choosing a romantic partner. There are six scatter plots, one for each characteristic in the survey. For each, the x-axis is the percentage of men, and y-axis percentage of women, who indicated the characteristic as their first choice. Therefore, the further up the x = y line the dots go, the higher the percentage for both genders the characteristic is; this is true for personality over all other characteristics. The dots represent each gender/country combination, with pink dots representing women and green dots indicating men. The diagram demonstrates the difference well; it is very clear that personality prevails, and I would evaluate it as a good diagram. However, six separate scatter plots makes it difficult to compare the nuances between the percentages of all six different responses for most important characteristic. In addition, there are hardly percentages higher than 50% for any characteristic, so six plots have dots concentrated in the bottom left corner, and it's difficult to distinguish between, say, intelligence and salary, which are both relatively low. Also, it is important to note that the title, which claims the chart compares looks and personality, functions as a hook to gain attention. However, the title does not reflect the actual scatter plots, which compare six characteristics.