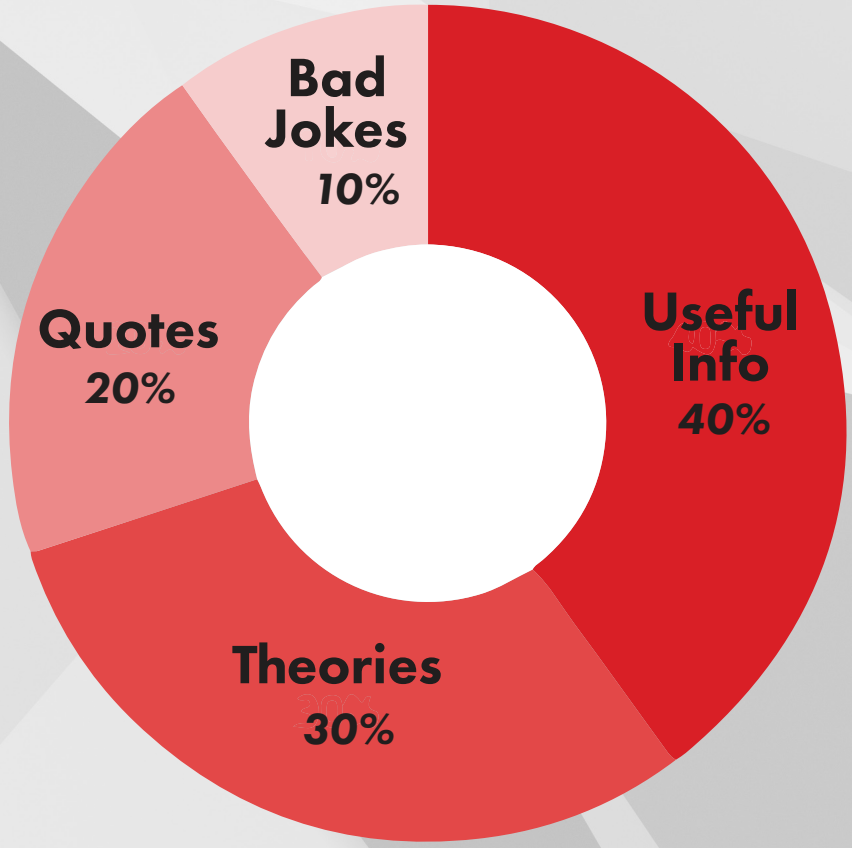
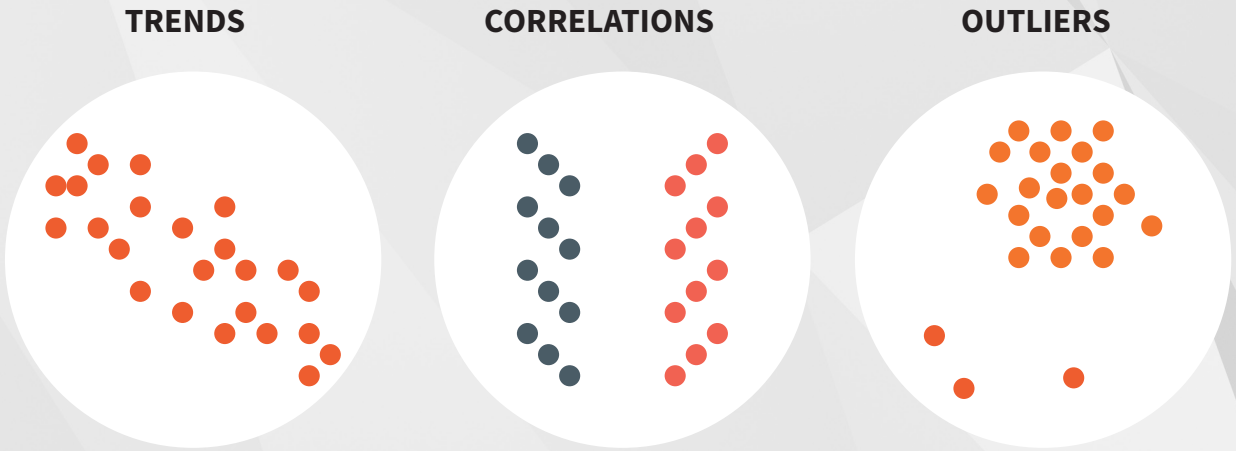
Data Visualization

This Presentation



by Jamdan Clang

What is Data Visualization?



Example:
Ice cream sales over time

Example:
Ice cream sales vs. temperature

Example:
Ice cream sales in an unusual region

Data visualization is the representation of data in a pictorial or graphical format.

Why is it important?

“As someone who has done a lot of writing with data, I know the limitations that words have, and there’s only so much writing you can do that will explain data that won’t bore someone to death.”

- Prof. Matt Waite

Multimedia Effect

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Using any two out of the combination of audio, visuals, and text promote deeper learning than using just one or all three.

Contiguity Principle

Learning is more effective when relevant information is presented closely together.

Segmenting Principle

More effective learning happens when learning is segmented into smaller chunks. Breaking down long lessons and passages into shorter ones helps promote deeper learning.

Static

- ◊ Easy Distribution
- ◊ Single Level of info
- ◊ Producer chooses info

Interactive

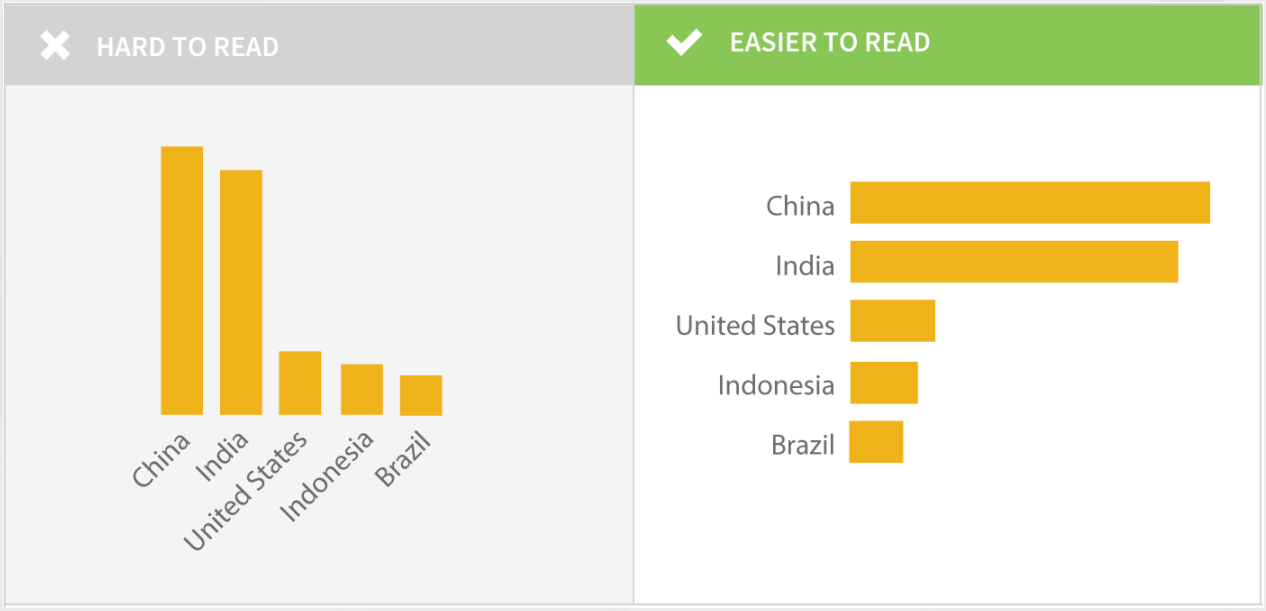
- ◊ Internet/Mobile
- ◊ Multiple Levels of info
- ◊ Reader chooses info

Tips:

“Honestly, it’s like learning how to play guitar, you have to plunk around and make noise, there’s really not any better way than actually trying to make something.”

- Prof. Matt Waite

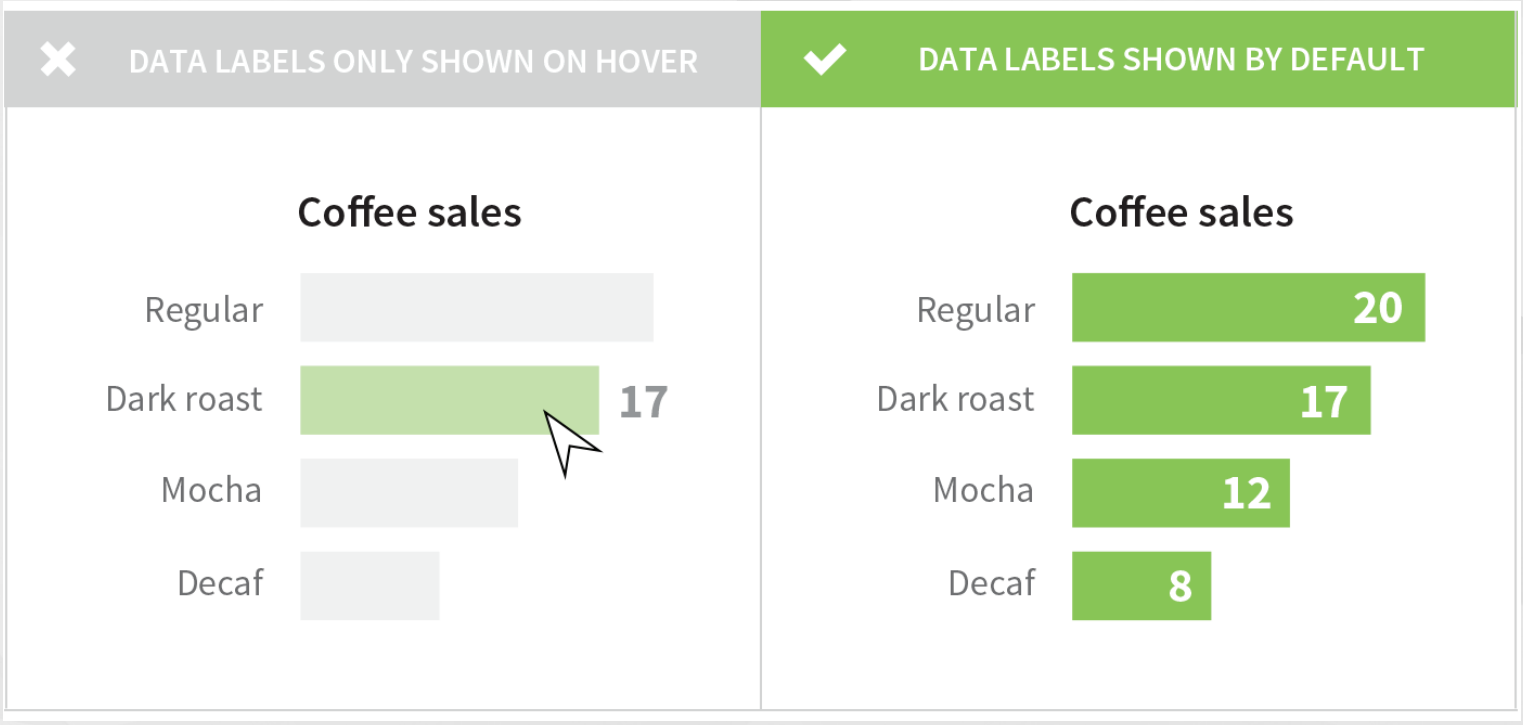
Tips:


HARD TO READ
China
India
United States
Indonesia
Brazil
EASIER TO READ
China
India
United States
Indonesia
Brazil

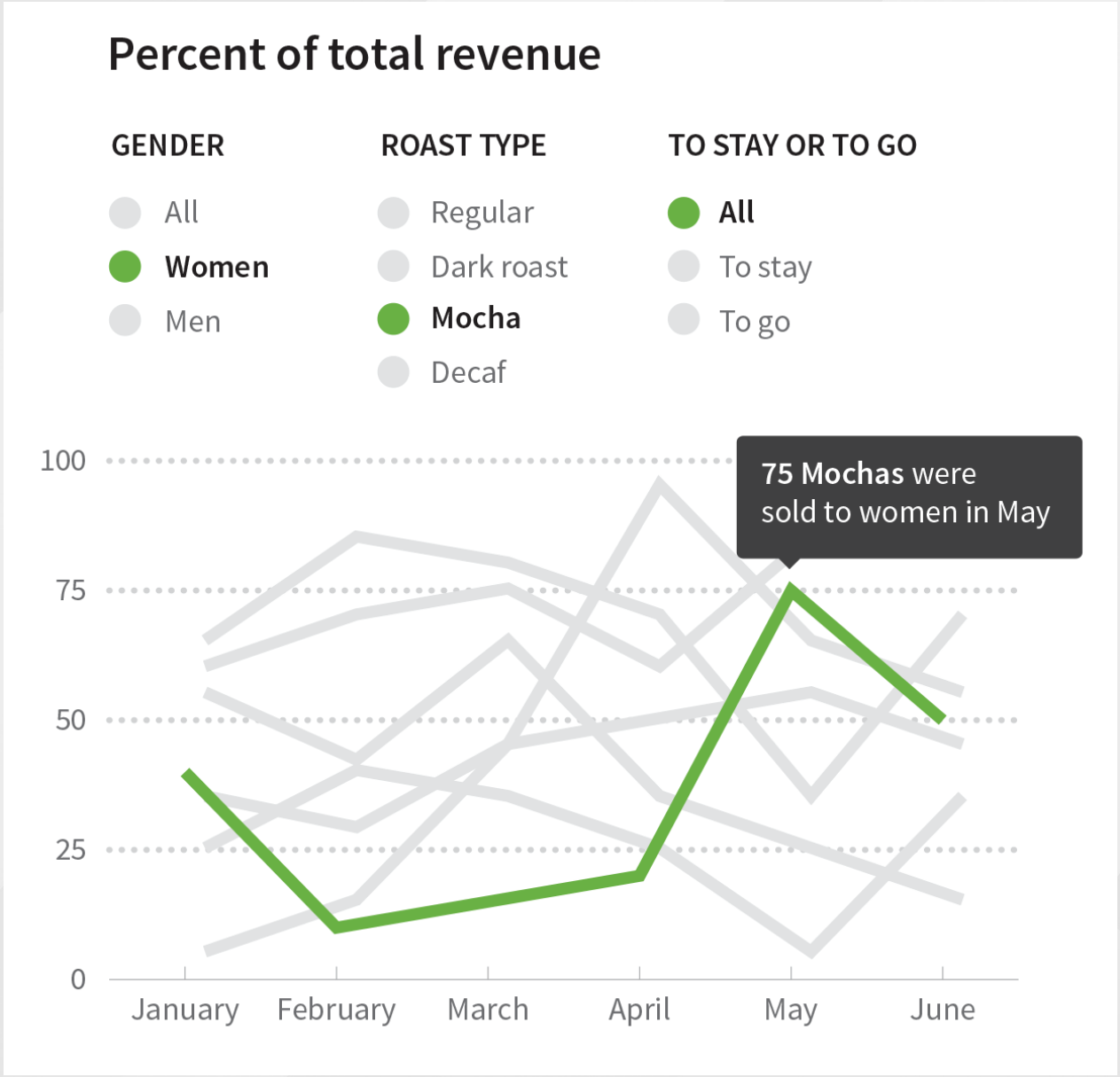

LABELS ARE OVERLAPPING
20
17
12
8
Regular
Dark roast
Mocha
Decaf
LABELS ARE TOO TINY
20
17
12
8
Regular
Dark roast
Mocha
Decaf
LABELS ARE CLEAR
Regular
20
Dark roast
17
Mocha
12
Decaf
8

Interactive

“Make the least interactive thing that works.”



Interactive



Lincoln Community Mapping Project

Data Vis Checklist

Type of graph should be appropriate for the data being presented.

Should have a practical or statistical significance.

Link

Resources:

- ◊ Chartbuilder (static charts)
- ◊ infogr.am
- ◊ Visage
- ◊ canvasjs.com
- ◊ Google fusion tables
- ◊ Tableau public

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