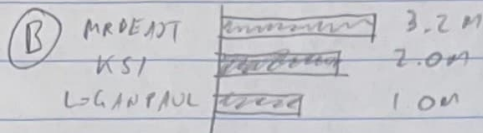
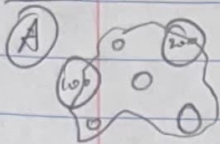


IDEAS



Categorise
Social Media

INFLUENCER

Bubble Chart
of Number of
influencers in
top 1000

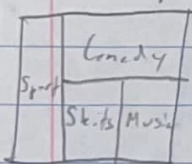
Bar Chart

Influencers

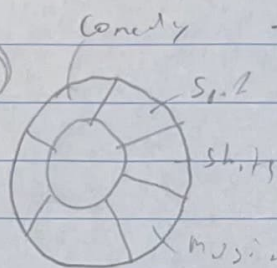
Demographic of Users

Categorical	Quantitative	Categorical	Quantitative
- Country	- Subs	- Gender	- Age
- Category	- Likes	- Job type	- Avg. Time
- Views	- Comments	- Most used S.M.	- Stress
			- Sleep
			- Coffee
			- Screen time before sleep

(C) Tree Map



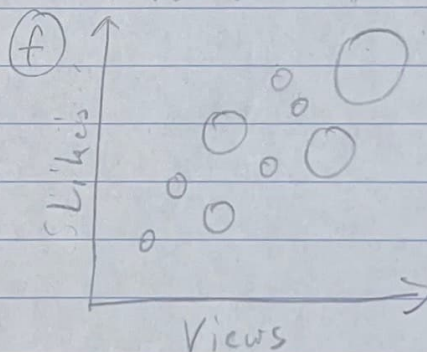
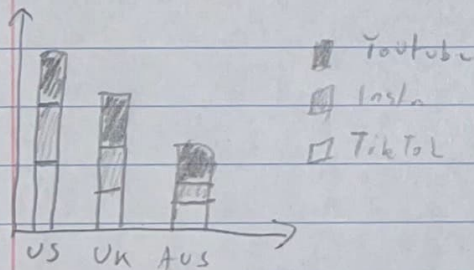
(D)



Donut Chart

Bubble Chart

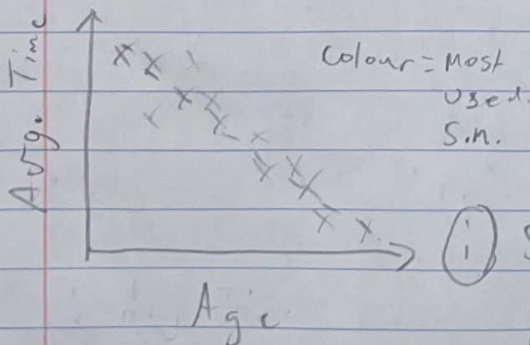
(E) Stacked bar chart



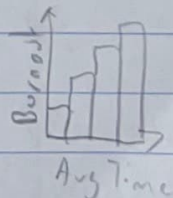
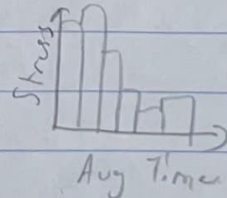
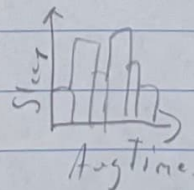
Size = Subscribers

(G) Scatter plot

Users

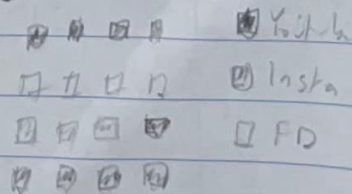
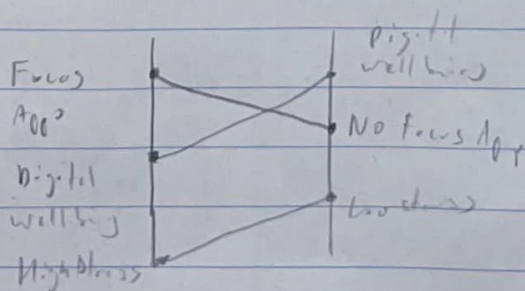


(H) Histogram



(I) Slope Chart

(J) Grid Plot



Filter ideas:

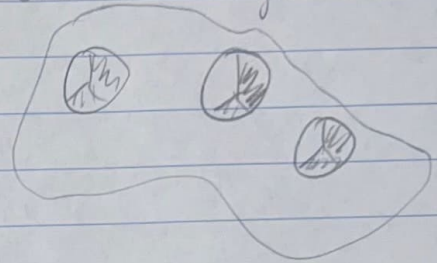
(c) and (d)

Tree Maps are ~~harder~~
harder to implement
where donut/pie chart
would suffice

Combine & refine ideas

(a) and (e)

Can make a better
dot map which also
contains categorical information



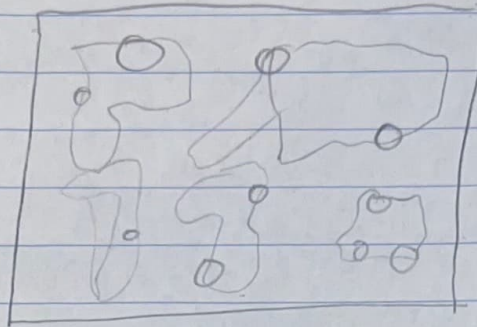
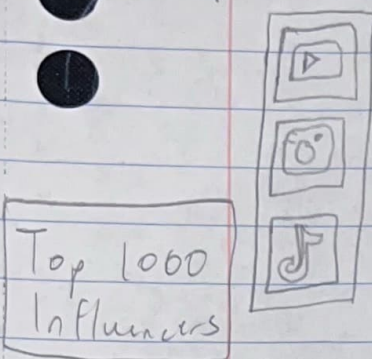
Questions

- What should

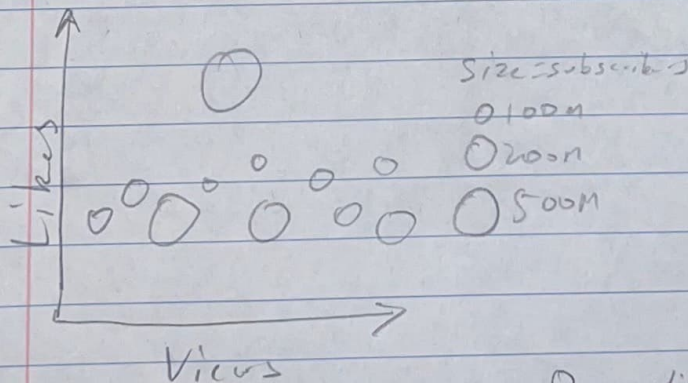
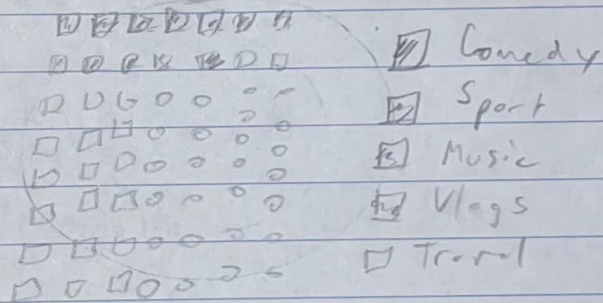
my main "story" be?

- Should I go influencer \rightarrow user
or user \rightarrow influencer

Layout:



MRBEAST		200M
T-SERIES		20M
PANTON		10M
KSI		9M



Focus:

- The Influencer side of social media
- Which countries they are most common
- Common genres?
- Any "stand-out" influencers?

Operation:

- Tool tips with all graphs
- Using buttons to change between platforms

- 1) Dot Map to show influencer countries
- 2) Bar graph to show top YouTubers
- 3) Grid Plot to show genre
- 4) Bubble plot likes vs views

Discussion: Pro

- Good overview
- Easy to read

Cons

- Hard to compare between platforms

Title: Users of Social Media (Effects)

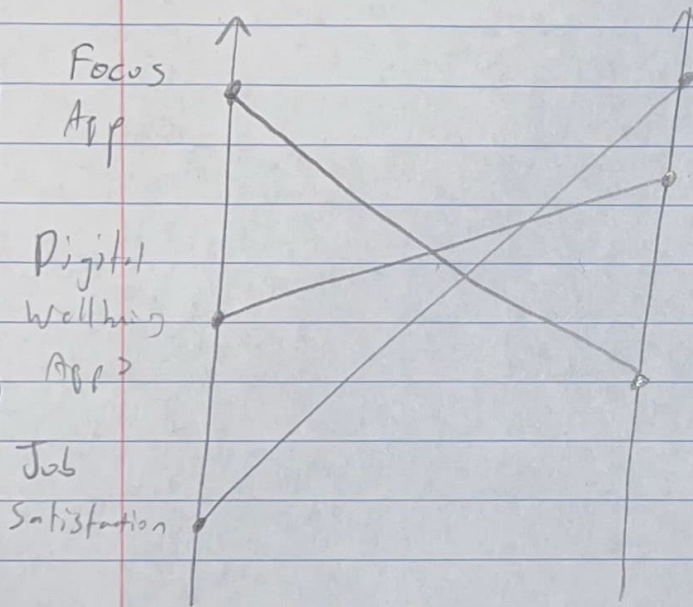
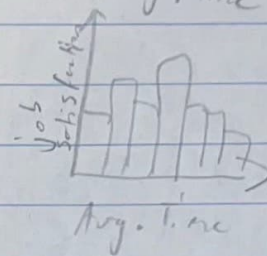
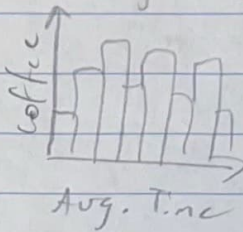
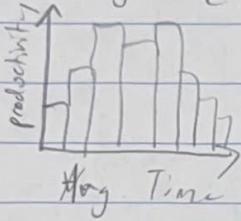
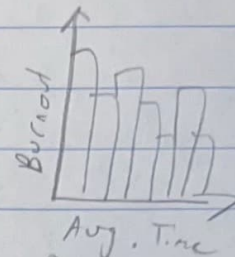
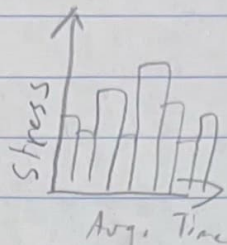
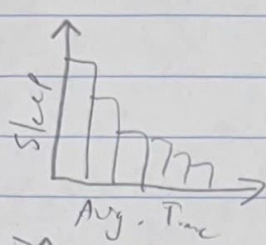
Author: Jonathan Ching, Sheet 3

11/10

Tool: Design

Partitioned basket

Social
Media
Users
Effects



Average Time on
Social Media

Histograms of Avg Time

- ① on S.M. and other
- ② lifestyle areas

Focus: - The effects of social media in lifestyle.

- What actually is affected?
- Does interventions lower S.M. time?

- ② Slope Chart to show Increase/Decrease in Avg. S.M. time with interventions (Focus Apps)

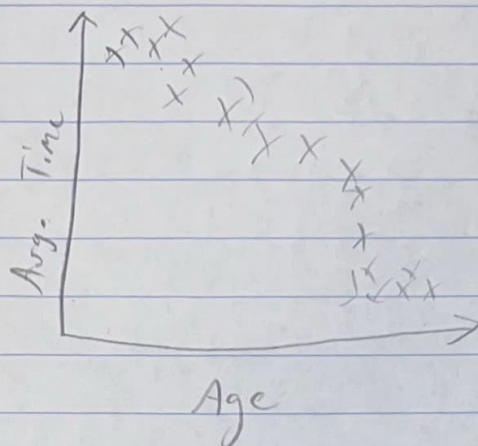
Operation: Tool tips on both graphs

Discussion:

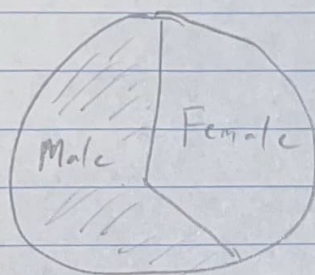
Cons:

- Pro: - Easy to read/understand
- Correlation \neq Causation
- ① Might be too cluttered and repetitive
- ② Hard to follow

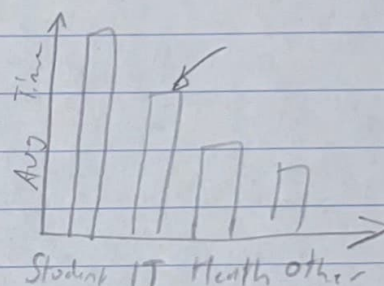
Social
 Media
 User
 Demographics



Colour = Most Used
 Social Media



Male
 Female



- ① Scatterplot with Age vs Avg. Time
- ② Pie chart with Gender of Users
- ③ Bar Chart of job type vs Avg. Time

Operations: Tooltips for all charts

Focus:

- The Demographic of Social media
- Age
- Gender
- Occupation

Discussion:

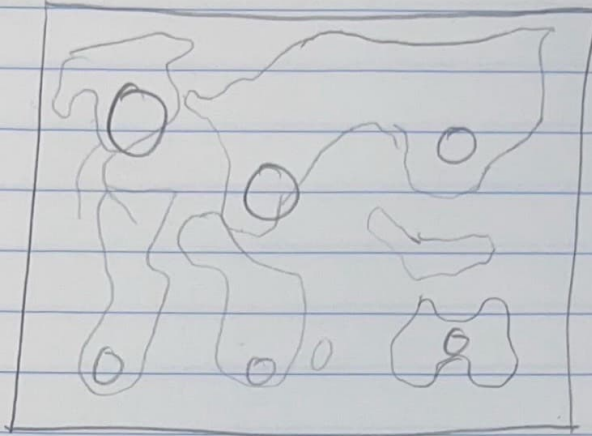
Pro:

- Easy to read and understand
- Simple to implement

Con:

- Too simple?
- Most common but no trends or comparisons

Sheet 5 Jonathan Ch'ng 11/10
 - Give more details on complex charts



Size: Number
 of influencers
 in that country
 from top 1000*

Tool Tips: Click

Country Name: USA

N° of influencers: 300

Top Influences: Mr. Bork, KSI, ...

Layout:

SOCIAL MEDIA
Influencers (Sheet 2)
Users (Sheet 4)
Effects (Sheet 3)
Conclusion

Scrollable
 View

Focus

Whole visualisation suppose
 to show the main demographic
 of both influencers
 and users of social
 media and its effects
 on the users.

Details:

Dependencies:

Vegan, Vegetarian, veg
 HTML, JSon, CSS, JavaScript

Estimated time:

2 days for each
 part $\rightarrow 2 \times 3 = 6$ days

1 day for written part

Specification:

Pushy, with scrollable views