

Assignment 2

CRITIQUE ON

Data Visualisation

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Visualisation #1: Serial Killers – An Infographic

src: <https://www.behance.net/gallery/38345831/Serial-Killers-An-Infographic>



CRITIQUE ON IDIOMS

Knife as a graphical element

- Disproportionate attention
- Misleads viewers into thinking all serial killings are related to stabbing

Color-coding

- Gradients in piechart makes it harder to compare the relative sizes of segments
- No significance of gradient values

Unclear Data Relationships

- Each chart or visual element seems isolated without a clear explanation of how they relate to one another
- Hard to assess if there's any correlation between data from different charts
- No demographic connection between victims and killers

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CRITIQUE ON DATA

Ambiguity in Scope of Data

- Geographic: Doesn't clarify whether the data is U.S.-specific or global
- Temporal: Serial killing trends in motives, methods and demographics are not addressed

Oversimplified / Missing Context

- Presents numbers and percentages without explaining why this might be the case
- Doesn't compare population sizes

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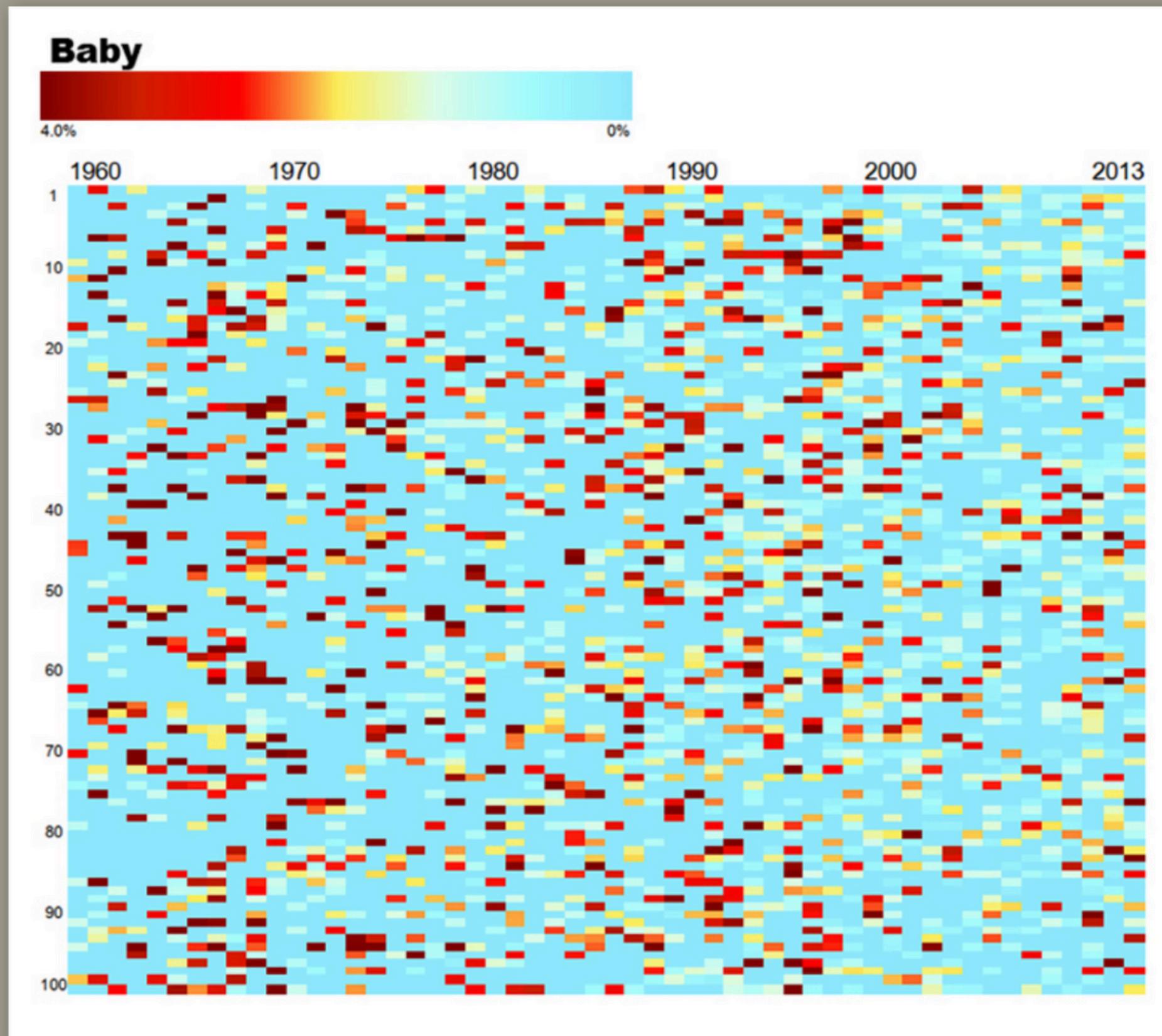
SUGGESTED IMPROVEMENTS

- Avoid overcrowding design elements and ensure consistent visual hierarchy
- Reconsider the use of graphic elements like the knife for data visualisation to avoid reinforcing biases or oversimplifications
- Use more distinct color palettes to differentiate between categories
- Group related data visually and include clear labels to make connections obvious.
- Adding a comparison to the population size or a note about bias in the data would provide a clearer perspective.

Visualisation #2 : The Most Popular Words In Music Of The Past 50 Years

<https://www.fastcompany.com/3026573/infographic-the-most-popular-words-in-music-of-the-past-50-years>

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Complexity

- Patterns or trends over time are difficult to discern due to the sheer number of elements.
- Viewers cannot easily identify significant patterns, such as whether "baby" became more or less popular in specific decades.

Ambiguity in the Color Scale

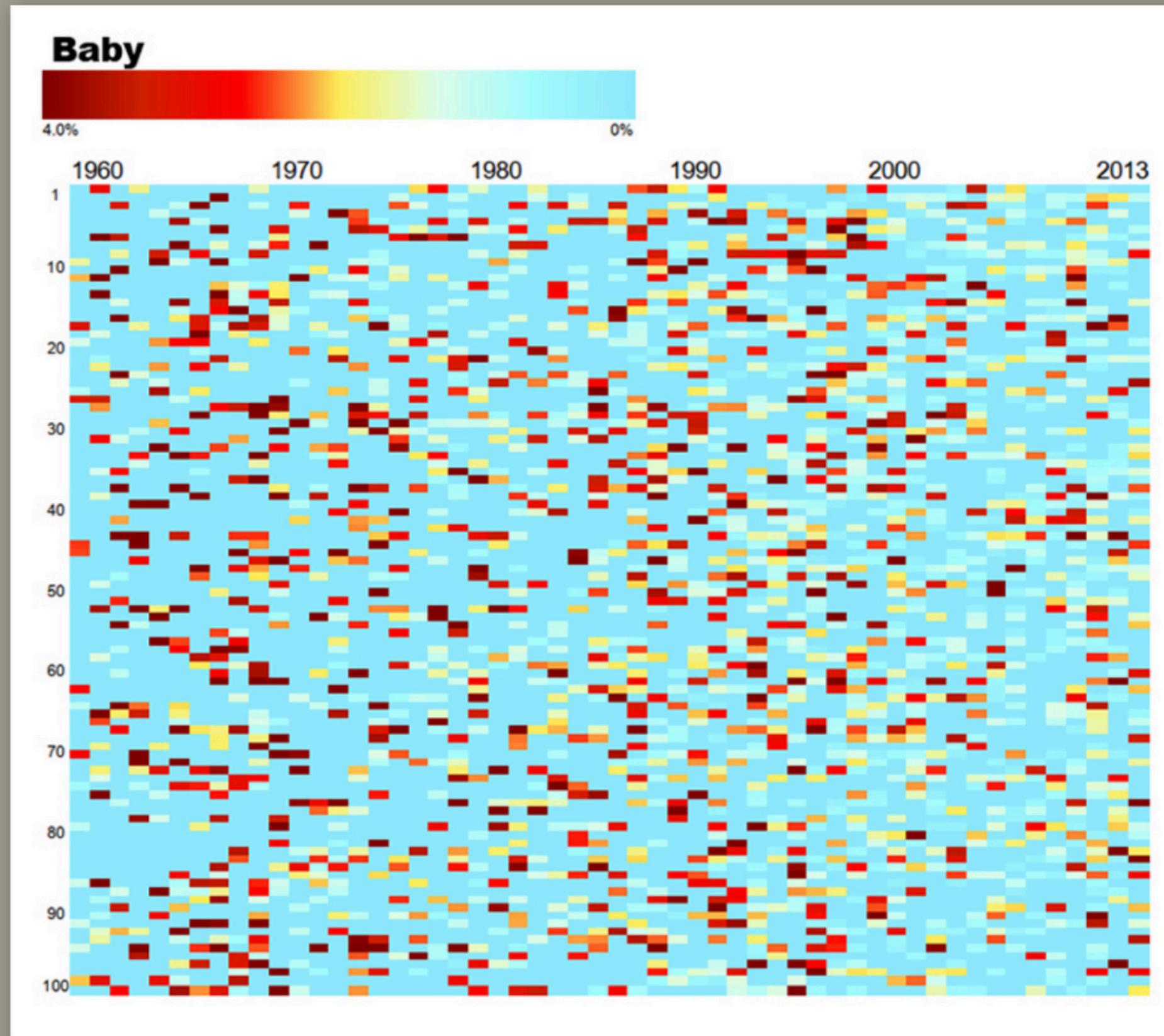
- The gradient color scale ranges from blue to red, but it does not provide intermediate markers or distinct breaks. This lack of granularity makes it challenging to estimate precise values for rectangles that fall between extremes.

No emphasis on higher percentages

- Songs with higher percentages are either absent or lumped into the same red category, misrepresenting the true range of the word's usage.

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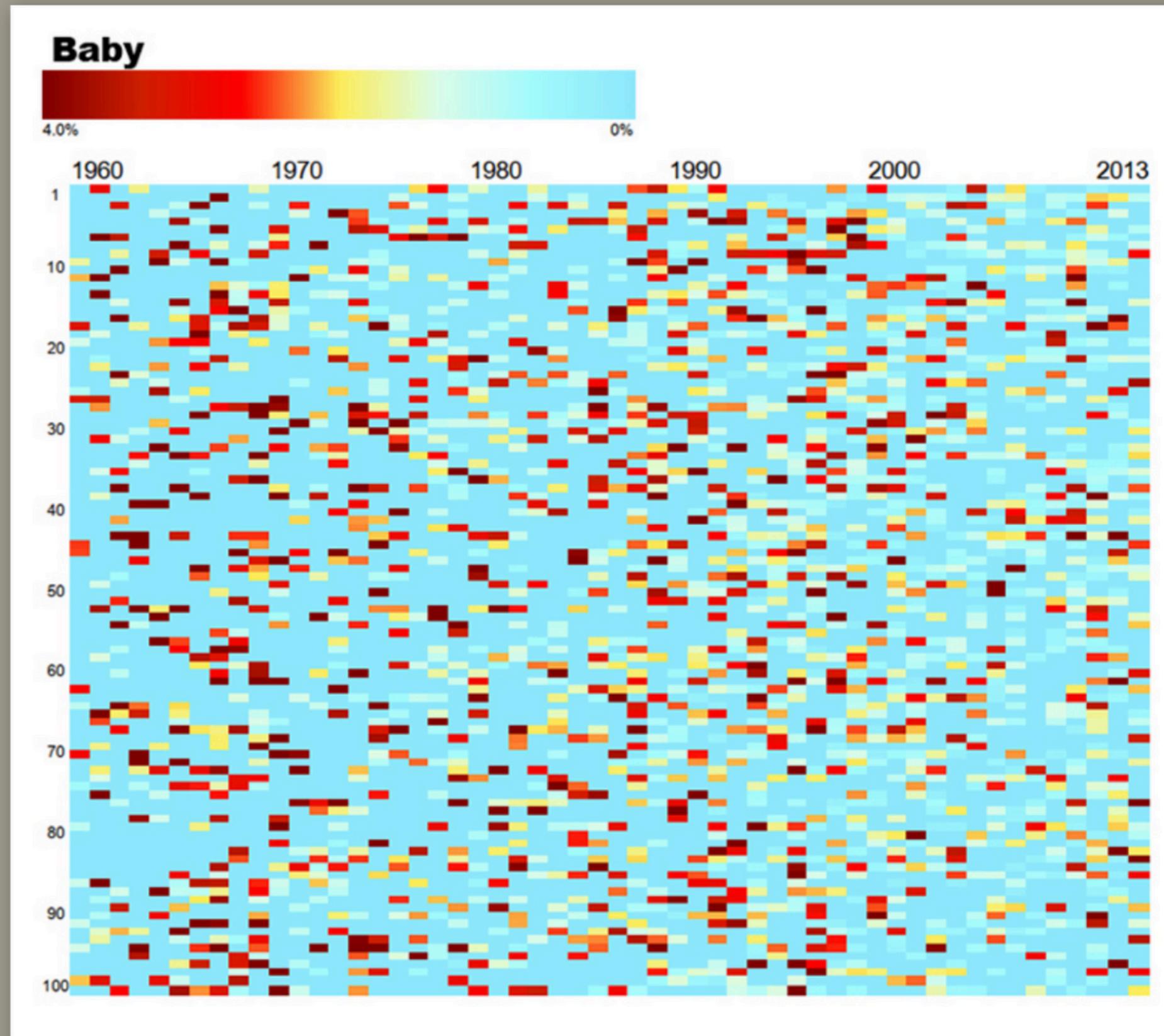
CRITIQUE ON DATA

Unclear Y-axis context

- The y-axis represents the popularity ranking of songs each year but lacks context. It is unclear whether this refers to a specific chart like Billboard Hot 100 or some other ranking system

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SUGGESTED IMPROVEMENTS

- Use a more linear or categorical scale and clearly label the scale with percentage intervals
- Add tick marks or numerical values on the gradient bar for precise interpretation.
- Add trendlines or complementary charts showing changes over time
- Expand the scale to capture higher percentages or annotate songs with unusually high values
- Add annotations or labels to clarify how the songs are ranked and specify the ranking criteria