STA 404/504 Homework 4

Initial post due (tasks 1&2): Saturday March 14th, by 5:00pm

Comment due (task 3): Tuesday March 17th, by 5:00pm

**Learning Objectives:**

* Understand the general steps of data visualization.
* Understand the key things to be considered in the explanatory analysis.
* Be able to criticize the visualization and storytelling created by other people.
* Be able to recognize the characteristics of effective visual.
* Choose and create an effective visual for storytelling.

**Assignment Description:**

This assignment will be on canvas discussion. Each student will complete the following tasks:

1. Post a link or scanned image of either a good or a poor data visualization that you have found. This can be from any form of media (newspapers, blogs, video journalism, etc. Please make sure this visualization is different from the visualization you posted last week, or the links already posted by other students.
2. Along with the posted link or image, **post a written argument** **(about 250-350 words)** that discusses why the data visualization is compelling and effective or ineffective from the perspective of: the cognitive load, Tufte’s Principles of Graphical Integrity discussed in class, and the [Tufte's Fundamental Principles of Analytical Design](https://www.data-action-lab.com/wp-content/uploads/2018/10/DSRS_FPAD.pdf).

You may find that some aspects of the visualization are good while others could be improved -- this will not affect your grade for the discussion -- so please be critical and honest in your assessment. If the article contains several data visualizations, you should focus your discussion on the design of one specific plot. Make sure your written statement describes which visual you are using.

1. After you complete the first two tasks, I would like for you to **comment** on **at least two other student submissions** **(about 100-200 words each)** to discuss your *agreement* or *disagreement* about the efficacy of the plots, and what could be done to adapt them. **Keep your comments on topic and respectful.** Ideally everyone will receive peer feedback, so if possible, please make your replies on the posts that have not yet been discussed.

**Grading Rubric:**

Task 1 (4 points): Please post a legitimate and unique link. If the link is the same as the post of other students posted before you, or a posting from homework 3, or reusing your previous post, you will lose points. Please make sure everyone is accessible to the link, If no link/or the link is not working, you will get a zero point on this homework (You and your classmates will not be able to make a comment without an article/material to discuss).

Task 2 (10 points): Your written discussion is compelling and effective or ineffective for the storytelling. Fairly well-written, free of typos, major grammatical mistakes, on point and provides constructive criticism (either agreement or disagreement with the efficacy of the visualization provided).

Task 3 (6 points): 3 points for each of your comment to your classmates. Your comments should follow the instructions above. Fairly well-written, free of typos, major grammatical mistakes, on point and provides constructive criticism and comment.