HW2 – Design Analysis (A)

Immediate Reactions

* Pretty
* Minimal
* Nice use of contrast on the right
* Took a bit of time to fully understand what each element meant
* Why is data only include between 2010 and 2012?
* The lines on the right hand side are a bit deceiving

1. Who is the audience?

I believe that the intended audience of this visualization are the citizens of the countries included in the visualization since they are the ones most directly affected by this data.

2. What questions does this visualization answer?

This visualization shows how many removal requests each country made to Google between 2010 and 2012, the type of content that was asked to be removed, as well as the reason for the request.

3. What design principles best describe why it is good/bad?

Some design principles that this visualization really nails are contrast and continuity. Both of these principles were very well implemented on the right side of the visual. By contrasting the selected country with the others, the creator is able to distinguish an important value from an otherwise cluttered blob on countries and lines. The connecting lines between the countries in 2010 and 2012 allows the viewer to quickly see a trend over time. Some design principles that this visual felt slightly lacking in were color choice and scaling. For the most part, the color choice on the left side of the visual worked well considering how many items had to be color-coded. However, some colors were a bit hard to distinguish from one another (like adult content and government criticism). The scaling on the right side of the visual is a much bigger issue. The space between 1 and 2 is larger than the space between 321 and 697. This improper scaling can easily cause a viewer to come to false conclusions about the data being presented. For instance, Russia has the steepest line on the graph, going from 4 to 114, a 110 request difference, however, Brazil actually had the largest increase of 473 requests but has a line not nearly as steep.

4. Why do you like/dislike this visualization?

I really like the aesthetics of this visual, its use of contrast, and find the topic matter incredibly interesting, however, the inaccuracy of its scaling makes me question the visual's accuracy as well as the creators motives for creating the visual.

5. How could the data-ink ratio be improved? And can you suggest any other improvements?

Overall, I think the creator does a good job of preserving a decent data to ink ratio. One way he could improve the ratio is by using mouse hover labels for the bar graphs instead of using a standard color key. However, the very first thing I would change is the scaling on the right side.