

Questions

- what do you want to achieve with the visualization?

I want to evaluate each candidate's polarity, subjectivity, and certainty (e.g. "wish" vs "will") of their claims.

I want the readers to better understand each candidate's position on certain topics.

- what story are you trying to tell with your design?

I want the audience to see which areas each candidate is passionate about and what their overall stance is.

I want the audience to compare the candidates by judging their word choices in each topic.

- how can you highlight a different perspective?

I can highlight different perspectives by allowing the audience to see the different claims made by the two candidates on the same topic side by side and providing the numerical measure of each claims.

- what tasks do you want to support?

I want to support direct comparison of both candidates.

To do so, I will compute polarity, subjectivity, and certainty of each candidate corresponding to each topics.

I will also perform latent semantic analysis and present top 20 words selected from each candidate's claims corresponding to each topic.

- what designs will help you achieve these tasks?

I will include multiple dropdowns so that the visitors can look at the candidates' positions from multiple different angles.

I will distinguish the candidates by the color of their political party.

I will demonstrate the importance of words with their respective size.

2024 Presidential Debate (Kamis - Trump)

topics

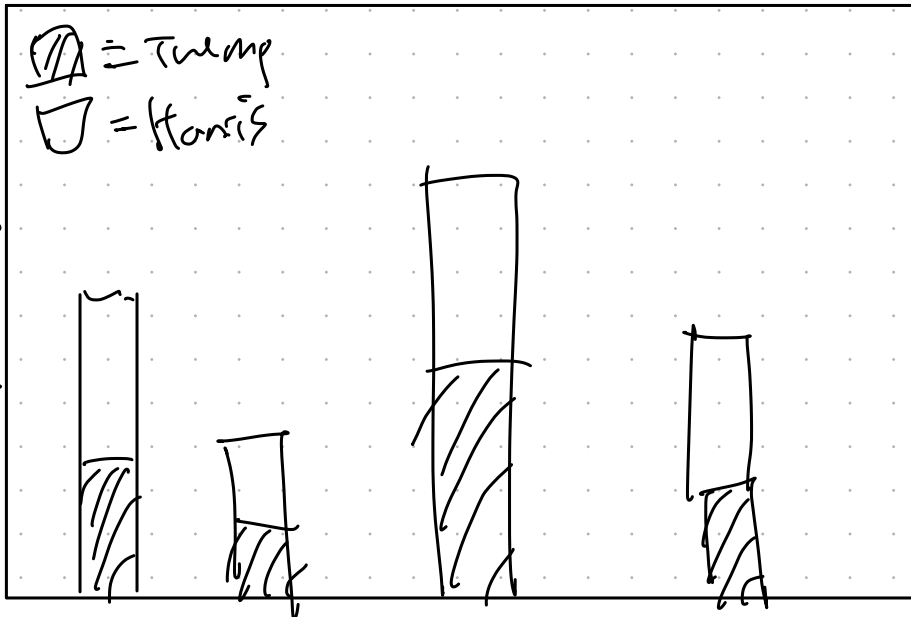
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transcript

" corresponding text. "

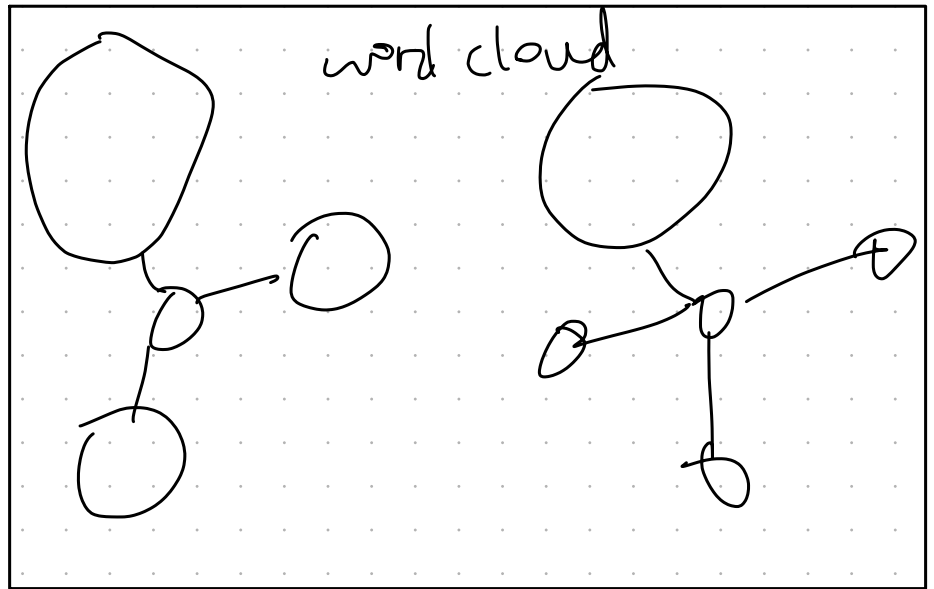
▨ = Trump
□ = Kamis

Relativity



subjectivity

word cloud



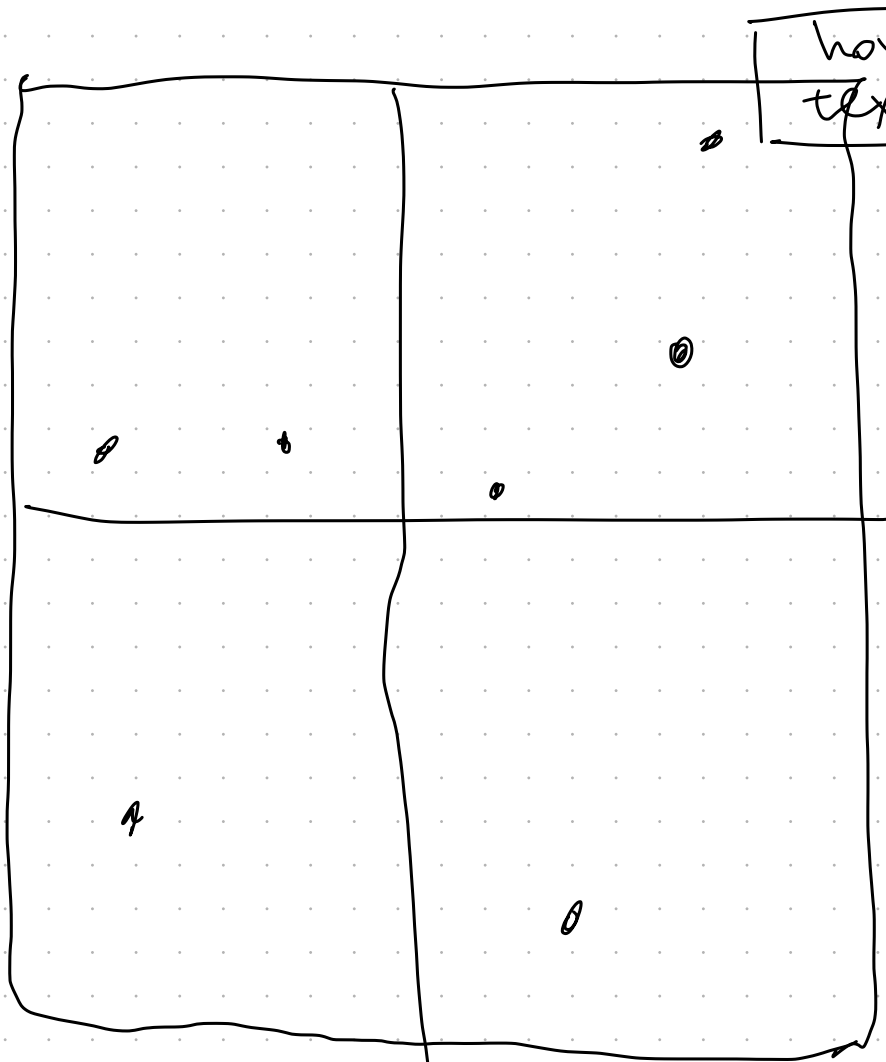
2024 Presidential Debate

← Final Design

topics dropdown

hover
text

Polarity



Subjectivity

Trump's
top
10
words

Harris's
top
10
words

Justification for final design:

I put the scatterplot where the user can choose one out of three: "polarity", "subjectivity", and "certainty".

Since I am showing two numerical values at once, scatterplot is the one that best fits that purpose.

I also added a tooltip for each point so that the visitor can directly look at what it is that the candidate said and put the numbers into context.

Since the scatterplot can look cluttered when treating all topics, I also made it possible to filter for each candidate.

I personally found the mix and match of "polarity", "subjectivity", and "certainty" helpful, because a combination of them can endow different meaning. It becomes a different story when a sentence is not just subjective, but also certain.

I also added list of top 20 words that correspond to each candidate and chosen topic. I put the most significant words at the top with bigger font size than others. I wanted to do a semantic analysis for this because I believed that by looking at what word choices each candidate used, one can quickly get a grasp of what each candidate's position is on a certain issue and what kinds of voter groups they are aiming to win over.