

B9DA106 Data Visualisation CA2

Juliana Salvadori
Peterson Donada



Data Source

‘What Do Men Think It Means To Be A Man?’

This database is a result of a survey with 1,615 adult men conducted by SurveyMonkey in partnership with FiveThirtyEight and WNYC Studios from May 10-22, 2018.

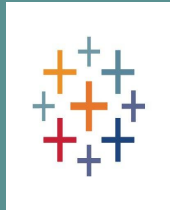
This survey was looking to answer if the social movement “#MeToo” changed their thinking on masculinity.

The database is contained in a ‘csv’ file generating 98 columns with 1615 rows.

Data Summary

For this work we built a presentation dashboard to compare the three tools: Tableau, Python and R.

We start our view showing four summary tiles (or summary cards) to give an overall idea about the data distribution, showing a breakdown of the number of respondents by sexual orientation, age group and civil status.



What Do Men Think It Means To Be A Man?

We asked more than 1,600 men whether #MeToo changed their thinking on masculinity.

Conducted by SurveyMonkey in partnership with FiveThirtyEight and WNYC Studios from 2018

1,615
Total of Respondents

Straight	87%
Gay	7%
Bisexual	3%
Other	2%
No answer	1%

53% (Age 35 - 64)

39% (Age 65 and up)

8% (Age 18 - 34)

Married	62%
Never married	18%
Divorced	13%
Widowed	5%
Separated	2%
No answer	0%

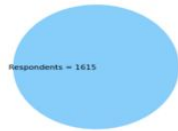


What Do Men Think It Means To Be A Man?

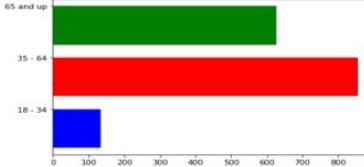
We asked more than 1,600 men whether #MeToo changed their thinking on masculinity.

Conducted by SurveyMonkey in partnership with FiveThirtyEight and WNYC Studios from 2018

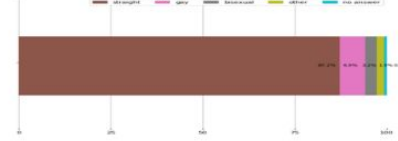
Total respondents



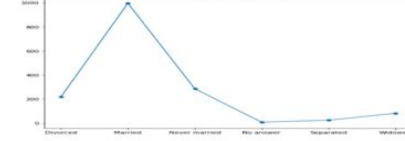
Total respondents by age group



Total respondents by sexual orientation



Total respondents by civil status



What Do Men Think It Means To Be A Man?

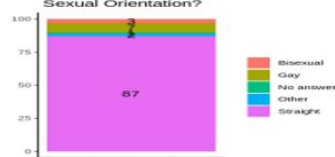
We asked more than 1,600 men whether #MeToo changed their thinking on masculinity.

Conducted by SurveyMonkey in partnership with FiveThirtyEight and WNYC Studios from 2018

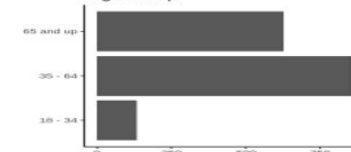
Total Respondents



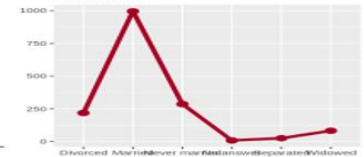
Total Respondents by Sexual Orientation?



Total Respondents by Age Group



Total Respondents by Civil Status



Data Summary

For Tableau, only one of the cards was presented as a chart, while for Python and R only graphic charts were used.

As the main idea for the cards is to show a summarized and direct view of the dataset, the use of charts (as shown in R and Python) can be perceived in a very poor way to do so, as the user needs to concentrate in understanding the data and therefore they are more 'visual noise' than informative, as the opposite of what we can see on Tableau.

The use of a ranking would aggregate to these cards for example the top three categories or desconsidering categories under 5% representative.

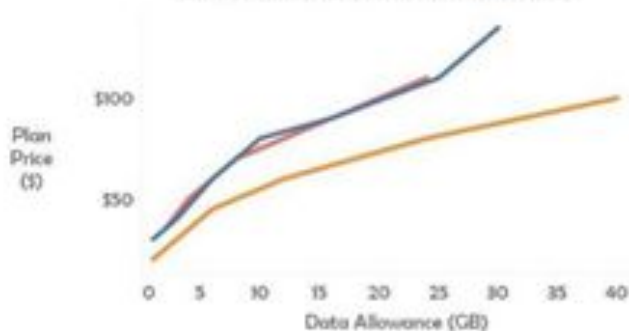
Data Questions

The imbalance between the categories' representation causes the graphs to help too little to understand the percentage differences, for example, for the minimum rates to the maximum ones.

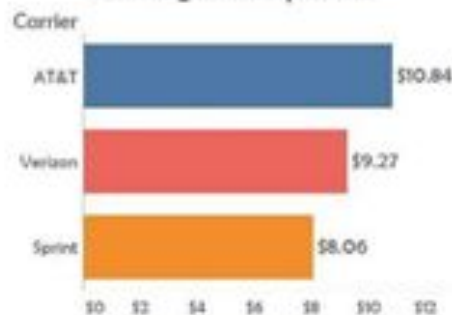
We would consider splitting some of them into two different charts using comparative trends between them, rather than trying to visualise all information in the same chart as presented.

Data Plan Comparison Across Carriers

Data Allowance vs. Plan Price

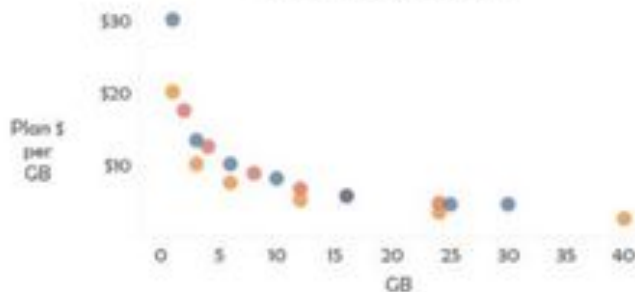


Average Price per GB



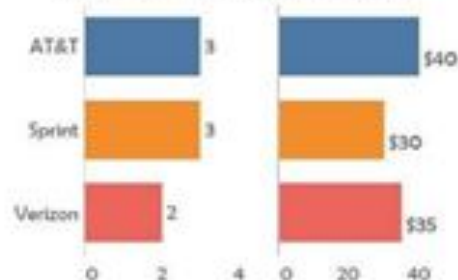
For the Ultimate Bargain Hunter

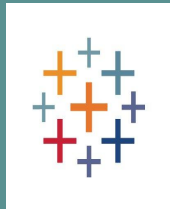
Get the best bang for your buck with a high data allowance plan



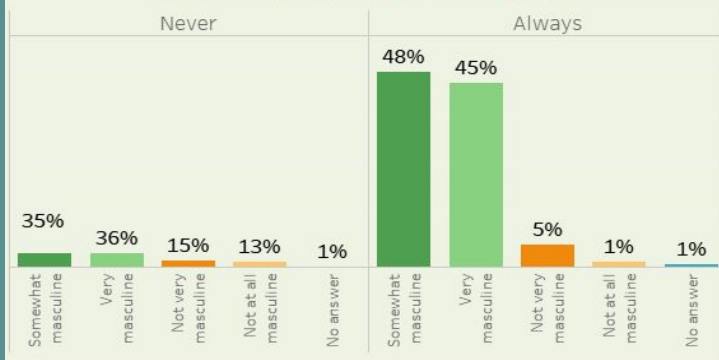
Waste Not, Want Not

People on average use 2-3 GB per month, compare plans for average consumption

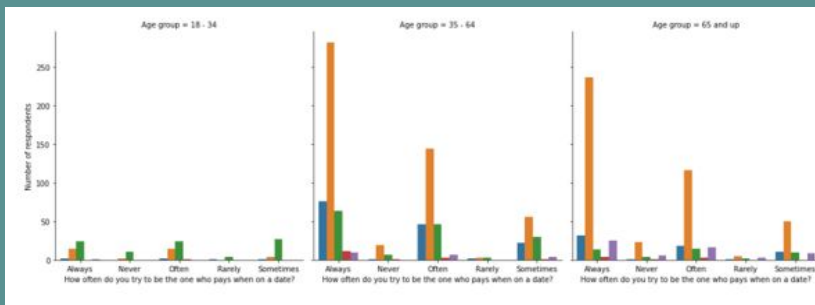
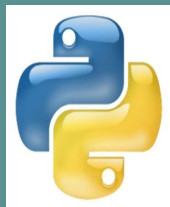
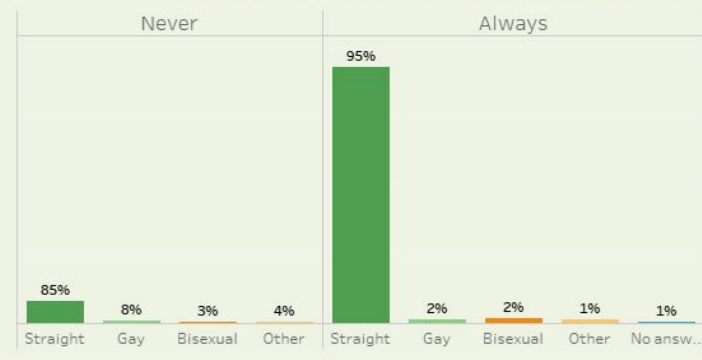




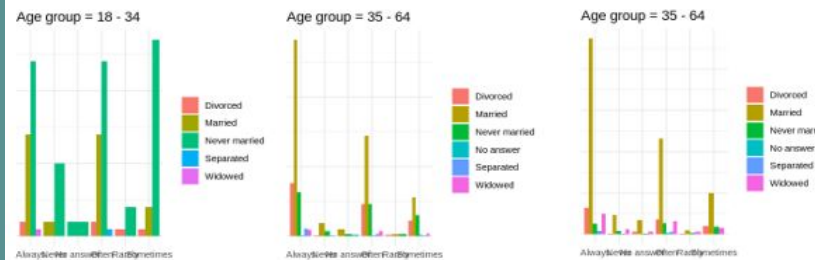
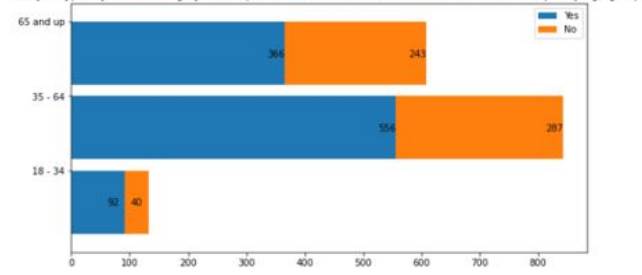
How often do you try to be the one who pays when on a date?



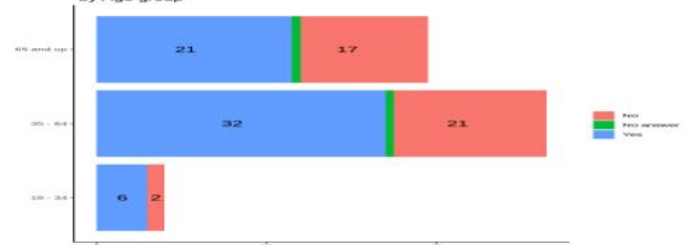
How often do you try to be the one who pays when on a date?



Do you typically feel as though you're expected to make the first move in romantic relationships? by Age group



Do you think that society puts pressure on men in a way that is unhealthy or bad for them? by Age group



What Do Men Think It Means To Be A Man?

We asked more than 1,600 men whether #MeToo changed their thinking on masculinity.

Conducted by SurveyMonkey in partnership with FiveThirtyEight and WNYC Studios from 2018

1,615

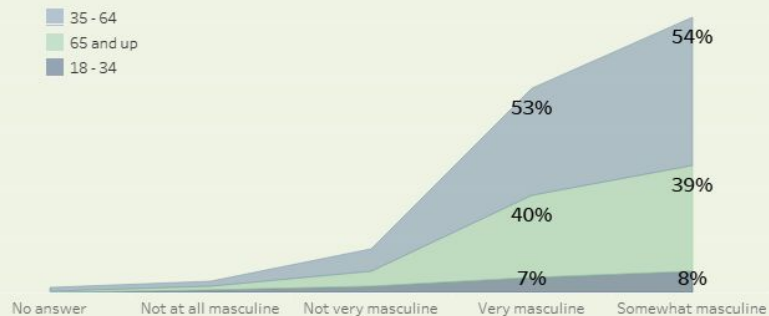
Total of Respondents

Straight	87%
Gay	7%
Bisexual	3%
Other	2%
No answer	1%

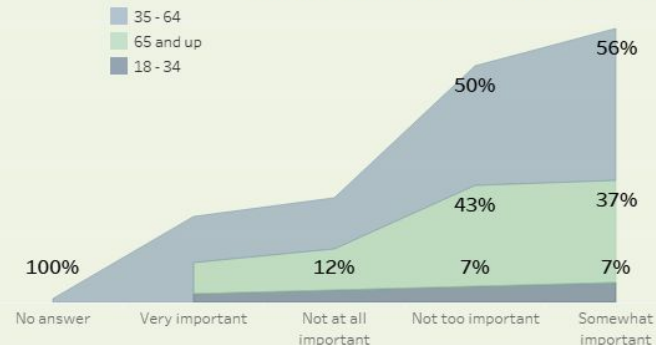
53% (Age 35 - 64)
39% (Age 65 and up)
8% (Age 18 - 34)

Married	62%
Never married	18%
Divorced	13%
Widowed	5%
Separated	2%
No answer	0%

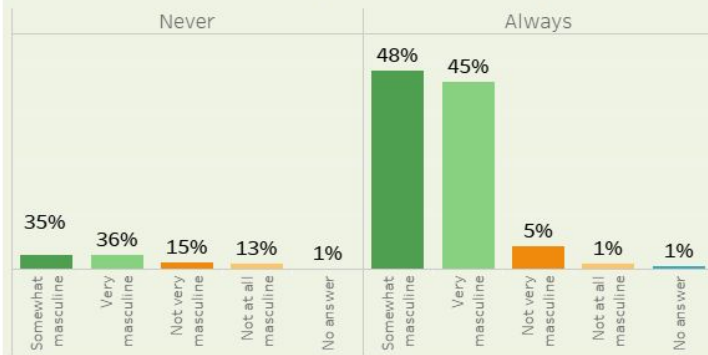
In general, how masculine or "manly" do you feel?



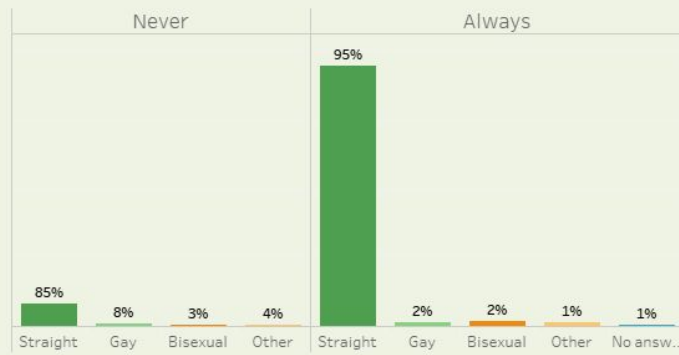
How Important is Others see you as Masculine



How often do you try to be the one who pays when on a date?



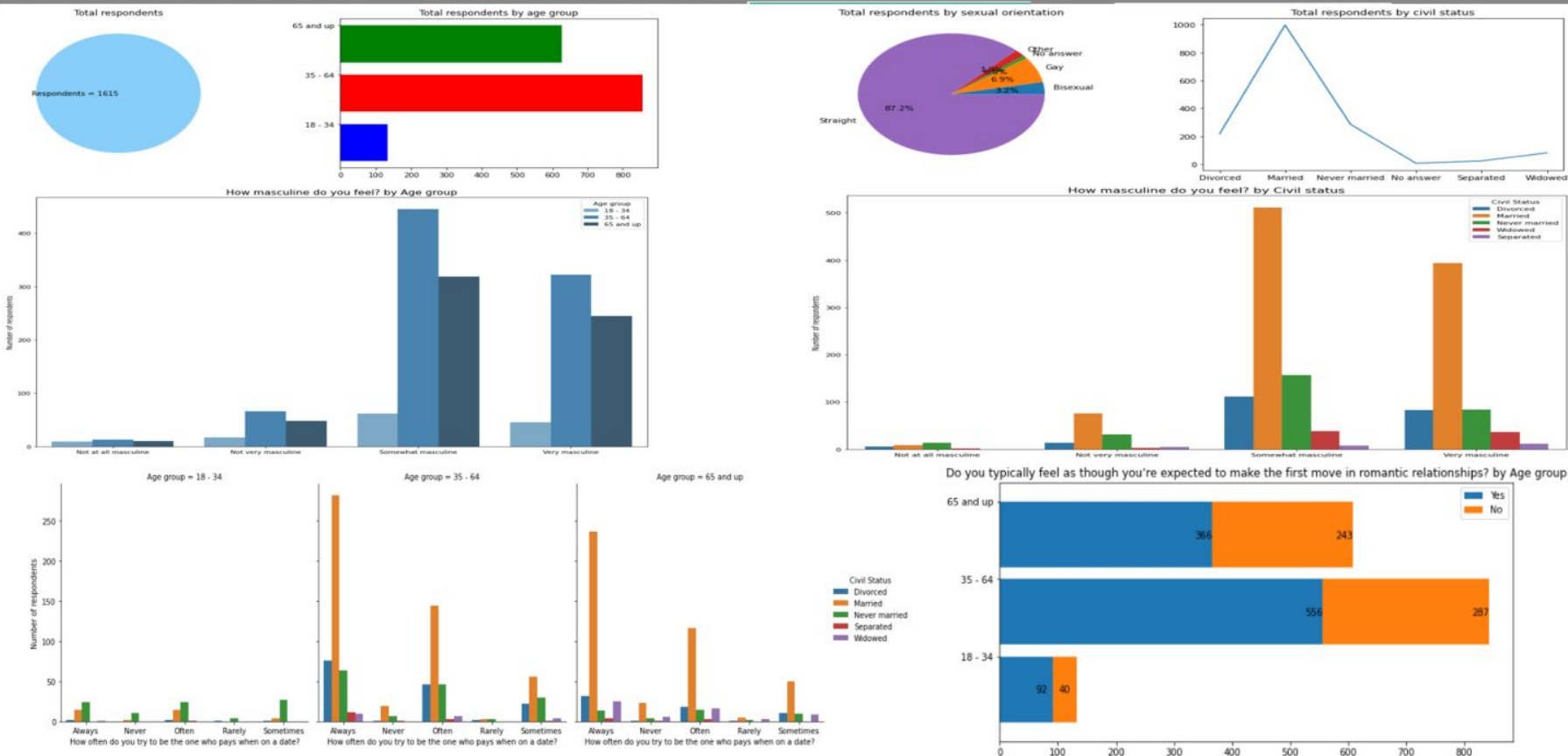
How often do you try to be the one who pays when on a date?



What Do Men Think It Means To Be A Man?

We asked more than 1,600 men whether #MeToo changed their thinking on masculinity.

Conducted by SurveyMonkey in partnership with FiveThirtyEight and WNYC Studios from 2018



What Do Men Think It Means To Be A Man?

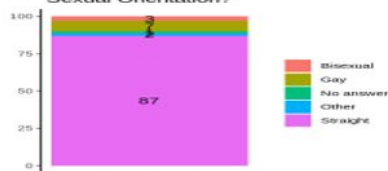
We asked more than 1,600 men whether #MeToo changed their thinking on masculinity.

Conducted by SurveyMonkey in partnership with FiveThirtyEight and WNYC Studios from 2018

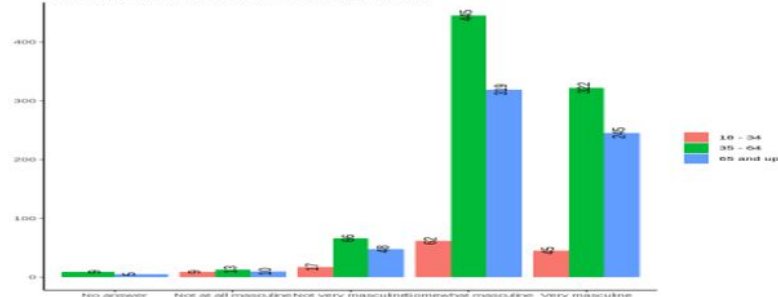
Total Respondents



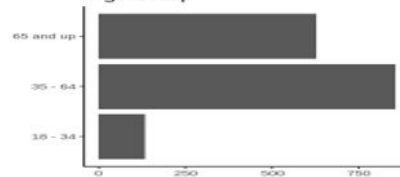
Total Respondents by Sexual Orientation?



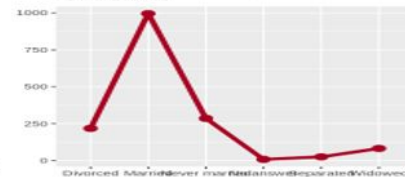
How masculine do you feel? by Age group



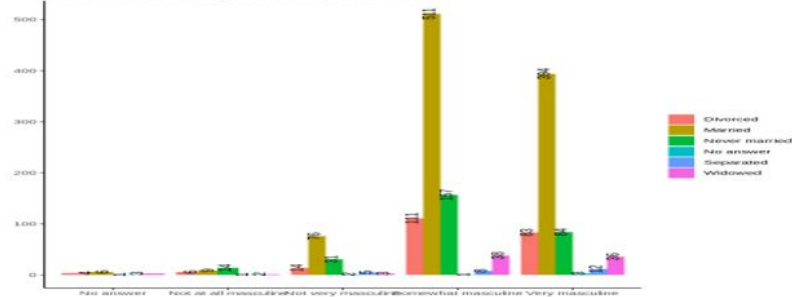
Total Respondents by Age Group



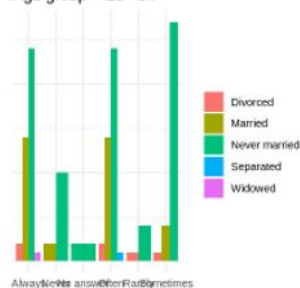
Total Respondents by Civil Status



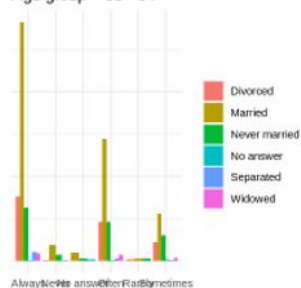
How masculine do you feel? by Civil Status



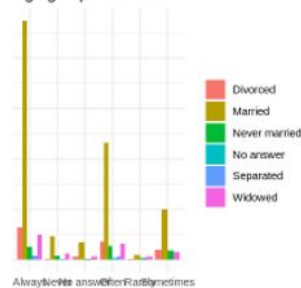
Age group = 18 - 34



Age group = 35 - 64



Age group = 35 - 64



Do you think that society puts pressure on men in a way that is unhealthy or bad for them?

