Critique 1 – Kim de Bie, 26 October 2015

* *Who is the intended audience?*

The intended audience consists of the general public; New York Times readers with an interest in movies, but with no specific background knowledge.

* *What tasks does the visualization enable?*

The visualization allows the user to compare revenues of different movies. Moreover, the visualization is intended to compare longevity of movie popularity and to show when the bulk of the revenues came in. Besides, the visualization allows the user to compare revenues in the past to revenues in the present; moreover revenues at different times in the year can be compared.

* *What data is represented in this visualization? Be specific.*

The following variables are included: movie title, the time at which movies brought in revenues (1986-2008), movie revenues per week, total domestic gross of the movies, a short movie description, a link to a NYT article (although most/all(?) links seem to be broken).

* *How is each data type visually encoded?*

The names of (the biggest) movies are displayed as plain text; the time of bringing in revenues is displayed on the y-axis (the width of the different movie curves); the movie revenues per week are displayed on the x-axis (the height); the total domestic gross is displayed categorically in 4 different colors; the movie descriptions and links appear as popups when a movie curve is clicked.

* How do the visual elements and user interactions support the tasks?

The visualization allows for relative comparison of weekly earnings. The height of the different movies can be compared to the height of other movies, but because there are no absolute dollar values given (i.e. no x-axis with numbers), no absolute data about the movies is communicated. A similar point can be made for longevity; in this case, months and years are displayed on the y-axis, but it is very difficult to determine exact lengths. Total domestic gross can firstly be read from the total area of the curves and secondly from the color; but because only four categories are determined, it is difficult to be very specific (again no absolute values). A last issue is that many movies overlap and that there is no way to single out a specific movie (i.e. separate it from the rest of the graph): because so many movies have similar earnings, it is very difficult to say something about most movies (and tails are invisible for practically all movies).

* *Why do you like / dislike this visualization?*

Although this visualization is visually appealing on first sight, it is not informative enough to judge it as fully successful.