

Individual Assignment #5

Design – How Baby Boomers Describe Themselves

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Summary—

The idea behind the Baby Boomers visualization was interesting; however, the plan for the visual was not well thought out. The percentages of each category total together as 243% instead of the standard 100% that the end-viewer is used to; this leads to confusion.

To create a better representation of the data being described, the creator would need to focus on four main points:

1. Collect interesting and relevant data
2. Display the data in a coherent manner
3. Make the infographic aesthetically appealing
4. Reveal a truth or make a point in a more compelling way than simply stating it in words

The first change is the color scheme. The colors chosen were simple: red, white and blue. There was no particular reasoning behind it other than the Baby Boomers that took the poll was all from America. The next addition was adding the definition of what a Baby Boomer is—this way, the end-viewer will have an understanding of how to compare the different generation groups when reviewing the Baby Boomer data. The next change was the title of the data being described. Instead of the title “How Baby Boomers Describe Themselves”, the new title “% Characteristics of Baby Boomers” was used so the end-viewer does not become confused by the percentages not adding up to 100%. Each characteristic has been separated so the viewer will read it as such. Also, a small excerpt was added in this section to denote that 100 Baby Boomers were polled, which is where this data came from. To help keep the end-viewer interested, seven “Fun Facts” about Baby Boomers were also added in its own section of the infographic.

Research design, measurement, statistical methods, and predictive models employed—

Research spawned from trying to find a bad infographic and creating an updated infographic that uses best practices of visualizations, all while utilizing the same data. The measurement utilized 100 Baby Boomers that answered multiple questions of how they describe themselves.

Overview of programming work—

No programming work was utilized. Venngage was used to create the infographic “Baby Boomers”. The *before* visualization can be found here:

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<https://wpengine.com/wp-content/uploads/2014/03/Baby-Boomers.png>

The *after* visualization can be found here:

<https://infograph.venngage.com/p/114068/baby-boomers>

The *Fun Facts* segment of the infographic came from here:

<https://www.senioradvisor.com/blog/2015/07/baby-boomers-facts/>