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**The Problems** that led me to do visualization on these:

* America witnesses many guns violence across decades.
* Most recent, Texas school shooting especially drew my attention as over 19 children were killed.
* Based on past articles, mental illness does play a role in causing mass shooting.
* Also see that politicians seem to avoid the main issue which is gun law.

The **targeted audience (same for all 3 visualizations)**:

* General Public – American and Parent with child attending school more specifically
* Pro-Gun people, Politicians, officials, lawmakers, etc.

The **general message for those audience**:

* Raise awareness for general public about the problems mentioned previously.
* To change opinion of people who are more biased toward guns, letting them know gun is bad because it is main reason for so many incidents.
* To advocate for stricter gun control law, as it would reduce the possibility of future incident.
* To also draw attention to mental illness, as it is also one of the main factors behind mass shooting.

The dataset source is from **Kaggle**, where 3 different csv file was downloaded, cleaned and merged into a single dataset with only useful variables (mentioned in the presentation). Note that these datasets do not record literally every mass shooting that has happened. The source is [here](https://www.kaggle.com/datasets/zusmani/us-mass-shootings-last-50-years) and [here](https://www.kaggle.com/datasets/dsp112/us-mass-shootings-dataset-19822021).

Three different visualizations were used:

* Stacked bar chart (simple)
  + To show proportion of fatalities between School Shooting vs Other Locations
  + Pre-attentive attribute: highlight School in red
  + Main takeaway: gun violence on the rise, and schools are targeted more and more.
* Alluvial Visualization, 5 columns (complex)
  + Show different combination of characteristic of shooter and their proportion
  + Pre-attentive attribute: Highlight School in red
  + Main takeaway: mental illness in a lot of case contribute to school shooting, and that white male teenager seems to be the most common school shooter.
* Spatial Map of America (complex)
  + Show map of America with points on there represent where a shooting has taken place and how many victims.
  + Pre-attentive attribute: label and annotation used to point at California and Texas recent school shooting. Points other than “School” have their opacity reduced to highlight “School” point more.
  + Main takeaway: The map is covered in points, there’s literally gun violence everywhere in America.

**Roadblocks**: Had hard time cleaning/wrangling data and picking suitable visualization to best represent and sent message. These are important as they directly determine how effective the visualization would be in telling the story and message.

**Two recommendations**: To incorporate the existing data with more in-depth dataset as it helps in presenting more information. Animated Spatial graph would also be nice because it shows the time and location of an incident, and also draw more attention from people.