Peer Review: Visual Encoding

November 2020

1 Positives

This is a really interesting project which can have wide-ranging real world impact. Data visualization is a key aspect of communicating data-based research/findings and based on how data is visualized, people might perceive it very differently. I could mostly follow the presentation and I liked how the authors had mentioned the types of analysis they'll conduct and how they'll do hypothesis testing. The authors were also cognizant of the challenges they might face with bad MTurk responses and it was nice to see that they'd included attention checks to mitigate this.

2 Suggestions

This might be just me, but I wasn't very sure what the problem statement was. Maybe a visualization could help (pardon the meta suggestion)? For some given data, what kind of graphs will you make? Will you try different kinds of graphs and say a visualization of type X worked best in helping participants understand data, or will you say that for a given visualization type X, this particular style of presentation worked best? I think both are very interesting and useful but it might make sense to clarify which one are you aiming for in your study. I might've missed this, but how many participants will you recruit? What will be the demographics? Do demographics matter? I think it would be nice to mention these details.