Introduction to Data Visualization

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Key principles of effective data graphics

- Know your audience
- "**Show** the data"
- "Encourage the eye to **compare** different pieces of data"
- **Simplify** by maximizing the "data-ink ratio."
- Leverage color, shapes, facets to highlight multivariate data.
- Annotate your figures with context.

Breakout rooms

For each of the following graphics, work in your breakout rooms to complete the note-catcher assignment.

"Cities, traffic and CO2"[1]

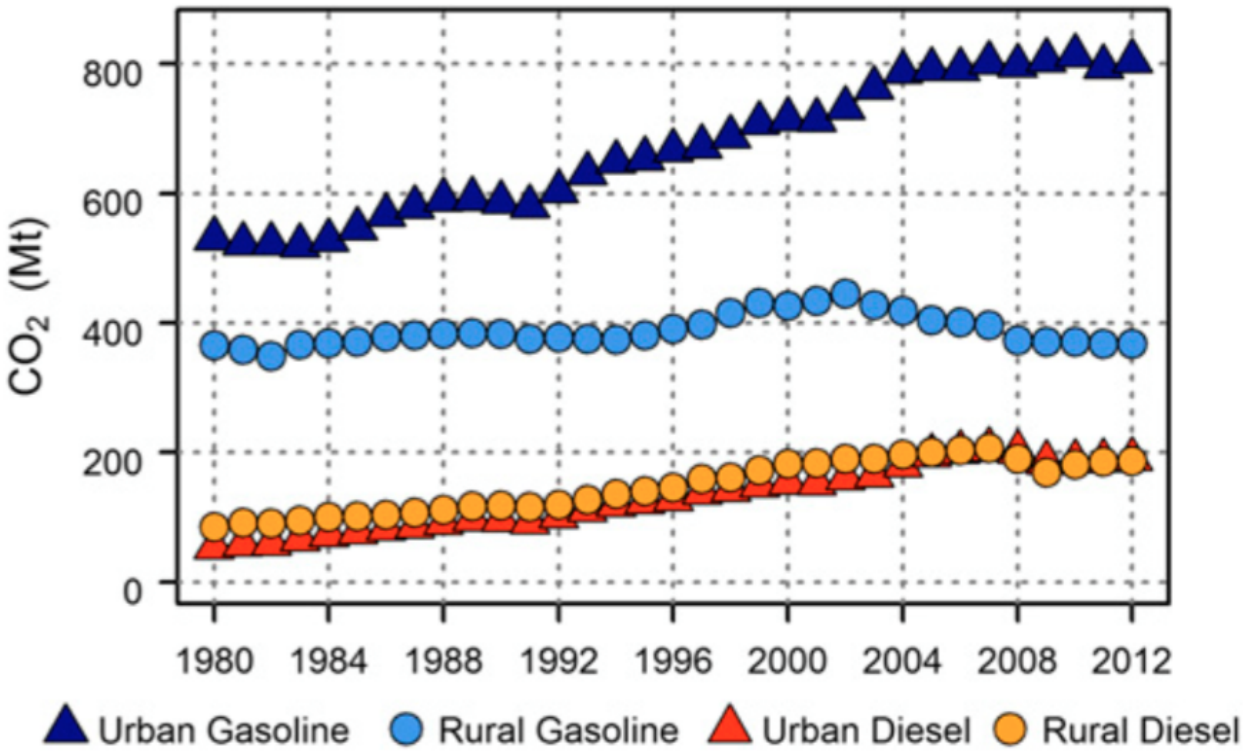


Fig. 2. Time series of US on-road CO_2 emissions. Urban roads accounted for 80% of total emissions growth since 1980. Rural road emissions have been declining since 2002.

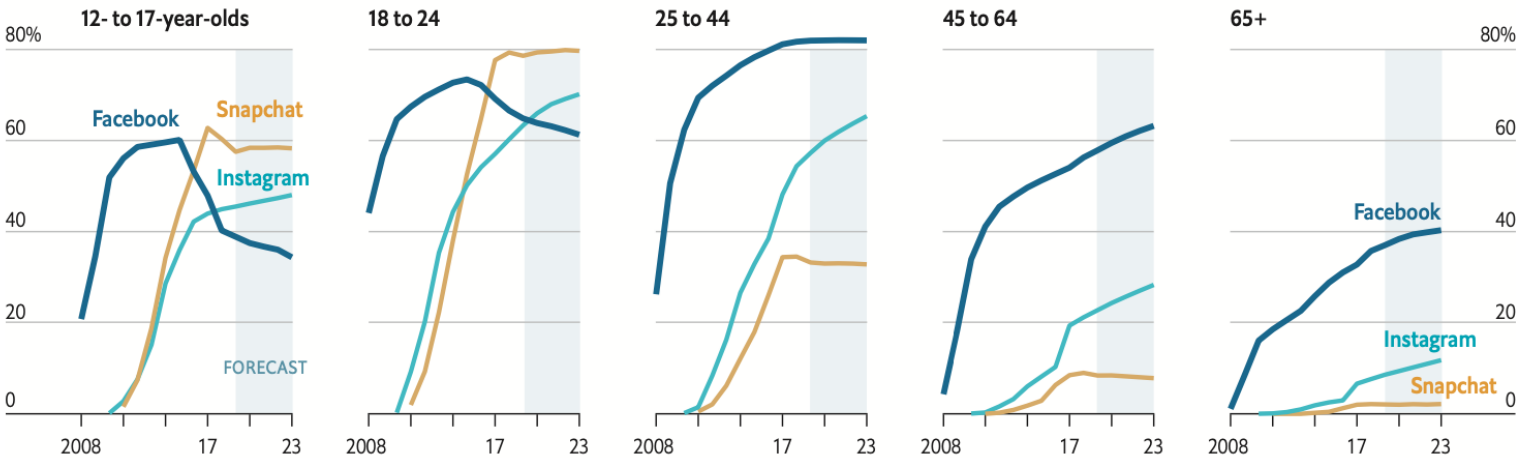
[1] from "Cities, traffic, and CO2: A multidecadal assessment of trends, drivers, and scaling relationships", Gately et al, PNAS, 2015.

"Ageing on Facebook"[2]

Graphic detail Ageing on Facebook

Teenagers are avoiding Facebook, as older users flock to it

Share of Americans using platforms at least once per month, estimate, by age group



[2] from The Economist, full article available on Moodle.