

What's wrong with this data visualization?

Adapted for CGT 2700 Data Visualization

Group 10

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Group Members

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Instructions

- Examine the visualization on the next slide
- Determine what's wrong with the visualization
- Then, provide recommendations on how the group would REFINE the visualization
- Use any of the resources mentioned in previous lectures and readings

THE MOST POPULAR & ACTIVE SOCIAL APPS ON ANDROID

According to data for the USA from Similarweb, the share of total Android users was:

Total users vs. Active users



99.48% / 30.14%



70.93% / 66.07%



24.10% / 19.66%



17.64% / 18.62%



5.95% / 10.76%

While popular networks such as YouTube and Facebook enjoy an impressive share of Android users, the more niche social spheres of Twitter, Pinterest, and LinkedIn are perhaps more advantageous to certain brands due to their active audiences. But what industries will benefit the most?

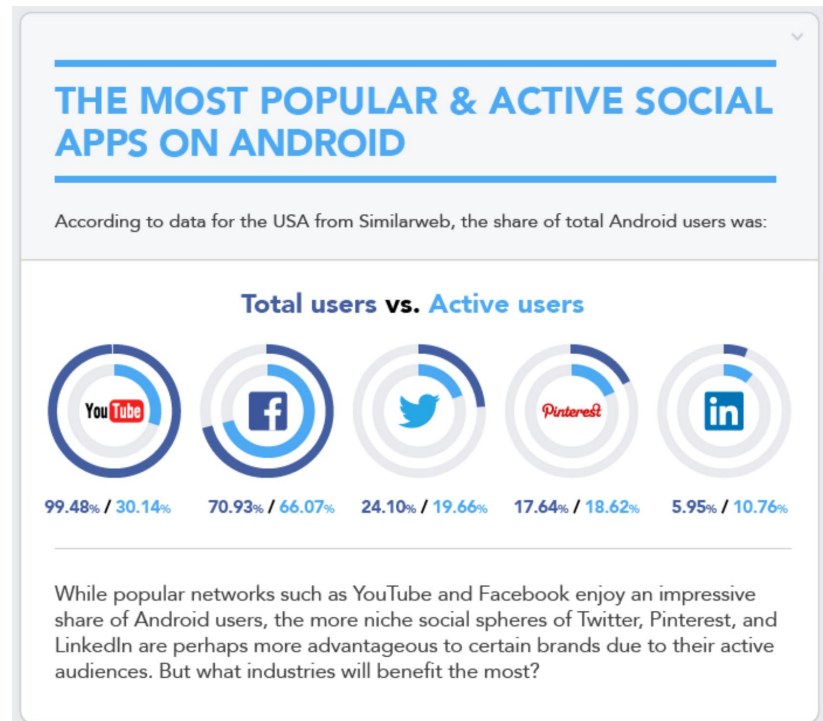
What is it?

- This graphic was created by a company named JBH, who by the way, create infographics for a living.
- What this graphic is showing is the “State of Social Media Marketing in 2015”, which includes a range of stats related to social media network usage and behavior.



What's wrong with it?

- *Colors should be different. There seems to be too much blue.*
- *Title should mention that the graph is representing users rather than the subtitle.*
- *Descriptions should say what the social apps do rather than only a logo.*
- *Some total users are less than active users, which makes it confusing as to what the graph is trying to represent.*
- *Inaccurate data is seen with YouTube, 99% of YouTube users are Android users.*



What should they have done?

- *A short description added below each circle that represents an app to explain what the app is.*
- *The graph can have more contrasting colors to see the difference better.*
- Mention that the graph is representing total users versus active users in the actual title and not only in the subtitle.
- Make sure the data is accurate, as LinkedIn shows a higher percentage of active users than total users and that 99% of YouTube users are Android users.
- Define an active user.
- Change the graph to a cluster bar graph to make the differences clearer.

