CGT 270 Data Visualization
Makeover Monday #1 (2019 Dataset)

Name: Rae Fu **Date:** 3/10/2022 **Max points:** 25

Lab section: Thursday

Show your work!!!

Acquire

Week: 47

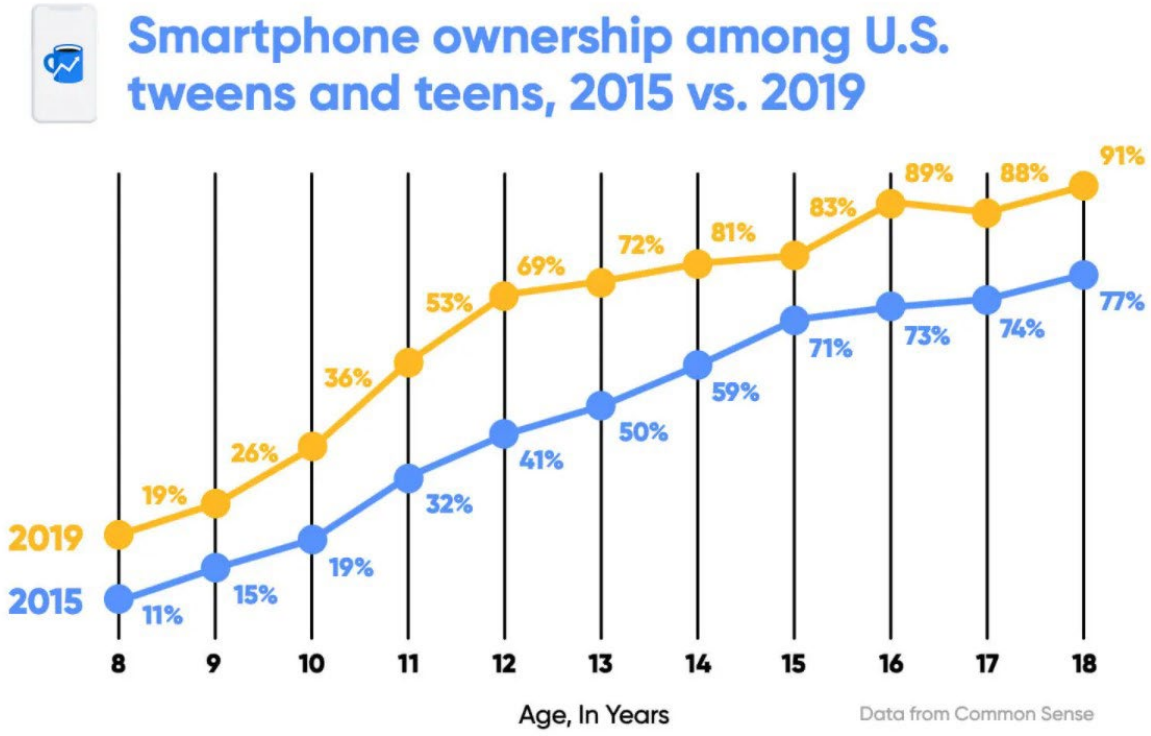
Date: Nov 18 Year: **2019** Data: data.world

Source Article/Visualization:

Smartphone Ownership Among Youth Is on the Rise

https://www.makeovermonday.co.uk/data/data-sets-2016/

Represent



This is the visualization that you will "makeover."

Critique

Critique the visualization: what do you like about it, dislike about it, what do you plan to do differently?

The colors of the visualization are strikingly different, which makes it easy to see the contrast between 2019 and 2015. Although age is similar to a timeline, but it is not the same as time, since age is discrete in

this case, the line graph does not fit and a graph that sorts by categories such as a tree graph would make more sense.

Based on your knowledge of the Periodic Table of Visualization Methods (discussed in class this week), discuss which one of the 6 categories does the visualization you provided in the Represent stage falls in. Identify the method most closely related to the visualization in the Represent Stage and discuss the characteristics: overview, detail, detail AND overview, divergent thinking, convergent thinking. Refer to Week 10 Readings to assist with categorizing the visualization.

The visualization is a data visualization as a line chart. Line chart depicts a variable changing over a continuous time. It uses lines to connect points and color to depict different categories.

Mine

What question(s) are you attempting to answer? How does the teen smartphone ownership percentage vary with 2015 compared to 2019?

Filter

Show (display, list, make it visible) the filtered data.

Year	Percentage of Teens with Smartphone Ownership
2015	47%
2019	64%

I found the average percentage of the teen smartphone ownership across the given ages (ages 8 to 18) for 2015 and 2019.

Stakeholders

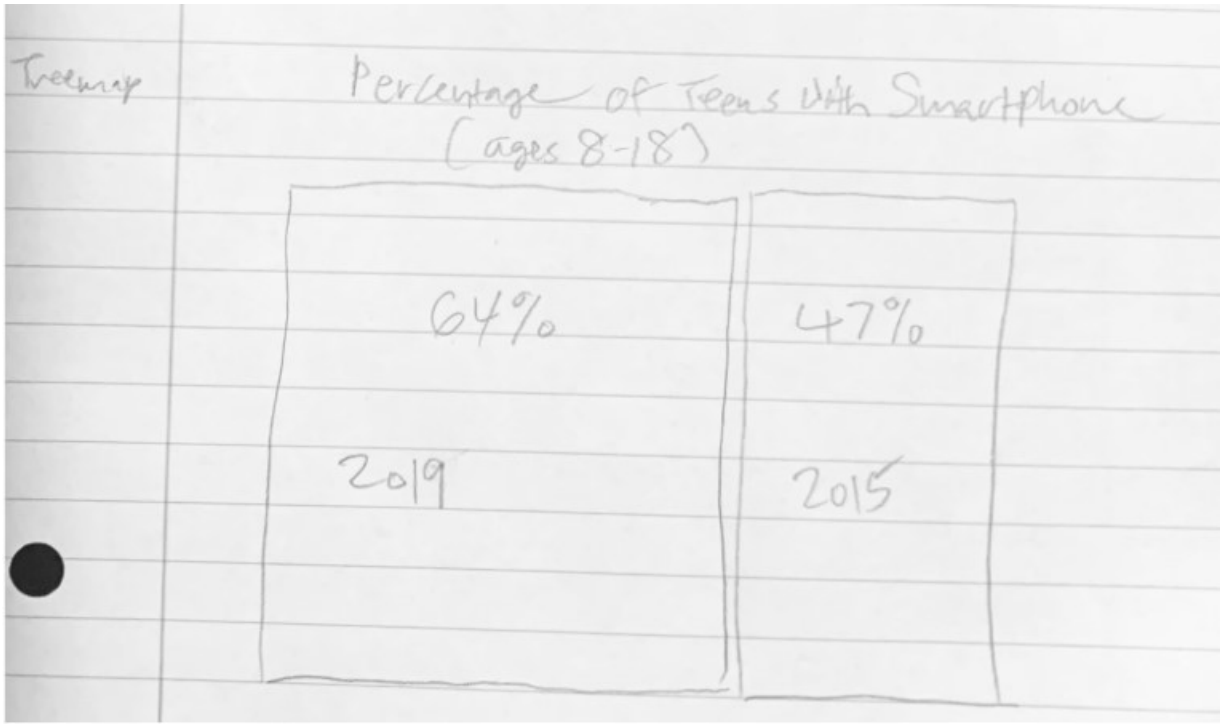
- Who is your audience? What assumptions did you make? What visualization tool/software did you use?
  The audience is parents wondering if they should buy a smartphone for their teen and wishes to see whether more teens have one. The assumptions are that the data is accurate and the scope of the teens is the whole world because location and who the teens are is unknown. Excel was used as the software.

What to submit: This document in PDF format only (if you do not know how to do this, see Lab 0 Exercise 1). Save this document as: LastnameFirstInitial_CGT270S22_MakeoverMonday#1.pdf

Choose the best layout for your makeover visualization: Portrait or Landscape, Remove the page of the layout that you DO NOT choose. No blank pages!

NEW Sketch your Makeover

In the space below, sketch out your ideas for refined visualization. You must use pen/pencil and paper to sketch out your idea, then take a photo of your sketch and include it in the space below.


Treemap
Percentage of Teens With Smartphone
(ages 8-18)
64%
2019
47%
2015

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<u>Refine</u> (Makeover – Landscape view)

Use an additional page if necessary. Remember, the purpose of visualization is "insight." Take and include a screenshot of your visualization and include it below. Use Data Visualization Best Practices (see data visualization checklist).

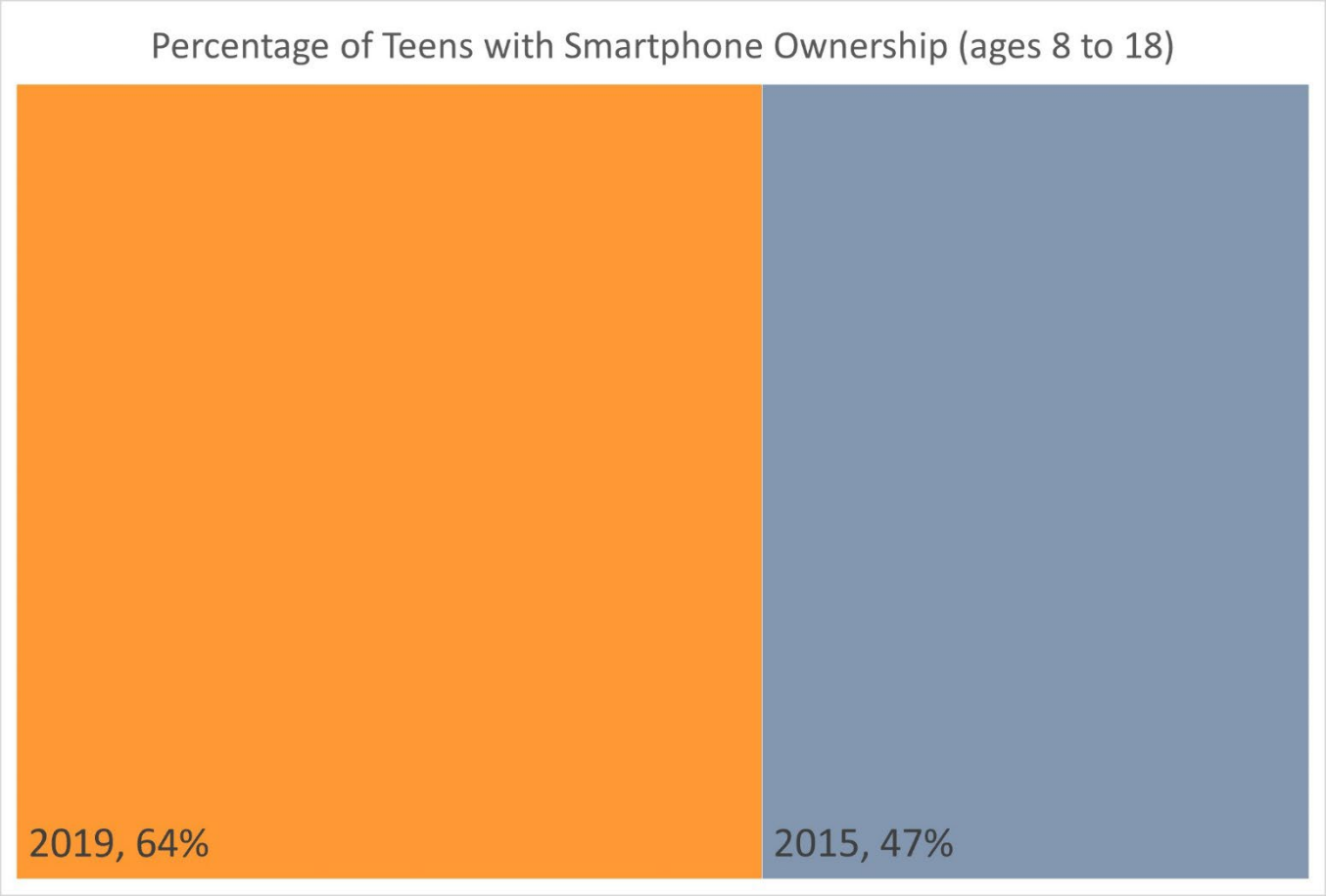

Figure Caption. This tree map displays the percentage of teens who had a smartphone in 2015 and 2019.

There is 17% more teens with smartphones in 2019 than 2015. To highlight 2019, the tree map has 2019 on the left and in a brighter color to be obvious.

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Resources
Data Visualization Checklist:
http://stephanieevergreen.com/wp-content/uploads/2016/10/DataVizChecklist_May2016.pdf

How to give constructive criticism:
https://personalexcellence.co/blog/constructive-criticism/

Sample Makeovers
https://www.makeovermonday.co.uk/gallery/

Grading Rubric

Excellent	**Good**	**Fair**	**Needs Improvement**
Meets **ALL** or most of these: Makeover is esthetically pleasing (color, perception), best practices followed (insightful), Correct dataset downloaded; provided an interesting point of view of the data; critiqued previous makeover, critique is constructive (indicates one thing that is done well, and one thing that could be done differently, what will be done to improve the visualization), assumptions (more than one) are listed. [15 pts]	Meets **MOST** of these: Makeover is esthetically pleasing (color, perception), best practices followed (insightful), Correct dataset downloaded; provided an interesting point of view of the data; critiqued previous makeover, critique is constructive (indicates one thing that is done well, and one thing that could be done differently, what will be done to improve the visualization), assumptions (more than one) are listed. [10 – 14 pts]	Consistently meets **SOME** of these: Makeover is esthetically pleasing (color, perception), best practices followed (insightful), Correct dataset downloaded; provided an interesting point of view of the data; critiqued previous makeover, critique is constructive (indicates one thing that is done well, and one thing that could be done differently, what will be done to improve the visualization), assumptions (more than one) are listed. [5 – 9 pts]	Little to no evidence of the understanding of the data visualization process. Lackluster makeover or no makeover. Little effort. [0 – 4 pts]
Sketch included: hand drawn, data vis best practices evident. [5 pts]	Sketch included: hand drawn, lacking data vis best practices. [3 pts]	Sketch included, but was generated by computer [2 pts]	No sketch included. [0 pts]
More advanced chart types used [5 pts]	More advanced chart types used, followed most best practices [3 pts]	Basic chat types used in the makeover [2 pts]	Little to no improvement in visual representation of the data [0 pts]