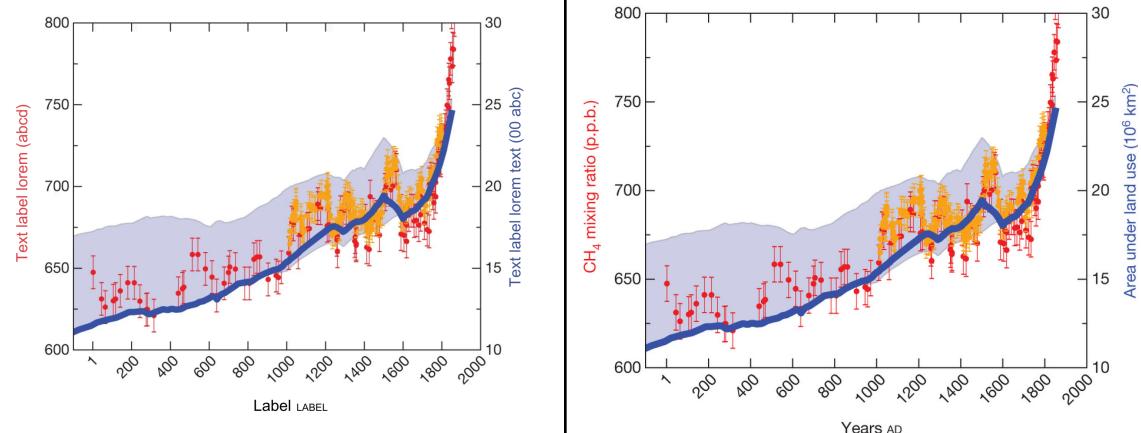


The following stimuli were prepared for the attitude elicitation surveys, drawing from images we used in our first study (Morgenstern, Fox, Jones & Satyanarayan, Visualization Vibes), supplemented by additional images from the MassVis dataset. The Fox & Morgenstern collaborated to produce the message-obsured versions of each visualization by replacing identifying titles, labels and annotations. Stimuli were organized into (4) ‘relative embellishment’ categories, and randomization blocks with (4) images : one from each category. Stimuli are identified by reference numbers: B[block number]-[embellishment category]. (*Note that in the data, the embellishment categories are represented as numbers where A=1, B=2, C=3, D=4*). We also include the ‘nicknames’ by which we referred to each stimulus colloquially as a research team, though these names were neither presented to participants, nor based on specific quotations.

REFERENCE	TOPIC-OBSURED STIMULUS	(RAW) ORIGINAL VISUALIZATION
B1-A “Spicy Heatmap” source: William Edmisten	<p>Here goes the title of this graph the title the title</p> <p>the labels of this graph listed the sides various things are listed here with variable names group this goes here</p> <p>Here goes the description of this graph the description the description</p>	<p>Correlation between spices in recipes from allrecipes.com</p> <p>Correlation matrix of spices from 91,000 recipes on allrecipes.com</p>
B2-A “Bluesy Stacked Area” source: The Economist via MassVis Dataset	<p>Heading goes here 2004-2009*</p> <p>Source: Here goes the</p> <p>*The texts of this graph down here</p>	<p>Iraq war deaths 2004-2009*</p> <p>Source: Guardian, WikiLeaks</p> <p>*No data for May 2004 and March 2009</p>

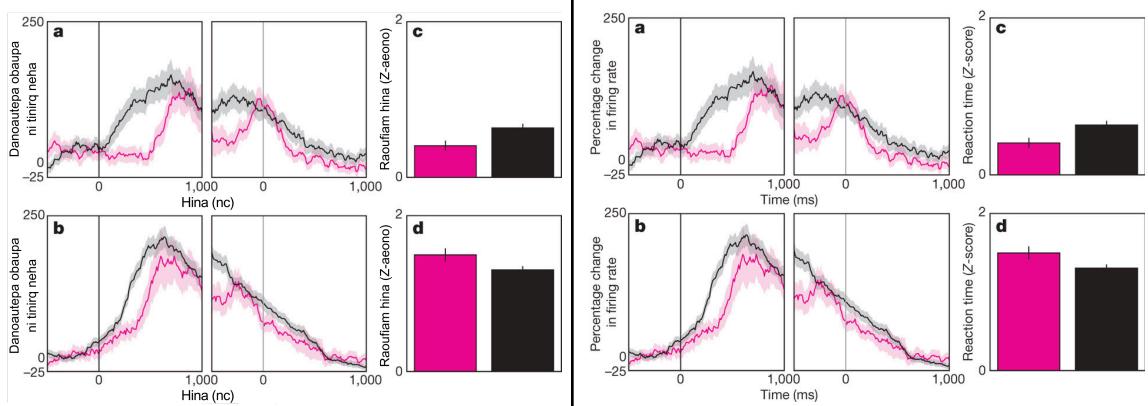
B3-A “Nature Mixed Plot”

source:
Nature
(academic
journal),
via MassVis
Dataset



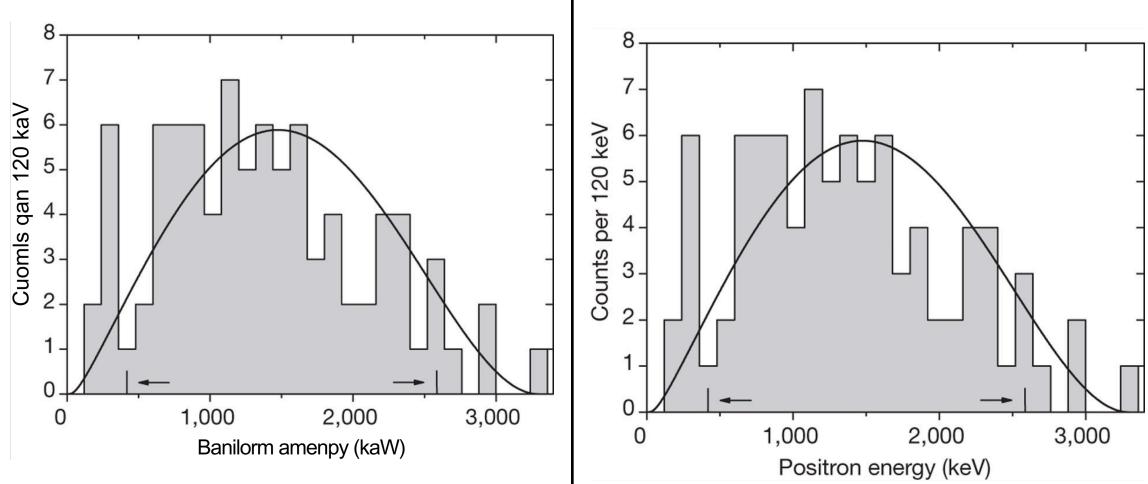
B4-A “Pink and Black Multiples”

source:
Nature
(academic
journal),
via MassVis
Dataset



B5-A “BW Histogram”

source:
Nature
(academic
journal),
via MassVis
Dataset



B6-A “Boisenberry Pies”

source:
World Health
Organization,
via MassVis
Dataset

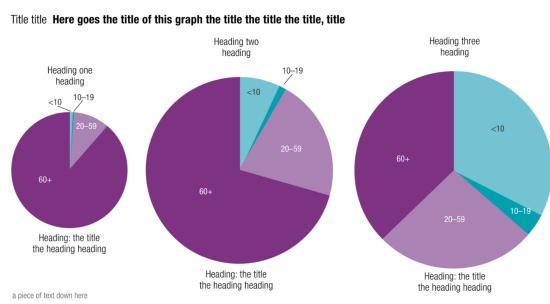
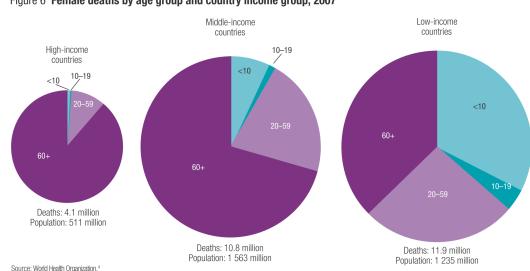


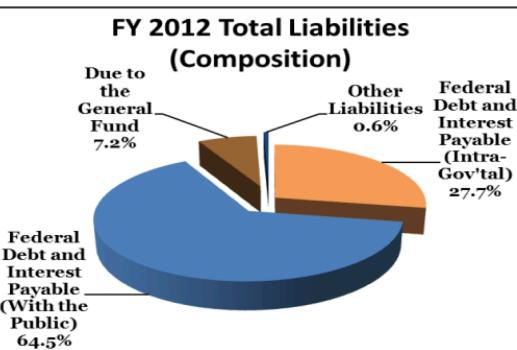
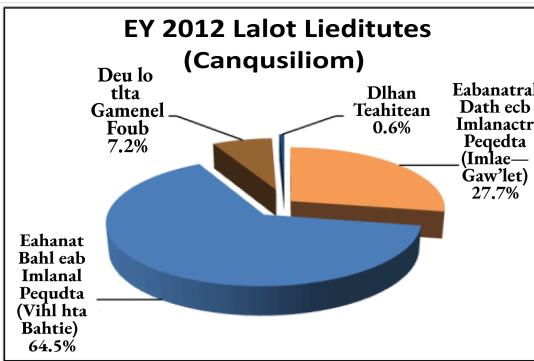
Figure 6 Female deaths by age group and country income group, 2007



<p>B1-B “Navy Dual Timeseries”</p> <p>source: Pew Research Center, via MassVis Dataset</p>	<p>Most texts Here have heading to text heading and title of this graph</p> <p>Here goes some texts about ____ graph that explains some things here subtitle with variables that makes it a content</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Variable one text here in the graph</th> <th>Variable two text here in the graph</th> </tr> </thead> <tbody> <tr><td>2011</td><td>63</td><td>29</td></tr> <tr><td>2012</td><td>47</td><td>39</td></tr> <tr><td>2013</td><td>58</td><td>34</td></tr> <tr><td>2014</td><td>65</td><td>28</td></tr> <tr><td>2015</td><td>60</td><td>30</td></tr> <tr><td>2016</td><td>65</td><td>27</td></tr> </tbody> </table> <p>Note: Heading and title of this graph does not. Source: below down graph with variables.</p> <p>HERE TEXT AND GRAPH</p>	Year	Variable one text here in the graph	Variable two text here in the graph	2011	63	29	2012	47	39	2013	58	34	2014	65	28	2015	60	30	2016	65	27	<p>Most in U.S. give priority to developing alternative energy over fossil fuels</p> <p>% of U.S. adults who say ____ should be the more important priority for addressing America's energy supply</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Alternative sources such as wind, solar</th> <th>Expand production of oil, coal, natural gas</th> </tr> </thead> <tbody> <tr><td>2011</td><td>63</td><td>29</td></tr> <tr><td>2012</td><td>47</td><td>39</td></tr> <tr><td>2013</td><td>58</td><td>34</td></tr> <tr><td>2014</td><td>65</td><td>28</td></tr> <tr><td>2015</td><td>60</td><td>30</td></tr> <tr><td>2016</td><td>65</td><td>27</td></tr> </tbody> </table> <p>Note: Both/Don't know responses not shown. Source: Survey conducted Jan. 4-9, 2017.</p> <p>PEW RESEARCH CENTER</p>	Year	Alternative sources such as wind, solar	Expand production of oil, coal, natural gas	2011	63	29	2012	47	39	2013	58	34	2014	65	28	2015	60	30	2016	65	27
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2016	65	27																																										
<p>B2-B “Significant Excel Error Bars”</p> <p>source: Nature (academic journal), via MassVis Dataset</p>	<table border="1"> <thead> <tr> <th>Group</th> <th>A Label</th> <th>A Label</th> <th>A Label</th> <th>Another Label</th> </tr> </thead> <tbody> <tr><td>Label here</td><td>9</td><td>17</td><td>16</td><td>11</td></tr> <tr><td>Label here</td><td>9</td><td>9</td><td>10</td><td>17</td></tr> </tbody> </table>	Group	A Label	A Label	A Label	Another Label	Label here	9	17	16	11	Label here	9	9	10	17	<table border="1"> <thead> <tr> <th>Group</th> <th>Unpaired</th> <th>CS1-US</th> <th>CS2-US</th> <th>Extinction-CS2</th> </tr> </thead> <tbody> <tr><td>Elimination</td><td>8.5</td><td>17.5</td><td>16.0</td><td>11.0</td></tr> <tr><td>Formation</td><td>9.0</td><td>9.0</td><td>9.5</td><td>17.0</td></tr> </tbody> </table>	Group	Unpaired	CS1-US	CS2-US	Extinction-CS2	Elimination	8.5	17.5	16.0	11.0	Formation	9.0	9.0	9.5	17.0												
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<p>B3-B “WSJ Rainbow Mixed Bars”</p> <p>source: Wall Street Journal</p>	<p>A Title of Image</p> <p>Text here more text another line of text and more text text another line of text.</p> <p>Title of this plot here</p> <table border="1"> <thead> <tr> <th>Category</th> <th>Under 30</th> <th>30-39</th> <th>40-49</th> <th>50-59</th> <th>50-59</th> </tr> </thead> <tbody> <tr><td>123 label</td><td>\$144</td><td>\$124</td><td>\$124</td><td>\$34</td><td>\$53</td></tr> <tr><td>LABELS</td><td>\$292</td><td>\$307</td><td>\$154</td><td>\$106</td><td>\$43</td></tr> </tbody> </table> <p>Label text here</p> <p>Label 0000</p> <p>Label 0000</p> <p>Label 0000</p> <p>Label 0000</p> <p>Sed Commodo Risus eu Odio Dolor Scl Erik</p> <p>Label ipsum Text Here</p>	Category	Under 30	30-39	40-49	50-59	50-59	123 label	\$144	\$124	\$124	\$34	\$53	LABELS	\$292	\$307	\$154	\$106	\$43	<p>A Heavier Load</p> <p>Student debt is rising rapidly, and delinquencies are increasing among all age groups.</p> <p>Total student debt \$363 billion TOTALS \$902 billion</p> <table border="1"> <thead> <tr> <th>Age Group</th> <th>Q1 2005</th> <th>Q1 2012</th> </tr> </thead> <tbody> <tr><td>Under 30</td><td>3.7%</td><td>6.2%</td></tr> <tr><td>30-39</td><td>6.0%</td><td>9.4%</td></tr> <tr><td>40-49</td><td>9.4%</td><td>11.9%</td></tr> <tr><td>50-59</td><td>6.3%</td><td>7.2%</td></tr> <tr><td>60 and older</td><td>6.0%</td><td>7.2%</td></tr> <tr><td>Age 60 and older</td><td>6.0%</td><td>7.2%</td></tr> </tbody> </table> <p>Loans that are 90-plus days delinquent</p> <p>Ages 40-49</p> <p>Labels: 123 label, LABELS, Unpaired, CS1-US, CS2-US, Extinction-CS2</p> <p>Source: Federal Reserve Bank of New York</p> <p>The Wall Street Journal</p>	Age Group	Q1 2005	Q1 2012	Under 30	3.7%	6.2%	30-39	6.0%	9.4%	40-49	9.4%	11.9%	50-59	6.3%	7.2%	60 and older	6.0%	7.2%	Age 60 and older	6.0%	7.2%			
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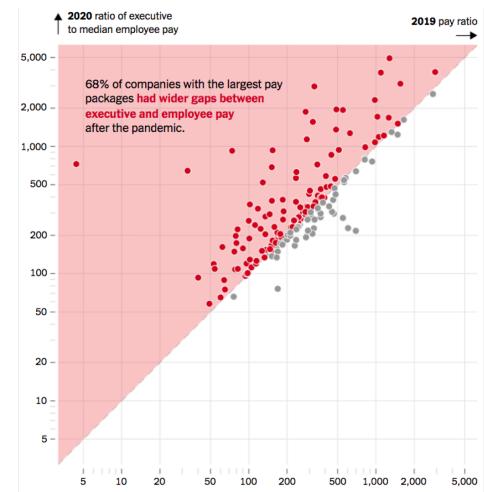
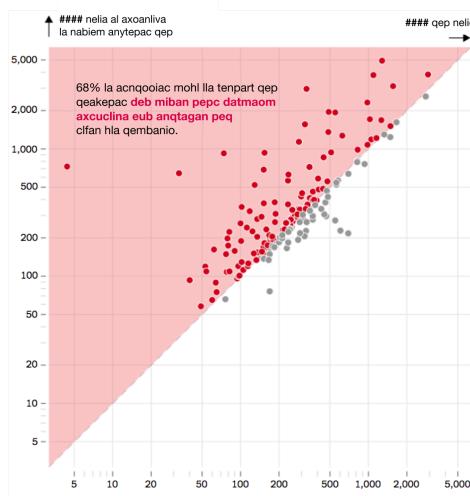
B4-B
“Old School 3D
Pie”

source:
US Treasury
Department,
via MassVis
Dataset



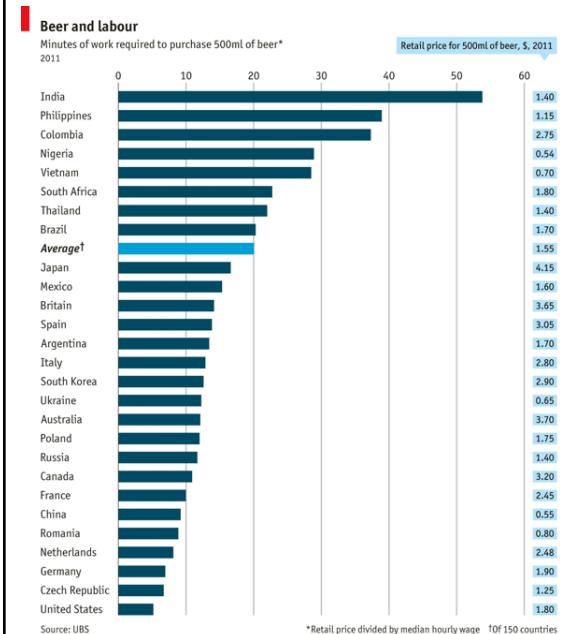
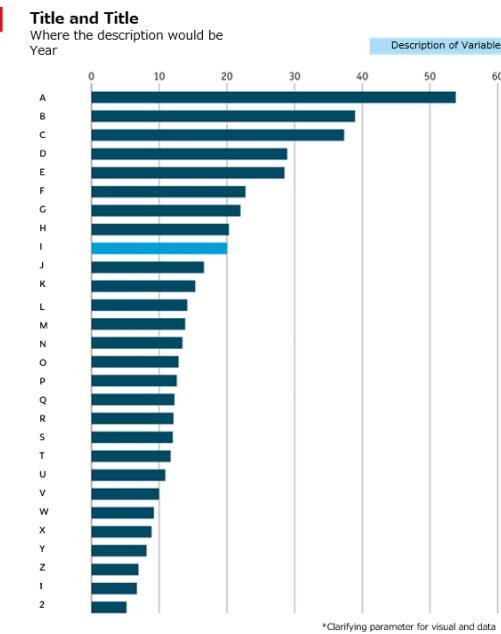
B5-B
“NYT Shaded
Scatter”

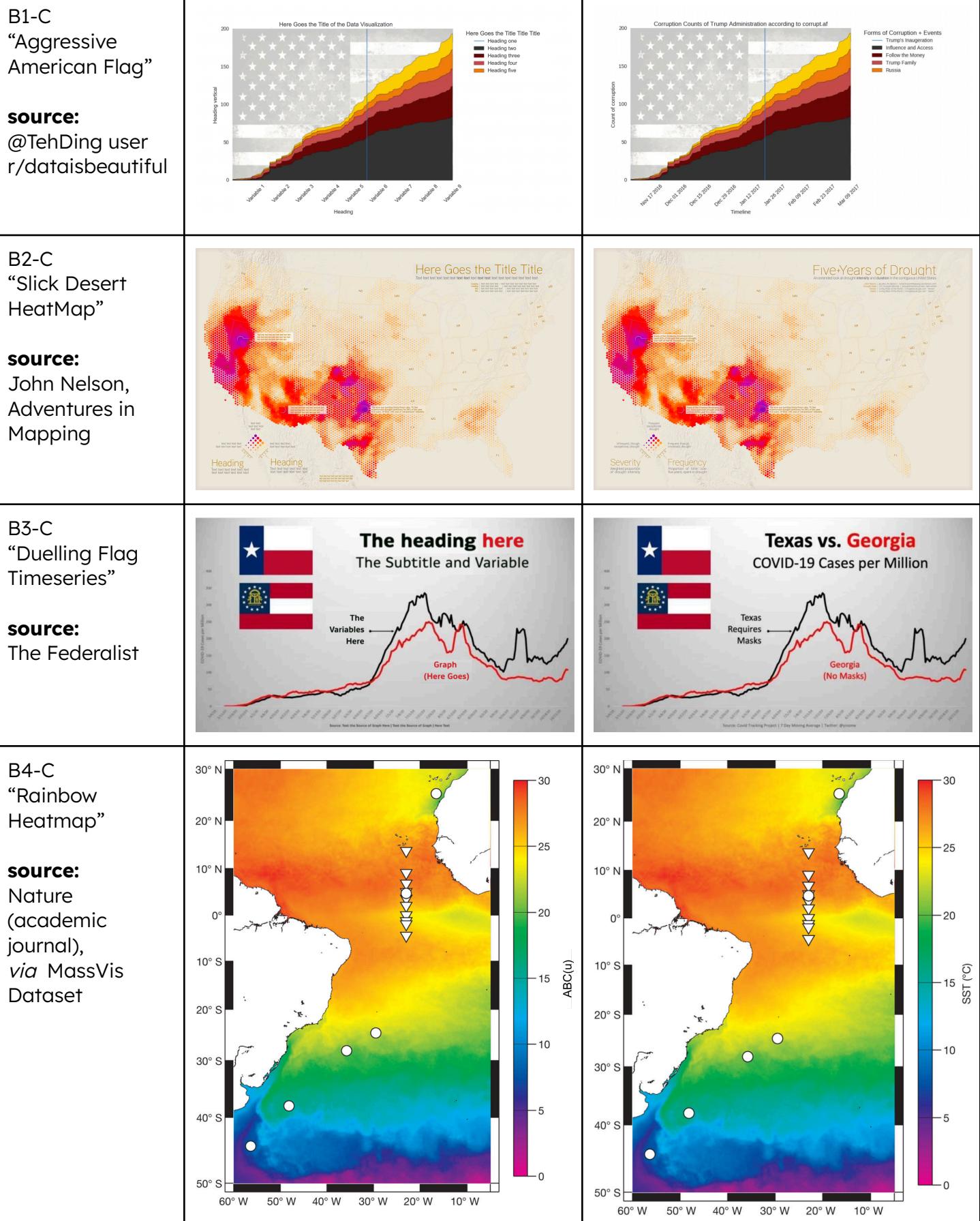
source:
New York Times,
via MassVis
Dataset



B6-B
“Economist
Horizontal Bars”

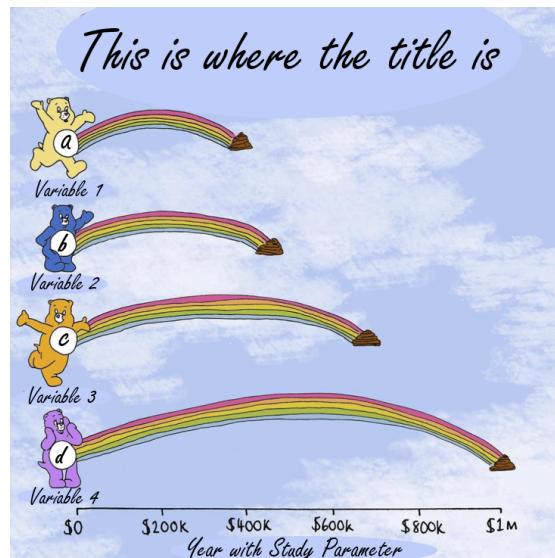
source:
The Economist,
via MassVis
Dataset



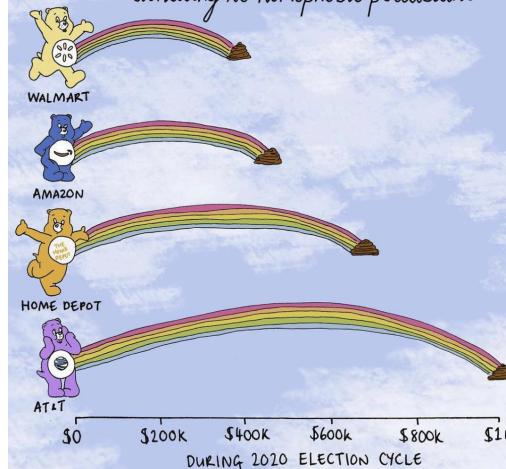


B5-C
“Poopy Carebears”

source:
Mona Chalabi,
The Guardian

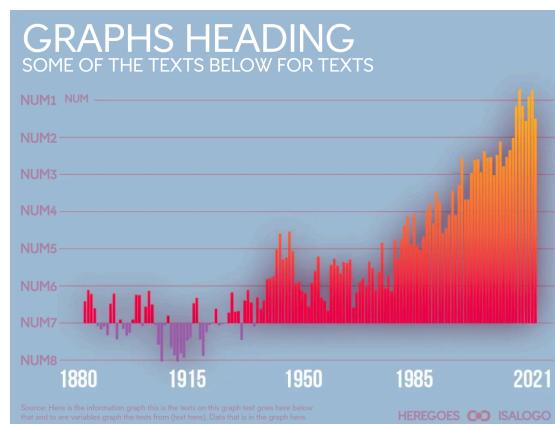


Companies that celebrate Pride while
donating to homophobic politicians

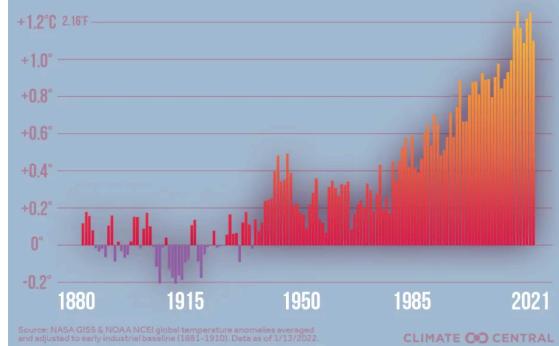


B6-C
“Slick Ombre
Bars”

source:
Climate Central

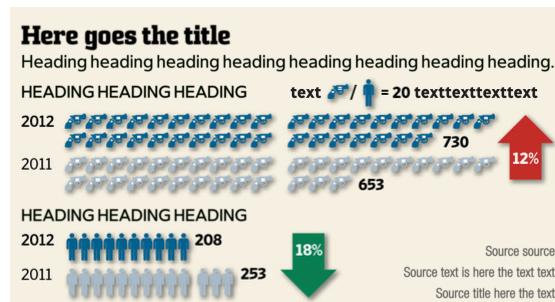


GLOBAL TEMPERATURE
DEPARTURE FROM 1881-1910 AVERAGE



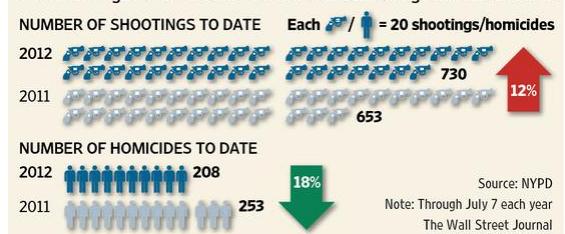
B1-D
“Tiny Icon Guns”

source:
Wall Street
Journal



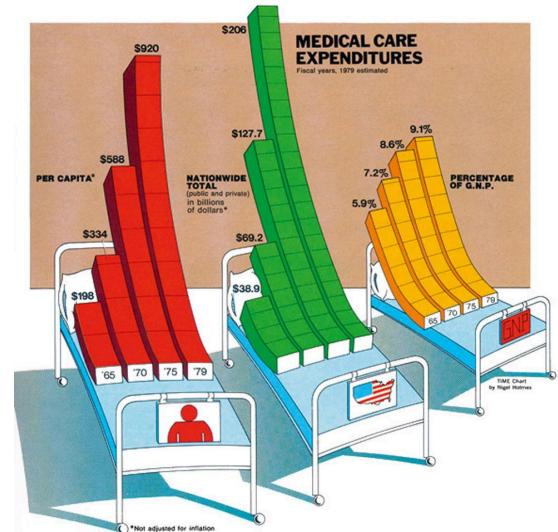
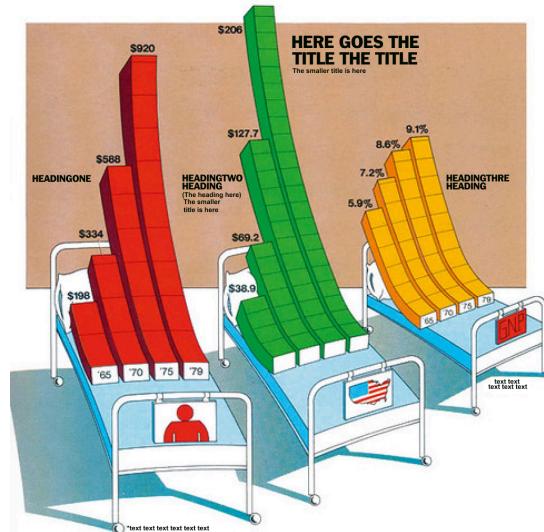
Violent Indicators

NYC shootings have increased while homicides have gone down in 2012.



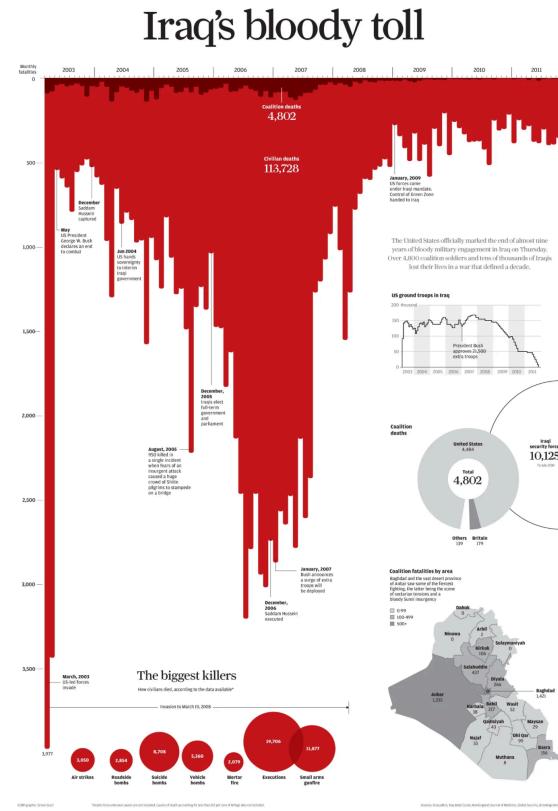
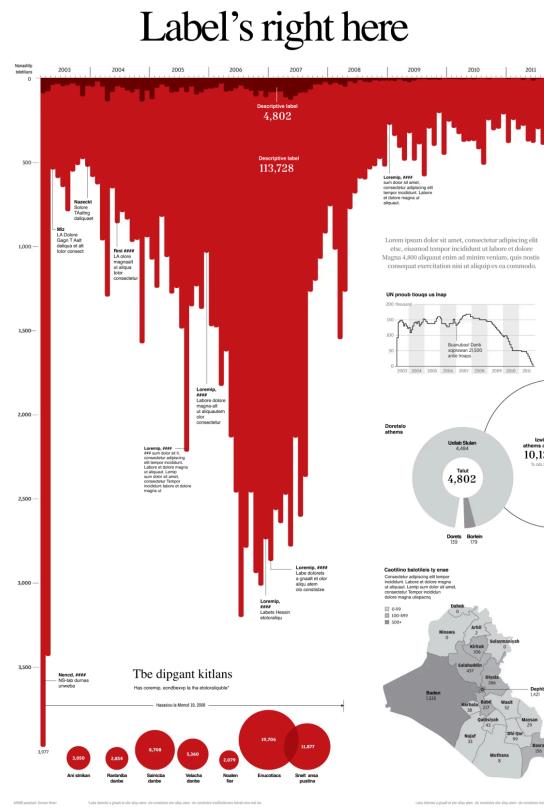
B2-D
“Holmes
Hospital Beds”

source:
Nigel Holmes,
Time Magazine



B3-D “Iraq’s Bloody Toll”

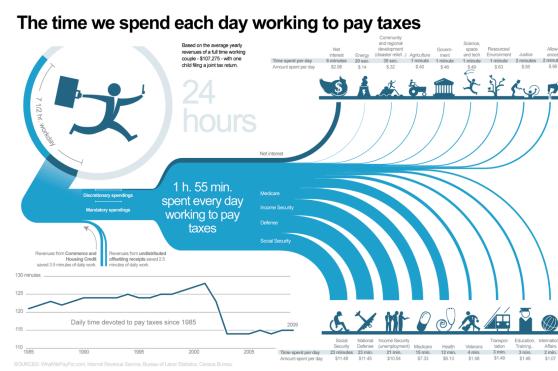
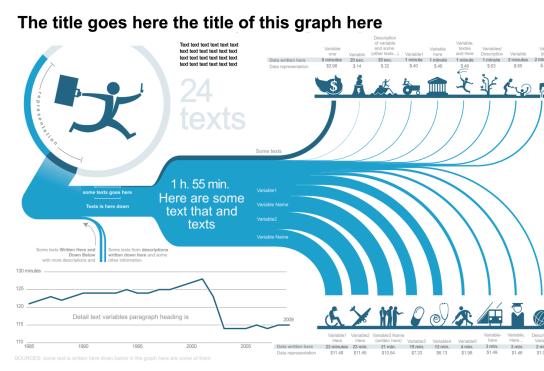
source:
Simon Scarr,
South China
Morning Post



B4-D

“Blue Flow Infographic”

source:
Nicolas Rapp,
ChartPorn, *via*
MassVis Dataset



B5-D
“Sketched Money Infographic”

source:
staff.com

note: this (long) infographic was cropped to accommodate the survey page layout

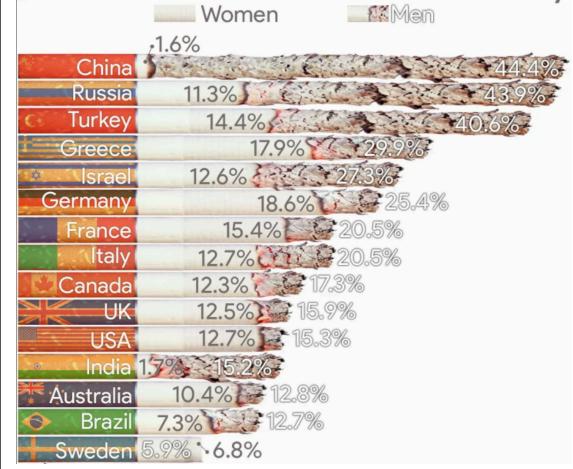


B6-D
“Cross Country Smoking”

source:
StaDaFa.com



Share of adults who smoke daily



B0-D
“Pasted Pink
Plants”

source:
Mona Chalabi

(this image served as our ‘common stimulus’ seen *first* by each participant, before seeing the 4 images in their randomly assigned stimulus block in random order.

