Google Forms

Thanks for filling out [Data Visualization Effectiveness Profile](#)

Here's what was received.

Data Visualization Effectiveness Profile

Reference

Few, Stephen. "Data Visualization Effectiveness Profile," 2017, 11.
http://www.perceptualedge.com/articles/visual_business_intelligence/data_visualization_effectiveness_profile.pdf

Email *

rtaylor2@andrew.cmu.edu

Your name *

Rue Taylor

What visualization are you ranking? Provide the title and web-accessible URL. *

https://www.prisonpolicy.org/graphs/spi_family_separation_sex.html

Usefulness. Is it useful for the intended audience? Does it communicate valuable information?

1 2 3 4 5 6 7 8 9 10

Useless   Very useful

Completeness. Does the visualization have everything necessary to make it understandable?

1 2 3 4 5 6 7 8 9 10

No relevant data   All relevant data

Perceptibility. Can the reader understand the information with minimal effort? Is the visualization type appropriate? Does it use illogical comparisons?

1 2 3 4 5 6 7 8 9 10

Unclear and difficult   Clear and easy

Truthfulness. Is the visualization accurate, reliable and valid? Is it representing what it says it is, and in the most complete and truthful manner? Does it misrepresent the data or make comparisions that aren't correct?

1 2 3 4 5 6 7 8 9 10

Innacurate and / or invalid   Accurate and valid

Intuitiveness. Is it easy to understand and clearly communicates the information? If unfamiliar, does it include easy to understand instructions on how to interpret it?

1 2 3 4 5 6 7 8 9 10

Unfamiliar, difficult to understand   Familiar, easy to understand

Aesthetics. It is interesting / enjoyable to look at? Is it a good example of what a beautiful data visualization might look like? Is it somewhere in the middle - pleasing but otherwise not distracting to look at?

1 2 3 4 5 6 7 8 9 10

Ugly   Beautiful

Engagement. Does it lead the audience to learn more about the topic? Does it inspire the audience to talk about the data or share it with others?

1 2 3 4 5 6 7 8 9 10

Distracts from data   Draws one into the data

Describe your overall observations about the data visualization here. What stood out to you? What did you find worked really well? What didn't? What, if anything, would you do differently?   *

Most of all, there wasn't a coherent message to the data. The title was doing a lot of work, and the graphic was a jumble of text. Also, the selections of Y variables obscures the fact that each subsequent column is a subset of the last.

Who is the primary audience for this tool? Do you think this visualization is effective for reaching that audience? Why or why not? *

This audience is likely people who are concerned for the wellbeing of children. The Prison Policy Initiative is trying to encourage support for their decarceration efforts. This graphic might be too misleading to really help people understand how bad the situation is.

Final thoughts: how successful what this method at evaluating the data visualization you selected? Are there measures you feel are missing or not being captured here? What would you change? Provide 1-2 recommendations (color, type of visualization, layout, etc.) *

This technique doesn't provide the clear itemized feedback and suggestions that the Good Charts Critique and Matrix does. I think it's harder to distill information from all of these different questions. As to the Prison Policy Initiative data visualization itself... I would recommend choosing more complementary colors than yellow and orange. The black background might be helpful to give severity to the graphic, so it can stay. A proportional/stacked bar chart might be the best option here.