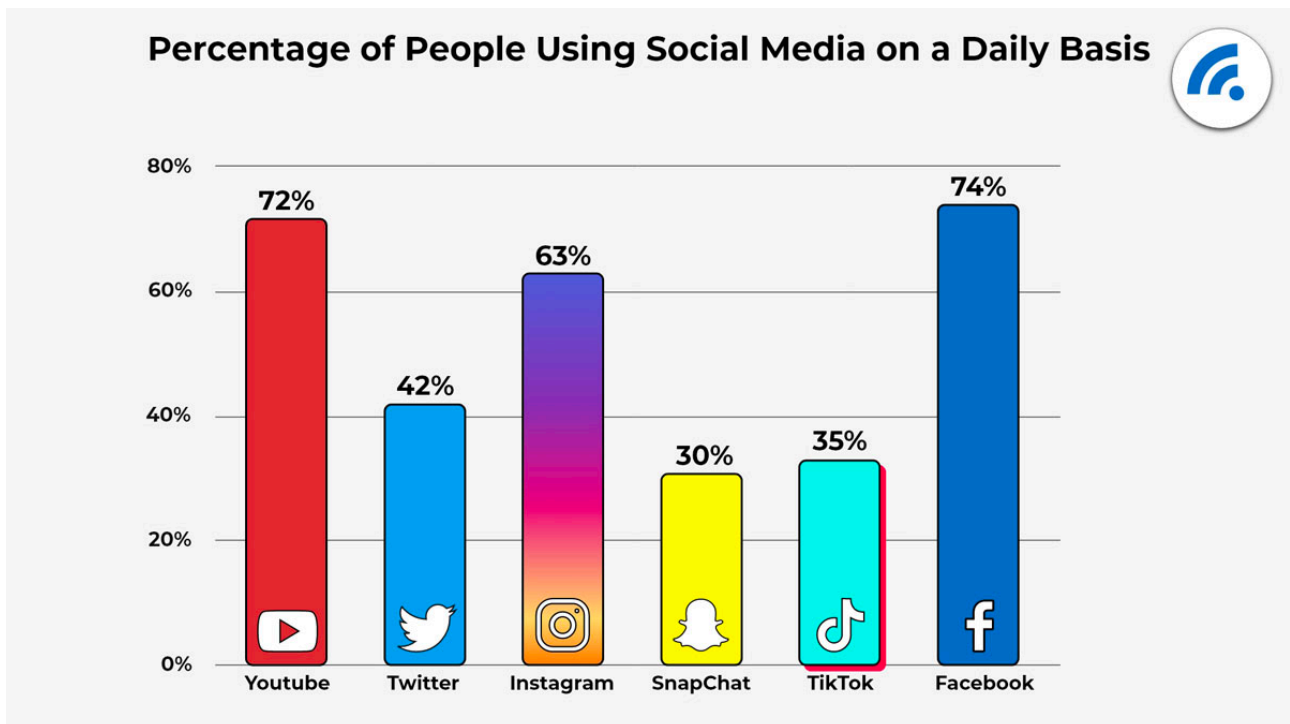


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## IS 445 - Data Visualization - Weekly Report 2



The above graph describes the proportion of people who use the 6 different social media applications on a daily basis.

One thing which I find interesting is that the bars used in the graph are actual symbols of the application being discussed which might be an easy way for people with reading disabilities to understand.

Two things which I did not like about the visualization are - the bars are placed in an irregular manner and they do not follow any ascending or descending order of the percentages. Second thing is that the graph title does not mention any detail about the population that was used to calculate the percentages. Also it does not tell us from where and how the data was collected.

### **References:**

*Social media ads vs. google ads.* Almond Solutions. (2022, April 21). Retrieved September 2, 2022, from <https://www.almondsolutions.com/blog/social-media-ads-vs-google-ads>

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