Happiness Index Analysis

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**Messaging**

This narrative visualization will analyze the World Happiness Report in 2019. The topics are including the correlation among six factors (gdp, social support, health, freedom, generosity, and perceptions), and a country’s happiness, happiest countries and dominant factors, and how is happiness distributed in the world by regions.

**Narrative Structure**

This narrative visualization follows the structure of an interactive slideshow allowing the user to traverse the slides by up and down directions. There is an author directed path through the visualization of world happiness analysis. In the slide of “World Happiness”, audience is able to explore different view by six factors.

**Visual Structure**

Theme consistency: The layouts, charts, background colors are consistent throughout this visualization to help improve users’ experience and understanding about the data and the whole story.

Page navigation: Audience can navigate pages by up and down buttons on the keyboard. There are six navigation dots on the right side of each page with title. Hence, audience can also click each dot to go the page directly.

Chart comprehension: There are comprehensive XAxis, YAxis, legends, annotations pointing to important data, distinguished colors, tooltips, descriptions to help audience better understand the data.

Sub-scenes transition: On the world happiness slide, there are six buttons are provided in order to trigger sub-scene transition happen. And during each transition, the trending line are slowly animated to help audience understand how each sub-scene are changing and connected.

**Scenes**

There are six scenes including the opening and closing scenes in this visualization.

* First scene: opening scene
* Second scene: Introduction scene
* Third scene: An overview scene where there is a world map projection on the left side and scatter plots of six factors on the right side. The six sub-scenes of factors can be explored by clicking corresponding buttons below the chart.
* Fourth scene: Happiness index view by 10 regions. There is an average happiness score for each region. Audience can read the story from bar chart and the description below the chart.
* Fifth scene: Top 20 happiest countries are presented in a stacked bar chart. It shows weight of each factor. Two stories are telling the audience. One is gdp, social, and healthy life are the three biggest factors dominating the happiness index. Another one is that money cannot buy happiness. Costa Rica ranks top 20 with low economy.
* Sixth scene: the closing scene includes references and resources.