

# Northeastern University

## College of Professional Studies

### **Ethical Visualizations Presentation**

#### **Overview and Rationale**

It is important to be able to identify an ethical issue in a visual presentation of data as well as understand how it can have a negative impact on a business. Having knowledge of ethical data visualizations and their impacts will help you make more informed decisions about your data visualizations.

#### **Course Outcomes**

This assignment is directly linked to the following key learning outcomes from the course syllabus:

C04 Analyze the ethical considerations and diverse perspectives within an organization to communicate relevant and accurate data

#### **Assignment**

For this assignment, find both ethical and unethical data visualizations from businesses and organizations and present them in a presentation format. You must have two of each.

For each example visualization, identify the following either in the presentation (through notations) or in associated notes:

- Identify whether or not the data visualization is ethical or inappropriate.
- Identify the element(s) that indicates its ethicality and appropriateness, or lack of ethicality and inappropriateness.
- If it is a distorted or inappropriate visualization, explain how to “fix” it or avoid the distortion.
- If it is not a distorted or inappropriate visualization, explain the aspects that makes it a good, quality visualization.
- Explain how the data visualization impacts the viewer/audience and the business

You may use any presentation tool you would like for this assignment. You must choose at least two examples of each (ethical visualizations and unethical visualizations).

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### Ethical Visualizations Rubric

Category	Meets Standards	Approaching Standards	Below Standards
<b>Ethicality and Appropriateness</b>	Provides well-reasoned identification of ethical and unethical visualizations. Attentively identifies elements that are indications of appropriateness or inappropriateness of the visualization. The elements identified are key elements of the visualization	Provides identifications of ethical and unethical visualizations that are simplistic or superficial. Clearly identifies elements that are identified as indications of appropriateness or inappropriateness of the visualization are discerning. The elements identified are central elements of the visualization	Provides disputable identifications of ethical and unethical visualizations. Elements that are identified as indications of appropriateness or inappropriateness of the visualization are trivial or not clearly essential to the visualization.
<b>Qualities</b>	Identifies appropriate corrections to deceptive visualizations. Discerns the essential elements of an ethical visualization that make it a quality visualization	Identifies corrections to deceptive visualizations, but corrections are inadequate or flawed. Detects elements of an ethical visualization, but elements are not significant in making it a quality visualization	Corrections identified for deceptive visualizations are insignificant to the visualization. Identified elements of the ethical visualization are also insignificant in making it a quality visualization
<b>Impacts</b>	Clearly explains how the visualization, good or bad, can impact the audience and the organization.	Explains how the visualization, good or bad, can impact the audience and the organization, but explanation is vague or too general.	Explains how the visualization, good or bad, can impact the audience and the organization, but explanation does not address the main point of the visualization.
<b>Writing Mechanics</b>	There are no noticeable errors in grammar, spelling, and punctuation; and completely correct usage of title page, citations, and references.	There are very few errors in grammar, spelling, and punctuation; and completely correct usage of title page, citations, and references.	There are more than five errors in grammar, spelling, and punctuation; or the usage of title page, citations, and references are incomplete.