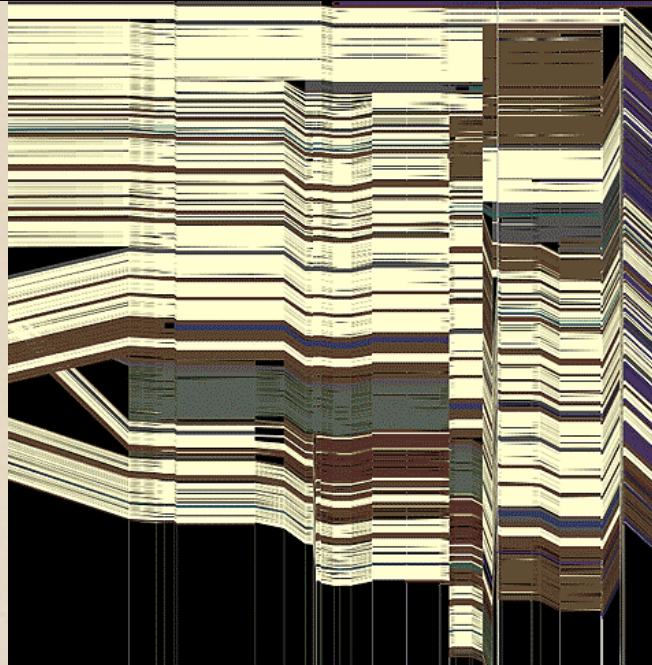
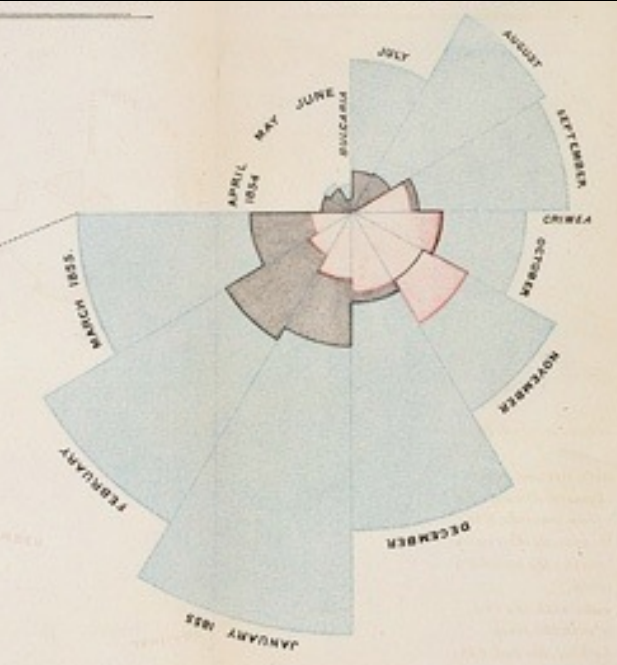


CSE 412 - Intro to Data Visualization

A3 Review



Jane Hoffswell University of Washington

Final Project

GitHub repositories have been created! Please accept the invite to your repository before it **expires**.

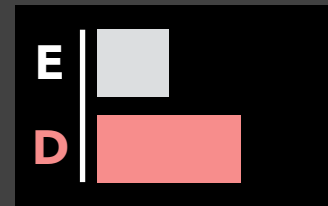
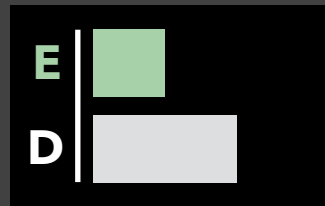
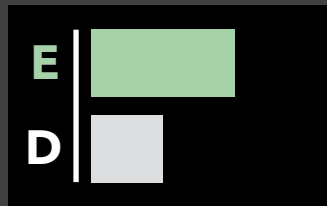
Thursday Feb. 18 Quiz Section - **Intro to Git & Web**
Come prepared with question!

Initial Project Prototype due next **Friday Feb. 26th**

"It is fine if your project is not yet in a 'complete' state; however, by this point you should have the structure of your project laid out, working (if rough) prototypes of your main visualizations and interactions, and at least basic descriptive text."

A3 Review: Ethical or Deceptive?

~3 guesses per visualization (2 peer, 1 grader)



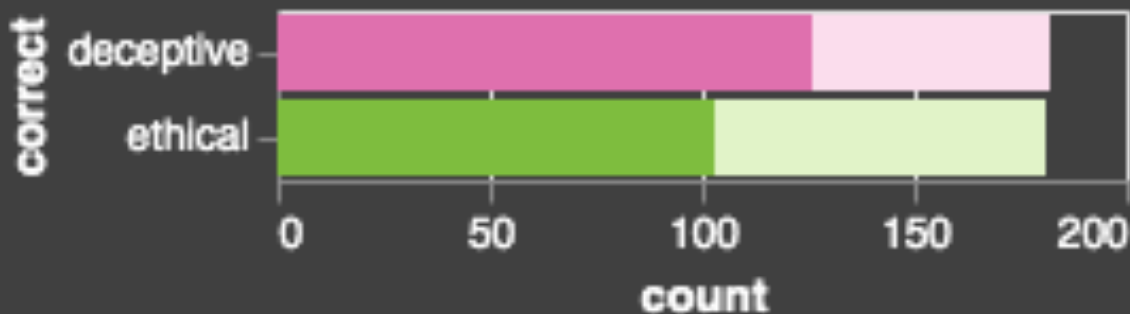
Length corresponds to number of guesses.

Color corresponds to correct guesses!

(**Green** correctly guessed ethical, **red** correctly guessed deceptive.)

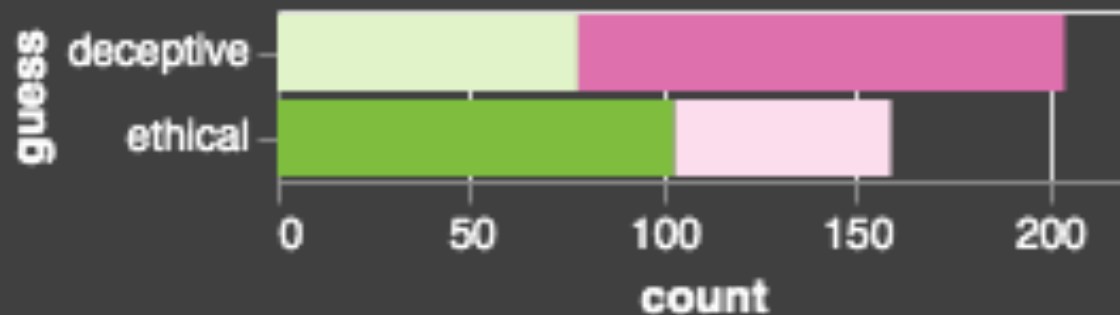
A3 Review: Ethical or Deceptive?

"You will be assigned at least one ethical and one deceptive visualization; the other two visualizations will be randomly assigned."



Correct Answer, Guess

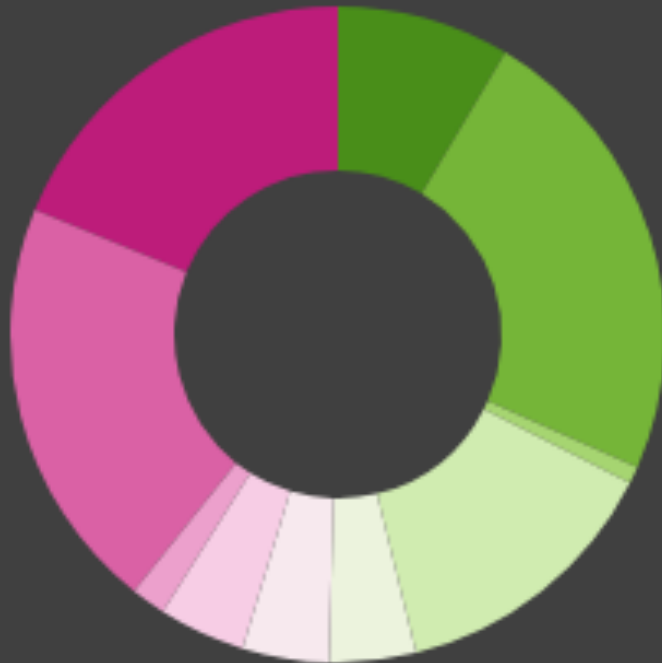
- Deceptive, Deceptive
- Deceptive, Ethical
- Ethical, Deceptive
- Ethical, Ethical



Correct Answer, Guess

- Deceptive, Deceptive
- Deceptive, Ethical
- Ethical, Deceptive
- Ethical, Ethical

A3 Review: Ethical or Deceptive?



Is the design ethical or deceptive?

- Correctly identified as ethical
- Mostly correctly identified as ethical
- Ethical, but evenly split
- Mostly incorrectly identified as deceptive
- Incorrectly identified as deceptive
- Incorrectly identified as ethical
- Mostly incorrectly identified as ethical
- Deceptive, but evenly split
- Mostly correctly identified as deceptive
- Correctly identified as deceptive

Exceptional Design Observations

Ethical designs often used annotations to carefully tell a story (not just annotating values, but guiding analysis)

Deceptive designs used effective visual encodings to show uninformative or misleading data (percent vs. total)

Visualization titles can have a huge impact on how people interpret (and begin to question) the results

Domain knowledge and personal experience can impact how we perceive and analyze visualizations!

Other (Random) Observations

Peer evaluations and grades are being finalized and will be released later this week (post to follow on Ed).

1 person used the peer evaluation form to give "I wish" feedback on the Canvas table style. We will fix it next quarter!

2 designs used the names suggested on the course website (cats and dogs, apples & oranges), and 2 used variants

A3 Feedback Form!

53% deceptive

47% ethical

17 submissions used 1/2 in the name, but they were evenly split between if 1 was used for a **deceptive** vs. ethical design.

A3 Review

Ethical Visualization

The visualization is **clear and easy to interpret** for the general population of viewers

The **visual encodings are appropriate** and effective for the intended task and/or question

The use of **data transformations are clearly** and transparently communicated to the viewer

The underlying **data sources (and any potential bias)** is clearly communicated to the viewer



Correctly identified as an **ethical** design!

(For ethical designs, this is where you want to be!)



(Mostly) correctly
identified as **ethical!**



An **ethical** design, but evenly split...

(Category due to extra votes!)

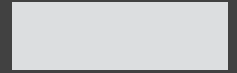


(Mostly) incorrectly
identified as **deceptive!**



E

D



Incorrectly identified
as a **deceptive** design!

Deceptive Visualization

The visual representation in the design is **intentionally inappropriate or misleading**

Titles are intentionally skewed to influence the viewer's perception of the data and takeaways

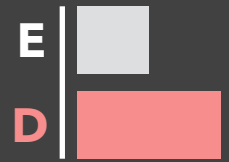
The **data** has been transformed, filtered, or processed in an **intentionally misleading** way

The **existence or source of bias** in the underlying data is unclear to the viewer



Correctly identified as a **deceptive** design!

(As peer evaluators, this is where you want to be!)



(Mostly) correctly
identified as **deceptive!**



A **deceptive** design,
but evenly split...

(Category due to extra votes!)



(Mostly) incorrectly
identified as **ethical!**



Incorrectly identified as an **ethical** design!

(For deceptive designs in A3, this was your design goal!)

Discussion and Reflection