

# Module 4 - Session 1 - Data Visualisation

Working effectively with data

CivicDataLab

2021/10/12 (updated: 2021-10-12)

# The need to visualise data



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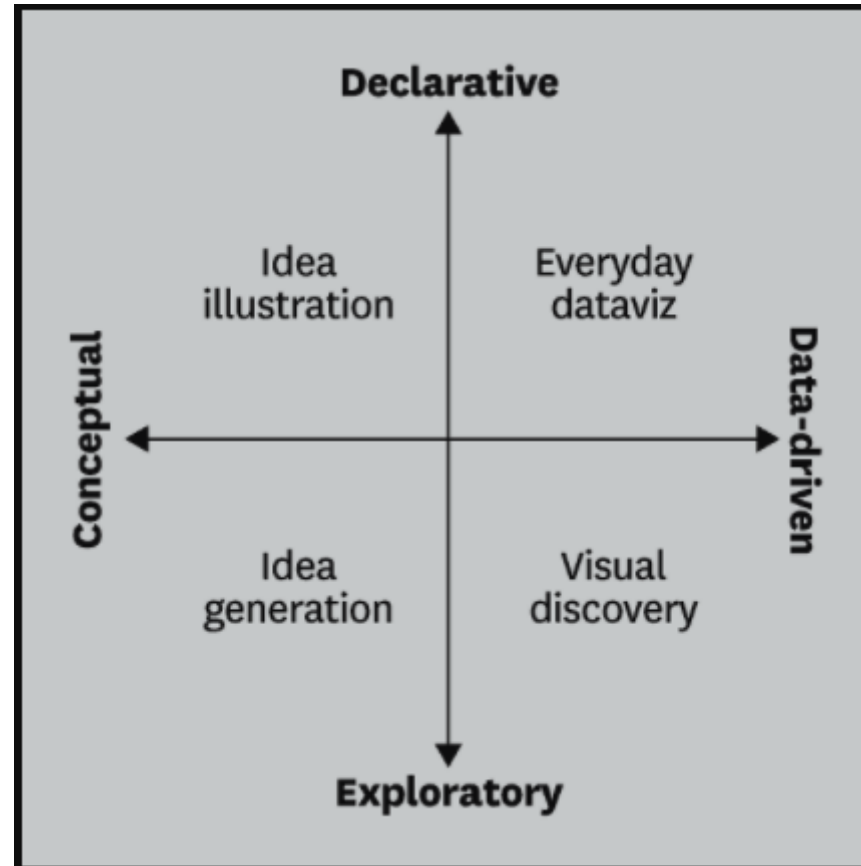
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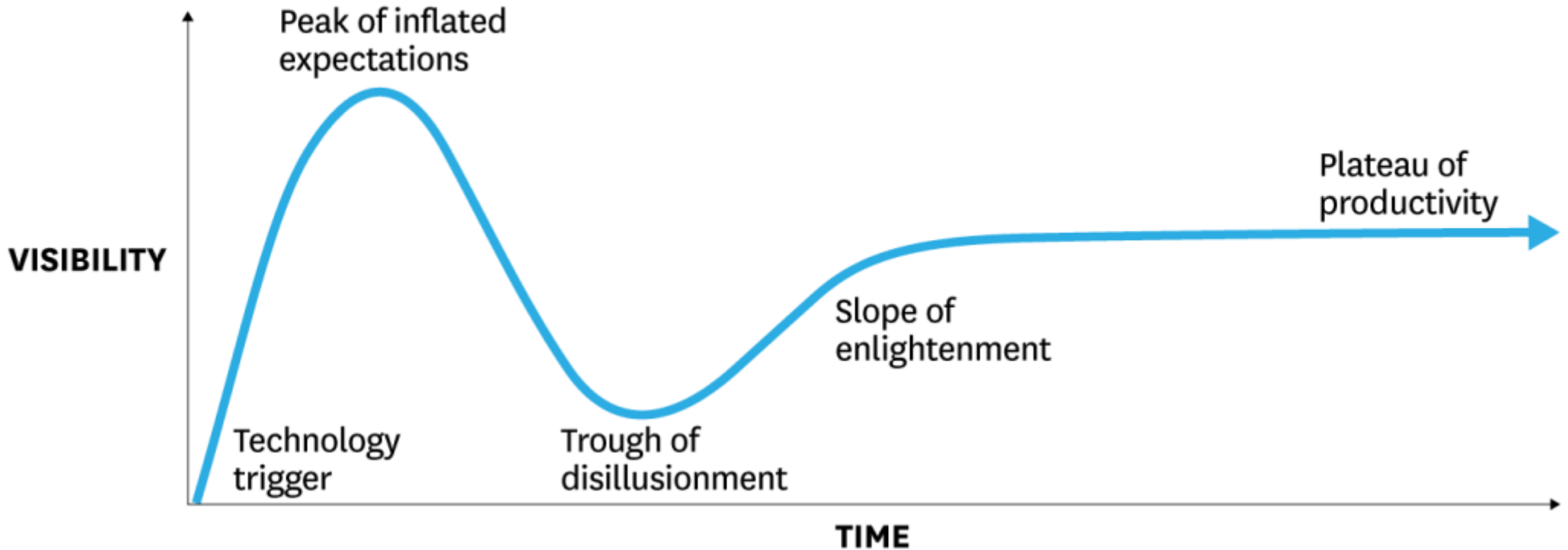
SeriesHeat by [Jim Vallandingham](#)

# The Data Viz Quadrant

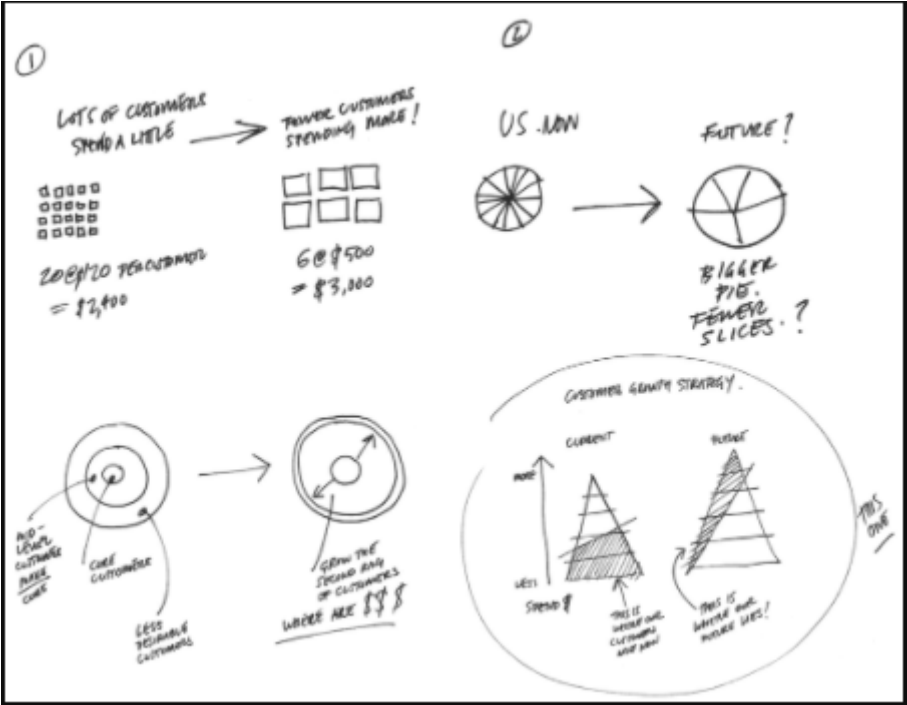


# Idea Illustration

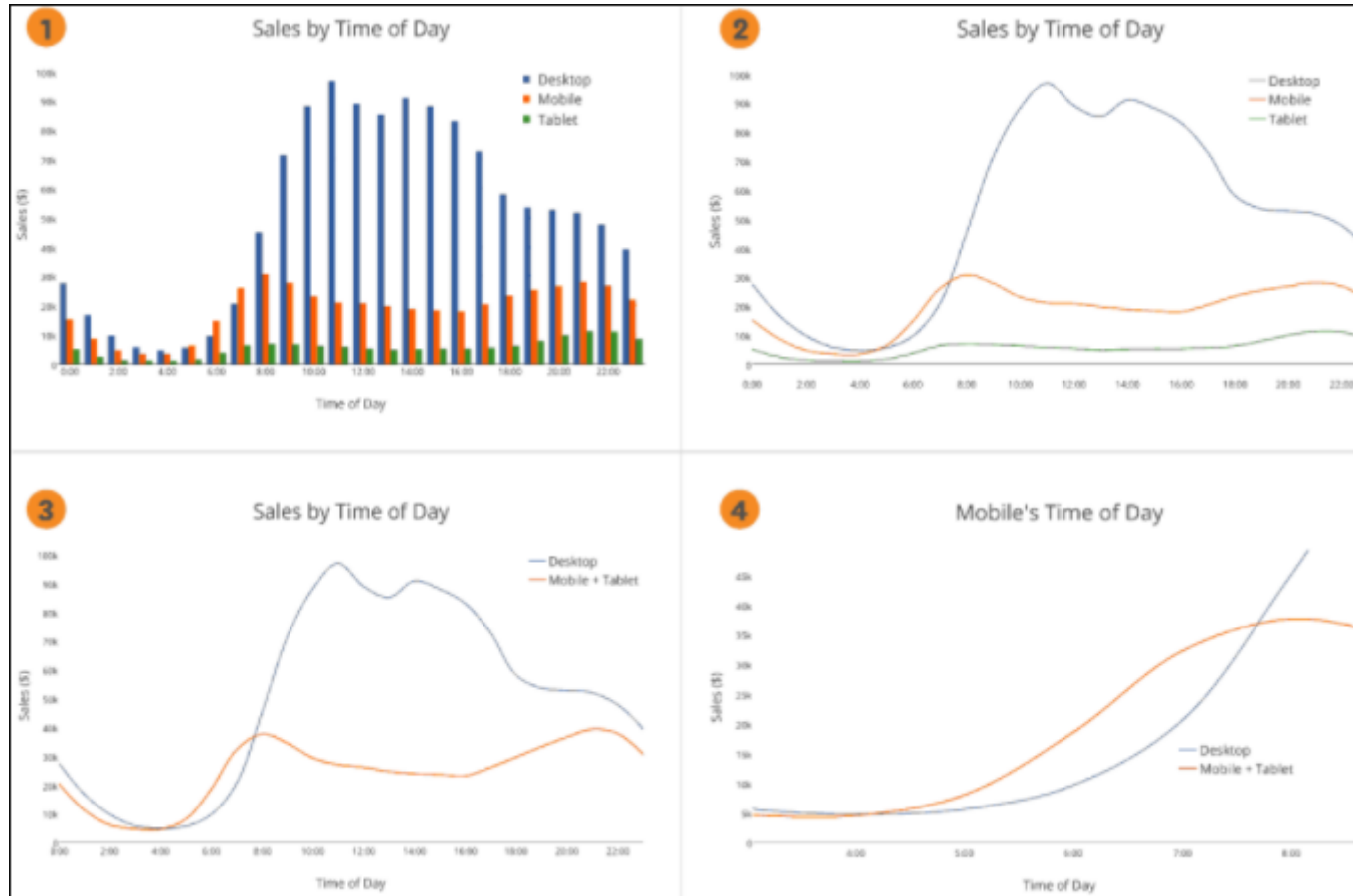
## Hype Cycle for Emerging Technologies



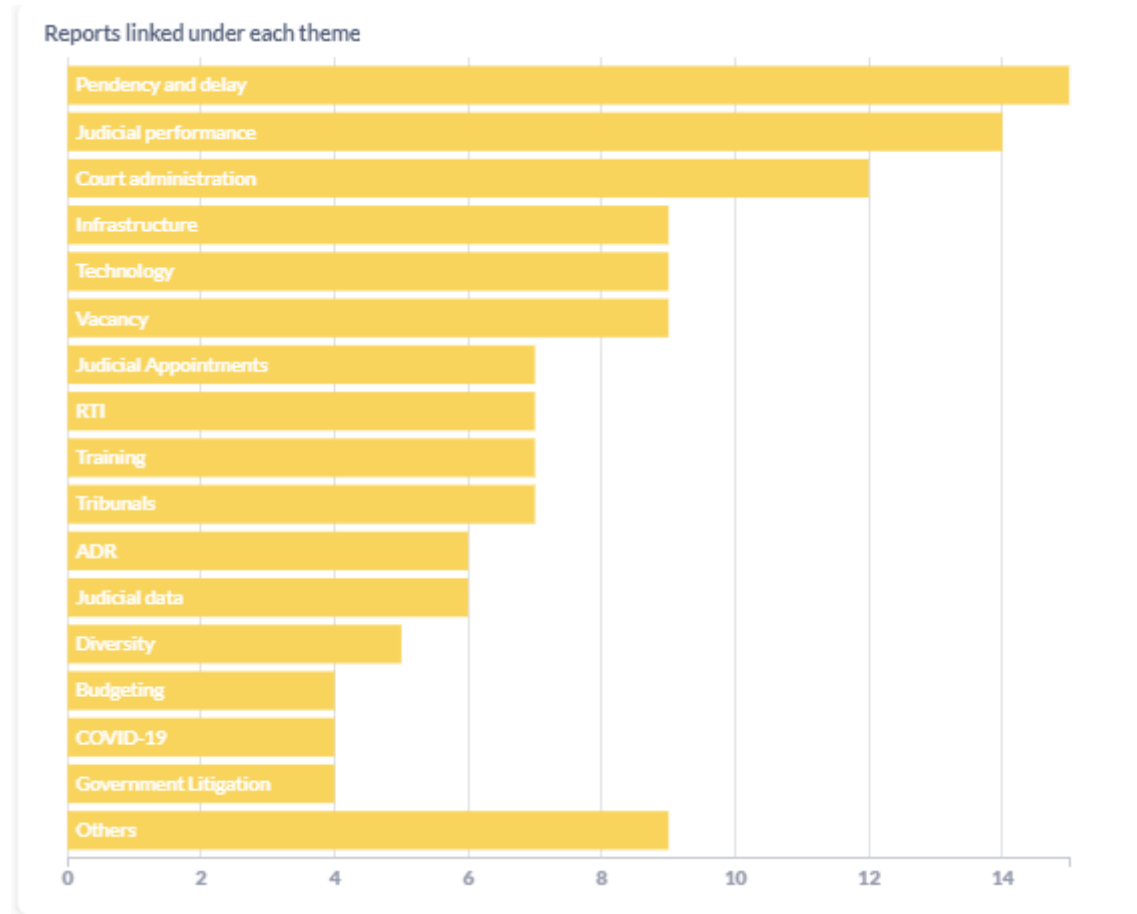
# Idea Generation



# Visual Discovery/Exploration



# Every data viz





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# Telling stories using Data

Stories



# Telling stories using Data

Stories | Audience

# Telling stories using Data

Stories | Audience | Medium

# Stories



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5. Personal Stories - *How does this data connect to the lives of the audience?*

# Audience or Stakeholders



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7. Ask the stakeholders what convinced them and what didn't

# Types of Arguments



- Did you make someone feel guilty?
- Did you appeal to a sense of responsibility?
- How central was the data to your argument?
- Did you relate to person's point of view or where they are coming from?



# Common Pitfalls



- Double-check your assumptions about an audience
- Use different approaches for different audiences
- Be true to your data (show a big difference and make it relevant)

# Data Stories



1. What's really warming the world ? *Evaluating arguments*

# Data Stories



1. **What's really warming the world ?** *Evaluating arguments*
2. **US Gun Deaths** - *Gun Control vs Gun Rights*

# Building accessible data visualisations



Vital Coronavirus Information Is Failing the Blind and Visually Impaired

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*Look at accessibility as an opportunity to hone your skills, to move beyond the ordinary, and to provide an intentional experience for your users.*

# Accessibility Resources



1. [Why Accessibility Is at the Heart of Data Visualization](#)
2. [Accessible COVID-19 Pandemic Data](#)
3. [Dataviz Accessibility Resources - Github](#)
4. [Accessibility - Fireside Chat - Data Visualization Society](#)

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4. Evaluating whether it combines those to tell the data story well

# Activity 2 - Examples



## 1. Line of Succession

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1. [Line of Succession](#)
2. [IJR - 2021 - Vacancies- Pg 33](#)

# Data to Viz - Selecting charts



Resource - [From Data to Viz](#)

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6. Open Source - [Link](#)

# Data Viz - Things to avoid



## 1. Spotting visualisation lies

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1. Spotting visualisation lies
2. Examples of quantitative info that is poorly designed for communication

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Viz for Social Good - Justice and Peace project



# Queries and Feedback