Visualisation Diary

**NAME: Sally**

**DATE: 10/11/2014**

# VISUALISATION: http://www.oanda.com/currency/converter/

## WHAT HAPPENED?

I saw this visualisation as part of my work processing an invoice. I have seen this before in work capacities.

I looked at it for a few seconds and fairly quickly found the information that I needed re the exchange rate of Australian dollars to pounds sterling.

The general message was clear in the graph.

## HOW DID YOU FEEL?

I liked the interactive nature of the graph – you can move the bar across dates. By clicking on the Interactive graph link you can see historical interest rates that were useful for my job.

It is possible to select whether you want the data presented as a graph or converted to a table – I actually prefer to look at this sort of data in a graph. The colours and fonts etc are fairly plain and business like which seems appropriate for financial data.

I felt quite curious and selected different currencies to compare over time.

I did trust this data, partly because it is the site recommended by my employer’s Finance team, I am not sure whether I would have trusted it so much if I had just found it myself.

## WHAT DID YOU THINK OR LEARN?

The visualisation was very understandable and clear and generally well - labelled.

I did learn new information about currency rate fluctuations**.**

When selecting to view the information in table format it was just rows of data which was not very easy to assimilate and did not give the easy visual comparison over time of the graph.

## ANYTHING ELSE TO ADD?

**Visualisation Diary**

**NAME: Sally**

**DATE: 11/11/2014**

# VISUALISATION: http://www.theguardian.com/cities/gallery/2014/oct/28/london-life-mapped-data-visualisation-graphics?index=1

## WHAT HAPPENED?

**I stumbled on this when searching for something else related to London on the Guardian website.**

I have not seen the visualisation before.

I spent some time looking at it and clicking through the pages.

I spent time making sense of the general message first and then searched for information related to the area of London that I am from.

## HOW DID YOU FEEL?

I really liked this visualisation, in fact it was quite amazing! The first page with the smiley faces was very funny and interesting. The second page “order out foo the chaos” was not so useful to me as I don’t live in or commute in/out of London any more. The third page: football tweets was quite fun ( I did check out the Chelsea stats as I come from near there) but the overall image was confusing. The fourth page on mapping tweets reminded me of the opening credits of “Eastenders” with the map of the Thames. I did not learn much from this. The fifth page on median flat prices in London was very interesting and I was surprised to find that some flats were sold below £250k in outer London areas.

Page 6 on numbers of visitors to London and how much they spent was a standard looking graph and had no surprises in terms of information but was still quite interesting.

I trusted this data as it was on the Guardian website.

## WHAT DID YOU THINK OR LEARN?

All of the slides were understandable although slide 3 was hard to understand due to the use of small boxes and lack of landmarks in London labelled.

Slide 2 was fun and did give some info on how people feel in different London boroughs although this sort of data is very subjective. Also it was not possible to click though and find out any more information so quite limited.

Slide 2 used swirly colours that I didn’t like – I would have preferred the data to be shown on a more standard map or underground map. It looked a bit like a child’s drawing and did not inspire trust.

I learnt the most from slide 5 in factual terms of house prices although I didn’t like the orangey colours used as they looked a bit like burnt paper.

In slide 6 the data was presented in a very plain and factual way and was very easy to read. The images used of people and bags was quite childlike.

## ANYTHING ELSE TO ADD?

Overall I really enjoyed this visualisation and would like to see it for other parts of the country.

**Visualisation Diary**

**NAME: Sally**

**DATE: 12/11/2014**

# VISUALISATION: http://www.timeanddate.com/time/map/

## WHAT HAPPENED?

I searched the time Zone map to check timings in different places for both work and holiday purposes. This is a visualisation that I use regularly, as well as the meeting planner on the same site.

I looked at it for several minutes and clicked on the countries I was interested in. I did not enter the names of the places I was searching in the text box but went straight to them on the map.

When clocking through to a particular city more information on currency etc is displayed.

## HOW DID YOU FEEL?

I liked the visualisation although you would have to have a fairly good geographical knowledge to compare timings as the names of cities do not show up until you click on them.

I felt a bit confused when looking at the map as I use very accurate map projections at work and this was a very simplistic map of the world obviously not in proportion.

I do trust the visualisation as I trust the website in general.

## WHAT DID YOU THINK OR LEARN?

The vis was understandable.

The colours took a bit of checking as I am used to maps being coloured by continent, politics etc.

I did learn new information about where countries are on the time zone I would have found it useful to have the names of countries and capital cities labelled to help with perspective.

## ANYTHING ELSE TO ADD?

**Visualisation Diary**

**NAME: Sally**

**DATE: 14/11/2014**

# VISUALISATION: http://www.bbc.co.uk/news/science-environment-30029418

## WHAT HAPPENED?

Saw on the BBC News website. Had not seen it before.

I looked at it for a few seconds and ran the video twice.

## HOW DID YOU FEEL?

Although I first I thought that this would be interesting the visualisation was quite strange – there was no sound to the video and the map did not explain well how lightning strikes would increase in the future.

## WHAT DID YOU THINK OR LEARN?

I didn’t really learn anything – the red dots moved too quickly to make any sense. It only showed the USA, I would have been more interested in a map of the whole world. There was no explanation of what the black dots showed.

Overall I felt disappointed after viewing this.

## ANYTHING ELSE TO ADD?

**Visualisation Diary**

**NAME: Sally**

**DATE: 15/11/2014**

# VISUALISATION: Oxfam Even it Up Campaign ad in the Times (scan attached)

## WHAT HAPPENED?

I came across this in the Sunday Times magazine.

I had not seen it before and looked at it for 2 -3 minutes.

Information was very easy to find due to the limited very factual text.

The general message of inequality was very clear.

## HOW DID YOU FEEL?

I liked the use of 2 basic colours (just white and green) and very plain text as it fits in with the serious subject matter. I felt curious at the data behind the facts and dismayed at the reality fo the facts.

I was a bit surprised at the simplistic nature of the graphics used – the target audience for Times readers must be well-educated people who understand the nature of global inequality etc. And I would have thought that charities would use more complex visualisation for a sophisticated audience.

I do trust the visualisation as a) the Times is a reputable newspaper and b) Oxfam is a well know charity and is seen as an expert in this field.

## WHAT DID YOU THINK OR LEARN?

The visualisation was easily understandable.

As this was presumably a campaigning advert I was surprised that no website link was mentioned either for people to find out more or to donate.

Small white text on a green background was a bit hard to raed.

## ANYTHING ELSE TO ADD?

**Visualisation Diary**

**NAME: Sally**

**DATE: 17/11/2014**

# VISUALISATION: http://www.theguardian.com/environment/ng-interactive/2014/nov/17/red-list-the-worlds-most-threatened-species-interactive

## WHAT HAPPENED?

I saw the link to this while reading the Guardian on-line and clicked through as I am interested in nature conservation.

I had not seen this before.

I clicked through to the images to find out more information.

The general message was clear from the introductory paragraph but more information on each species was provided when clicking on the photo.

## HOW DID YOU FEEL?

I liked the very bright and colourful images/photographs used. They caught my eye and made me want to find out more.

I felt very interested and keen to find out more.

The visualisation reminded me of postcards sold in aquariums.

I did trust the visualisation as I would generally trust articles on the Guardian website.

## WHAT DID YOU THINK OR LEARN?

The vis was easily understandable and provided information on the status of endangered various species.

The design was simple and used very bright, colourful photos. Once you had clicked through on to an image the information provided was quite minimal – just one paragraph. There were no further links or websites provided to find out more about the endangered species or to go to a wildlife charity such as WWF for Nature, Greenpeace etc. where you could donate to help protect the species.

Overall interesting but rather superficial.

## ANYTHING ELSE TO ADD?

**Visualisation Diary**

**NAME: Sally**

**DATE: 17/11/2014**

**VISUALISATION http://www.theguardian.com/world/2014/nov/17/modern-slavery-35-million-people-walk-free-foundation-report**

## WHAT HAPPENED?

I saw this while reading the Guardian on-line.

It was linked to a news article on modern day slavery.

I looked at it for a few seconds and hte4n clicked on to the full image to find out more info after reading the article.

I looked at the graph on the bottom first and then the map.

## HOW DID YOU FEEL?

I felt a bit confused as there was not a direct correlation between the countries mentioned in graph and the map.

I was surprised that some parts of eastern Europe / former Soviet Union had such high levels.

I trusted the vis on one level as I generally trust the Guardian but I did wonder how they got this data and how reliable it is – there could be a far higher number of people in slavery who are not being counted. The vis itself does not say where or how the data was collected although this info was presumably in the full report.

## WHAT DID YOU THINK OR LEARN?

The vis was understandable once you had checked the colours on the map. But the specific countries listed in the graph were not labelled on the map that I would have found useful in picturing the global nature of the problem.

The pictorial graph used very basic images of a person.

There was no way to click through to find out more info on each region of the world on the map.

A breakdown by country of each region mentioned would be useful. Quite superficial information, just a very broad overview. There was no comparison with previous year’s data so it was not possible to tell from this vis whether the problem is increasing or not.

## ANYTHING ELSE TO ADD?

**Visualisation Diary**

**NAME: Sally**

**DATE: 18/11/2014**

# VISUALISATION: https://yougov.co.uk/profiler#/Oxfam/demographics

## WHAT HAPPENED?

As suggested in Rosemary’s email I clicked on this link and first of all typed in “Oxfam”. I had not seen this visualisation before. The information was provided very quickly and efficiently. I spent quite a long time on this vis, and typed in several different subjects.

First I searched Oxfam and then Cats.

Clicking through to see where people who like cats shop or go online was a good idea.

I read the profile first and then clicked on the sub sections such as Brand.

The profile gave an overall message of the person most likely to give to Oxfam etc. and then more info was available.

## HOW DID YOU FEEL?

I really liked this visualisation. It was good fun and also informative. Its pleasing thinking of different subjects to type in and I will almost certainly go back to this in the future.

I wasn’t overly keen on the red dots at the start (they reminded me of measles of chicken pox!) but liked the way that it all centred in and came up with a profile.

I’m not sure if I 100% trust the vis or not – the profile that it gave of a typical Oxfam donor seemed roughly what I would expect but I would see this more as a fun and interesting vis rather than a totally factual one. Also the information that people give in government surveys is not always correct. How can we be sure that people who donate to Oxfam’s favourite food is french onion soup!!

## WHAT DID YOU THINK OR LEARN?

The vis was easily understandable.

The graphics were quite simple. It took me a while to realise that I could click down further into the levels eg. favourite foods etc.

I learnt some fun facts about cat lovers profiles etc.

Some of the colours were rather plain – ie the black and white figure of the person profiled, preferred sports could have been more colourful and looked quite stark next to the actual photographs of preferred food dishes for example.

## ANYTHING ELSE TO ADD?

Fun visualisation.

**Visualisation Diary**

**NAME: Sally**

**DATE: 19 /11/2014**

# VISUALISATION: http://www.washingtonpost.com/blogs/wonkblog/wp/2014/10/02/4-4-billion-people-around-the-world-still-dont-have-internet-heres-where-they-live/

## WHAT HAPPENED?

I found this link on the Seeing date Facebook page.

I hadn’t seen it before but was interested due to my job.

I looked at it for about 5 minutes and could fairly easily find the answer to the question from the map at the top of the page.

I studied the map and then scrolled down to read some text and look at the bar chart.

## HOW DID YOU FEEL?

I quite liked the map however the data presented on the map and the bar chart were different (one was actual numbers and one was percentage of population) which was a bit confusing at first.

Form first glancing at the map it looked like the Russian Federation has virtually no internet which confused me.

The colours used were just various shades of blue, I would have preferred a better contrast of colours.

I did trust the visualisation as I generally would trust the Washington Post, however the text was quite jokey and the name of the post: wonkblog made it seem not so serious.

## WHAT DID YOU THINK OR LEARN?

I was quite surprised to learn that for example the US, Vietnam and Mexico had relatively high numbers of people who aren’t on the internet. I was not surprised to find this out about some African countries.

The map and in particular the bar chart were very basic in style and colour and it seemed a fairly light touch analysis of the subject matter. It would have been useful to include more information such as why the different countries have not connected eg, no electricity as in India or govt restrictions on internet use such as in Myanmar and China.

## ANYTHING ELSE TO ADD?

**Visualisation Diary**

**NAME: Sally**

**DATE: 20 /11/2014**

# VISUALISATION: <http://map.crisis-scape.net/bigmap>

## WHAT HAPPENED?

This link was posted on the FB site as a visualisation of attacks on migrants in Athens.

I had not seen this before and looked at it for several minutes.

I tried changing the timelines and categories.

I tried to make sense of the general message.

## HOW DID YOU FEEL?

I felt initial confusion on looking at the map as the text on the map was in Greek, although it made sense after a few minutes. Once I had changed the timeline the general message of a reduction in attacks became clear.

I didn’t like the use of large dots, a different symbol might have been better.

I did trust the visualisation as it was on an authoritative looking, serious website.

## WHAT DID YOU THINK OR LEARN?

Changing the size of the dots seemed a bit pointless as if they were too big you couldn’t see where they related too. I didn’t understand the category “police” and would have preferred some more explanation of the different categories. Without some knowledge of the geography of Athens it was hard to understand the significance of the different areas although the overall message of the attacks on migrants having reduced to the point of almost zero was made.

Other demographic breakdowns such as age, where the migrants had come from, gender etc would have been useful.

## ANYTHING ELSE TO ADD?

**Visualisation Diary**

**NAME: Sally**

**DATE: 21/11/2014**

# VISUALISATION: <http://www.bbc.co.uk/guides/z8kccdm>

Human vs Superbug

## WHAT HAPPENED?

I came across this visualisation while reading the Health section of the BBC News website.

I spent quite a while looking at it as it is a topic I am interested in.

I found the information that I was looking for very quickly using a combination of reading the text and looking at the images.

I clicked through the sections in the order suggested.

## HOW DID YOU FEEL?

I felt quite worried while looking at the visualisation, as it made me think that we are in fact at danger of becoming resistant to “superbug” bacteria. I find medical visualisations in general can be worrying as they can provide facts and information that you might not have worried/thought about before.

How a bug becomes a superbug: The images here were very much the type that can be seen is medical textbooks and remind me of the images in my childrens’ science text books (Biology).

We make the problem worse: this was a very simplistic diagram showing the cycle of the problem which I found a bit too basic.

The drugs are running out: this used ad very simple barchart using bottle of pills to represent medicine which again seemed very simplistic but did get the message across with just one glance.

Winning the War: just took you through to one image and a short piece of text. Not very informative.

Where next: one of the links here took me through to a different external website (Centres of Disease Control and Prevention) which had far more text and gave more detailed scientific information. There was also a link to a Science prize website her (linked to the BBC) which while interesting was a bit of a tangent and did not feel relevant to this topic.

I did trust the visualisations as the medical/science content gives authority and I general do trust the BBC news website and external medical websites.

## WHAT DID YOU THINK OR LEARN?

The visualisation was understandable, more so if you read the text and looked at the images at the same time.

I did learn several new facts including the role of farming in making the problem worse.

As mentioned above the design layout in 2 of the sections was very simple, only 2 colours used and not much detail given. I think that I would have tried to make this more detailed (eg different types of drugs used).

I was a bit surprised to be taken to an external website. Overall this felt a bit disjointed and it was very easy to be led off on a related but different health topic.

## ANYTHING ELSE TO ADD?

**Visualisation Diary**

**NAME: Sally**

**DATE: 22/11/2014**

# VISUALISATION: http://www.telegraph.co.uk/finance/newsbysector/retailandconsumer/leisure/11237013/Mapped-Beer-sales-around-the-world-who-drinks-the-most.html

## WHAT HAPPENED?

I saw this on the Seeing Data FB page.

I hadn’t seen this before and spent 2 – 3 minutes looking at it.

I studied the map in some detail as I found it interesting and the main message could be ascertained from the map. I also read the text and looked at the other graphs although I found the map most informative and interesting.

## HOW DID YOU FEEL?

I liked the map and once I had looked at the colour key it was easy to see which country drinks the most beer per head etc. If the country wasn’t labelled you can click on it and the amount drunk is displayed. I felt quite pleased that the UK was not dark red!

## WHAT DID YOU THINK OR LEARN?

The map was easily understandable and the 2 bar charts were as well although not so interesting.

The bar chart showing the growth of different types of beer such as “dark beer” (bitter?) and “flavoured lager” was a bit confusing as I didn’t really know what the author meant by these terms. Also, this chart with the 3 different bars was on such a small scale that the differences were hardly noticeable so it was a bit pointless. They could have added this as another dimension to the map instead.

The data confirmed what I thought about Europe’s beer drinking habits. I was surprised to see that South Africa was the only African country to drink a significant amount of lager. Also that some Muslim countries are drinking increasingly more lager although this is non-alcoholic lager so not really relevant if one is looking at this in terms of alcohol consumption.

It might have been interesting to do a comparison on the map with other alcoholic drinks such as wine, or to do an analysis of the age of those drinking.

## ANYTHING ELSE TO ADD?

**Visualisation Diary**

**NAME: Sally**

**DATE: 23/11/2014**

# VISUALISATION: http://www.cpag.org.uk/sites/default/files/uploads/CPAGFoodbankslarge.png

## WHAT HAPPENED?

I found this on the Seeing Data FB page.

I looked at it for about 2 minutes. I tried clicking on some of the words such as “Income Crisis” to see if it took you through to more data but it was a “flat” presentation with no additional links.

I tried to make sense of the overall message of the causes of people needing to use food banks.

## HOW DID YOU FEEL?

I initially felt a bit confused by the visualisation – I wasn’t sure what I was meant to do, and as mentioned above I tried to click through unsuccessfully to more levels. However, once I realised that there was just the one image I read it more carefully and it made sense.

I was a bit surprised by the use of a fairly childlike image of a car tack for such a serious topic but could understand the link re it being a road or journey to get to the point of needing food from a food bank (ie it doesn’t just happen over night).

The image reminded me of a child’s toy car track mat.

I did trust the visualisation as the CPAG is a well known and respected charity in the UK.

## WHAT DID YOU THINK OR LEARN?

After my initial confusion the vis was understandable and the 2 basic routes to the point of using a food bank were clearly shown.

I was not sure of the point of the 3 locations, presumably they were picked as being 3 areas with different levels of poverty although the figures shown were not that different across the 3 places.

I liked the way that the % were written in images from a food bank.

It would have been interesting to see some actual numbers of people affected in these areas, and a comparison of numbers of people having to use food banks in different parts of the UK and some sort of analysis of this data. It seemed a bit superficial and only gave part of the story.

## ANYTHING ELSE TO ADD?

This is a topic that I find very interesting so was keen to look at – it has made me want to look further at the work of the CPAG so has worked as an engagement/campaign tool.

**Visualisation Diary**

**NAME: Sally**

**DATE: 24/11/2014**

# VISUALISATION: http://www.bbc.co.uk/sport/0/formula1/30172221

## WHAT HAPPENED?

I found this on the BBC Sports website. I wasn’t deliberately searching for items related to Formula 1 but came across this and so clicked on it as Lewis Hamilton’s win has been on the news today.

I briefly scanned it looked at the charts/graphics.

The information was quite clearly portrayed in very simple charts/graphs and images.

## HOW DID YOU FEEL?

This is not the sort of visualisation that I would usually read so was not massively interested in the content, but actually found it quite interesting in a superficial way.

While looking at it I felt slightly amused as it uses a fairly jokey tone and is not a serious visualisation eg references to “hammer time”.

I was surprised by the very basic images used but am guessing that its aimed at sports fans happy with the Lewis Hamilton F1 win and so not meant to be taken too seriously.

It reminded me of the very simple visualisations used in tabloid newspapers.

I did trust the visualisation despite its jokey nature as there would not appear to be any reason to lie about something like this (ie its not political).

## WHAT DID YOU THINK OR LEARN?

The imagery was very basic – especially the hammer image – and used only black white and red colours, presumably to fit in with the F1 colours, which was appropriate.

I don’t think that I would have done anything differently here as the style suited the content and target audience very well. For sports info and biographical stats a complicated visualisation would not have been appropriate.

I learnt some basic facts about Lewis Hamilton’s career – most interested was the time it take Mercedes to recoup his annual salary.

## ANYTHING ELSE TO ADD?

**Visualisation Diary**

**NAME: Sally**

**DATE: 25/11/2014**

# VISUALISATION: http://www.theguardian.com/politics/person/4827/andrew-smith

## WHAT HAPPENED?

I searched for this information on my local MP after reading a news article on the by-election.

I had not seen this before and spent about 5 - 6 minutes looking at it.

The information and answers to my questions were found relatively quickly, involving in some cases clicking through to other levels to get more information eg. on the Oxford East constituency link

I did try and make sense of specific details as it was giving detailed data and historical comparisons.

## HOW DID YOU FEEL?

I liked the visuals – plain red being suited to a Labour candidate (not sure if this was deliberate). The pie chart graphics were easy to read. I liked the answers to the questionnaire and was quote surprised to see this information listed.

I felt pleased that this level of information on an MP was readily available on-line.

I trusted the visualisation as most of the data was factual and could be easily checked.

## WHAT DID YOU THINK OR LEARN?

I found the visualisation very easily understandable. The data was presented in easy to read ways in clear categories and you could navigate quickly. I learnt a lot about the constituency share of the vote in different general elections and leant new facts such as the percentage share of the Labour vote was smaller in 2005. It was good to see the MPs views on both local and national issues.

I found the design very easy to use, few colours were used and plain text font. This reflected the serious political nature of the material.

I would have liked some more in-depth analysis if the MPs views on some issues.

## ANYTHING ELSE TO ADD?

**Visualisation Diary**

**NAME: Sally**

**DATE: 25/11/2014**

# VISUALISATION: https://medium.com/cuepoint/how-to-make-streaming-royalties-fair-er-8b38cd862f66?curator=MediaREDEF

## WHAT HAPPENED?

I found this on the Seeing Data FB page.

I looked at the first image for several minutes and then scrolled down and skim read the whole article.

I had not seen it before.

I got the general message from the first paragraph but had to read it all and look at the graphs to get the detailed proposal that the author was making.

## HOW DID YOU FEEL?

I was really drawn to the first picture of 2 people and it made me want to carry on reading. This image reminded me of a modern art painting and I really liked the colours. These feelings of pleasure did not continue to the same extent on scrolling down to the text and pie charts etc. although overall it was an enjoyable visualisation to read.

I trusted the facts given in the visualisation although it was one person’s opinion and written in a very informal and humorous tone. It did feel a bit like a personal rant against Spotify by someone who wanted publicity for their favourite band!

## WHAT DID YOU THINK OR LEARN?

I learnt about the % of funds that go to small artists from Spotify**.**

The pie charts were easy to understand, mainly as they were in 2 colours and contained basically 2 pieces of data.

The excel spreadsheet on “Assumptions” was hard to read unless it was enlarged and I found the text too small and a bit crowded. I did not bother to open the full original spreadsheet as suggested.

It would have been useful to have some similar information on other artists and a breakdown of the categories such as “ new artist “ in the table.

## ANYTHING ELSE TO ADD?

Quite fun but won’t make me want to campaign against Spotify.

**Visualisation Diary**

**NAME: Sally**

**DATE: 26/11/2014**

# VISUALISATION: <http://cdn.oxwordsblog.wpfuel.co.uk/wpcms/wp-content/uploads/vape-infographic.png> Word of the Year

## WHAT HAPPENED?

I saw this on the Seeing data FB page and thought it looked interesting as I like words and language.

I hadn’t seen this before although I had heard and read about the Oxford Dictionary word of the year before.

I read the text boxes and looked at the graphs, scrolling down in order.

I was trying to make sense of the general message rather than specific details.

## HOW DID YOU FEEL?

I felt delight looking at this – I am very interested in words and language, and having teenage children myself I do tend to hear new words as they become popular. Also, as 2 people in my family are currently “vaping” the word itself was of interest to me.

I really liked the pastel colour scheme used and feel it worked well for a relatively light hearted topic.

The graphics, colours and text reminded me of some birthday cards.

I did trust it in so far as its not the sort of thing that would be challenged – I’m not sure how the voting system works to decide the word of the year…

## WHAT DID YOU THINK OR LEARN?

I learnt a lot about the meaning of the word vape, its translationand popularity. Also, I had only heard of 2 of the other 6 words on the shortlist.

The design was very easy to read and understand, no difficulties. It ran in a logical order and was informative and fun at the same time.

I liked the snippets of information in coloured boxes. The map worked well although was a bit Euro-centric.

I would like to have known how they got the data and some of the other words on the long list

## ANYTHING ELSE TO ADD?

I really enjoyed this – gave just the right amount of info without overloading the reader.

**Visualisation Diary**

**NAME: Sally**

**DATE: 27/11/2014**

# VISUALISATION: http://www.bbc.co.uk/news/uk-wales-politics-30197229

## WHAT HAPPENED?

I clicked on to this on the BBC News website as it is a subject that I am interested in and had not seen the visualisation before.

I looked at it for about 4 minutes, I skimmed the text and looked at the graphics and watched the videos.

The information on poverty in Wales was provided both in the text and the graphics and there were also links through to other websites with more data.

I got the general message from the graphics.

## HOW DID YOU FEEL?

I felt quite sad reading this, and found it distressing that people continue to live in areas of such deprivation – the images of streets of boarded up houses reinforced this.

I liked the main index of deprivation graphic the best – it was interesting to know what are the indicators used to measure deprivation in the UK and the way it can be used.

I didn’t like table 2.2 – it was all in one colour and a small font and I found it hard to understand what the data was actually telling us about the problem.

## WHAT DID YOU THINK OR LEARN?

Apart from the table mentioned above – 2.2 it was all understandable.

I learnt quite a lot about the subject.

The graphic showing how the index of deprivation can and can’t be used was a bit misleading as there seemed to be a lot of ways that it can’t be used – ie comparing rankings over time, and these are the areas that would have been interesting to see. I would also like to have seen a comparison of deprivation levels in other parts of the UK eg. areas of east London and the north of England. This could have given some perspective and made the data more relevant.

## ANYTHING ELSE TO ADD?

**Visualisation Diary**

**NAME: Sally**

**DATE: 27/11/2014**

# VISUALISATION: http://www.bbc.co.uk/news/uk-30243472

## WHAT HAPPENED?

I came across this visualisation on the BBC News website – it was posted as a result of David Cameron’s speech on curbing immigration rights.

I looked at for a few minutes, skimming the text and looking at the charts.

I had to look at the graphs/charts quite carefully to get the information I was looking for.

## HOW DID YOU FEEL?

I liked the line graph but felt confused when looking at the second bar chart and didn’t really understand the point that it was making (EU migration to from the UK). The EU vs non EU line graph was far easier to understand and the 2 sets of data being portrayed were obvious.

I did trust the visualisation as I’m guessing that it was based on actual figures and I do usually trust the BBC news website.

## WHAT DID YOU THINK OR LEARN?

As mentioned above I did not find one of the bar charts understandable and did not get the point they were trying to make. Maybe a different sort of chart / graph would have been better. The colours were very basic, and there was not much detail in the graphs.

I would have put in more detailed data in the graphs and followed it up with better, deeper analysis. Eg. breakdown of which countries migrants are coming to the UK from and where UK citizens are migrating to. It seemed to provide a very general overview but not much detail.

## ANYTHING ELSE TO ADD?

**Visualisation Diary**

**NAME: Sally**

**DATE: 28 November 2014**

# VISUALISATION: http://www.economist.com/blogs/graphicdetail/2014/11/daily-chart-16?fsrc=scn%2Ftw%2Fte%2Fdc%2Fturkzilla

## WHAT HAPPENED?

I saw this on the Seeing Data FB page.

I clicked on to it as it looked funny and topical.

I had not seen it before.

I looked at the graph and the picture of the turkey first and then read the text.

## HOW DID YOU FEEL?

I liked the jokey feel of this, and in particular the bright colours of the turkey and people images. The text was very funny as a satirical take on serious economic trends.

This reminded me of a child’s drawing.

This visualisation was obviously not meant to be trusted!

## WHAT DID YOU THINK OR LEARN?

The visualisation was very easily understandable as the graph was deliberately simplistic with bright childlike colours and pictures.

I don’t think I would have done anything differently, it was very effective and funny as it is.

## ANYTHING ELSE TO ADD?

**Visualisation Diary**

**NAME: Sally**

**DATE: 29 November 2014**

# VISUALISATION: http://www.economist.com/blogs/graphicdetail/2014/11/ebola-graphics

## WHAT HAPPENED?

I clicked on to this after seeing it on the Economist website.

I had not seen this visualisation before but it is a subject that I am interested in through my work.

I spent about 10 minutes looking at this in some detail.

I looked at the map for a few minutes, then I read the text and looked at the other charts / images.

From the map I tried to make sense of the basic message re the spread of Ebola but had to read the text and study the other graphics quite clearly to get all the data.

## HOW DID YOU FEEL?

I liked the map very much – it was in the right level of detail (ie countries labelled) and the graphics associated with it were easily understandable. The colours used to highlight the affected countries on the map worked well for me, and the graphics linked to the map showed the information very clearly although on a fairly basic level.

I was a bit surprised that more detail was not given on some of the figures given the serious nature of the subject matter..

## WHAT DID YOU THINK OR LEARN?

The map and healthcare data graphs were easy to understand.

I found it quite hard to understand the “Transmission of Selected Diseases” graphic with people and didn’t understand the point they were trying to make.

I learnt quite a bit of new data about the spread of Ebola and the healthcare provision in affected countries.

I would have liked the data to be broken down a bit more – maybe with data on the spread of the disease by age/gender etc.

A link to a charity campaigning against the disease (eg the DEC appeal) might have been useful.

## ANYTHING ELSE TO ADD?

Overall very informative but a bit depressing.

**Visualisation Diary**

**NAME: Sally**

**DATE: 1st December 2014**

# VISUALISATION: http://www.theguardian.com/environment/ng-interactive/2014/dec/01/carbon-emissions-past-present-and-future-interactive

## WHAT HAPPENED?

**Where** did you see the visualisation?

Have you seen this visualisation **before**?

How **long** did you look at it for?

How **quickly** could you find information/answers to questions?

What did you **do first** (where did you look, what did you click)?

Did you try to make sense of specific **details** or the **general** message?

## HOW DID YOU FEEL?

I really liked this visualisation and experienced feelings of pleasure while looking at it. It made what can be seen as a serious topic more interesting and was informative at the same time.

I was especially pleased with the way that the countries moved their order, showing instantly how countries industrialised over time and increased their carbon emissions. It was also interesting when new countries appeared on the left hand side.

I was a bit surprised that it only went up to 2011.

I did trust the visualisation, probably in part because it was jointly produced with the World Resources Institute.

## WHAT DID YOU THINK OR LEARN?

This visualisation was very understandable due to the timeline graphic showing the change over time.

The only part that I did not like so much was selecting to filter by continent.

I liked the colours and images used to represent the different countries and the way that the graphics move. The clouds seemed relevant to the subject matter.

I learnt some new information – eg that the UK was moving down the scale which was good to see, although some info such as China being top I already knew.

I think that if any other data was added it would have spoilt the effectiveness of the visualisation.

## ANYTHING ELSE TO ADD?

Very topical, one of my favourites so far.

**Visualisation Diary**

**NAME: Sally**

**DATE: 1st December 2014**

# VISUALISATION: Cuckoo Clocking - scanned

## WHAT HAPPENED?

I saw this in Independent (i) newspaper.

It caught my attention as our family enjoys birdwatching. I had not seen this before. I looked at the photos of birds first, then at the map and then read the text.

I probably spent about 6 – 7 minutes looking at this.

I had to read the text box at the top get the general message and look at the

map to get the details.

## HOW DID YOU FEEL?

I felt pleased to see an article on birds in a national newspaper and a bit surprised. The visualisation reminded me of the literature sent out by the RSPB.

I felt curiosity when looking at the ma and bit sad to learn that one of the birds had died on its return journey to Britain.

The “bio” of each bird gave a friendly touch.

I did trust the visualisation as the British Trust for Ornithology sounds like a trustworthy **organisation** and I can see no reason to lie about this kind of data.

## WHAT DID YOU THINK OR LEARN?

The visualisation was in black and white newsprint so was fairly plain. I liked the photos of birds and found the map interesting although it was quite hard to see the different countries due to that fact that different shades were used an not colours.However the map did manage to give a good idea of the large distances covered.

I learnt new information about the migration of cuckoos.

I think that I would have labelled more countries on the map and added some more details on timings of the migration and where to go to get further info on bird migration eg the website address of the Trust or RSPB.

## ANYTHING ELSE TO ADD?

Overall this was a fun visualisation.

**Visualisation Diary**

**NAME:**

**DATE: 2nd December 2014**

# VISUALISATION: <http://imgur.com/mbOPX2L>: Heart rate during marriage proposal

## WHAT HAPPENED?

This is a fun visualisation that a friend sent me showing a man’s heart rate as he prepares to propose to hi girlfriend.

I looked at it for a few minutes.

I had to read the print to get the detail but the general idea was apparent from the graph showing the heart rate.

## HOW DID YOU FEEL?

I liked this visualisation as a fun image, the subject matter was amusing. I felt amusement when reading the text (eg YES!) and am assuming that it was meant as a joke.

The heart rate graph reminded me of hospital graphs and overall it had quite a “medical” feel to it.

I didn’t trust it as it was so humourous.

## WHAT DID YOU THINK OR LEARN?

The visualisation was understandable but the text was very small and had to be enlarged to see it.

There were only a few colours used so the graph looked plain like a medical chart. Given the less than serious nature of the subject matter it might have been good to have a few more colours or images.

## ANYTHING ELSE TO ADD?

**Visualisation Diary**

**NAME: Sally**

**DATE: 3rd December 2014**

# VISUALISATION: Autumn Statement Six graphs you need to see http://www.theguardian.com/business/2014/dec/03/autumn-statement-six-graphs-you-need-to-see

## WHAT HAPPENED?

I saw this visualisation on the Guardian website.

I hadn’t seen it before.

I looked at it for 3 - 4 minutes. I looked at the images/photos graphs first and skim-read the text.

I found some the basic information fairly quickly but in order to understand all the financial details it was necessary to read the text fairly carefully.

## HOW DID YOU FEEL?

I didn’t particularly like this visualisation as the subject matter does not interest me much. Despite trying to make it more interesting and accessible with some funny photos etc I found it still quite boring.

I was quite surprised by the simplicity of some of the images used eg the union jack bunting.

Similarly the unemployment rate graph was very simplistic an not really necessary in graph form.

I did trust it on one level but as economic data is so open to interpretation not 100%.

## WHAT DID YOU THINK OR LEARN?

If I had taken the time to read all the text in detail I would probably have learnt more but I didn’t bother. The visualisation was basically understandable, mainly through the graphs and bar charts.

The International GDP Growth Rates graph I found confusing, the lines and colours were too close together and I couldn’t read it easily. Whereas the Public Sector Net Borrowing bar chart was very easily to understand with an immediate visual impact due to the blocking and minimal use of colour.

The photos used were entertaining but didn’t add anything unless they had relevant data in the caption (eg the Job Centre one) and I wouldn’t have used the ones that didn’t as they distracted from the data.

I would have added a video explaining some of the information given.

## ANYTHING ELSE TO ADD?

Not my cup of tea!

**Visualisation Diary**

**NAME: Sally**

**DATE: 4/12/2014**

# VISUALISATION: <https://www.youtube.com/watch?v=rNu8XDBSn10&feature=youtu.be> The Difference between the United Kingdom, Great Britain and England explained.

## WHAT HAPPENED?

I found this on the Seeing Data FB page.

I hadn’t seen it before but thought it looked interesting.

I clicked on the link and watched the video through. I then went back and watched it a second time to get some facts straight in my mind.

The overall message came through the first time but I had to watch it again to get all the small Crown territories etc clearer.

## HOW DID YOU FEEL?

I liked this visualisation, it was informative, interesting and presented in a clear yet at times amusing manner.

I felt amusement when watching it but also (not sure why) a certain amount of national pride!

I trusted the visualisation on one level as it seemed fairly authoritative and I recognised most of the data as being correct. However when the end credits mentioned Wikipedia I felt less trusting as Wikipedia is notoriously inaccurate.

## WHAT DID YOU THINK OR LEARN?

The visualisation was easily understandable, and was broken down into sections that all became part of the larger whole at the end. The first section showing a map of the UK divided up was very clear and was a clever way of explaining a geographical issue. The voiceover was clear and often amusing. The only criticism I have is that he spoke very fast and it was quite hard to keep up and take in all the information, another reason why I watched it twice.

The images used were very varied, including photos, flags and maps and a lot of bright colours were used that made it interesting visually.

Some of the images used were very basic eg. the Crown and the image of God but this fitted in with the slightly humorous tone of the video.

I wouldn’t have done anything differently, it was great.

Would like to see a similar one for the EU!

## ANYTHING ELSE TO ADD?

I loved this, thought it was informative and funny and will send the link to other people.