

## MIS 0855 – Data Science (Section 005) – Fall 2016

### In-Class Exercise (Week 5) – Finding Cool Data Visualization

**Objective:** Learn how to read and understand messages from data visualization

**Learning Outcomes:**

- Identify the message a graphic is trying to convey
- Evaluate how successful the graphic is at conveying that message

**Step 1: Explore - individual (10 minutes)**

- 1) Visit one or two of the following data visualization collections.
  - a. Bloomberg (<http://www.bloomberg.com/graphics>)
  - b. Pew Research Center (<http://www.pewresearch.org/>)
  - c. The Economist (<http://www.economist.com/blogs/graphicdetail>)
  - d. The New York Times (<https://twitter.com/nytgraphics>)
  - e. The Wall Street Journals (<https://www.pinterest.com/wsigraphics/wsi-graphics/>)
  - f. The Washington Post (<http://postgraphics.tumblr.com/>)
  - g. USA Today (<http://www.usatoday.com/topic/E01C4890-85A2-4E0B-A3DD-58BD88E71251/interactive-graphics/>)
- 2) Spend a few minutes browsing the graphics.
- 3) Identify two examples that you think are very cool.  
*So you don't lose track of your graphics, copy and paste the URL where you found the graphic from your browser into a Word document. You can also use the document to make some notes.*
- 4) **Try to understand the following.**
  - a. What are the sources of the data visualized?
  - b. What are the key messages in these graphics?
  - c. What kind of delivery means do the graphics adopt to deliver the messages?

**Step 2: Discussion – group (10 minutes)**

- 1) In groups of three or four, compare and discuss your notes.
- 2) From your lists, choose two example of nice, cool graphics.
- 3) Write a note with answers to the three questions above. Make sure your note includes the URLs to the graphics you've chosen.

Send your group's note to [minsang@temple.edu](mailto:minsang@temple.edu) by 8:00 PM.