MIS0855: Data Science
In-Class Exercise: Finding Good and Bad Data Visualizations

Objective: Understand the difference between effective and ineffective data visualizations

Learning Outcomes:
- Identify the message a graphic is trying to convey
- Evaluate how successful the graphic is at conveying that message
- Explain why, according to the principles discussed in class, the graphic is (or is not) effective

Step 1: Explore - individual (15 minutes)
1) Visit the graphic collections on the New York Times Learning Site. There are several areas with domain-specific collections:

<table>
<thead>
<tr>
<th>Domain</th>
<th>URL</th>
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2) Choose the area you’re most interested in and spend a few minutes browsing the graphics.
3) Identify one example of a graphic that you think is very good, and one example of a graphic that you think isn’t that great and could be improved.
   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) Using the principles we discussed in class, come up with
   a. Reasons why the graphic you’ve chosen are good/bad
   b. Make recommendations for improvement

Step 2: Prepare – group (15 minutes)
1) In groups of three or four, compare and discuss your notes.
2) From your lists, choose one example of a good graphic and one example of a bad graphic.
3) For each group, post a comment to the Community Site entry for this in-class exercise.
   Make sure the name of at least one member of your group is included in the post.

Step 3: Class Discussion (15 minutes)
Each group will report out on their choices. Make sure you enter the URLs correctly – I’ll display your graphics as you’re talking about them!