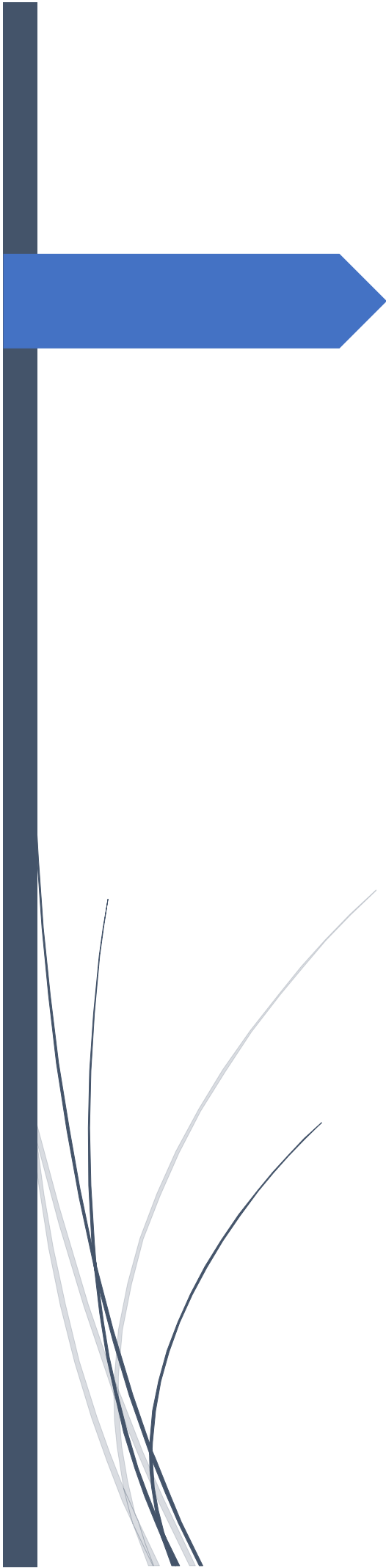




Data Analysis and Visualisation Assessment 1

Module code: ACCB4002

Task 1

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Introduction

This assignment is based on the understanding of the various concepts of statistics. Here I will be answer on the tasks based on the given assignment. I will be discussing various aspects of given infographic (Figure 1) and answer on the questions:

- What is an infographic?
- What are opportunities of infographics?
- What represent visually this infographic?
- Are there good features this infographic?
- Are there some problems in this infographic?
- What is my recommendation for creator of the infographic?

What is an infographic?

According to Angel Vizoso [1] infographics were one of journalistic categories which developed during the last 20 years. Although they are were published only on printed newspaper at beginning, currently they changed in interactive multimedia, truly useful for journalists.

Opportunities of infographics

Infographic is a visual analysis of any kind of information or data. It can be used in every industry, from digital marketing to school classrooms. The infographic is part of data visualization. The data visualizations present information fast and visibly. Visualization contains signs, photos, maps, graphics and charts and presents complex data. *"It's a visual explanation that helps you more easily understand, find or do something"* [2]

What is opportunity of the Infographic which we have (Figure 1)? It is to present information for coronavirus in visible way. That will help us to understand information easily.

Background of the infographic (Figure 1)

With question “Where is coronavirus Raising& Falling” this graphic grab my attention. What is coronavirus? It is a type of virus which has caused a worldwide pandemic of respiratory illness, called COVID-19. The problem with coronavirus is very actual these days. Everyone speaks for that. This infographic with this kind of question, I am sure will have lots of views in social media.

Description of the infographic (Figure 1)

What I can see when I look at it? The text is with white letters on black background.

In the upper right corner, I can see when the information for the infographic was updated- 21 October 2020. At the second row I can see information that “average % change in weekly cases”, which mean that information in the infographic updates every week.

Data is represented in percentages, and scale start from -12% to +12%. From 0% begins a perpendicular line, which is in white colour and that divides the graph into two parts. Left part showcase where coronavirus decrease, right part represents information where coronavirus increase. Data in left side is in blue colour, data in right side is in yellow, orange and red.

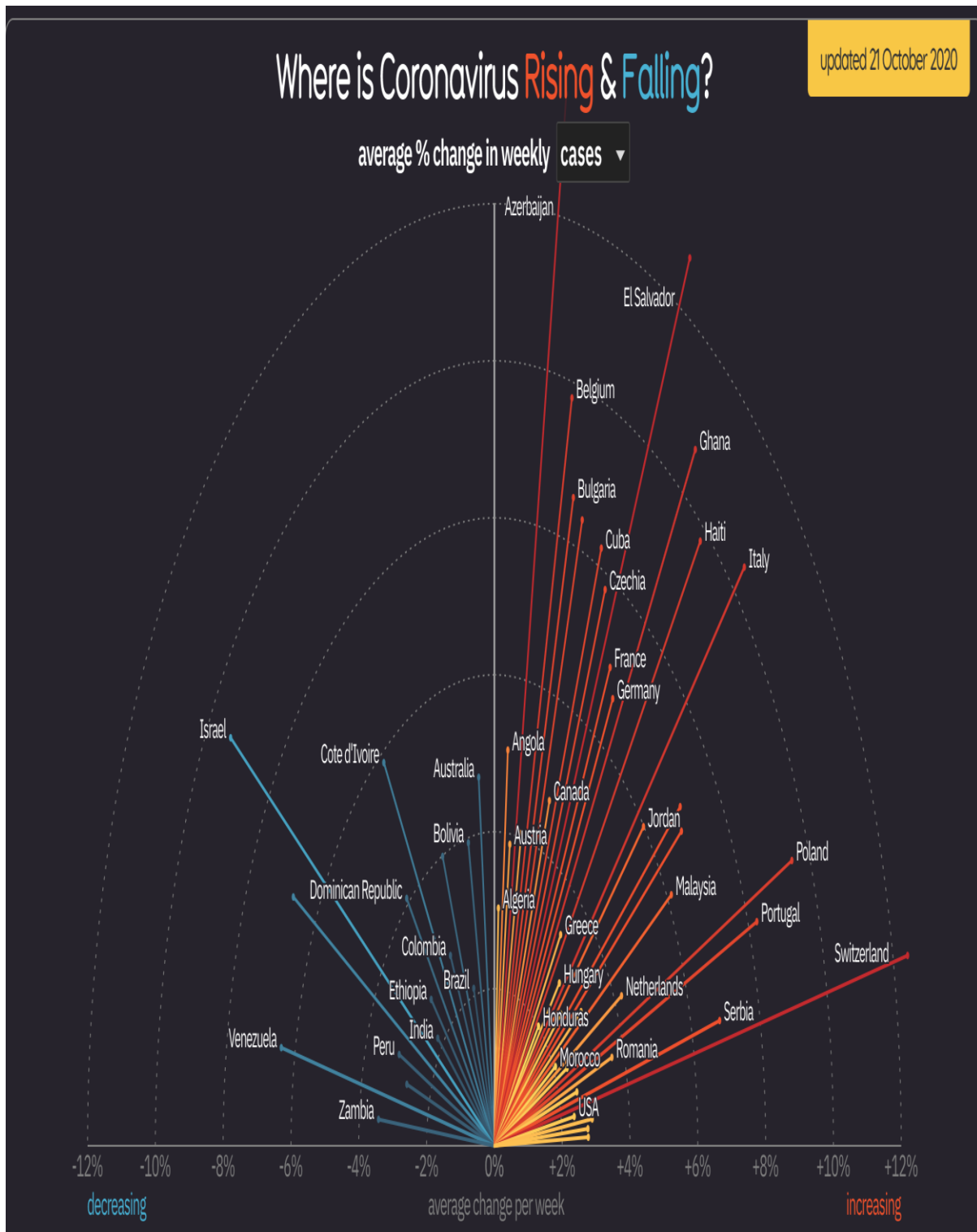


Figure 1 Infographic: Where is coronavirus rising and falling

Good features of the infographic

Let us have a look at this infographic (Figure 1). In this infographic I can see that here is used bright colours on black background which grab attention from first sight. It is showcasing the data and percentages in visual form and this are good features for this infographic.

What message is the poster (Figure 1) trying to provide? This graphic shows in which countries coronavirus raise or fall. Creators of the infographic use red and orange colours to show raising of coronavirus. These colours in combination with black background look like a flame in the night. A flame that grows and needs attention to be controlled.

What is important when we creating infographic? It must be simple, to be focused on the problem, to show things visually, to have catch attention headline. This infographic (Figure 1) has all this features.

Problems in the infographic

Although this infographic has some good features, I can see some problems with it.

- First problem is that there is too much information, and this destroys the whole purpose of the infographic: to make information and data easy to understand. There are so many countries names written near to each other.
- Second problem is that there have components without names. For example, under component with name USA have 3 more, but without names.
- Third problem is understanding of data. When I look at this graphic, I can see countries with long components. First impression is that in this country's corona virus rise more than in another, but that is not true. For example, the data for Belgium and Poland. They have the same data, but at first glance most people will have impression that Belgium has more cases because it has a longer line.

Recommendation for infographic

“The infographic creators should consider the foremost structure, accuracy, reliability, depth, and functionality and then think about decoration. The infographic creators must think about whether the decoration is required at all or what type of infographic would appropriate for presenting the main idea.” [3]

According to Siricharoen [3] who said that creator of infographic should be sure about structure and accuracy of their infographic I can recommend for Figure 1:

- Removing any of the components (these without names). That will make information from the infographic more accurate.
- If creator decide to keep all components maybe he can add data which appears of clicking on components without names.
- As I think more about functionality, my recommendation is to change the type of the graph. Maybe if creator use chart “world map” it will be more functional and more understandable.

Conclusion

When create infographics sometimes we must act as writer. Because infographic is a story. Story, which we can read with one sight, story which catch our attention. A story, which give us the right dose of information, in the world full of flooding information.

Infographics can *“summarize the main points of a verbal essay, can be a great learning aid, students will probably learn even more by producing their own visualizations of verbal texts. [2]*

References

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