SUPPORTING MULTIMODAL LITERACY: SUPPLEMENT 11

Visual Data Analysis Questions

Analysis Questions:

What do you think is the objective of this data visualization? What is the author trying to represent with this data? Can you determine who it was created for? How does this affect the way information is displayed?

What kind of graphic is this? Why do you think this type of graphic was chosen to represent these data?

Is the graphic essay to read? What aspects of the data are more easy to understand based on the visualization?

What aspects of the data are highlighted? What else might you want to know about this data? What is not included in the data set?

Is there any text that introduces or provides context about the data? What kind of impression do you get from the graphic based on the text?

Are the quantities clearly represented? Is there a clear relationship between the parts and the whole (can you tell what percentage of 100% is being represented)?

How clearly are the different parts of the visualization labeled?

How does the table make use of color or contrast? How are these design elements used to define the data?

What type of scaling did the author use? In what way does this affect your interpretation of the data? Why might this scale have been chosen to highlight the data?

What kind of comparisons are made in the data? Are there any graphics in close proximity to each other that affect how we read the individual graphics? Is there any repetition of forms or relationships between tables or graphs that affect your interpretation?

If the data include a flow chart or circle, why do you think the author used a flow chart or schematic image to represent these data? What aspects of this chart or schematic stand out to you? How does the ordering of items affect the data? Is the ordering logical?

Do any aspects of the data suggest any implicit connotations, including any illustrations or colors used? How do these connotative images affect the argument made about the data?

Evaluation Questions:

Do you think this data visualization is accurate or misleading? Why?

Do you think this data visualization clarifies the data or makes it more confusing? Why?

Do you think this data visualization is biased? Why or why not?

Do the design elements distract the viewer from the information being relayed? Why?