

Visualization Evaluation of the Masses, by the Masses, and for the Masses.

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Depression

Average yearly health care cost
of a 45-year-old with Depression: **\$4,454**

Personal Cost: **\$901**

Insurer Cost: **\$3,552**

Total yearly health care cost for
the 780 patients with Depression:
\$3,474,717

Age 45



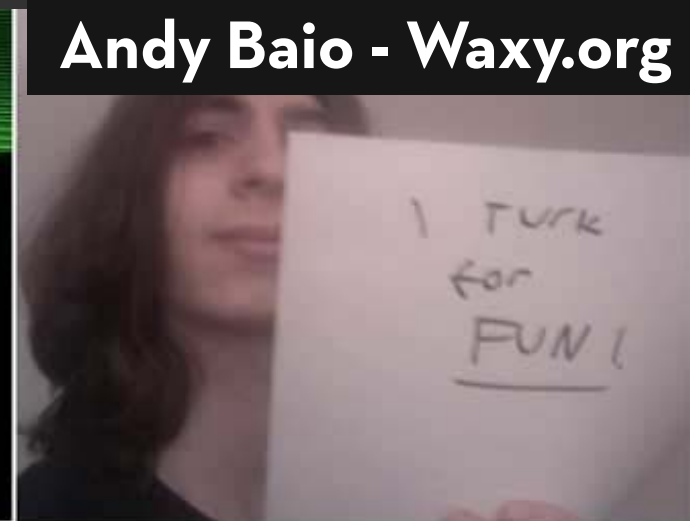
A sick chart?

For most visualizations today an
unsettling question remains:
Is there a more effective design?

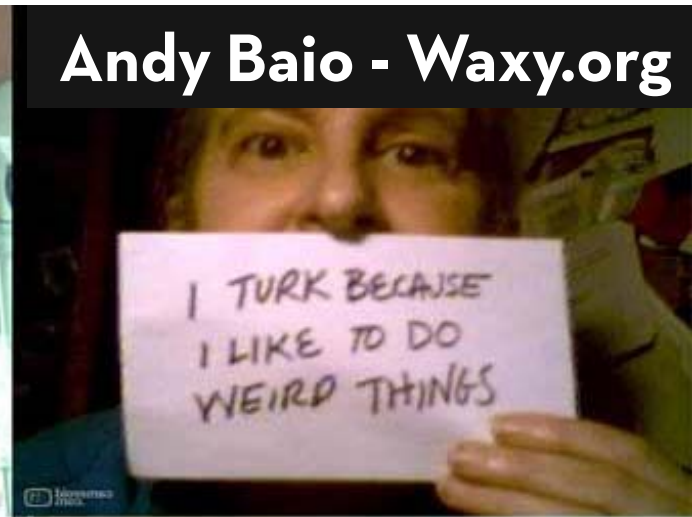
Two Ideas...

- An Analytic Framework for Visualization Criticism
- Cost-Effective Evaluation Techniques: Crowdsourced Experimentation

Andy Baio - Waxy.org

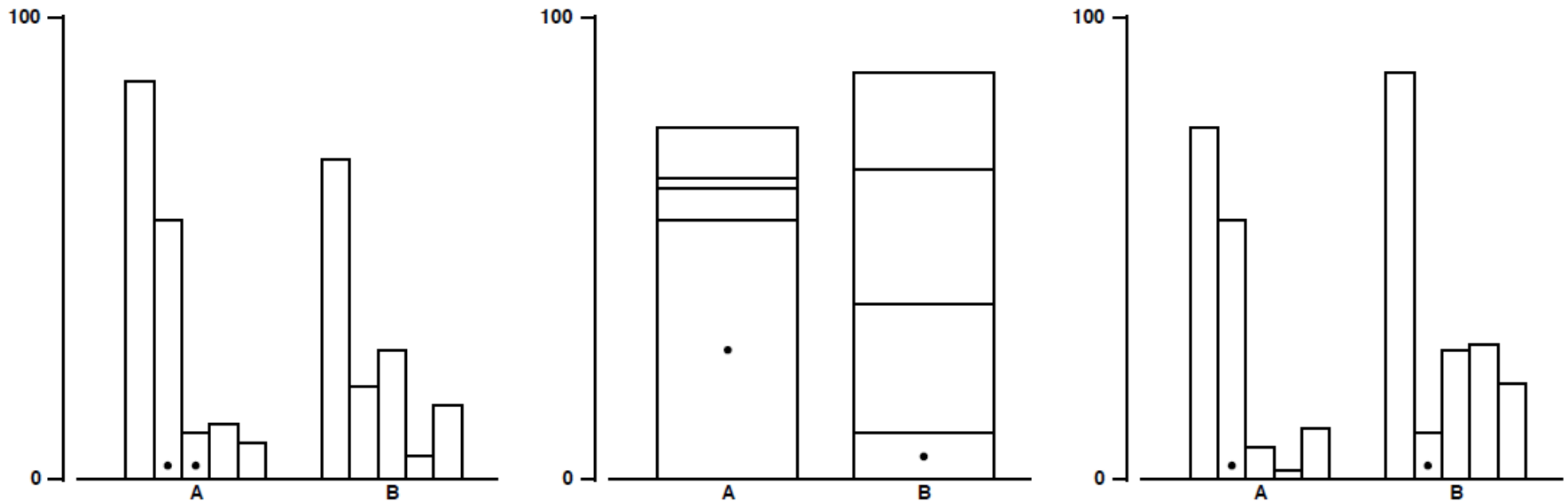


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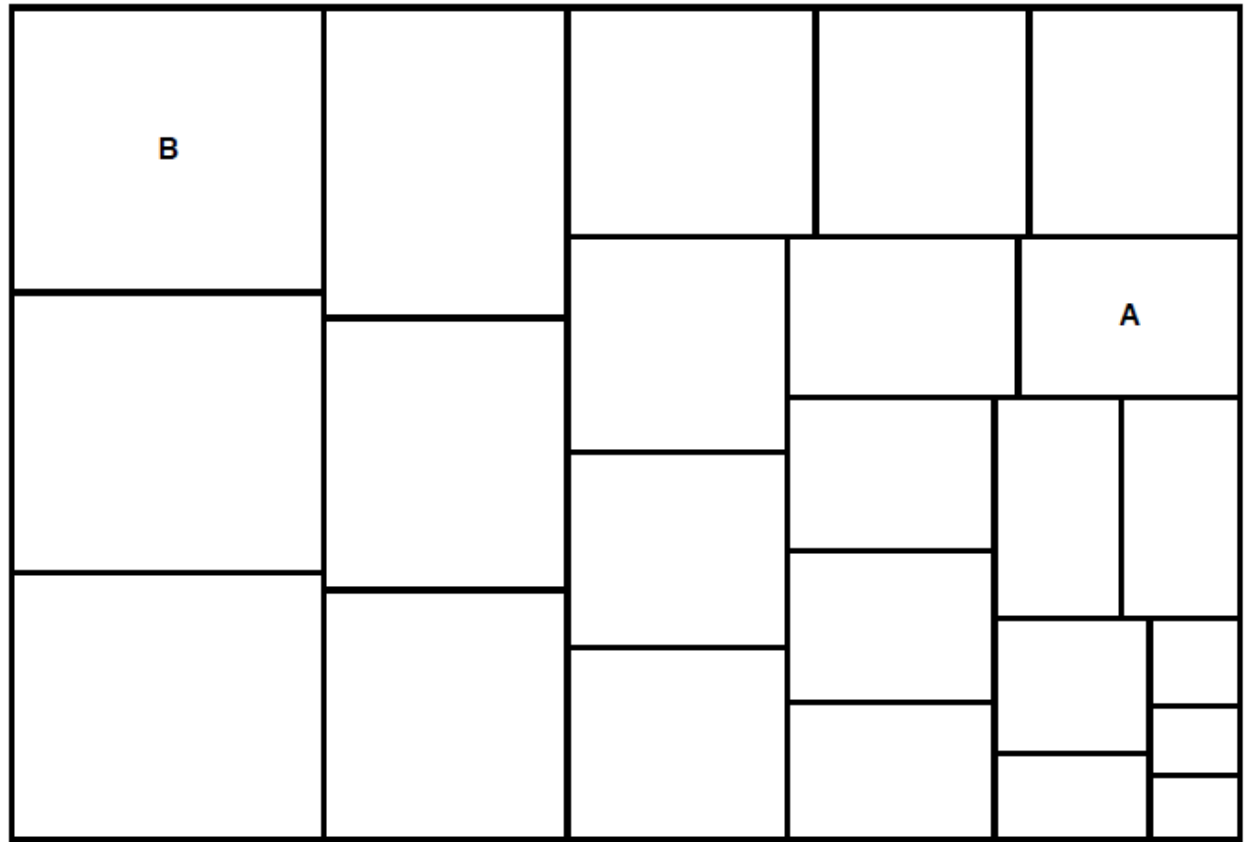
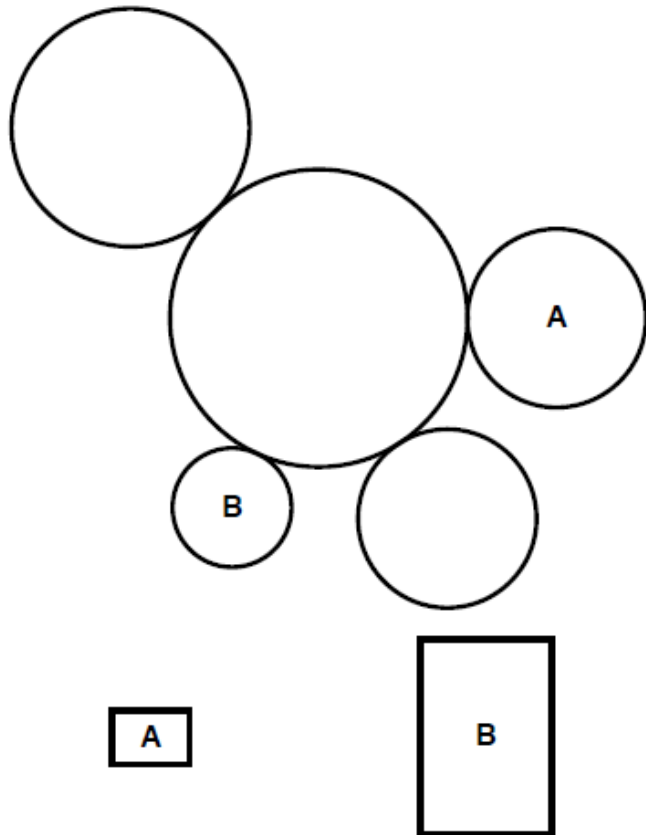
Cleveland & McGill, 1984



Stimuli for position encodings.

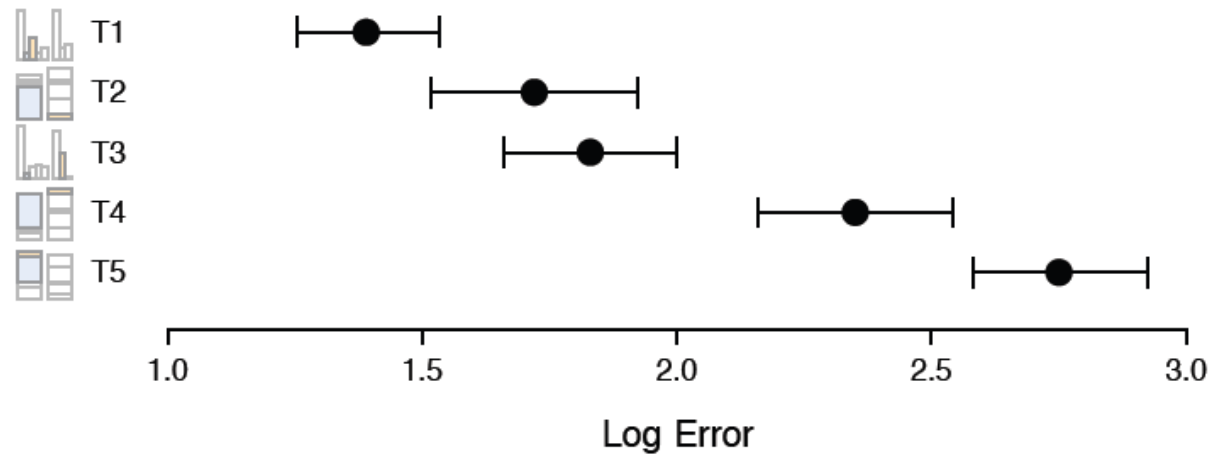
Task: estimate % smaller element is of the larger

Area Judgment Stimuli



Task: estimate % smaller element is of the larger

Cleveland & McGill, 1984 (Lab Study)



Heer & Bostock, 2010 (Crowdsourced Study)

