If you visualize it, they will come: Raw data reimagined with infographics

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I have used primary, raw 'number data' in a paper or presentation while I was in high school.

- Yes, in a block chart or infographic: 15%
- Yes, inside a sentence in the text as a statistic: 62%
- No, I did not or don't remember: 23%
Searching as Strategic Exploration

Who gathers the data?

They “realize that information sources vary greatly in content and format and have varying relevance and value, depending on the needs and nature of the search”
Reliable source for demographic info

https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml

Using their own hometown zipcode grounds their interest
Authority is Constructed and Contextual

To become the authority for your presentation use data from a reliable source.

Information Creation as a Process and the particular disposition “to understand that different methods of information dissemination with different purposes are available for their use” (ACRL, 2019)
Educational attainment for hometown zip code

Boring table!

How to construct an answer? What to grab?

Whole numbers?

Percentages?
Infographic of data from AFF table

https://infogram.com/

Exciting visual

Clearly presents gender wage gap, which was not original question!

Illustrates data percentages for better contextual understanding of the population numbers
Elizabeth’s example “bad” charts
Information has value

Misleading Charts

- Truncated or highly edited scale
- Color schemes
- Unrelated data points
- No context - lack of citations or explanation
Information creation as process

Practical strategies for present visual data ethically

  Choosing the right data points

  Proper labelling

  Clear descriptions

  Citations

  Explanation within the larger project
Scholarship as conversation

What’s the final answer?

What’s the final outcome?

Dollar symbol

Choice of colors

Percentages to prevent outliers from skewing data

Brings up more inquiry:

a. What industries in this area?

b. Is it rural or urban?

c. What occupations did the women have as opposed to the men?
Research as Inquiry

Questions that arise after answering the original research question

Questions that arise when analyzing the conclusion

Knowledge gaps
Don’t take our word for it!

“I have never heard of Infographics before. I was able to see the percentage of people that had higher than a high school diploma. I thought that site super interesting and would love to go back...to figure out some more percentages about my town.”

“I enjoyed that class a lot because it allowed us to take data that was difficult to understand and turn it into a visual that much easier to interpret.”

“My favorite class session is when we created the data graph with the computers for the education and job rates for men and women in the town that I plan to live in when I graduate.”