



Project Pitch: Visualization Literacy Survey

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Personal Research Interests

Visualization

Education



Vis Literacy

Accessibility



Inspiration: Data Is Personal by Evan Peck

- 40+ residents of a rural Pennsylvania town interviewed on perceptions of vis
 - Lack of access to visualizations
- Personal experiences molded perceptions of the charts
- Perceptions varied hugely amongst interviewees based on prior experience
 - Those who had experience with infographics found them: clear, simple attractive
 - Those who did not found them: boring, bizarre, childlike, not serious



Survey

- Digging deeper into this topic
- Initial questions:
 - How do people define vis literacy? Do these definitions vary?
 - What dimensions are there to vis literacy?
 - Biased on personal opinion? Based on prior knowledge? Lack of instruction?