BUS 230: Business and Economics Communication and Research
In-class Exercise: Data Visualization
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Directions: Do the following exercises in your project groups. Type up your answers in a Microsoft Word file and upload it to the D2L dropbox labeled, "Data Visualization In-Class Exercise."

1. Prepare and submit three graphs or charts for your project (you can choose later whether you want to include some or all of these in your paper or presentation).

2. Go to the following website and look at some poorly designed graphs:

   http://www.perceptualedge.com/examples.php

   Select two <u>themes</u> regarding poor data visualization design, and cite at least three examples of graphs from this website for each theme. For each graph, describe the problem the researcher made, why the choices made in the data visualization were poor, and what should be done to make to make a more effective data visualization.

   Possible themes may include, but are not limited to:

   (a) Misrepresenting the data (chart visualization communicates a message that is not true).
   (b) 3-D
   (c) Pie charts
   (d) Bar charts