ECO 230: Business and Economics Research and Communication
Data Visualization Best Practice - Literature Review
Instructor: James Murray

Purpose: In this exercise you conduct the background research to make an electronic presentation (audio-embedded powerpoint) on data visualization best practices.

Directions: *Each member* in your group should find and read one source that discusses best practices concerning data visualization. Additionally, read Chapters 4 and 5 of the following book (available on D2L):

Kosslyn, S.M. (2007). *Clear and to the Point: 8 Psychological Principles for Compelling Power-Point Presentations.* New York: Oxford University Press.

Take organized notes for each of your references and for each chapter in Kosslyn (2007) that you can include in your electronic presentation.

Tips for effective notes:

- Your notes should not be long paragraphs, or even necessarily complete sentences.

- Use bullet points or an outline format.

- Organize your points into two to four themes, larger concepts, etc.

- Keep in mind, these notes should be useful for you to create PowerPoint presentation slides, not a epic novel.

- It should be clear which source each note comes from.

Type and upload your submission to the appropriate D2L dropbox folder by Monday, October 23 at 11:59 PM