

Advanced Ideas in Data Presentation

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Introduction

- Understanding ‘appropriate’
- Presenting spatial data
- Qualitative presentations
- Combining methods
- Using GIS

Making presentation 'appropriate'

- A word that comes up a lot in mark schemes
- Commonly sits alongside 'justification'

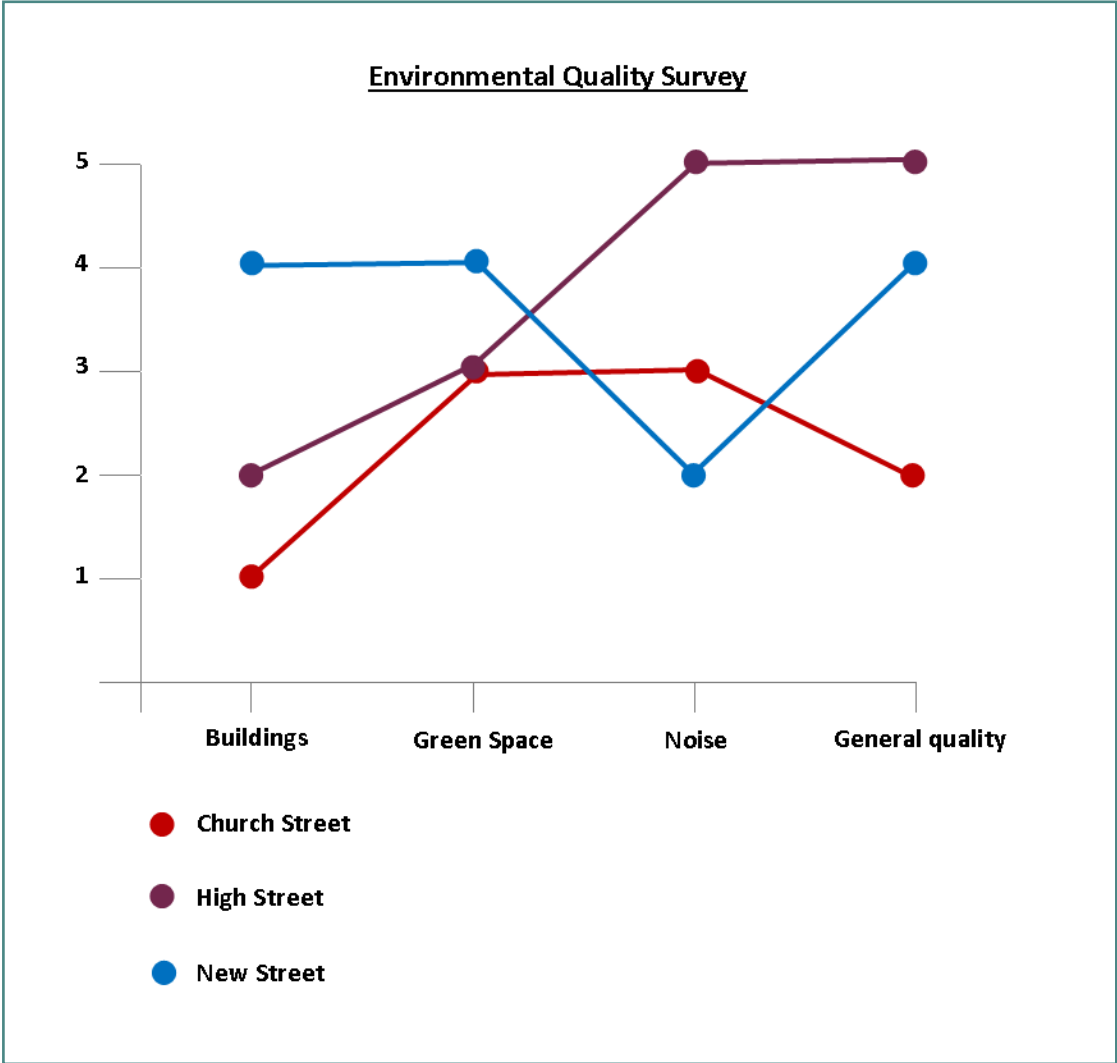
What does *appropriate* mean?

- 'easiest' ✗
- 'time efficient' ✗
- 'it's the one we were taught in class' ✗
- 'it looks good' ✗

The presentation method you choose

- complements the type of data you have and
- complements the geography you wish to showcase

Look at this graph carefully...



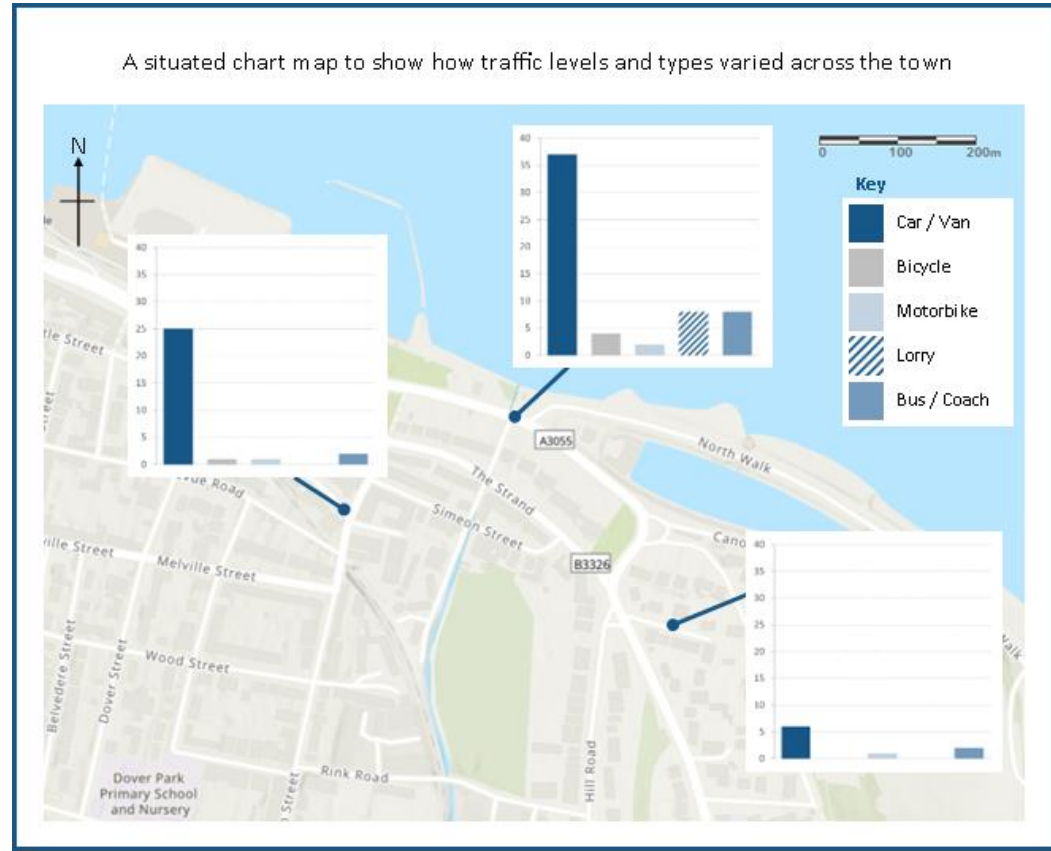
Why is this data presentation inappropriate?

Making presentation 'appropriate'

- Think about the type of data you have
 - especially discrete and continuous data
- Think about what pattern or relationship you are trying to show
- Use 'social shading', not pretty colour palettes
- Only present each piece of data once

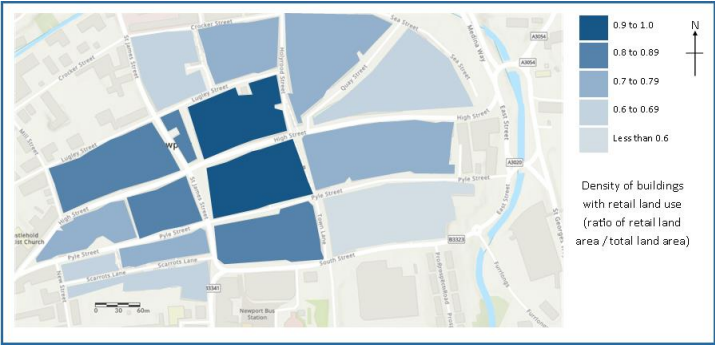
Presenting spatial data

- Being geography investigations means that almost always there is scope to include a map
 - choropleth
 - proportional shape
 - sited chart



Presenting spatial data

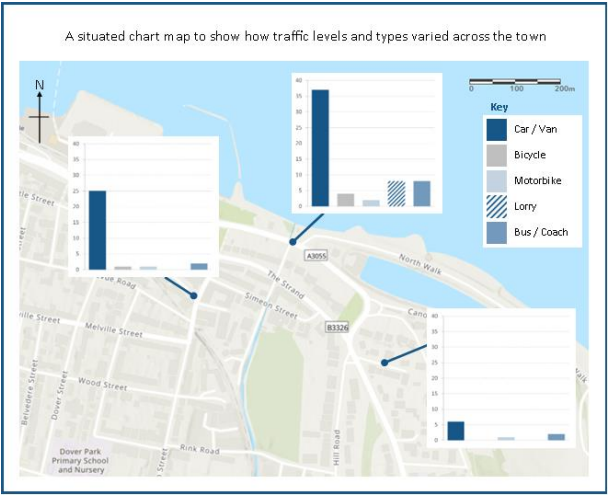
choropleth map



proportional shape map



sited chart map



What issues are there with each of these data presentation methods?

Presenting qualitative data

- There's more to it than a word cloud!

- quote bank
- opinion Venn diagram
- conflict / consensus matrix

I believe...	Working resident	Retired resident	Town councillor	Transport worker	Shop owner
there are not enough bus lanes.		✓	✓	✓	
there are too many bus lanes.					✓
there are the right number of bus lanes.	✓				
there are not enough cycle lanes.			✓		
there are too many cycle lanes.	✓				
there are the right number of cycle lanes.		✓		✓	✓
the cost of the bus is too high.	✓			✓	✓
the cost of the bus is too low.			✓		
(etc.)					

Combining methods

- You have probably already done this or seen this...



What combination of data presentation methods could you use here?



Combining methods

- Don't be afraid to be creative
- Test ideas and select the best

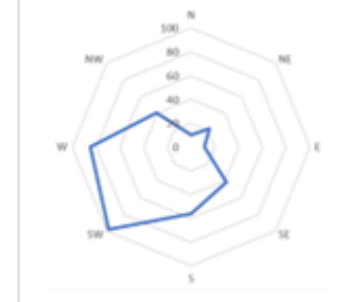


Combining methods

'The regeneration of the Haven has been a project of mixed success. It's great to see tourists enjoying the area across the road from the harbour and there are plans to hold more open-air events, such as things like the Ventnor Fringe festival, in this space. However the Haven has one big design flaw. Though the dog-leg shape provides an element of protection against the westerly waves, it also means that seaweed collects in the protected waters behind the wall - and when this stuff starts to accumulate and rot the whole town knows about it! We've had to pay Cheetah Marine [boat builders] to pump the weed out and as a local council, this is obviously an expense we'd rather not have!'



Daily prevailing wind direction Jan 2019 to Jan 2020





GIS

Wormhole geography!

Presenting data in a GIS map.

[Guide 26]

In your own time...

- Think about all of the data presentation methods we have covered today and record one disadvantage associated with using each method.
- Look through your core textbook(s) and try to identify the different data presentation methods the publishers have used.



An opportunity for questions...

The next session...

Monday 13th March 5pm-6.30pm

Data analysis techniques

- Appropriate use of statistical tests
- Analysing qualitative data
- How to deal with anomalies
- Speaking tentatively
- Evaluating holistically