To: Steven Holmes

From: Rebekah Pena

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Subject: Social Media / Expert Data Visualization

The purpose of this memo, written for Project Three: Rhetoric of Data Visualization Designer Statement, is to describe the audience, their information needs, explain components of the charts shown on the submission, and support the choices made for those components using readings from previous modules.

There are two submissions for this project. The first is aimed at experts titled (EX) 5 Deadliest Animals vs. 5 Deadliest Diseases and one titled (SM) Deadliest Animals vs. Deadliest Diseases aimed for entertainment. Both present side-by-side comparisons of deaths caused by animals and deaths caused by diseases. The graphs in both documents are identical, but the text components differ.

The document intended for an expert audience has more in-depth information that may not be as interesting to everyday people. It includes numerical data that carries more significance for an expert audience, as well as analytical comparisons. For example, noting that the number of mosquito-related deaths is roughly equal to the combined deaths caused by several diseases. I could see this being use full for public health, encouraging funding toward vaccines or education campaigns.

The document intended for entertainment purposes of text information is superficial. Most people on social media platforms are looking for quick information. If something piques their interest, then they would look further into it. The text is meant to attract attention first, then inform second. Expert audiences are more likely to have an interest in a topic, so the main goal is only to inform.

Horizontal bar graphs are a go to display categorical data because it makes reading the information easier to read. Playing into our natural "z" way of reading. (Nussbaumer Knaflic, 2015) For typography, SK Concretica was used once, and it was for the title of the document. I feel like this establishes the title at the top of the information hierarchy, identifying what you are about to read and what it will be about. The second font that was used throughout the document Kitsch Display was used in multiple sizes, each bringing emphasis to different areas. This gives the reader visual clues about what information

should be considered / read in a particular order so that they are able to get the most out of the document. (Ross, D. 2025)