



# Data Visualization & Communicating Evaluation Results



Christina Greenwood, Stephanie Henry, and Karolynn Tom

# Course Recap

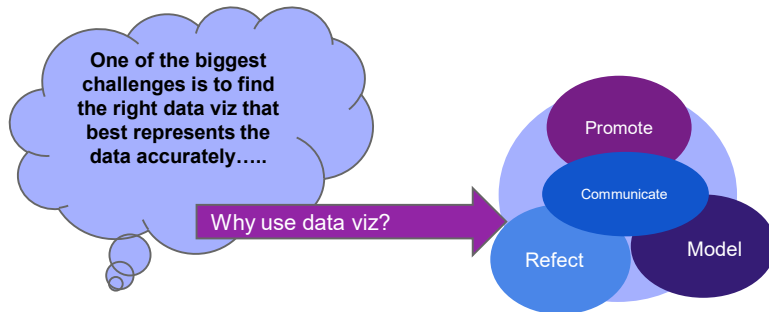
DATE	TOPIC
<b>Week 1:</b> Mar 5-9	Understanding Program Evaluation  Evaluation Context and Questions  Research Paradigms
<b>Week 2:</b> Mar 12-16	Situation Analysis  Needs Assessment  Involving Stakeholders





# Data Viz Criteria

- ▶ Represents raw data (both quantitative and qualitative)
- ▶ Readable
- ▶ Supports exploration, examination, and communication of data

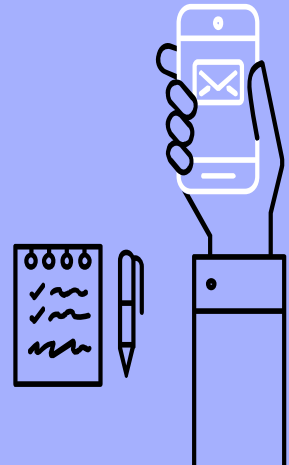
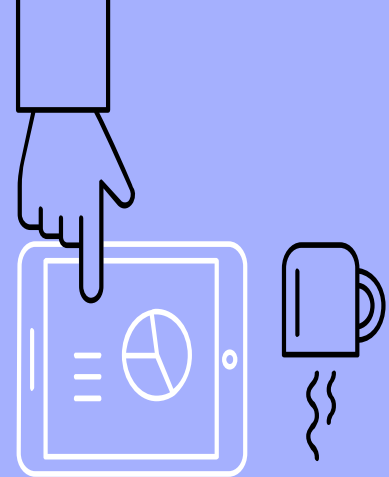
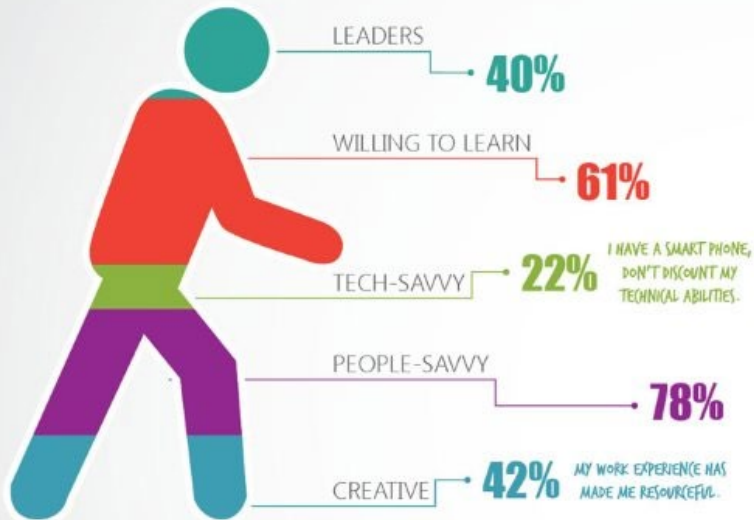


## Things to Consider

- Data viz can be used for many different purposes
- Can use different methods for different stakeholders
- Should be simple and easy to read and interpret
- Data Quality

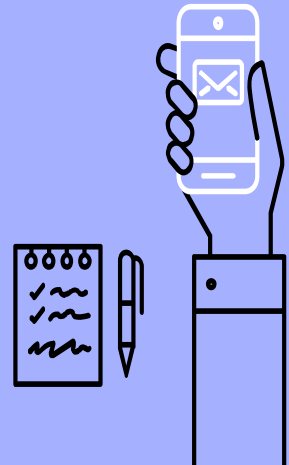
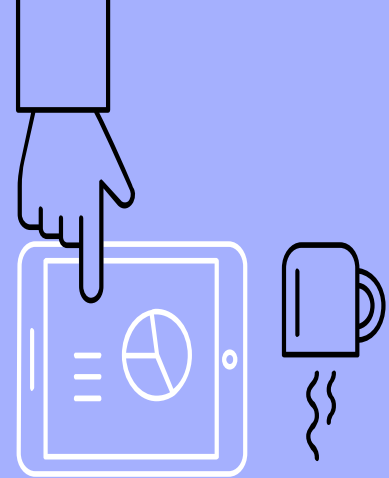
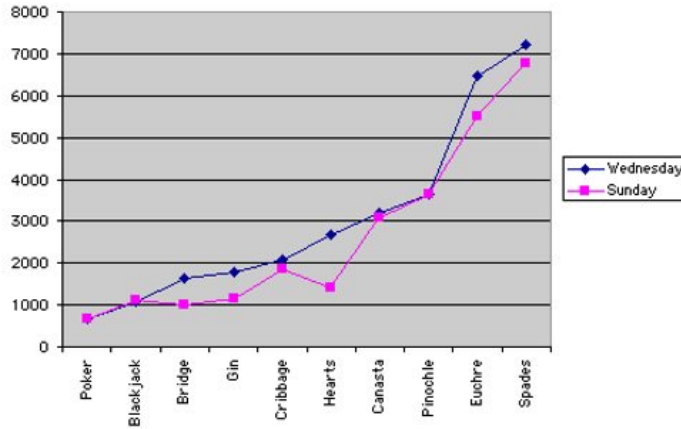
# What's wrong with this?

## HOW BABY BOOMERS DESCRIBE THEMSELVES





# What's wrong with this?



# Data Viz Resources

**Data Visualization Checklist** (Evergreen & Emery, 2016)  
<http://stephanieevergreen.com/updated-data-visualization-checklist/>

**Qualitative Chart Chooser** (Stephanie Evergreen)  
Shared by Dr. Garst via Canvas  
<http://stephanieevergreen.com/qualitative-chart-chooser-3/>

**Chart Chooser (Excel Template)**  
Provided by Dr. Garst through Canvas

**Piktochart**  
<https://piktochart.com/>

**Prezi** - "Make your data make an impact"  
<http://www.prezi.com>

**Tableau** - "Designed for people who aren't designers"  
<http://www.tableau.com>

List of the top **free** data viz tools:  
<https://www.webpagefx.com/blog/web-design/free-data-visualization-tools/>

