CASE STUDY ANALYSIS

O·CITY

Module II | Course Infographic | Topic Realization of an infographic | Lesson 1

Activity

- **Short Description**: Analysis of the effectiveness of an infographic or a data visualization about a natural or cultural heritage.

- **Methodology**: The methodology of this activity is based on learning by experience and inquiry-based learning, since by researching and analyzing existing infographics or data visualizations for evaluating their effectiveness, the learners become familiar with the basic principles about reliability and usability needed for creating an infographic. Moreover, they reinforce their knowledge on the learning topic.

- **Duration:** 2 hours

- **Difficulty (high - medium - low)**: Medium

- **Individual / Team**: Individual

- **Classroom / House**: House

- **What do we need to do this activity?**

    - **Hardware** Smartphone or Personal Computer, or any other digital device, in the case of digital information visualizations.

    - **Software** Web browser or mobile applications in the case of digital information visualizations.

    - **Other resources** None.

Description

- **Text description**: Analyze the effectiveness of an infographic or a data visualization about a natural or cultural heritage defining if it is reliable and usable. Explain on which elements you ground your choice.
- **Illustration**: None

Instructions

1. Identify an infographic or a data visualization about a natural or cultural heritage.
   You can pick one retrieved online or one seen in a physical place (remember to take a photo of it), such as a museum.
   What is the natural or cultural asset (e.g. museum, exhibition, natural park, monument, building, event, performance, etc.) interested by the visualization?
2. Analyse the reliability of the chosen infographic or data visualization.
   What are the data presented about? Can data and information presented be considered reliable? Explain on which elements you ground your answer.
   For this task, you can make full use of the knowledge just acquired in Lesson 1 of Topic 2.
3. Analyse the usability of the chosen infographic or data visualization.
   What is the purpose (in regard to its user) of the information visualization? Does it succeed in creating a good user experience? Explain on which elements you ground your answer.
   For this task, you can make full use of all the knowledge and methods acquired through Lesson 1, 2, and 3 of Topic 1 (that includes the activities), and of the knowledge just acquired in Lesson 1 of Topic 2.
4. Produce a final report with all your observations.
   Identify the main characteristics of the information visualization and evaluate if it succeeds in being effective. If yes, how? If not, why?

Expected outcomes

- Learn to analyze the effectiveness of an information visualization.

- Understand what reliability and usability means when applied to information visualization.

- Learn to adequately collect and organize data and information when creating an information visualization.

- Understand the User-Centered design way of thinking about a product, system or information visualization.

This activity can be used in other (module, course, topic, lesson):

- **Module II, Course Infographic, Topic 2, Lesson 4**

DIGICOMP (Competences developed):
1.   *INFORMATION AND DATA LITERACY*
1.1   *Browsing, searching and filtering data, information and digital content*
1.2   *Evaluating data, information and digital content*
5.   *PROBLEM SOLVING*
5.2   *Identifying needs and technological responses*

ENTRECOMP (Competences developed):
1.   *IDEAS AND OPPORTUNITIES*
3.   *INTO ACTION*
3.5.   *Learning through experience*

Example (when necessary): None