Public or Perish

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ASTC
100 MAPS in large format, full color, and high resolution.

215 MAPMAKERS from fields as disparate as art, urban planning, engineering, and the history of science.

24 MACROSCOPE MAKERS including one whose job title is “Truth and Beauty Operator.”

8 MACROSCOPES for touching all kinds of data.

354 DISPLAY VENUES AND EVENTS from the Cannes Film Festival to the World Economic Forum.


5 NEW CITIES visited in 2016 including Ghent, Belgium, and Valencia, Spain.

4,378,916 WEBSITE VISITS to scimaps.org since 2005.
Data Visualization Literacy: Can 273 Science Museum Visitors Read 20 Information Visualizations?

Pathways
Sense-Making of Big Data

The project examined the data visualization literacy of over 900 youth and adult visitors across five US science museums. The New York Hall of Science and Science Museum of Minnesota are both involved as partner institutions, providing financial support, facilities, and collaborative research. Data collection took place at the New York Hall of Science, the Marian Koshland Science Museum, COSI in Columbus Ohio, and Wonderlab Museum in Bloomington, IN.

Jax and the Big Data Beanstalk, a Science Museum of Minnesota theater piece funded by the NSF, introduces museum visitors to big data visualizations and science maps.

Participants from the November 2013 Pathways Workshop at the Science Museum of Minnesota.
Data Visualization Literacy: Research and Tools that Advance Public Understanding of Scientific Data


• Improve data visualization literacy
• Develop the xMacroscope, a platform for building data visualizations
• Find yourself in the data, build visualizations
Sketch of the *Run* exhibit including data collection (top) and macrocope add-on at exhibit exit that lets interested visitors explore more complex data visualizations (lower right).
Lessons learned . . .

Museums are great at engaging people and demonstrating impact.

Help each other find your expert blind spots.

Be explicit about the metrics used to measure success.
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