



(Data) Visualization Literacy

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Visualization Literacy for General Audiences - Can We Make A Difference? Panel at IEEE Vis2021 Conference http://ieeevis.org/year/2021/info/panels

October 27, 2021





Data Visualization Literacy

Börner, Katy, Andreas Bueckle, and Michael Ginda. 2019. Data visualization literacy: Definitions, conceptual frameworks, exercises, and assessments. *PNAS*, 116 (6) 1857-1864.

Börner, Katy (2015) Atlas of Knowledge: Anyone Can Map. The MIT Press.

Data Visualization Literacy (DVL)

Data visualization literacy (ability to read, make, and explain data visualizations) requires:

- literacy (ability to read and write text in titles, axis labels, legends, etc.),
- visual literacy (ability to find, interpret, evaluate, use, and create images and visual media), and
- mathematical literacy (ability to formulate, employ, and interpret math in a variety of contexts).

Being able to "read and write" data visualizations is becoming as important as being able to read and write text. Understanding, measuring, and improving data and visualization literacy is important to strategically approach local and global issues.



Data Visualization Literacy Framework (DVL-FW)

Consists of two parts:

DVL Typology Defines 7 types with 4-17 members each.

1	2	3	4	
Insight Needs	Data Scales	Analyses	Visualizations	Gr

 categorize/cluster
 nominal statistical order/rank/sort ordinal temporal distributions (also • interval geospatial outliers, gaps) ratio topical comparisons relational trends (process) and time) geospatial compositions (also of text) correlations/ relationships

aphic Symbols geometric symbols table point chart graph line area surface network volume linguistic symbols text numerals

• map

tree

punctuation marks pictorial symbols images icons statistical glyphs

5

Graphic Variables Interactions • zoom search and locate filter details-on-demand history extract link and brush projection distortion

7

6

spatial

retinal

form

color

optics

motion

position

DVL Workflow Process

Defines 5 steps required to render data into insights.



Data Visualization Literacy Framework (DVL-FW)

Consists of two parts that are interlinked:

DVL Typology + DVL Workflow Process





Data Visualization Literacy Framework (DVL-FW)

Implemented in Make-A-Vis (MAV) to support learning via horizontal transfer, scaffolding, hands-on learning, etc.





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Graphic Symbol Types

			Geometri	ic Symbols	Linguistic	Pictorial	
			Point	Line	Symbols	Symbols	
Spatial	Position	X Y	y- x	y	y - Text	y - (:) x	
Retinal	Form	Size	• • •		Text Text Text		
		Shape			Text Text <i>Text</i>		
	Color	Value			Text Text Text	* * *	
		Hue	• • • • • •		Text Text Text	🛊 (alive) 🗼 (dead)	
		Saturation	• • • • • •		Text Text Text	> > >	
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	Optics	Blur	• • • • • •		Text Text Text	· 🕑 🔮	
	Motion	Speed	•• ••		⑦▶ ⑦→ ⑦→		

See Atlas of Knowledge pages 36-39 for complete table.



Also called:

Categorical Attributes Identity Channels

Quantitative

Also called: Ordered Attributes Magnitude Channels

Graphic Variable Types Versus Graphic Symbol Types

						Geometric Symbols			Linguistic Symbols	Pictorial Symbols
				Point	Line	Area	Surface	Volume	Text, Numerals, Punctuation Marks	Images, Icons, Statistical Glyphs
Spetial		x q y q z q	uantitative uantitative uantitative						7 Text	
		Size q	uantitative	NA (Not Applicable)		• • • •	See Elevation Map. page 55	See Stepped Relief Map, pages 53-54	See Proportional Symbol Map, page 54	See Heights of the Principal Nountains, page 67
		Shape	qualitative	NA		• • • •		• • • •	Text Text Text Text	See also Life in Los Angeles, page 32
	E	Rotation	uantitative	NA	///		>		101 Text	🛔 (alive) 🗰 (dead)
	ű.	Curvature 9	uantitative	NA	((((▶ D D O O			Text Text Text Text	000000
Retinal		Angle 4	uantitative	NA	VVVLL	P D D O		Some table cells are left blank to encourage future exploration of combinations.	Text Text Text Text 1247 1247	$\odot \odot \odot \odot \odot \odot$
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	_	Hue	qualitative	••••••					Text Text Text Text Text	
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				· · · · · · · · · ·					Text Text Text Text Text	(shallow water) (deep water)
		Spading 4							$\begin{array}{cccccccccccccccccccccccccccccccccccc$	
		Granularity	wittikun							
	Textur	Ordentation	quantitati ve							
		Gradient	uantitative	NA						See Field Vectors at Random Positions, page 51
	_	Blur	quantitative	····· //// //// //// ////					IIII /III /III /III /III /III	
Retinal	+	Transparency	quantitative	••••					Text Text Text Text Text Text	
	Optics	Shading	quantitative	•••••					Text Text Text Text Text	
	+	Stereoscopic Depth	quantitative	Pointin			Surface in		Text Text Text Text	
	+	Speed q	quantitative	foreground background	foreground background	foreground background	foreground background	foreground background	foreground background	foreground background
	lion	Velocity q	quantitative							
	Ŵ	Rhythm 4	quantitative	Blinking point	Blinking line	Blinking area	Blinking surface	Blinking volume	Blinking text	Blinking icons
				siow fast	skrw fast	siow fast	siow fast	sow fast	siow fast	siow fast

See Atlas of Knowledge pages 36-39 for complete table.



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https://visanalytics.cns.iu.edu

US Employers which have sent students include The Boeing Company, Eli Lilly, DOE, CDC, NSWC Crane.

FAQS





Teaching Data Visualization Literacy

in Science Museums

xMacroscopes in Science Museums





Data Visualization Literacy: Research and Tools that Advance Public Understanding of Scientific Data. NSF AISL #1713567





Investigating Aspects of Data Visualization Literacy Using 20 Information Visualizations and 273 Science Museum Visitors

Börner, Katy, Joe E. Heimlich, Russell Balliet, and Adam V. Maltese. (Accepted). "Investigating Aspects of Data Visualization Literacy Using 20 Information Visualizations and 273 Science Museum Visitors". *Information Visualization*.

Abstract:

In the information age, a person's ability to read and make data visualizations is nearly as important as being able to read and write text. This paper reports the results of a multi-phase study conducted in informal learning environments in three U.S. science museums. The goal of the study was to determine the familiarity of youth and adult museum visitors with different visualization types. To address this, a total of 273 visitors were shown five out of 20 different visualizations that included two charts, five maps, eight graphs, and five network layouts. They were asked to judge the familiarity of the visualization, provide information on how to read it, and to provide a name, identify typical locations where they would encounter the data display and possible data sources that might be visualized in this way.

Results show that while most participants have a strong interest in science, math and art, many have a hard time naming and interpreting visualizations. Participants in this study commonly encounter visualizations in school, in books, at work, on the Internet, and in the news. Overall they were more familiar with basic charts, maps and graphs, but very few are familiar with network layouts and most have no ability in reading network visualizations. When asked how they would interpret the visualizations, most participants pointed to superficial features such as color, lines, or text as important to developing understanding. Overall, we found that participants were interested in the visualizations we presented to them, but had significant limitations in identifying and understanding them.

The results substantiate intuitions shared by many regarding the rather low level of data visualization literacy of general audiences. We hope they will help catalyze novel research on the development of easy-to-use yet effective visualizations with standardized names and guaranteed properties that can be readily used by those interested to understand and solve real world problems. Results also have implications for how information visualizations are taught and used in formal and informal education, the media, or in different professions.

https://cns.iu.edu/2015-VisLit.html

Links:

- Data Collection Basics
- Instructions for Completing the Interview
- Data Collection Form
- 20 Visual Stimuli (see Figure 1)
- Refusal Log
- Blank Data Entry Spreadsheet



Data Visualization Literacy: Research and Tools that Advance Public Understanding of Scientific Data. NSF AISL #1713567



Visualizations of the Scalable Precision Medicine Knowledge Engine (SPOKE) <u>https://spoke.ucsf.edu</u>

University of California San Francisco				About UCSF	Search UCSF	UCSF Health
Scalable Precision					Search.	Q
Nedicine Knowledge Endine	Data & Tools	Neighborhood Explorer	Funding	Applications	e People	Publications

The SPOKE network captures the essential structure of biomedicine and human health for discovery.

https://spoke.ucsf.edu

Lead Investigators









Sui Huang, MD, PhD (ISB)

Sharat Israni, PhD

Mike Keiser, PhD

SPOKE investigative teams

The SPOKE team members are from the following organizations. Team members listed below are from UCSF, except when indicated.

- Google
- Indiana University (IU)
- Institute for Systems Biology (ISB)
- Lawrence Livermore National Lab (LLNL)
- Stanford University
- University of California, San Diego (UCSD)
- University of California, San Francisco (UCSF)

Sergio Baranzini, PhD Principal Investigator

Xiaoyuan Zhou, PhD

Technical & Planning Team Rafael Gonçalves, PhD (Stanford) Adil Harroud, MD Elaine Meng, MD Scooter Morris, PhD Charlotte Nelson, PhD Boris Oskotsky, PhD Angela Rizk-Jackson, PhD Peter Rose, PhD (UCSD) Brett Smith (ISB) Karthik Soman, PhD

Collaborators Katy Börner, PhD (IU) William Brown, PhD, DrPH Ramanathan V. Guha, PhD (Google) Mark Musen, MD, PhD (Stanford) Camille Nebeker, EdD, MS (UCSD)

Roger Pearce, PhD (LNL)





Envisioning SPOKE: 3M Nodes and 30M Edges

The Scalable Precision Medicine Oriented Knowledge Engine (SPOKE) graph federates about 19 open datasets into a public data commons of health relevant knowledge. This site lets users explore the massive SPOKE knowledge graph.

The site was designed for two user groups: (1) novice users interested to understand the coverage and quality of SPOKE data and (2) expert users interested to analyze and optimize the interlinked knowledge graphs in SPOKE.

The overview visualization shows the different entity type and their diverse interlinkages. Detail

UCCE

SPOKE is a fully interactive tool for exploring the interconnections between data.



































HuBMAP: Mapping 30+ Trillion Cells

Michael P. Snyder, et al. 2019. The human body at cellular resolution: The NIH Human Biomolecular Atlas Program. *Nature*. 574, p. 187-192.

https://www.nature.com/articles/s41586-019-1629-x.pdf



HuBMAP

Vision

Catalyze the development of an open, global framework for comprehensively mapping the human body at cellular resolution.



https://commonfund.nih.gov/HuBMAP

Goals

- 1. Accelerate the development of the next generation of tools and techniques for constructing high resolution spatial tissue maps
- 2. Generate foundational 3D tissuemaps
- 3. Establish an open dataplatform
- 4. Coordinate and collaborate with other funding agencies, programs, and the biomedical research community
- 5. Support projects that demonstrate the value of the resources developed by the program

The Human Body at Cellular Resolution: The NIH Human Biomolecular Atlas Program. Snyder et al. *Nature*. 574, p. 187-192.



Tissue

Fig. 1 | **The HubMAP consortium.** The TMCs will collect tissue samples and generate spatially resolved, single-cell data. Groups involved in TTD and RTI initiatives will develop emerging and more developed technologies, respectively; in later years, these will be implemented at scale. Data from all groups will be rendered useable for the biomedical community by the HuBMAP integration, visualization and engagement (HIVE) teams. The groups will collaborate closely to iteratively refine the atlas as it is gradually realized.

The Human Body at Cellular Resolution: The NIH Human Biomolecular Atlas Program. Snyder et al. *Nature*. 574, p. 187-192.



Fig. 2 | Key tissues and organs initially analysed by the consortium.

Using innovative, production-grade ('shovel ready') technologies, HuBMAP TMCs will generate data for single-cell, three-dimensional maps of various human tissues. In parallel, TTD projects (and later RTI projects) will refine assays and analysis tools on a largely distinct set of human tissues. Samples from individuals of both sexes and different ages will be studied. The range of tissues will be expanded throughout the program.

The Human Body at Cellular Resolution: The NIH Human Biomolecular Atlas Program. Snyder et al. *Nature*. 574, p. 187-192.



Fig. 3 | Map generation and assembly across cellular and spatial

scales. HuBMAP aims to produce an atlas in which users can refer to a histological slide from a specific part of an organ and, in any given cell, understand its contents on multiple 'omic levels—genomic, epigenomic, transcriptomic, proteomic, and/or metabolomic. To achieve these ends, centres will apply a combination of imaging, 'omics and mass spectrometry

techniques to specimens collected in a reproducible manner from specific sites in the body. These data will be then be integrated to arrive at a highresolution, high-content three-dimensional map for any given tissue. To ensure inter-individual differences will not be confounded with collection heterogeneity, a robust CCF will be developed.

What is a Human Reference Atlas?

The Human Reference Atlas (HRA)

- defines the 3D space and shape of anatomical structures and cell types that are of biomedical relevance plus the biomarkers used to characterize them. Anatomical structures, cell types and biomarkers are validated and represented in/added to ontologies (Uberon/FMA, CL, HGNC).
- 2. defines how new datasets can be mapped to the HRA, e.g., spatially using the Visible Human CCF and/or Vasculature CCF, via ASCT+B ontology terms/IDs such as gene or protein biomarkers, or via gene expression data as in Azimuth.
- 3. it is
 - o authoritative (there exists expert agreement and it was validated by data),
 - o computable (supports API queries, UIs, linkages; see slides #8 and #9),
 - published as LOD (connecting to disease and other ontologies and data),
 - open (anyone can use the HRA data and code), and
 - continuously evolving (e.g., as new technologies become available).

Börner, Katy, Sarah Teichmann, Ellen M. Quardokus, ..., Sanjay Jain, Griffin M. Weber. 2021. "Human Anatomical Structures, Cell Types, and Biomarkers of the Human Reference Atlas". *Nature Cell Biology - Accepted*



ASCT+B Tables

Anatomical Structures (AS), Cell Types (CT), and Biomarkers (B) or ASCT+B tables aim to capture the partonomy of anatomical structures, cell types, and major biomarkers (e.g., gene, protein, lipid or metabolic markers).

Ontology

ASCT Table

Structure/Region	Sub structure/Sub region	Cell Type	
	Bowman's (glomular) Capsule/parietal layer	Parietal epithelial Cell	
Panal Cornursia	Bowman's (glomular) Capsule/visceral layer	Podocyte	
Renal Col puscie	Glomerular Tuft	Capillary Endothelial Cell	
	Giomerdiar Ture	Cell Typeetal layerParietal epithelial Celleral layerPodocyteCapillary Endothelial CellMesangial CellMesangial CellProximal Tubule Epithelial Cell (general)Proximal Convoluted Tubule Epithelial Cell Segment 1Proximal Tubule Epithelial Cell Segment 2Proximal Tubule Epithelial Cell Segment 2Proximal Tubule Epithelial Cell (general)Ascending Thin Limb Cell (general)Ascending Thin Limb Cell (general)Cortex-TAL CellMedulla-TAL CellMedulla-TAL CellDistal Convoluted Tubule Cell (general)DCT Type 1 CellDCT Type 2 CellConnecting Tubule Cell (general)CNT-Principal CellConnecting Tubule Cell (general)	
	Proximal Tubule	Proximal Tubule Epithelial Cell (general)	
		Proximal Convoluted Tubule Epithelial Cell Segment 1	
		Proximal Tubule Epithelial Cell Segment 2	
		Proximal Tubule Epithelial Cell Segment 2	
	Loop of Henle, Thin Limb	Descending Thin Limb Cell (general)	
		Ascending Thin Limb Cell (general)	
0.000 (1997)	Loop of Henle, Thick Limb	Thick Ascending Limb Cell (general)	ell Iial Cell (general) ubule Epithelial Cell Segment 1 Iial Cell Segment 2 Iial Cell Segment 2 Cell (general) Cell (general) Lel Cell (general) I (general)
Tubules		Cortex-TAL Cell	
		Medulla-TAL Cell	
		TAL-Macula Densa Cell	
	Distal Convolution	Distal Convoluted Tubule Cell (general)	
		DCT Type 1 Cell	
		DCT Type 2 Cell	
	Connecting Tubule	Connecting Tubule Cell (general)	
		CNT-Principal Cell	

Anatomical Structures Partonomy Image: Constant of Kidney kidney capsule Image: Contex of Kidney cortex of kidney Image: Contex of Kidney outer cortex of kidney Image: Contex of Kidney renal medulla Image: Contex of Kidney Cell Types Ontology Image: Connective tissue cell pericyte cell Image: Connective tissue cell mesangial cell Image: Connective tissue cell extraglomerular mesangial cell Image: Connective tissue cell

3D Reference





An Atlas describes & names 2/3D entities



https://hubmapconsortium.github.io/ccf/pages/ccfanatomical-structures.html https://hubmapconsortium.github.io/ccf/pages/ccf-3dreference-library.html



CCF Registration User Interface (RUI)

New Features:

- Organ carousel with 4 reference organs
- Support for tissue extraction sites
- Expanded ontology
- Semantic annotation
 via collision detection
 & manual annotation
- Support for non-HuBMAP usage



https://hubmap-ccf-ui.netlify.app/rui/

CCF Exploration User Interface (EUI)

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https://portal.hubmapconsortium.org/ccf-eui

HuBMAP

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body >> heart Iung kidney right kidney left kidney kidney capsule cortex of kidney renal medulla renal column renal pyramid hilum of kidney kidney interstitium kidney calyx major calyx minor calyx renal pelvis ureter

Search ontology terms ...

Q

renal papilla renal fat pad

nephron

spleencolon



Register your data via https://hubmap-ccf-ui.netlify.app/rui/ so it can be spatially/semantically explored in EUI.



http://gehlenborglab.org/research/projects/vitessce/

VH Massive Open Online Course (VHMOOC)

Goals

- Communicate tissue data acquisition and analysis,
- Demonstrate single-cell analysis and CCF mapping techniques, and
- Introduce major features of the HuBMAP portal.

Learning modules come with

- Videos (incl. interviews, tool demos)
- Hands-on exercises
- Self-quizzes



INDIANA UNIVERSITY

Course Introduction

This 10h course introduces the HuBMAP project which aims to create an open, global reference atlas of the human body at the cellular level. Among others, the course describes the compilation and coverage of HuBMAP data, demonstrates new single-cell analysis and mapping techniques, and introduces major features of the HuBMAP portal. Delivered entirely online, all coursework can be completed

Delivered entirely online, all coursework can be completed asynchronously to fit busy schedules. If you have questions or experience issues during registration, please email cnscntr@indiana.edu.

Learning Outcomes

- Theoretical and practical understanding of different single-cell tissue analysis techniques.
- Expertise in single-cell data harmonization used to federate data from different individuals analyzed using different technologies in diverse labs.
- Hands-on skills in the design and usage of semantic ontologies that describe human anatomy, cell types, and biomarkers (e.g., marker genes or proteins).
- Knowledge on the design and usage of a semantically annotated three-dimensional reference system for the healthy human body.
 An understanding of how the HuBMAP reference atlas might be used to understand human health but also to diagnose and treat

Module Topics Include

disease

- HuBMAP Overview: Project Goals, Setup, and Ambitions
- Tissue Data Acquisition and Analysis
 Diameteoular Data Upmeniation
- Biomolecular Data Harmonization
- Ontology, 3D Reference Objects, and User Interfaces
 HuBMAP Portal Design and Usage

Meet the Instructors



ctor H. Yngve ofessor of Information ng Director of ucture for Center at y.

Ellen M. Quardokus, staff in the Chemistry Department and research scientist, Cyberinfrastructure for Network Science Center, SICE with expertise in molecular biology, microscopy, anatomy, and interdisciplinary communication.

Credit: None

Audience:
Biomedical students
and professionals
interested in singlecell tissue analysis
and visualization

Length: 10 hours

Department:

Cyberinfrastructure

Network Science

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Andreas Bueckle, PhD Candidate in Information Science, performing research on information visualization, specifically virtual and augmented reality.

https://expand.iu.edu/browse/sice/cns/ courses/hubmap-visible-human-mooc

Acknowledgements

HuBMAP Consortium (https://hubmapconsortium.org)



Thanks go to all the patients that agreed to volunteer healthy tissue and open use of their data.

















Lisel Record

MC-IU PM

CNS Associate Director

Matthew Martindale

Center Assistant

Avinash Boppana

Research Consultant



Bruce Herr II

Sr. Systems Architect/PM





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3D Models



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Research Assistant













Ellen Quardokus

Sr. Research Analyst





Upcoming Events & Books

8-21

The July/Aug 2022 special issue in *IEEE Computer Graphics and Applications* on "Multi-Level Graph Representations for Big Data in Science"

Articles due for review: December 29, 2021

Guest editors:

- Katy Börner, Indiana University, Bloomington, US
- Stephen G. Kobourov, University of Arizona, Tucson, US

https://www.computer.org/digitallibrary/magazines/cg/call-for-papersspecial-issue-on-multi-level-graphrepresentations-for-big-data-in-science

Call for Papers: Special Issue on Multi-level Graph Representations for Big Data in Science

CG&A seeks submissions for this upcoming special issue.

For centuries, cartographic maps have guided human exploration. While being rather imperfect initially, they helped explorers find promised lands and return home safely. Recent advances in data, algorithms, and computing infrastructures make it possible to map humankind's collective scholarly knowledge and technology expertise by using topic maps on which "continents" represent major areas of science (e.g., mathematics, physics, or medicine) and zooming reveals successively more detailed subareas. Basemaps of science and technology are generated by analyzing citations links between millions of publications and/or patents. "Data overlays" (e.g., showing all publications by one scholar, institution, or country or the career trajectory of a scholar as a pathway) are generated by science-locating relevant publication records based on topical similarity. Despite the demonstrated utility of such maps, current approaches do not scale to the hundreds of millions of data records now available. The main challenge is designing efficient and effective methods to visualize and interact with more than 100 million scholarly publications at multiple levels of resolution.

This special issue invites researchers in cartography, data visualization, science of science, graph drawing, and other domains to submit novel and promising new research on graph mining and layout algorithms and their application to the development of science mapping standards and services. Topics of interest include:

- · Science of science user needs and applications
- Efficient multi-level graph algorithms
- Network visualizations
- · Effective user interfaces to large-scale data visualizations

Deadlines

Submissions due: 29 December 2021 Preliminary notification: 2 March 2022 Revisions due: 6 April 2022 Final notification: 11 May 2022 Final version due: 25 May 2022 Publication: July/August 2022

Indiana University Bloomington will host the **International Society of Scientometrics & Informetrics Conference (ISSI)** in Summer 2023

Atlas Trilogy







<u>Atlas of Forecasts</u> Modeling and Mapping Desirable Futures

Katy Börner



2021

https://mitpress.mit.edu/books/atlas-forecasts

ENVISIONING THE FRAMEWORK:

A Graphic Guide to Information Literacy



Jannette L. Finch

Envisioning the Framework: A Graphic Guide to Information Literacy

Jannette L. Finch



Jannette L. Finch, MLIS, is a librarian in the College of Charleston Libraries system. Her research interests include information design and the effect of technology on student learning, online learning and teaching, effective teaching through experiential learning activities, constructivist techniques in the teaching and learning environment, visualizing data, library service models, the library role in the scholarly community, assessment, and planning. Contact her at finchj@cofc.edu.



