How does political affiliation affect interpretation of visual data?

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Problem

We don’t know whether political affiliations change how people perceive data encodings.
Prior work #1

“See What You Want to See: Motivational Influences on Visual Perception”
Prior work #2
Using visualizations to correct politically driven misperceptions
**Experiment**

The following graph shows the average salaries for male and female software engineers.
The average female software engineer's salary is ____% smaller than the average male software engineer's salary.
1. Present a text description of the visualization
2. Then present the visualization for a limited amount of time
3. Have participants answer some questions about perceptual differences – how big are differences between point A and point B?
4. Collect demographic data
1. How do we use crowdsourcing systems successfully?

2. Should we look at different demographic breakdowns beyond political affiliation?

3. What criteria should we use for choosing/creating visualizations?
   - How can we distinguish the effect of data encoding choice from the effect of the political topic?