Abstract

Social media has blown up in recent years as a platform for business for promote their brand, friends to converse and for people to keep up with the latest trends and news. But what businesses seem to struggle with is correctly marketing their products to their consumer, even with the variety of tools to advertise many seem to use the wrong tool due to being unaware of what demographic use each social media. My goal is to visualise social media use sorted by sex, age and educational attainment in a visually aesthetic way which can be presented to businesses which can use this to correctly pick which social media platforms would best suit their product.

Aims

- To show businesses exactly what proportion of a group given the age, sex and educational attainment are most likely to use certain social medias.
- To clearly show the various statistics that will be able to be accessed at any point

Design

I first began thinking of ways to visualise the data in a modern and visually aesthetic ways by using a thematic map. This would be especially effective with the data I am using as it has records from different countries, so by using a thematic map the users of the visual can visualise the data of each country effectively. By adding an interactive element to the visualisation whereby users can add various filters to the data and hover over to access the data for the given country. Hence, we can create both a specific and easy to use visualisation that will present the data effectively

Another common visualisation would be a bar chart visualisation. This being widely used in a number of fields to both visualise and interpret data, making it more digestible by a wider audience who may not be as technically savvy. However, this does not mean it is any less effective, due to its easily understandable nature a bar chart would be an effective way to visualise the data. Similar to the thematic map, adding a filter by which the user can alter the data received would add to the visualisation's effectiveness.

A visualisation that I believe is the easiest to use and most effective to view the proportion of the population in this specific scenario would be the pie chart. In most situations the pie chart can be interpret by a wide range of people as it only requires you to compare the sizes of the different sections, although further analysis would add understanding. With its simple but effective nature the pie chart can be used to quickly analysis the consumer's social media usage with little knowledge.

Social Media Usage Analysis

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Related Work

There is a number of real-world examples of the use data visualisation to presentation numerous things. One of the most popular uses is related to the current pandemic, created by informationisbeautiful the visualisation shows the average daily cases using a thematic map. As discussed in the design section, this visualisation is very effective as it can be easily interpreted by a multitude of people and shows them the statistics with a much more digestible way rather than the raw data.
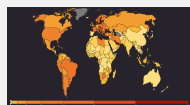
Another would be the Interactive Budget visualisation published by the Office of Management and Budget in 2016, which allowed the public to see exactly what the annual budget was spent on. Even going so far to add in a hover whereby the exact figure can be seen whilst hovering over a section. Like the previous visualisation this has effectively presented the data so many can understand with ease and is display in a visually aesthetic way.

Prototype

I have been working on a prototype visualisation using excel producing basic bar charts to gain familiarity with producing visualisations. The bar chart on the right uses a snippet of the data set to show how much of the various age group have what level of educational attainment. I intend to further my visualisation to show what social media platform various groups use.
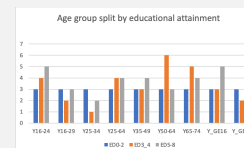
Implementation

My intend use of the data visualisation that I have produced is to aid business marketing teams, which I hope will use the visualisation to create conclusion on what platform is best for their social media campaigns. The goal is to provide previously unknown access into the various consumers social media preferences to then best match their customer, fully captivating their given audience and in turn increasing the effectiveness of the campaign.