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Public Engagement through Fisheries Visualization

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Abstract
Visualization is used as a tool to share insights with the public in a specific topic. This project aims to use visualization to engage the public in fisheries issues. To measure this engagement two main questions are asked. What kind of visualization encourages more engagement by the public, and weather the public wants to find out more about that visualization. A series of visualizations in fisheries were created using D3.js. This JavaScript library was used to allow for the visualizations to be widely accessible and interactive. The kind of visualization was defined using four different interaction levels: Static, Animated, Low Interactivity, and High Interactivity. These four levels were used in visualizations in a preliminary study and shared through social media. Engagement was measured through interacting time. To measure if the public wanted to find out more, each visualization had a link asking the viewer, if they wanted to know more about the visualization. Their actions were measured using Google Analytics. The core study will use the same visualizations in the four different interactivity levels. They will be presented to participants asked to answer a through survey. This survey will be used to get their demographic data. It will also be used to find out if they want to learn more about the visualization and why.

Keywords: visualization, engagement, interactivity, public

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