Dear Mr. Carter, Mr. Quealy, and Mr. Ward,

I am currently a student in Dr. Ben Schneiderman's information visualization class and I have to write a critique of an interactive visualization. As a huge baseball fan, I have decided to critique your visualization, Strikeouts on the Rise\(^1\). Your visualization was extremely informative and clearly showed the trend that the average number of strikeouts has been on the rise over the past century. The visualization also does a good job at utilizing the golden rule of interface design to support the internal locus of control. It does so by allowing the user to select a specific baseball team, which highlights the team's performance over time. Now the user can easily compare the selected team to the league average. Another golden rule that the visualization does a good job making use of is permitting easy reversal of actions. After the user is finished analyzing a selected team, she can simply click the 'x' button to unselect the team and revert back to the original view.

While the current visualization does a great job, I believe there is still room for improvement. For instance, the graph that shows average strikeouts over time gives a good overview of the data, but the user cannot zoom in on a range of years to see more details. Perhaps a zoomable chart could be used to add this feature. An example of this can be found here\(^2\). There are also many other factors that could influence strikeout rates besides more bullpen support and aggressive batting with two outs. For instance, pitch type, pitch velocity, pitch location, and use of designated hitter could all potentially affect strikeout rates. I am personally interested in visualizing how these different variables have influenced batter performance over time. For example, a distribution map could be used to indicate which areas of the strike zone lead to more strikeouts. A similar example can be seen here\(^3\) except each area would indicate the relative strikeout percentage for a given time period. Such a visualization could provide insight into whether pitchers have developed greater control, causing more strikeouts over time. I hope that this feedback has been helpful and has given you ideas for future work.

Sincerely,

James Parker

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1 \[http://www.nytimes.com/interactive/2013/03/29/sports/baseball/Strikeouts-Are-Still-Soaring.html\]
2 \[http://mbostock.github.io/d3/talk/20111018/area-gradient.html\]
3 \[http://disciplesofuecker.com/wp-content/uploads/2013/04/strike-zone-1.png\]