

Visualizing data: Through the eyes of the reader

Dec 18, 2025



Zoom Link



Moonstone | online

3–4 pm

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Visualisations are powerful everyday tools for communicating data in both science and popular media. Yet it is often unclear whether audiences interpret them in the way their creators intend. Even within science, experts may not interpret visualizations in the way they were designed to be read. In this talk, Laura will explore this gap through studies of climate-related visualizations across different contexts, engaging both expert and lay audiences.