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Information Visualization in the Lithuanian Internet Media

Growing amount of information requires new means for its representation and dissemination. Visualization allows presenting and comprehending complex information and data easier. However, incorrect application of visualization techniques distorts information, allows misrepresenting it. Goal of this research is to evaluate application of infographics in the most popular Lithuanian Internet media. delfi.lt, lrytas.lt and 15min.lt were selected based on the TNS data (<http://goo.gl/JQ4q6>, 2012, the 3rd week). Topics with most potential information for visualization were chosen: energy, real estate, transport, markets and employment. Articles (news) from 2011 05 23 (depending on the topic) to 2012 02 17 were analyzed. The results were most surprising, see table below

	energy	real estate	transport	markets	employment
delfi.lt	2	0	0	0	0
lrytas.lt	0	0	0	0	1
15min.lt	5	0	1	0	0

Basically, visualization is not used at all. In the rare occasions, when figures are used, they are taken from other sources, e.g. Department of Statistics, National Control Commission for Prices and Energy, etc. However, instead of visualizing data or information provided in the article, often some general illustration is used, e.g. some photo of pipes in energy article or stock exchanges in markets.

Such results, instead on allowing evaluating the state of infographics in the mainstream Lithuanian Internet media raised other questions: why it is not used and which media uses visualization. Therefore, our future plans include: analysis of the specialized media, which provides more analytics and potentially, visualizations. Other very interesting directions are to find out, why mainstream media does not use it?