



# Visualising the Headlines

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# The ideal path from inception to communication



# Breakdown in Communication



# Example: Social Media and Wellbeing Research



Teenage girls... as teen  
depressed  
boys

**FACEBOOK MAKES TEENAGERS  
DEPRESSED, ANXIOUS AND UNABLE TO**

**SLEEP, STUDY FINDS**

ms' heavy social media use, it is crucial that

an

# Why does this happen?

1. You haven't been clear enough in your communication
1. What you have found has been honestly misinterpreted
1. Your findings have been selectively communicated by another party (e.g. the news media)

# Miscommunication of Practical Significance

- Researchers are sometimes quick to report statistical significance as if it were practical significance.

**Screen time increases teen depression, thoughts of suicide, research suggests**

“...interesting in the real world?”

# The Importance of Transparency

- As a researcher, you have a responsibility to ensure that your conclusions follow logically from the data you have analysed
- It is your responsibility to ensure you communicate your findings in a clear, accessible way for general audience

# R can help!

- We can use R to make engaging, easy to understand visualisations which communicate complex ideas to general audiences