



Good News or Bad News First? Bias from Visualization Sequences

Short answer: it's complicated.
Long answer: We ran an experiment ...

Most interesting comparison



Business context or **Pandemic context**
 Sales revenue Vaccination survival rate
 Customer satisfaction Screening cases

Each participant received two chart sequences in two different contexts through an online survey. After seeing a chart sequence, participants answered ...

Maybe the situation feels inevitable?

Question 1	Question 2	Question 3
Impression?	Performance of people in charge?	Dominant chart?

After discarding invalid survey submissions, there were 95 and 81 participants for the business and pandemic contexts, respectively.

Question 1
 Results were as expected. The conditions of two and one good news gave a better impression than **a mix of good and bad news** (good-news-first 😊👿 and bad-news-first 👿😊) which was better than two and one bad news.

Question 2
 Within the group of mixed polarities, the good-news-first 😊👿 was rated significantly worse than the bad-news-first 👿😊 in the business context.

Question 3
 The good-news-first 😊👿 was the only condition that either first or second chart was rated as significantly more dominant. The participants focused on the second chart 👿 in the business context, while they focused on the first chart 😊 in the pandemic context. However, the adjusted *p*-values were not significant.

