

Data Science 3 for Design

Communicate with the data

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Context



- **Source:** Data Share Website
- **Project topic:** Scottish Young People Survey(SYPS) conducted in 1980s
- **Data content:** Family background, Experience of education, Employment Situation, Future expectation
- **Important and Interesting:**
 - 1) Social aspect: a good reference and reflection to get insights on the young people nowadays
 - 2) Personal aspect: a recall of their young time

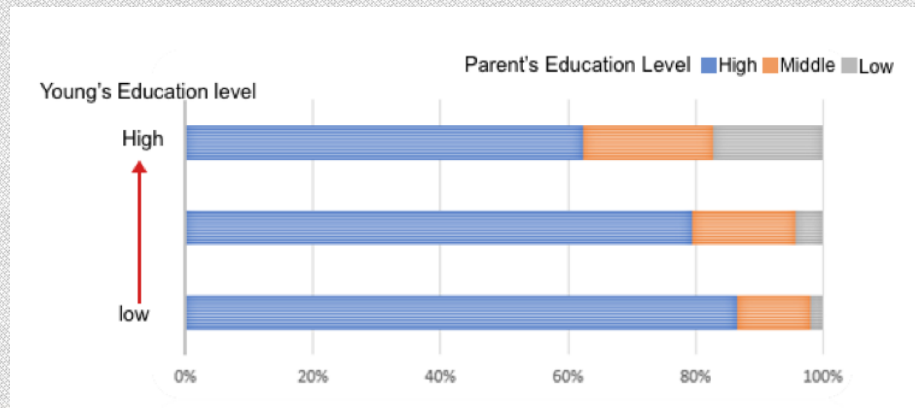


Data



- Questionnaire coded with number
- 8076 samples, 80% response rate

Interesting relationship:
Eg, The relationship between parent and children's education level



Audience



Audience

- Scottish Families with 2 generations
- Elder generation is the scottish people living in the 1980s
- Young generation is their offsprings

Artefact:

- Pop-up book
- Recall and share elder generation's memory
- Young ones learn experience and have reflection to make their own life choices



Demo



Video Link: <https://youtu.be/5R84n6rOHeA>

Thanks

