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Harnessing the Persuasive Potential of Data: The Combinatory Effects of Data Visualization and Interactive Narratives on Obesity Perceptions and Policy Attitudes

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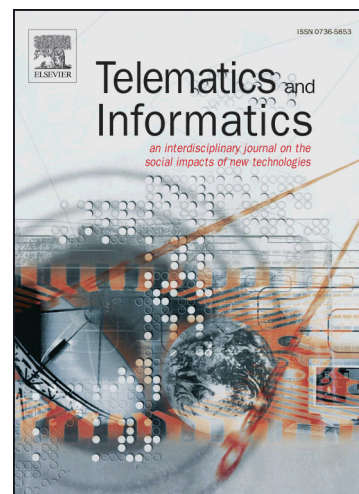
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Harnessing the Persuasive Potential of Data: The Combinatory Effects of Data**Visualization and Interactive Narratives on Obesity Perceptions and Policy Attitudes**

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Abstract

Data visualization has become a useful tool for website designers to effectively present complicated statistical information. In the context of health communication, however, the collective nature of aggregated data may hinder users from empathizing with individuals who suffer from a health issue. This study attempts to provide a solution to the limitation, by adding

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