

# RESEARCH THEME

XLI Cycle – a.y. 2025/2026

**Title of the doctoral research**      Data Visualization for Information Literacy

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**Abstract**

In today's digital society, data is ubiquitous. We generate and consume data constantly—whether for basic needs or leisure—across platforms and media. At the same time, the rapid rise of large language models and AI technologies suggests a future where access to information is increasingly mediated, distilled, and pre-processed by such systems. This shift raises critical questions about how we understand and evaluate information in its visual and technological forms.

Traditionally, data visualization and information design have been essential tools for making complex data more accessible. Today, however, these visual languages are widely used across media platforms and risk becoming passive, commodified content—consumed without reflection. In this context, how can we repurpose data visualization as a tool to promote critical thinking and improve literacy about how we access and consume information?

This PhD research will explore how data visualization can foster information literacy among non-expert audiences, particularly through public-facing formats such as exhibitions and everyday media. Key questions include: How can we design visualizations that foster critical thinking? What makes a visualization trustworthy and understandable to lay audiences? How can we measure the impact of visualizations on information literacy?

The project combines design practice and research to develop and evaluate visual strategies. Candidates should have a strong interest in information design.

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**Keywords**                              Data Visualization, Information Design, Information Literacy