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In daily life, people live in numerous data. Data change various form. Some data are converted into information through recombination of data with a specific purpose or others are not. And the visual representation of information helps people to recognize specific circumstances and it induces people to change for the better. It calls information visualization. In this work, the author focus on personal and unconscious behavior, i.e. habit data and visual expression for the sake of arousing interest than conveying accurate information. Situpright induce people to change their habitual bad seat posture with humorous visual expression.

https://vimeo.com/47041811