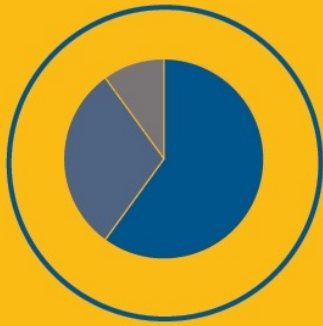




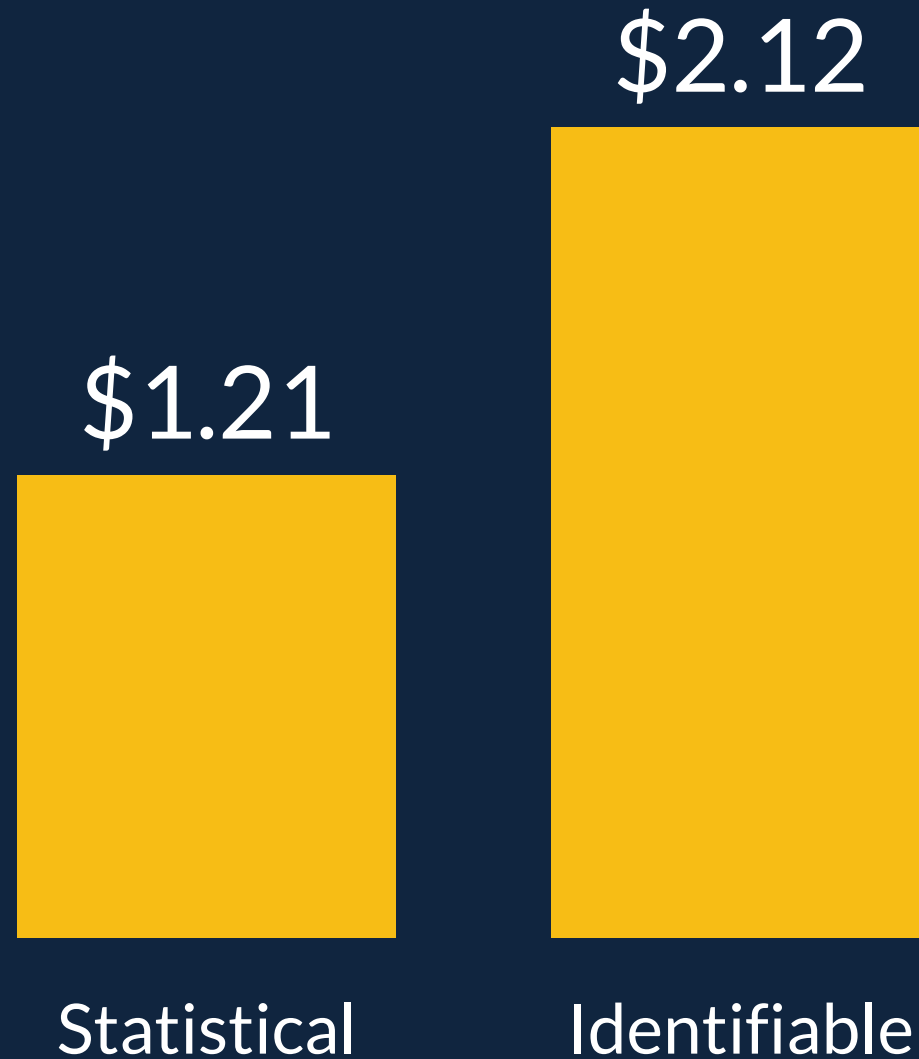
Blending Qualitative and Quantitative Data for Maximum Impact



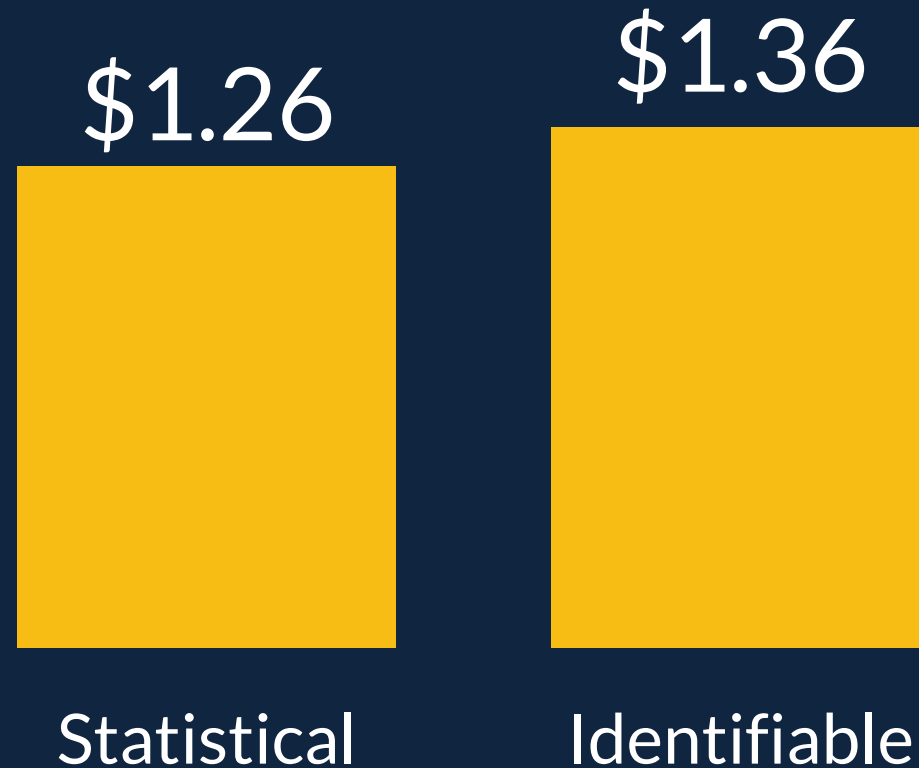
Jonathan Schwabish

@jschwabish

Identifiable Victim Effect



We'd like to tell you about some research, which shows that people typically react more strongly to specific people who have problems than to statistics about people with problems.



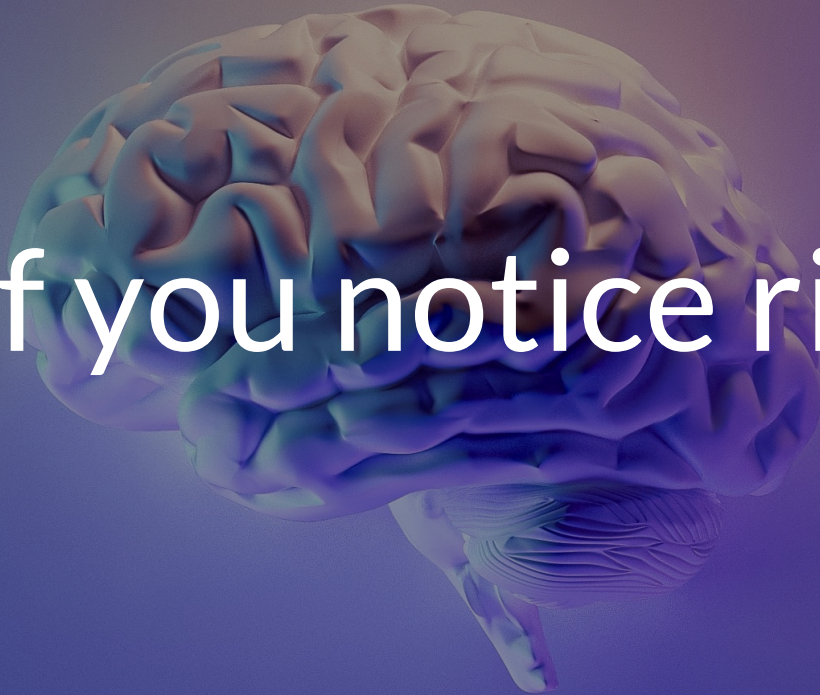
Preattentive Processing

A 3D rendering of a human brain, colored in shades of blue and purple, positioned behind the text. The brain is shown from a slightly elevated, lateral perspective, with its gyri and sulci clearly visible. The colors are vibrant and somewhat ethereal, blending into the background.

Cognitive operations that can be performed prior to focusing attention on any particular region of an image.



...The stuff you notice right away.





Shape



Enclosure



Line Width



Saturation



Color



Size



Markings



Orientation



Position



3D



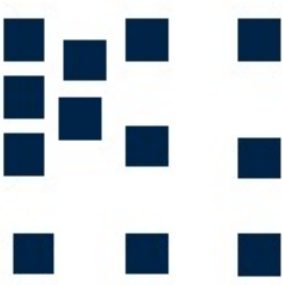
Length



Curvature



Density



Closure



Sharpness



Shape



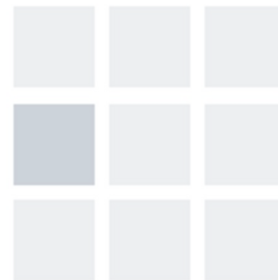
Enclosure



Line Width



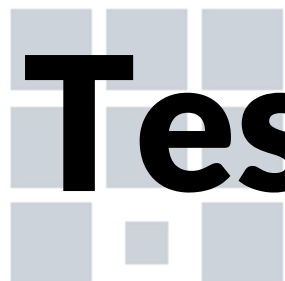
Saturation



Color



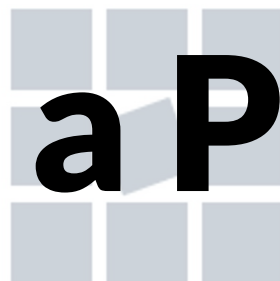
Size



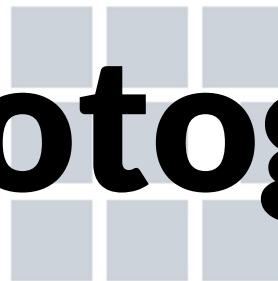
Markings



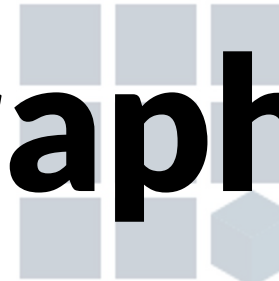
Orientation



Position



3D



Test with a Photograph

Length



Curvature



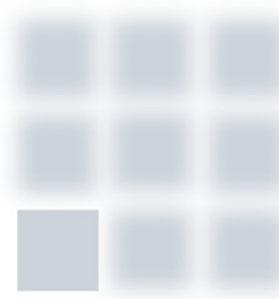
Density



Closure



Sharpness









Shape



Enclosure



Line Width



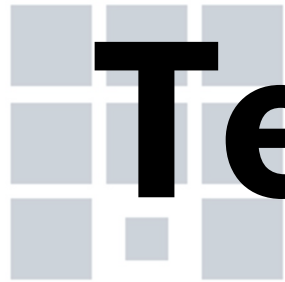
Saturation



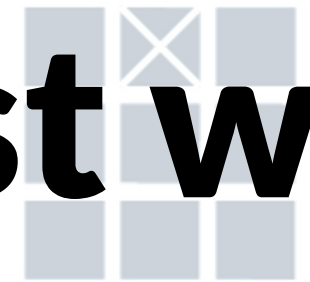
Color



Size



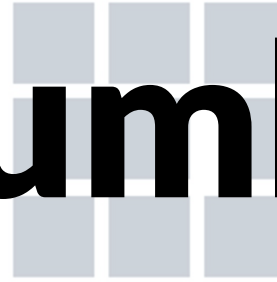
Markings



Orientation



Position



3D



Length



Curvature



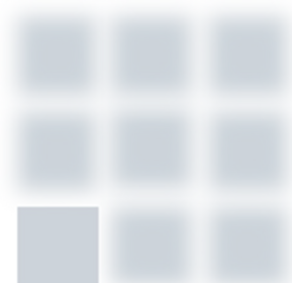
Density



Closure



Sharpness



Test with Numbers

123954852163245

012304698570206

240986301247318

225378121372562



126954852361235
012403698570206
243986201247813
235278121732562



126954852361235
012403698570206
243986201247813
235278121732562

126954852361235
012403698570206
243986201247813
235278121732562

126954852**3**612**3**5
01240**3**698570206
24**3**98620124781**3**
2**3**52781217**3**2562

Shape



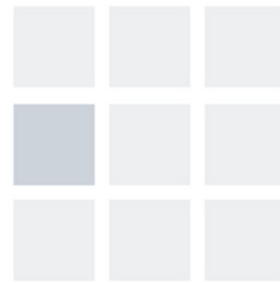
Enclosure



Line Width



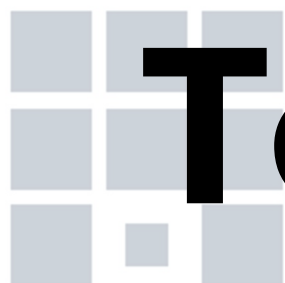
Saturation



Color



Size



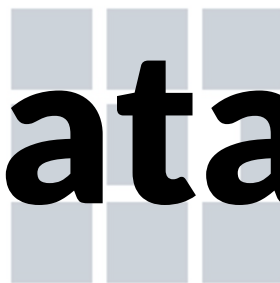
Markings



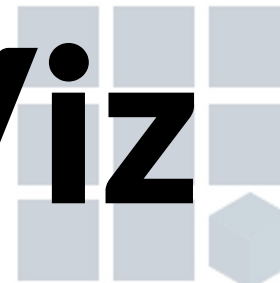
Orientation



Position



3D



Test with DataViz

Length



Curvature



Density

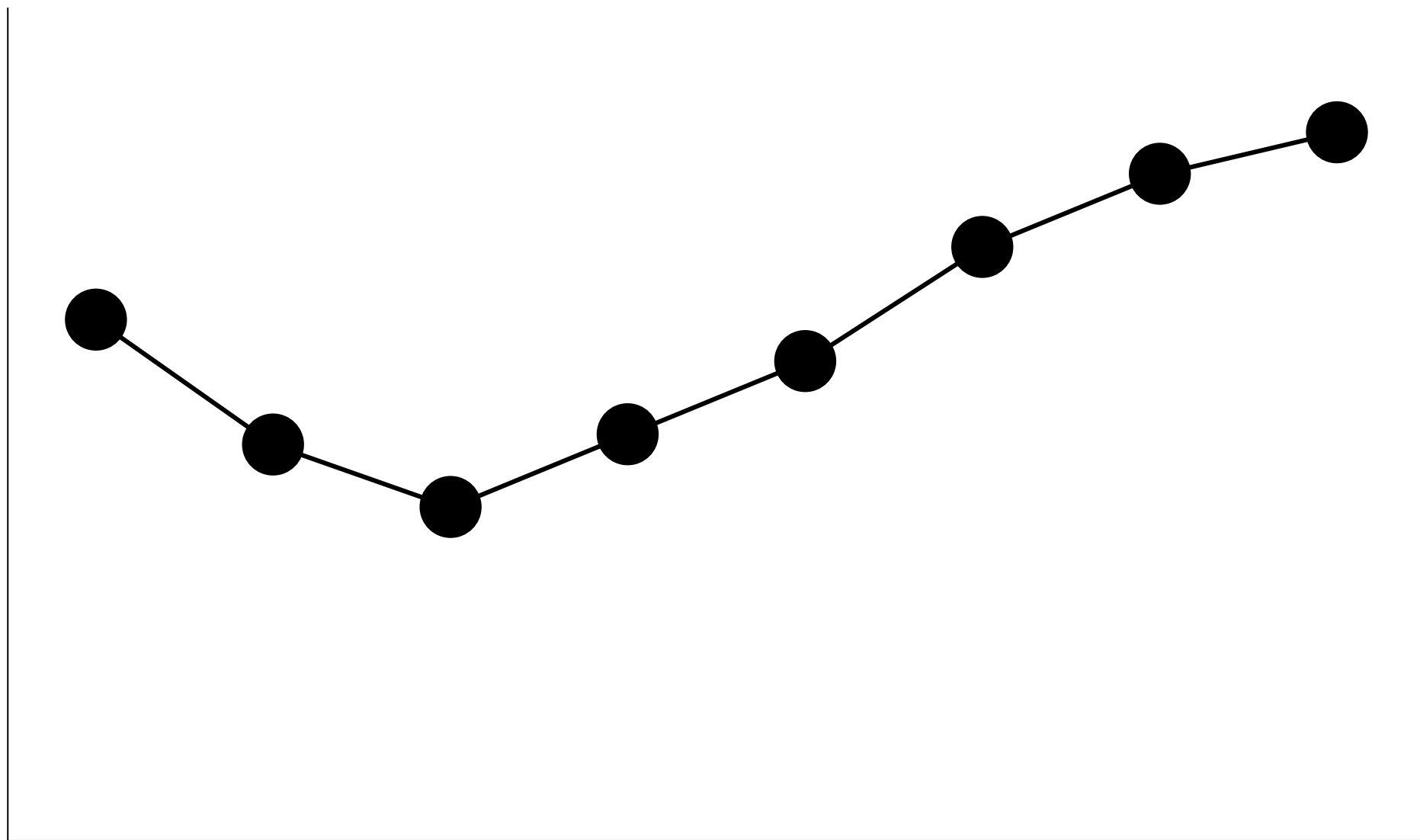


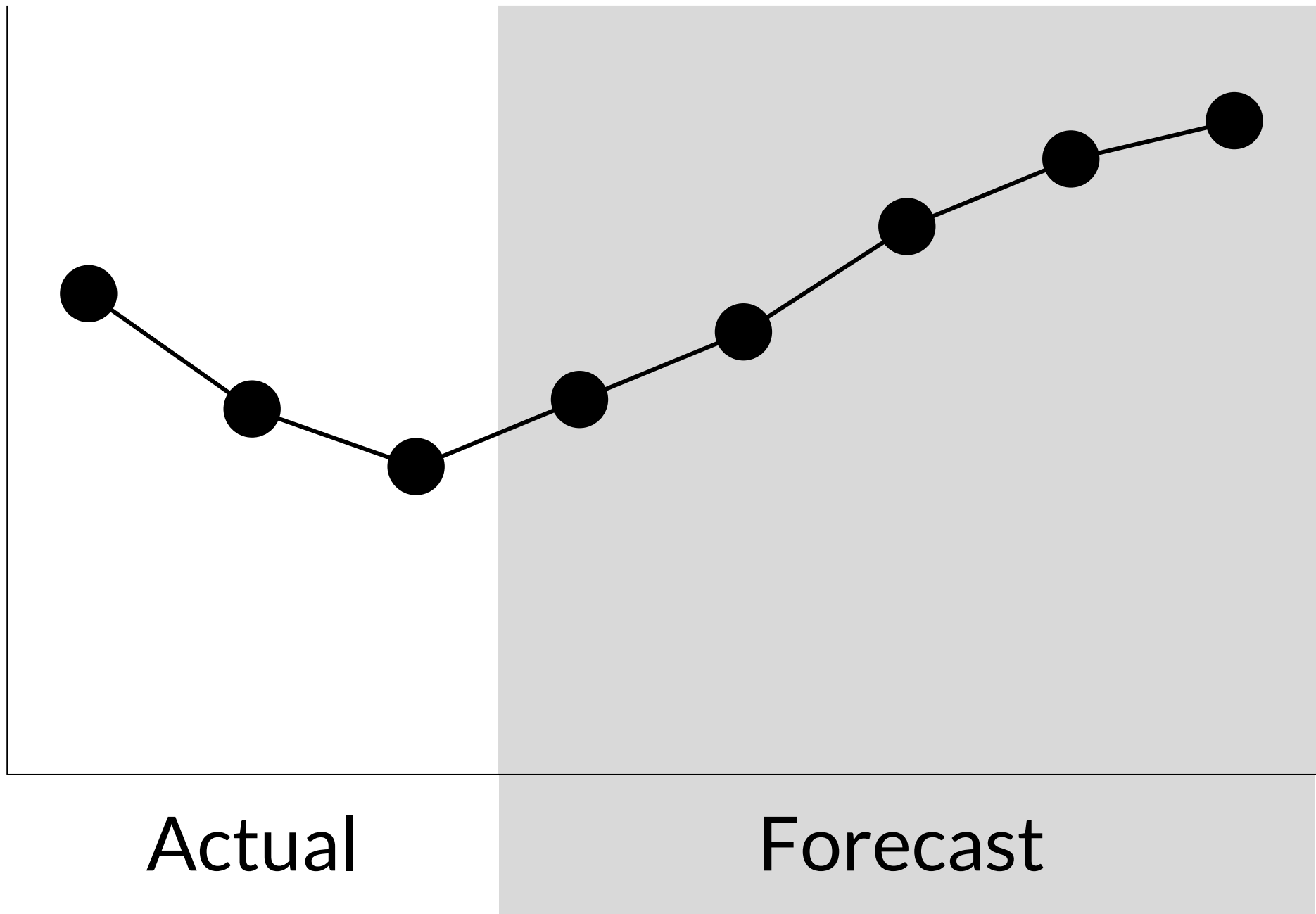
Closure



Sharpness

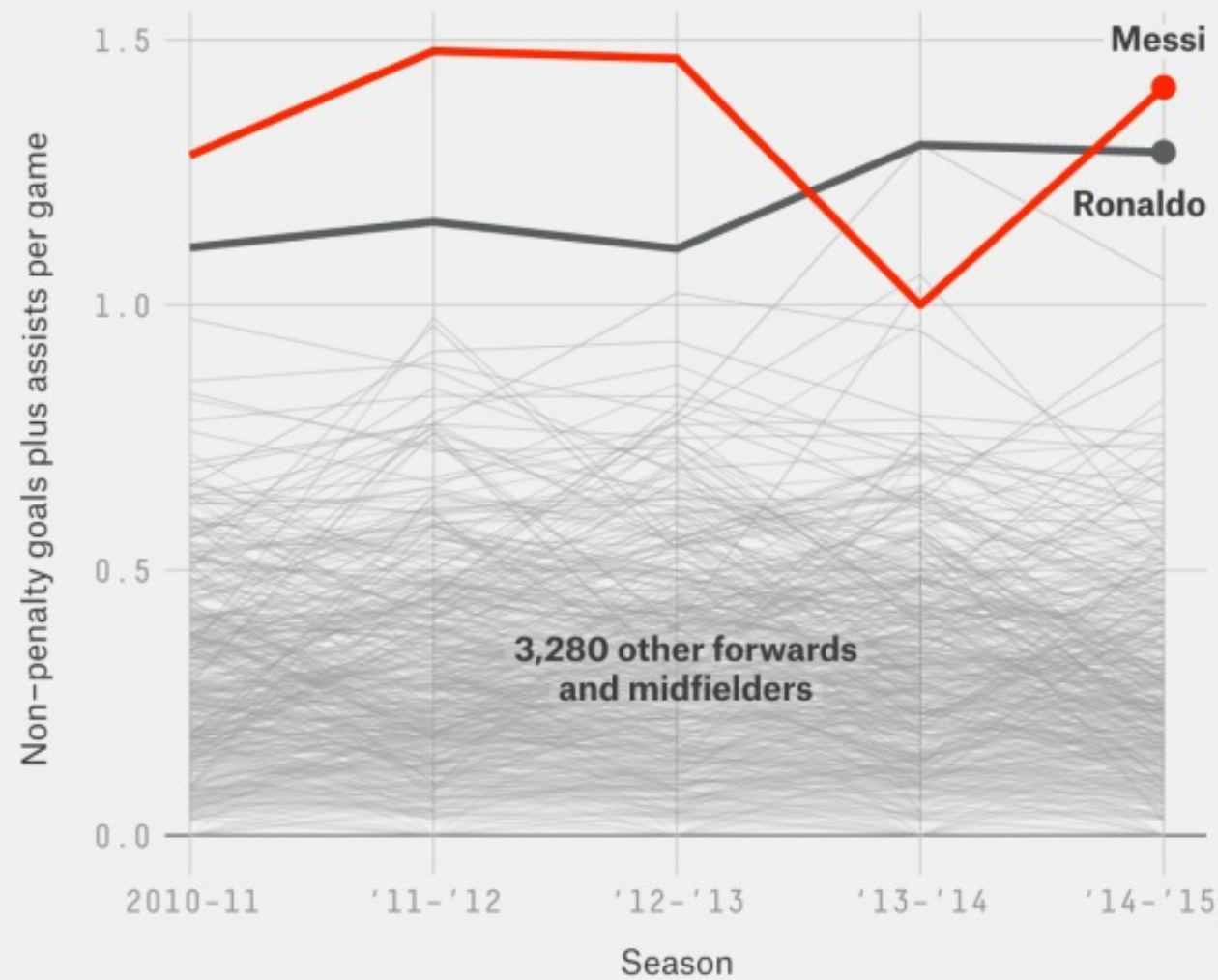






The Once And Present King

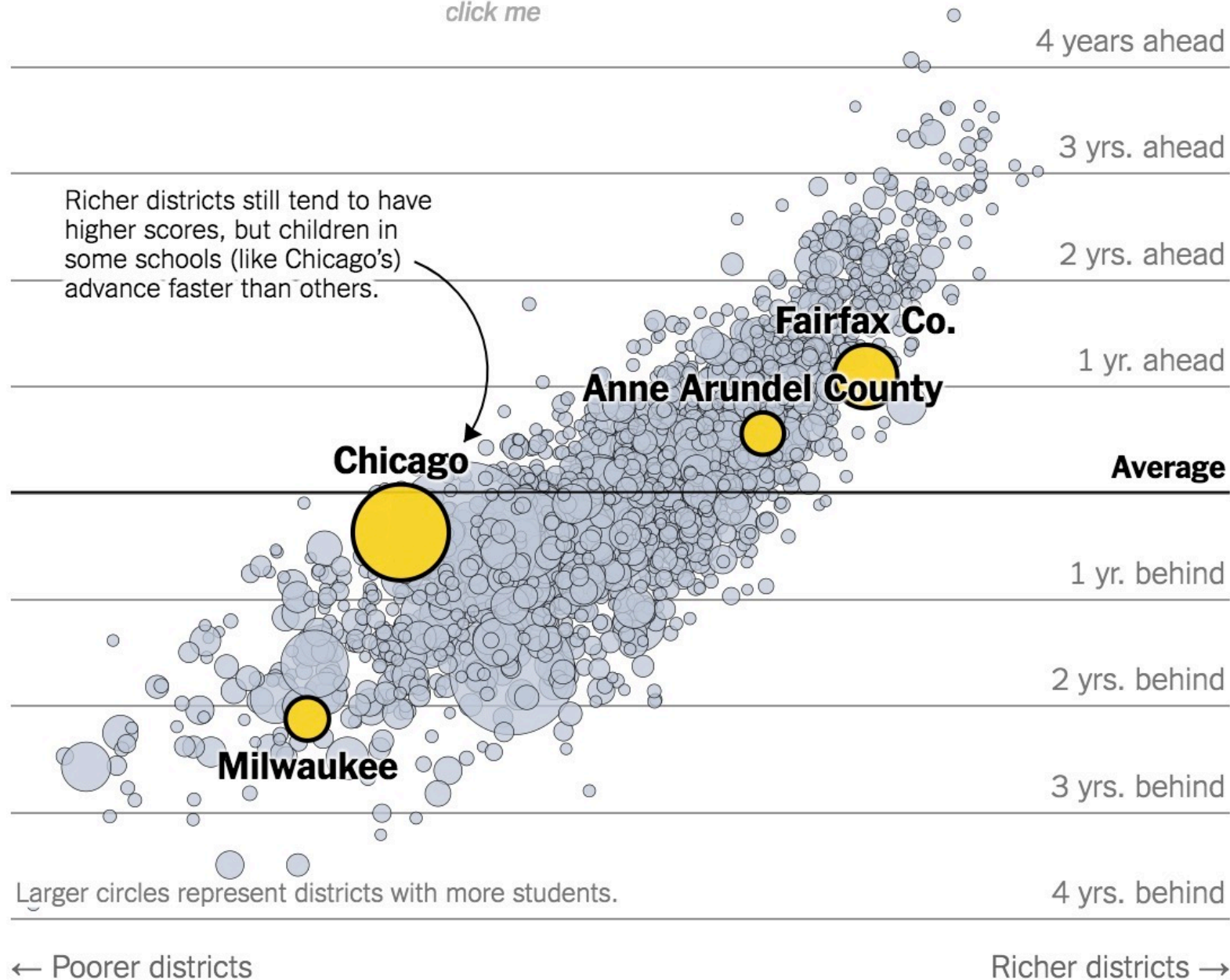
Offensive production of attackers in the "Big Five" soccer leagues



Values for 2014-15 do not include the UEFA Final
Only including attackers who've played at least 50 games total and 20 in a given season

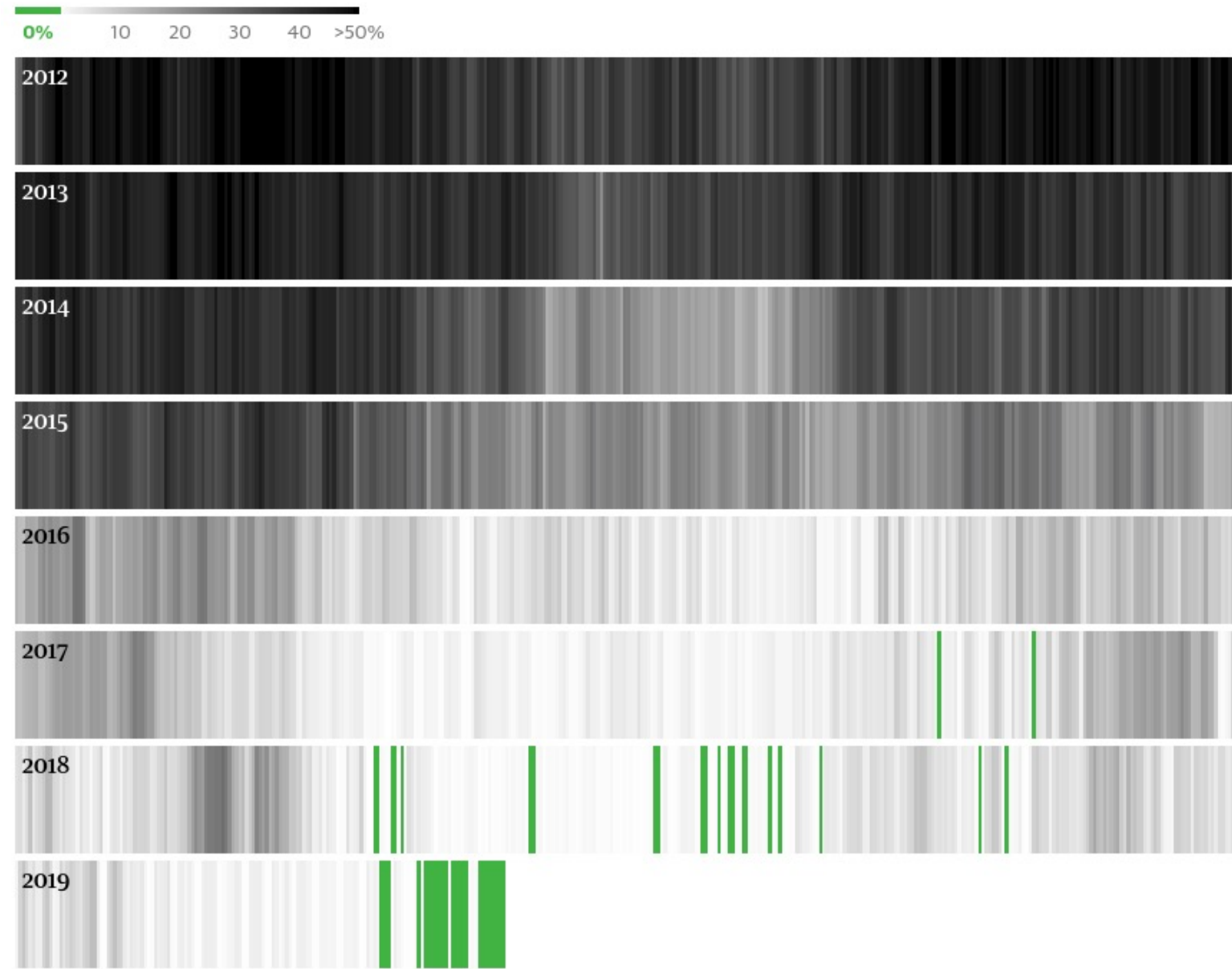
Test scores for **8th graders** in 2,000 large school districts.

click me



Britain is rapidly phasing out coal

Daily share of Britain's power generated by burning coal



Source: Gridwatch. Last updated at 6:00pm on 25 May

Source: *The Guardian*

Position

Robin	Ollie	Merle
Doris	Allen	Kenny
Mabel	Cheryl	Loren
Jason	Sonia	Cathy
Isaac	Molly	Elmer
Stacy	Angel	Patty
Carol	Marco	Joyce

Color (Hue)

Robin	Ollie	Merle
Doris	Allen	Kenny
Mabel	Cheryl	Loren
Jason	Sonia	Cathy
Isaac	Molly	Elmer
Stacy	Angel	Patty
Carol	Marco	Joyce

Orientation

Robin	Ollie	Merle
Doris	Allen	Kenny
Mabel	Cheryl	Loren
Jason	Sonia	Cathy
Isaac	Molly	Elmer
Stacy	Angel	Patty
Carol	Marco	Joyce

Weight

Robin	Ollie	Merle
Doris	Allen	Kenny
Mabel	Cheryl	Loren
Jason	Sonia	Cathy
Isaac	Molly	Elmer
Stacy	Angel	Patty
Carol	Marco	Joyce

Case

Robin	Ollie	Merle
Doris	Allen	Kenny
Mabel	Cheryl	Loren
JASON	Sonia	Cathy
Isaac	Molly	Elmer
Stacy	Angel	Patty
Carol	Marco	Joyce

Typeface

Robin	<i>Ollie</i>	Merle
Doris	Allen	Kenny
Mabel	Cheryl	Loren
Jason	Sonia	Cathy
Isaac	Molly	Elmer
Stacy	Angel	Patty
Carol	Marco	Joyce

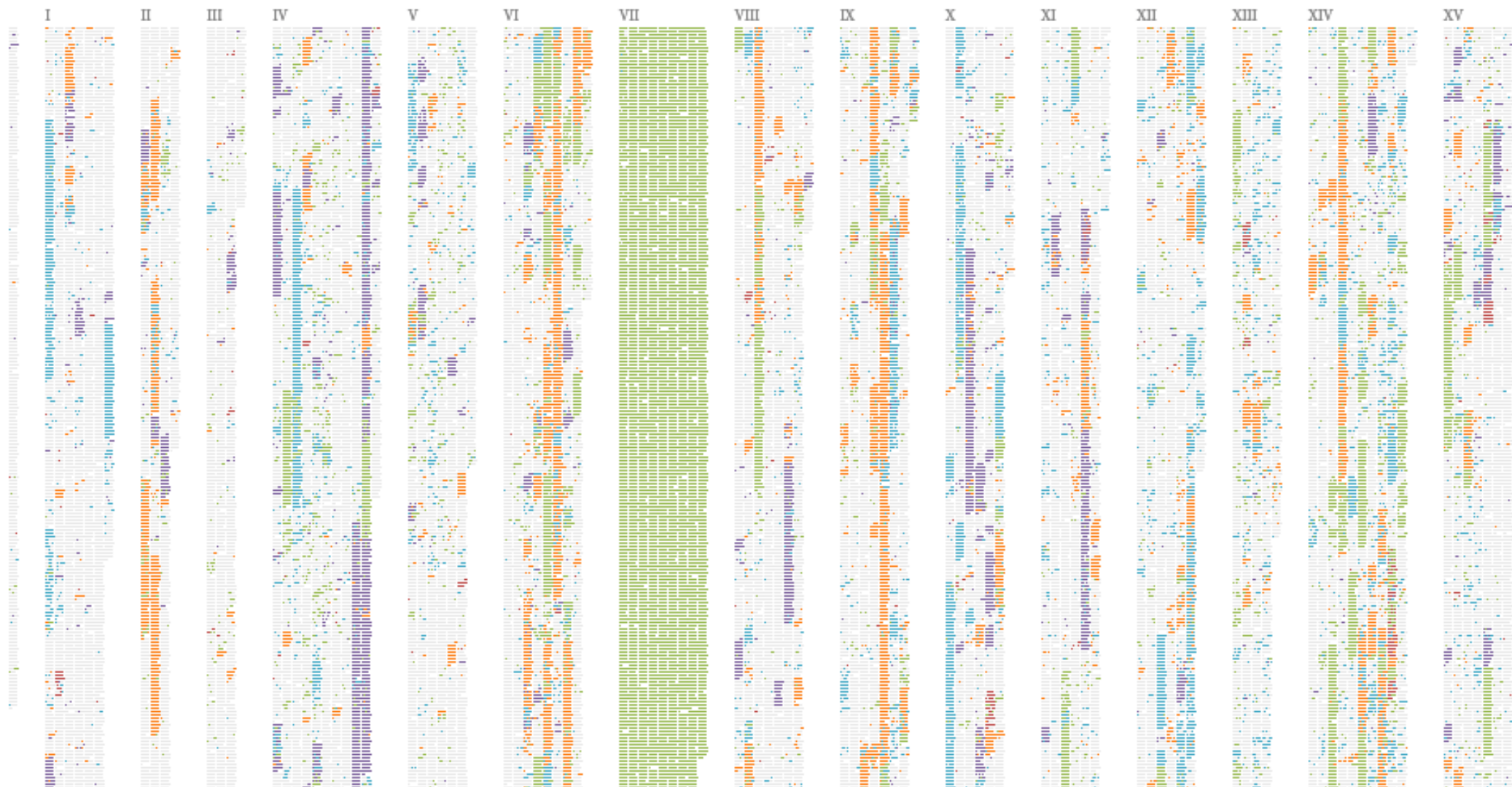
ON THE ORIGIN OF SPECIES *The Preservation of Favoured Races*

Reset

Pause

Slow

Fast



First Edition (1859)

Second Edition (1860)

Third Edition (1861)

Fourth Edition (1866)

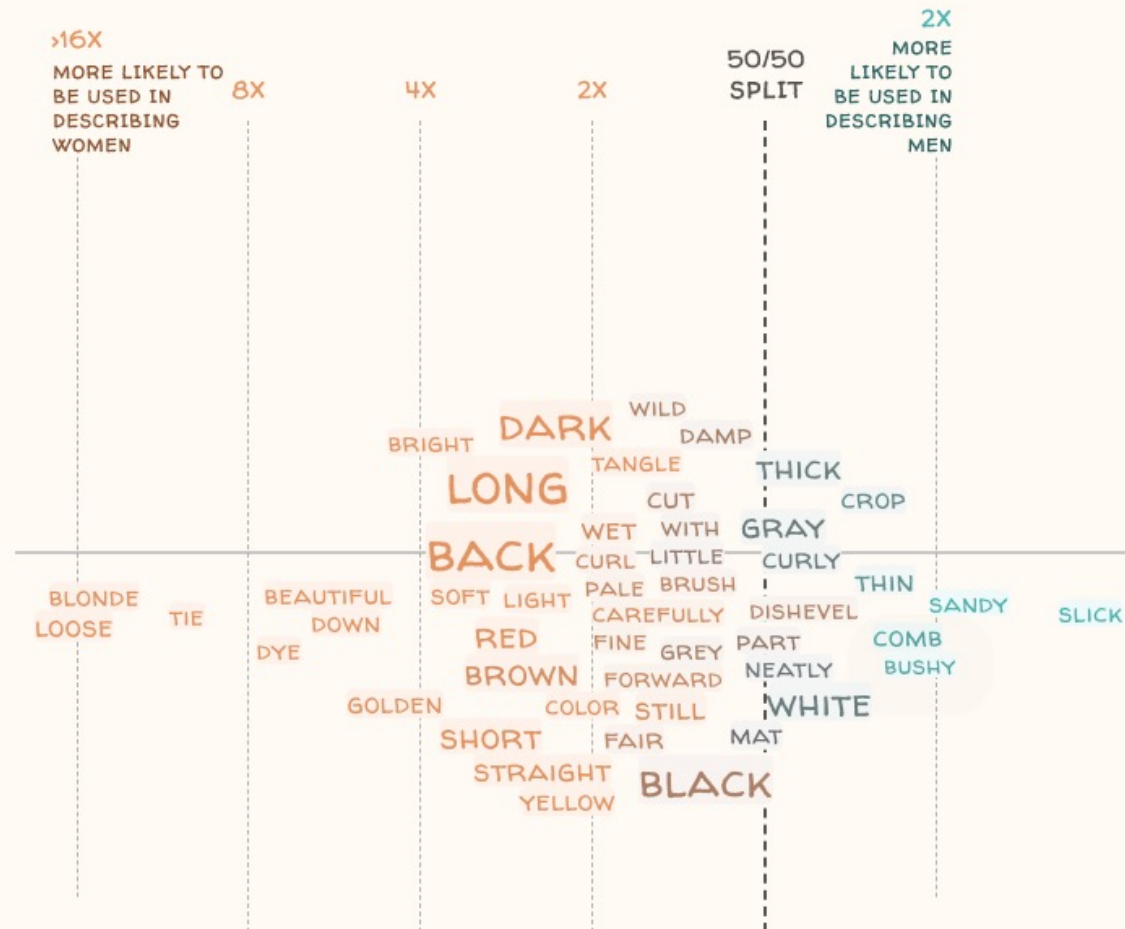
Fifth Edition (1869)

Sixth Edition (1872)

How HAIR IS DESCRIBED IN LITERATURE

CHANGE BODY PART

HAIR ARMS BODIES EYES FACES FINGERS FEET HANDS
HEADS HEART LEGS LIPS MOUTHS SHOULDERS SKIN





Community Engaged Methods





The Urban Institute Community-Engaged and Participatory Methods Toolkits

<https://www.urban.org/projects/cem-toolkit>

Key questions to help prompt authentic community engagement include the following



What are the goals of community engagement for my project?



Which community members could contribute the most?



What do I have to offer the community in return for their efforts?



How can I ensure community members feel heard and valued across project stages?



Qualitative Data Visualization





Word Cloud



Word Cloud

A. Respondents with a family income less than \$40,000



Word Cloud



Word Cloud

Jan. 12, 2016

Obama defended the progress made over the last seven years and set out an agenda that will likely remain unfinished long after his presidency ends: turning back the effects of climate change, launching a "moonshot" to cure cancer, and a grassroots movement to demand changes in the political system.

Word Cloud



“ If you organize the words into coherent groups, and arrange them into spatially proximal groups, people will be able to understand the underlying meaning of the document much better than if you use a standard word cloud. ”

-Marti Hearst

Word Cloud

BUSINESS

Deeply, truly, very sorry:
How tech CEOs talk when
they lay off workers



Appears
in **38**
layoff
memos

24

23

20

19

17

13

12

10

10

9

9

8

5

5

3

By [Hamza Shaban](#), [Luis Melgar](#) and [Leslie Shapiro](#)

March 21 at 5:40 p.m.



Source: Washington Post



Coloring Phrases



■ Promises, vision and policy proposals

Donald J. Trump REPUBLICAN



“We are going to build a great border wall to stop illegal immigration, to stop the gangs and the violence and to stop the drugs from pouring into our communities!”

Hillary Clinton DEMOCRAT



“Bernie Sanders and I will work together to make college tuition-free for the middle class and debt-free for all. We will also liberate millions of people who already have student debt.”

Did Michael Brown charge?

Eyewitnesses paint a muddled picture

Officer Darren Wilson stated in his grand jury testimony that Michael Brown ran at him while reaching into his waistband, a statement many have seen as a justification for Wilson's use of lethal force against the teenager, who was not armed. Yet, among the people who witnessed the fatal shooting, descriptions of Brown's movements ranged from a full charge toward the officer to a move to surrender. Read excerpts of their testimony below. [Read related story.](#)

Descriptions of Brown's movements

CHARGING

"like he was going to run right through me"
"When he charged once more"
"started charging towards the officer"
"I thought he was trying to charge him"

WALKING BACK

"it wasn't fast enough to be a charge"
"casually walking "
"he picked up a little bit of speed"
"taking two small steps "

TURNED AROUND

"turn around facing the officer"
"he was turned around"
"I saw him turn to his right"
"turned around"
"I see Big Mike turn around and face the officer"
"He turned around"

FALLING

"Michael Brown was on his knees"
"he was just catching his balance"

SURRENDER

"kept saying, I got, my hands is up"
"he was walking in a demeanor as I give up"
"okay, okay, okay, hands up"
"he put his arms about shoulder length and just stopped"
"Mike Brown with his arms up"
"he was giving up"
"he was not close at all to him"

Read the complete statements:

**Officer Darren
Wilson**

“Just coming straight at me **like he was going to run right through me.**”

[Read original](#) – Grand Jury Volume 5, page 229 ↻

Witness walking to his
vehicle parked nearby.

“Mike Brown continuously came forward in the charging motion and at some point, at one point he started to slow down and he came to a stop. And when he stopped, that's when the officer ceased fire and when he ceased fired, Mike Brown started to charge once more at him. **When he charged once more**, the officer returned fire with, I would say, give an estimate of three to four shots. And that's when Mike Brown finally collapsed right about even with this driveway.”

[Read original](#) – Grand Jury Volume 6 , page 167 ↻

Witness sitting in van with
her family.

“Then Michael turned around and **started charging towards the officer** and the officer still yelling stop. He did have his firearm drawn, but he was yelling stop, stop, stop. He didn't so he started shooting him.”

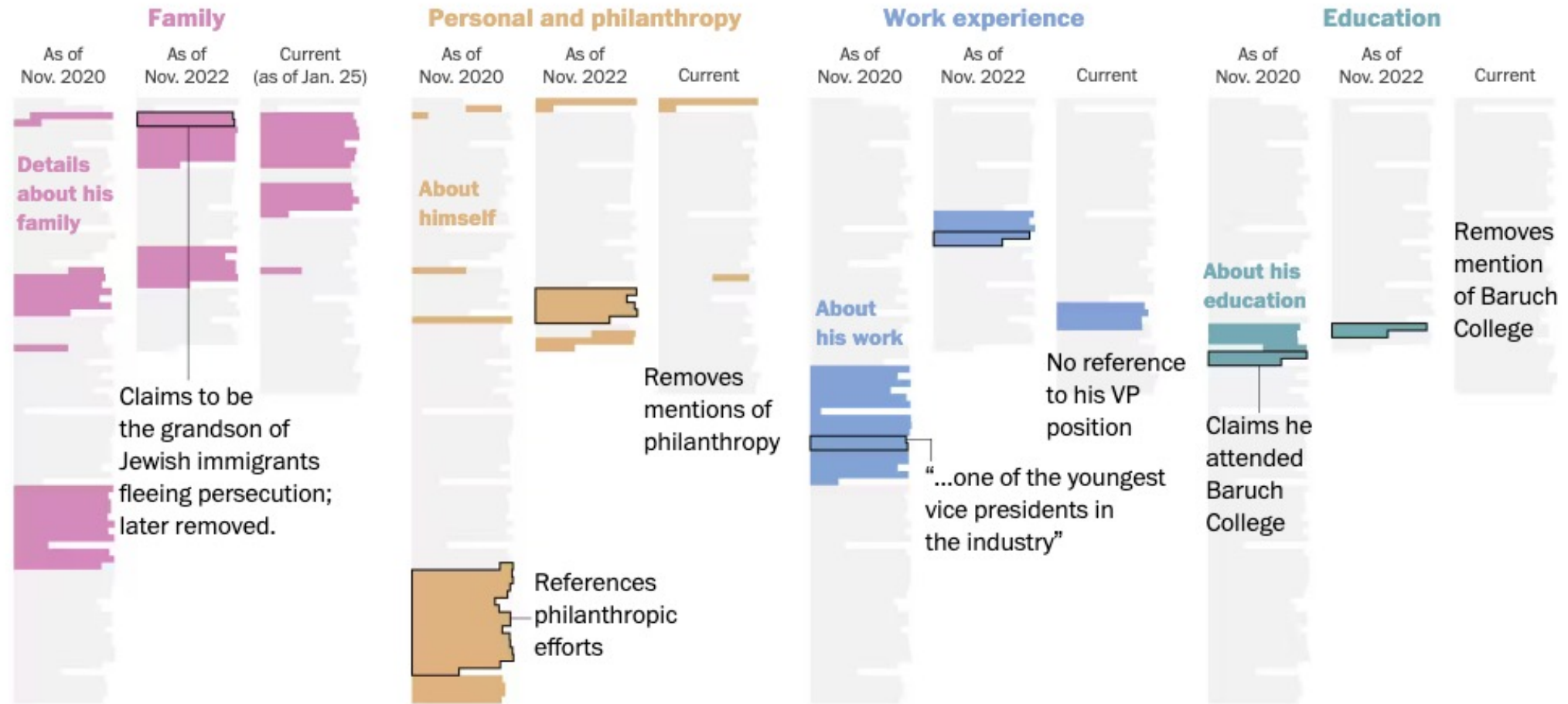
[Read original](#) – Grand Jury Volume 18, page 27 ↻

Witness was driving
through the complex in a
van with her family.

“**I thought he was trying to charge him** at first because the only thing I kept saying was is he crazy? Why don't he just stop instead of running because if somebody is pulling a gun on you, first thing I would think is to drop down on the ground and not try to look like I'm going to attack 'em, but that was my opinion. ”

[Read original](#) – Grand Jury Volume 11, page 181 ↻

Three versions of George Santos's campaign 'About' page included fewer and fewer biographical details





Quotes





“I never check the ‘white’ box. I understand why it exists, historically and logistically, but I have never identified as a white person.”

Martin Zebari, 30,
identifies as **Southwest Asian**



“The categories don’t speak to my identity as Arab or, more specifically, Yemeniya. I don’t walk through this world as a white person, I don’t get those privileges as a white person, I don’t have white culture.”

Samera Hadi, 33,
identifies as **Yemeni American**



IN THEIR WORDS

'Dreamers' tell us what the end of DACA would mean for them.

By COLLEEN SHALBY AND KYLE KIM

SEPT. 26, 2017

[Click quotes to see full statements](#)

► It's not just affecting one person in the family. It's a ripple effect that affects entire communities, entire families to do this.

Patricia Jaramillo
23, Van Nuys, Calif.

No one chooses the circumstances with which they are born into, but we can all choose to make the world better for those who are struggling.

Nosa
29, Chicago



Opinion

Christine Emba

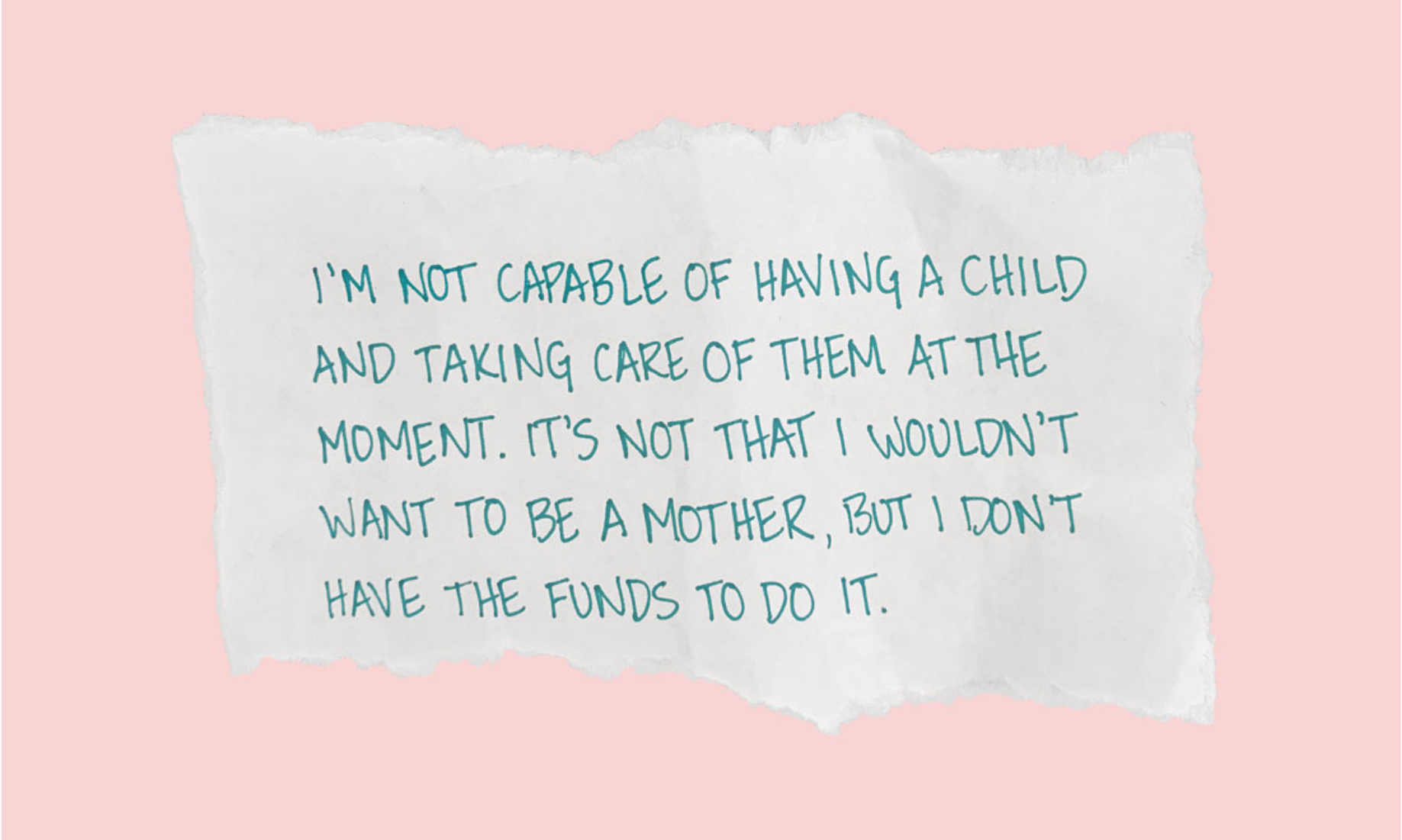
Why do Americans want guns? It comes down to one word.

May 15, 2023

Protecting those I know
who can't protect
themselves.

Responsibility, discernment,
education, and freedom
to live.

Ken.



I'M NOT CAPABLE OF HAVING A CHILD
AND TAKING CARE OF THEM AT THE
MOMENT. IT'S NOT THAT I WOULDN'T
WANT TO BE A MOTHER, BUT I DON'T
HAVE THE FUNDS TO DO IT.



Multiple Visualizations



How the Texas Democratic and Republican party platforms compare

BY NAEMA AHMED, CASSI POLLOCK AND ALEX SAMUELS JULY 5, 2018



Texas Republicans and Democrats recently held their respective state party conventions, where they approved the latest versions of their platforms. These documents, updated every two years, set out what each party's base views as its core principles. Over dozens of issues, the two parties set very different agendas for the future of Texas.

Here's a look at where the two state parties, and the state's voters overall, stand on some high-profile issues:



Guns and gun safety

What Texans said in a [June 2017](#) University of Texas/Texas Tribune Poll:

Gun control laws should be ...



Numbers may not add up to 100 due to rounding. Margin of error ± 2.83 percentage points.



TRENDING ON THE TEXAS TRIBUNE

Texas House Republicans vote to track down absent Democrats and arrest them if necessary

Senate presses forward passing GOP voting and bail bills, as Texas House in chaos over Democrats' decampment

What's in the new voting restriction legislation introduced in the Texas House and Senate

Texas Democrats land in Washington, D.C., and promise to stay out of Texas until after special legislative session ends Aug. 6



Guns and gun safety

What Texans said in a [June 2017](#) University of Texas/Texas Tribune Poll:

Gun control laws should be ...



Numbers may not add up to 100 due to rounding. Margin of error \pm 2.83 percentage points.



What Democrats think

“We strongly support enacting sensible gun laws to curtail the availability of weapons with extended ammunition magazines, including rapid-fire, magazine-fed, military-style assault weapons.”

[Read the full Democratic platform](#)



What Republicans think

“We support constitutional carry legislation through any legislative means so law-abiding citizens may carry any legally owned guns openly or concealed, while maintaining the option of a permit for reciprocity purposes only.”

[Read the full Republican platform](#)

OUR TAKE

Republicans first added support for letting Texans carry a handgun without a permit — what’s also known as “constitutional carry” — to their platform in 2012. Democrats have long supported strengthening and reforming current gun laws, and their 2018 platform calls for the repeal of current laws allowing for “open carry” of handguns and assault rifles.

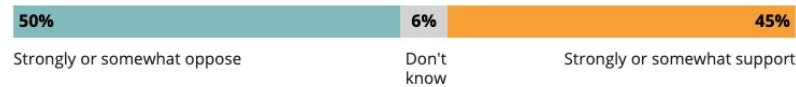
Following this year’s shooting at Santa Fe high school that left 10 dead, both parties expanded the sections of their platforms dealing with guns. The GOP platform now includes opposition to “red flag” laws, which allow for the temporary removal of firearms from someone who poses an immediate danger. The Democrats added a plank to support allowing law enforcement to confiscate firearms from suspects charged with domestic



Border wall

What Texans said in a [February 2018](#) University of Texas/Texas Tribune Poll:

Support for wall along Mexico border



Numbers may not add up to 100 due to rounding. Margin of error ± 2.83 percentage points.



What Democrats think

"We strongly oppose efforts to build a border wall of any size and the unrealistic claim, and possibly abandoned claim, that a foreign country will pay for a border wall"

[Read the full Democratic platform](#)



What Republicans think

"We expect both the Texas Legislature and the United States Congress to make a priority of allocating funds to effectively secure the border through whatever means necessary, including but not limited to barriers, a border wall, or fence everywhere along the border..."

[Read the full Republican platform](#)

OUR TAKE

Texas Republicans this year passed a plank in support of border security funding that mentioned "a border wall, or fence everywhere along the border where it is feasible and useful." This replaced an earlier plank that called for "building a high wall with a wide gate where it is deemed effective and cost efficient." Democrats' denouncement of a border

TRENDING ON THE TEXAS TRIBUNE

Texas House Republicans vote to track down absent Democrats and arrest them if necessary

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Texas Democrats land in Washington, D.C., and promise to stay out of Texas until after special legislative session ends Aug. 6



Wrapping Up



Taylor Swift now estimated to be a billionaire, report says

Revenue from the 33-year-old pop star's Eras tour has pushed her net worth to \$1.1bn, according to Bloomberg News

The calculation took into account the estimated value of her five homes (\$110m) and music catalog (\$400m for music released since 2019), some of which she has reclaimed through an elaborate and highly public process of re-recording; earnings from streaming deals (\$120m from YouTube and Spotify), music sales (\$80m), concert tickets and merchandise (\$370m); and the impact of income tax, tour production and travel costs, and commissions paid to managers and agents. Swift and her representatives did not respond to Bloomberg's request for comment.



📷 Taylor Swift performs during the opener of her Eras tour. Photograph: Ashley Landis/AP

Taylor Swift's Eras tour has catapulted her to billionaire status, according to a new report from Bloomberg, making her one of the few recording artists to build a 10-figure fortune almost entirely from her music.

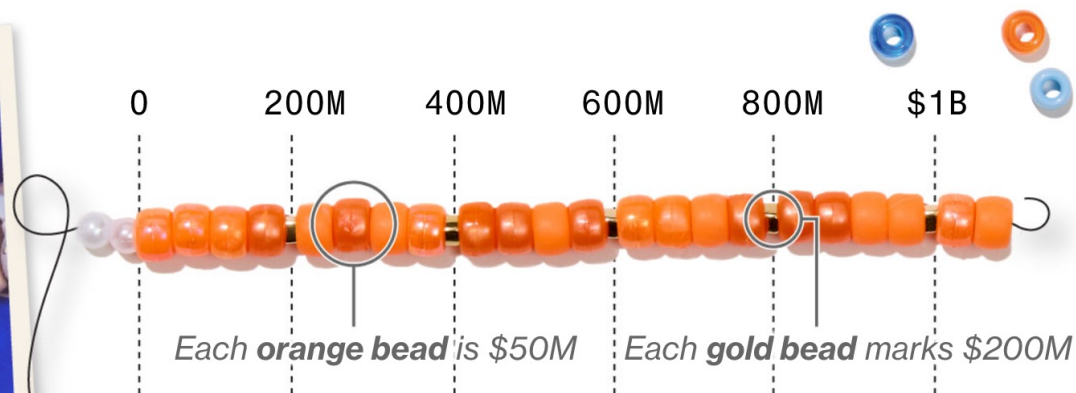
HOW SWIFT'S MILLIONS STACK UP

Earnings from touring, music sales and streaming plus real estate and her song catalog make up the bulk of her fortune



TAYLOR SWIFT IS A BILLIONAIRE

Her total net worth is \$1.1 billion, according to a Bloomberg News analysis



“So make the friendship bracelets, take the moment and taste it”

Fans inspired by the lyrics for Swift's song “You're on Your Own Kid” started making and exchanging beaded bracelets at shows during the Eras Tour.



\$80M

Royalties from music sales

Note: Earnings from music sales, streaming and concerts are net of estimated taxes and management commissions. Concert earnings are net of touring and production costs.