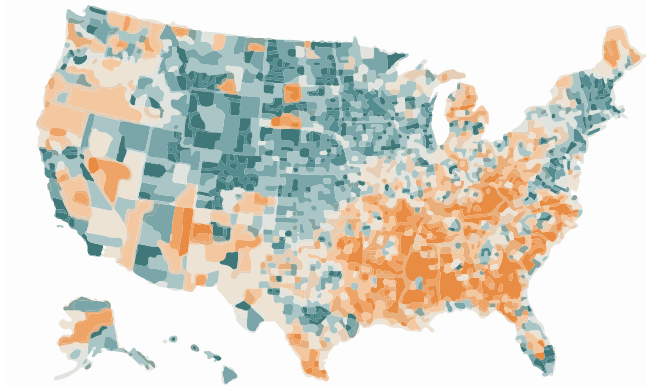




amanda cox
editor @TheUpShot
NYT

 **TheUpshot**



analysis
politics
policy
news
graphics
everyday
life

● about the editor

“
**The critical essence of
[Upshot’s] work
boils down to three
considerations:
scale, context and
patterns.**”



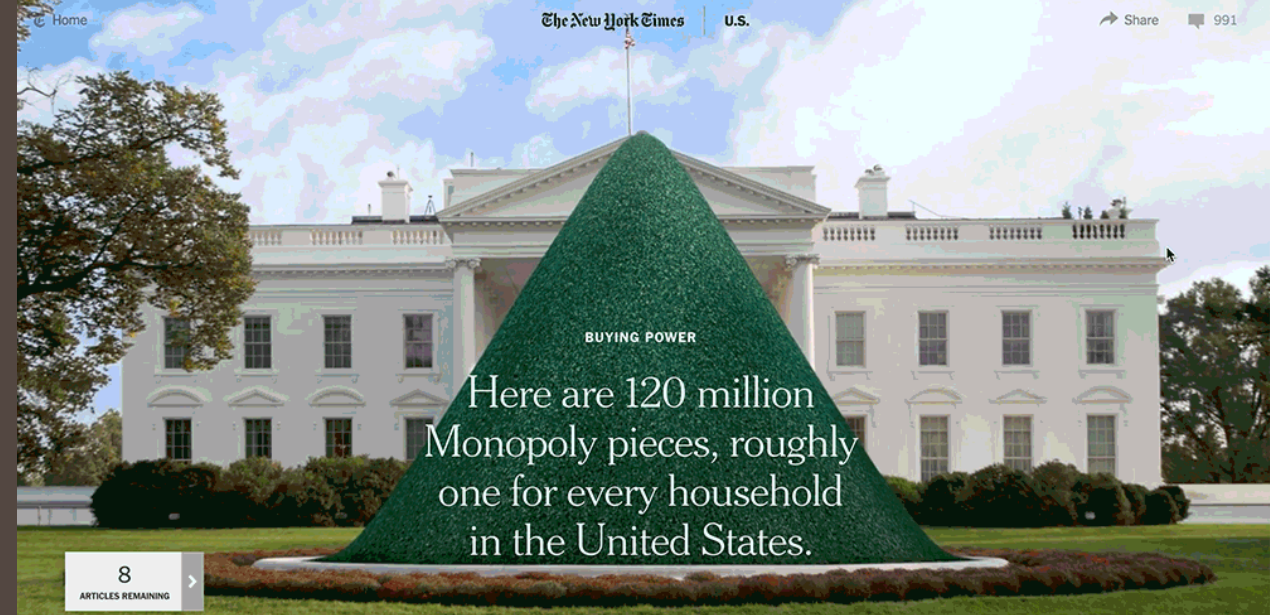
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- **University of Washington**
MS Statistics
- **New York Times**
Graduate Internship
- **New York Times**
Graphics Editor
- **New York Times**
Editor, TheUpShot

2016 election donors

The purpose of these methods is to **create a meaningful experience with data for any person**, regardless of background knowledge or context.



Mainly in Finance and Energy



Finance 64
Majority in hedge funds, private equity or venture capital.



Energy and natural resources 17
Mostly oil and gas.



Real estate and construction 15



Media and entertainment 12
Hollywood moguls like Steven Spielberg, J.J. Abrams and Jeffrey Katzenberg.



Health 12
Woody Johnson, owner of the New York Jets, whose family founded Johnson & Johnson.



Technology 10



Transportation 9
Trucking, autos, cruise ships.



Retail and manufacturing 6



Food, beverage, agriculture 5
Includes citrus, poultry and sugar magnates.



Insurance 3



Other/unknown 5

movie trailer sources

Patterns are present in just about any data set and can offer really interesting statistical insight, but if they're not made clear to a reader, they're powerless.

Published: February 19, 2013

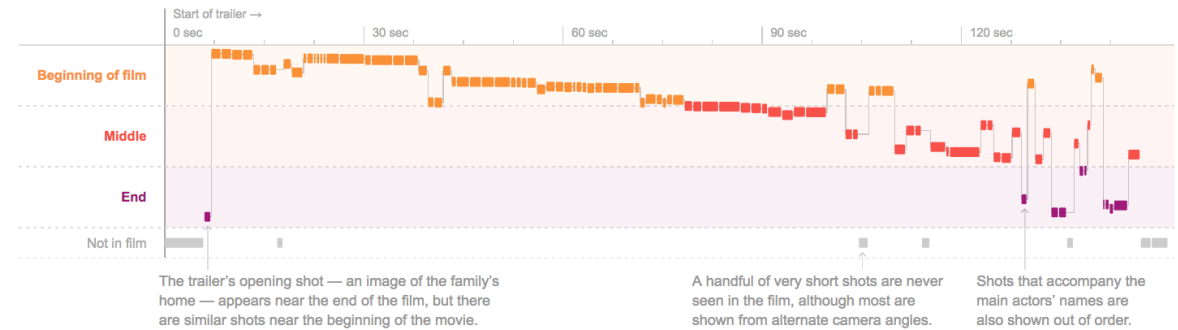
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Dissecting a Trailer: The Parts of the Film That Make the Cut

How scenes from five of the nine best picture nominees were reassembled to promote the films.

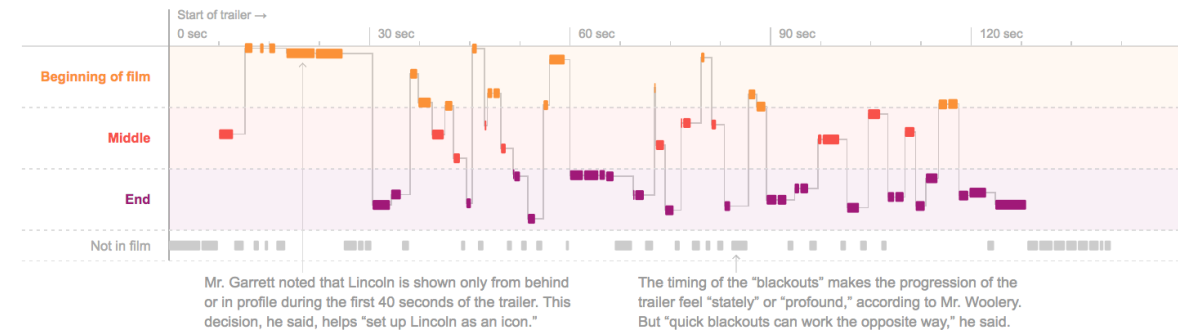
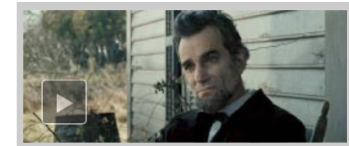
Silver Linings Playbook

"Silver Linings Playbook" follows the standard model for trailers, according to [Bill Woolery](#), a trailer specialist in Los Angeles who once worked on trailers for movies like "The Usual Suspects" and "E.T. the Extra-Terrestrial." While introducing the movie's story and its characters, the trailer largely follows the order of the film itself.



Lincoln

The "Lincoln" trailer is more like the typical teaser than a trailer, according to Stephen Garrett, who owns [Jump Cut](#), a trailer house that specializes in foreign, independent and documentary films. While trailers often focus on plot or character descriptions, teasers establish the mood and tone of a film. Teasers "don't have to be chronological," Mr. Garrett said.



accessible data

By making [data] accessible to the public in an interactive or even fun way, it can reach a larger audience and have a bigger impact.

How the New York Jets Can Win the Division

You can use The Upshot's playoff simulator to explore all of the Jets' remaining paths to the playoffs — and the paths for every other team. You can explore other possibilities, like whether your team can get a first-round bye or win the division, right here: [win the division](#)

First, consider the Jets' remaining games.

See what happens if the Jets win...			or if they lose.		
Week 8	Jets	2	Falcons	<1	
Week 9	Jets	3	Bills	1	
Week 10	Jets	3	Buccaneers	<1	
Week 12	Jets	2	Panthers	2	
Week 13	Jets	2	Chiefs	1	
Week 14	Jets	3	Broncos	1	
Week 15	Jets	3	Saints	<1	
Week 16	Jets	3	Chargers	1	
Week 17	Jets	4	Patriots	<1	
The chance the Jets win the division if this happens.					

The Jets win the division in **2 percent*** of scenarios.

Share Tweet

* Based on 30,000 simulations.

STAGE	A.F.C. SEED	CHANCE
DIVISION CHAMPION	#1, bye, home field advantage	<1%
	#2, bye, hosts first game	<1
	#3, hosts wild card	1
	#4, hosts wild card	1
WILD CARD	#5	3
	#6	2
OUT	Will not make playoffs	94%
	#1 draft pick	1
	#2 draft pick	2
	#3 draft pick	4

How the Seattle Seahawks Can Win the Division

You can use The Upshot's playoff simulator to explore all of the Seahawks' remaining paths to the playoffs — and the paths for every other team. You can explore other possibilities, like whether your team can get a first-round bye or win the division, right here: [win the division](#)

First, consider the Seahawks' remaining games.

See what happens if the Seahawks win...			or if they lose.		
Week 8	Seahawks	63	Texans	47	
Week 9	Seahawks	66	Redskins	45	
Week 10	Seahawks	69	Cardinals	45	
Week 11	Seahawks	67	Falcons	50	
Week 12	Seahawks	66	49ers	48	
Week 13	Seahawks	67	Eagles	48	
Week 14	Seahawks	68	Jaguars	51	
Week 15	Seahawks	78	Rams	29	
Week 16	Seahawks	65	Cowboys	49	
Week 17	Seahawks	65	Cardinals	44	
The chance the Seahawks win the division if this happens.					

The Seahawks win the division in **58 percent*** of scenarios.

Share Tweet

* Based on 30,000 simulations.

STAGE	N.F.C. SEED	CHANCE
DIVISION CHAMPION	#1, bye, home field advantage	12%
	#2, bye, hosts first game	14
	#3, hosts wild card	13
	#4, hosts wild card	20
WILD CARD	#5	7
	#6	9
OUT	Will not make playoffs	26%
	#1 draft pick	<1
	#2 draft pick	<1
	#3 draft pick	<1

● expectations as context

“I want you to **bring your expectations** as the relevant context. Whereas the data is otherwise too simple to be interesting, **injecting a personal touch enforces that the data is kind of crazy.**”



You Draw It: How Family Income Predicts Children's College Chances

By GREGOR AISCH, AMANDA COX and KEVIN QUEALY MAY 28, 2015

How likely is it that children who grow up in very poor families go to college? How about children who grow up in very rich families?

We'd like you to **draw your guess** for every income level on the chart below.

If you think the chances of enrolling in college (or vocational school) are about the same for everyone, you should draw something like this: . If you think the odds are especially harsh for children from the poorest families, but higher for middle- and higher-income children, your drawing would instead look like this: . Or here is one for a situation in which chances level off after a certain income threshold: . Or for one that spikes or dips for the very richest.

Draw your line on the chart below

I'm done

Start over