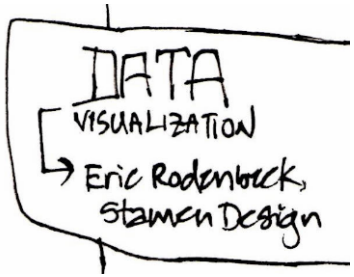
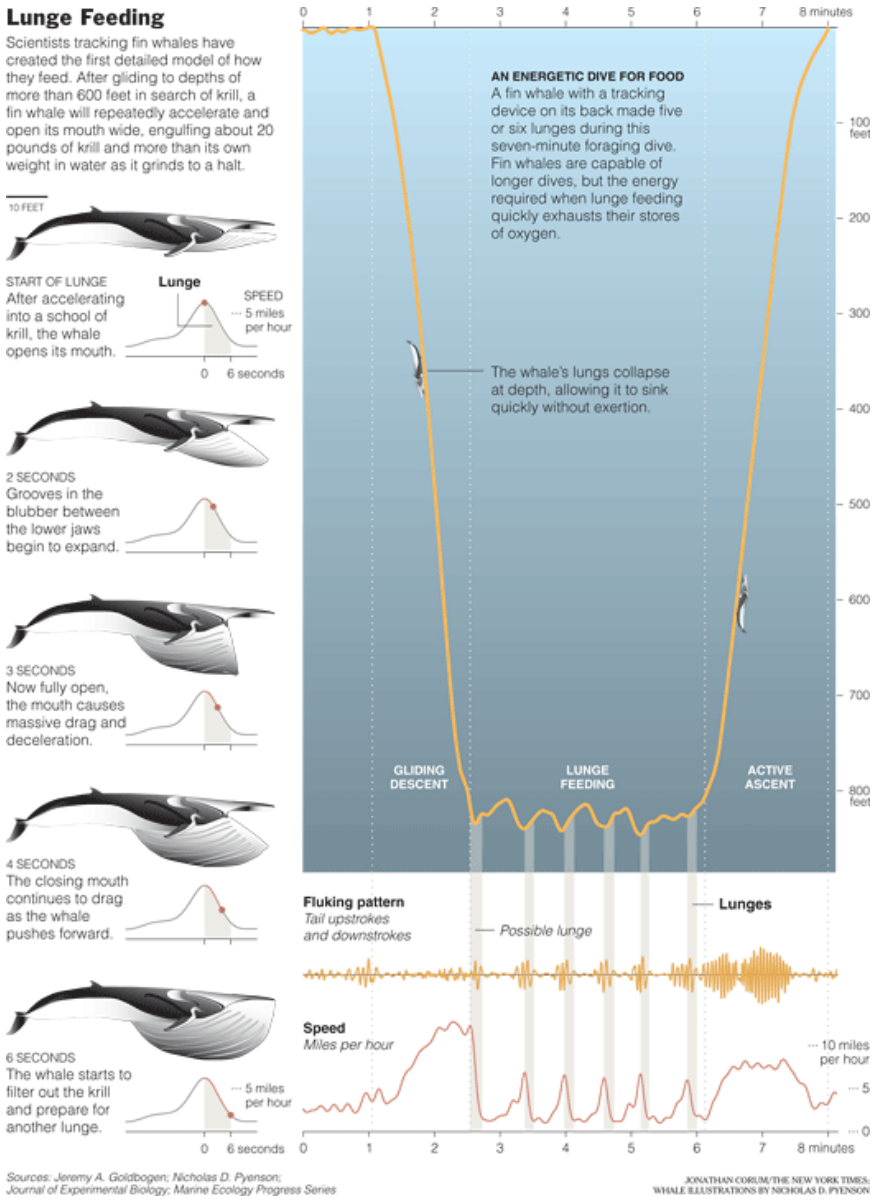
Finding the story in the data

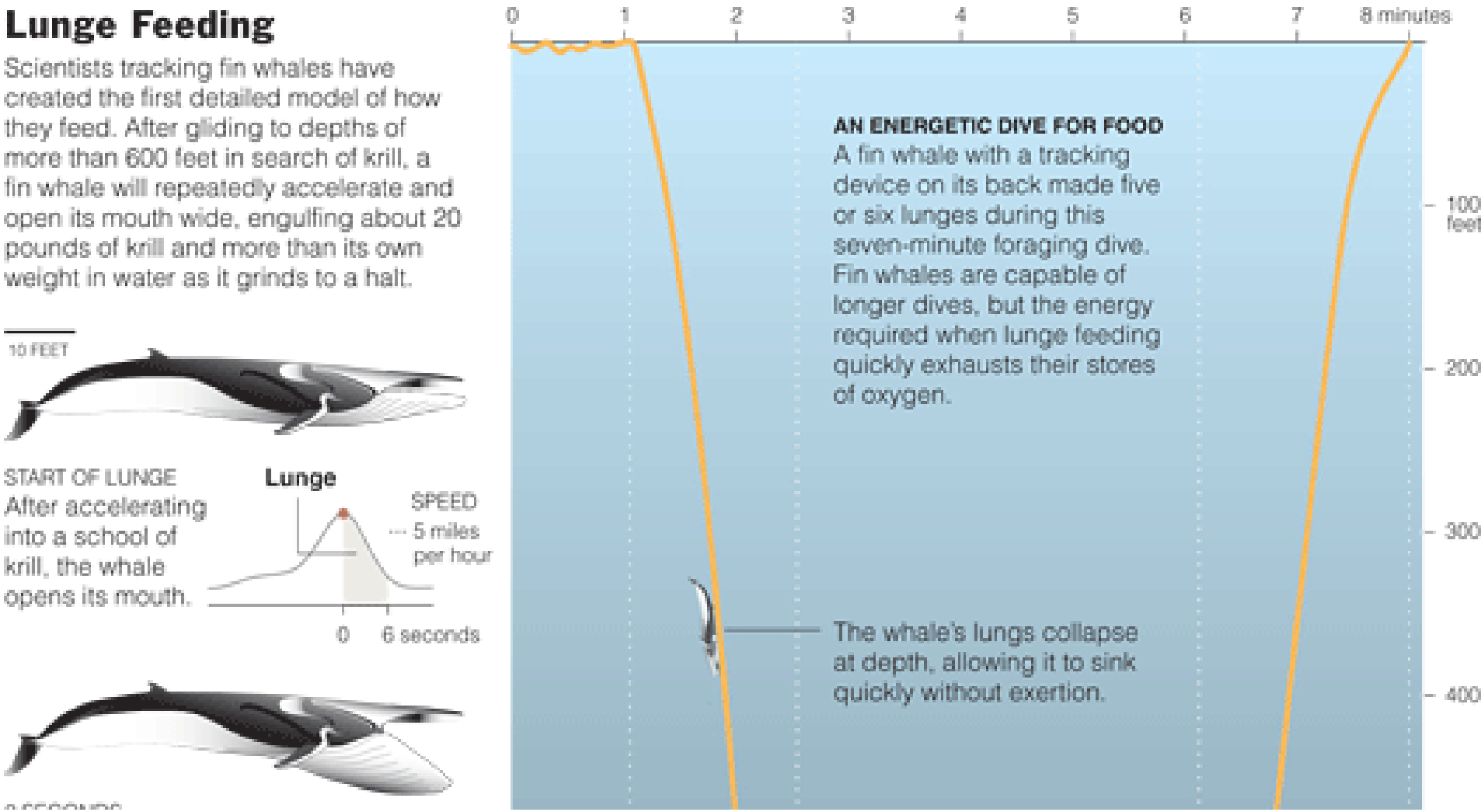


[Data visualization](#)
Eric Rodenbeck

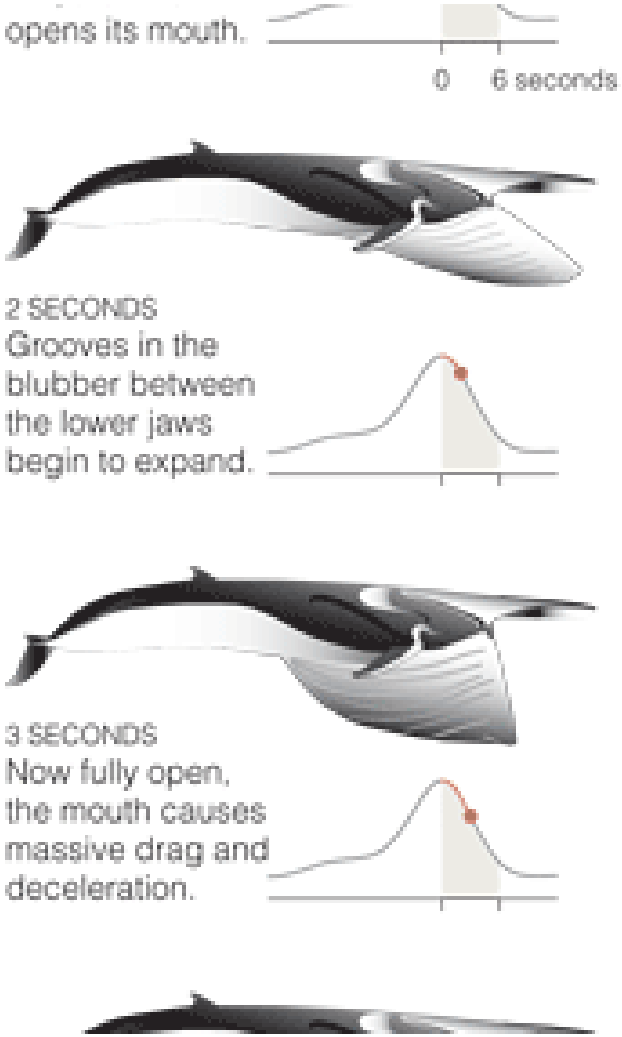
[Storytelling with data](#)
by Jonathan Corum of The New York Times
Start at 7:08 ---11:48

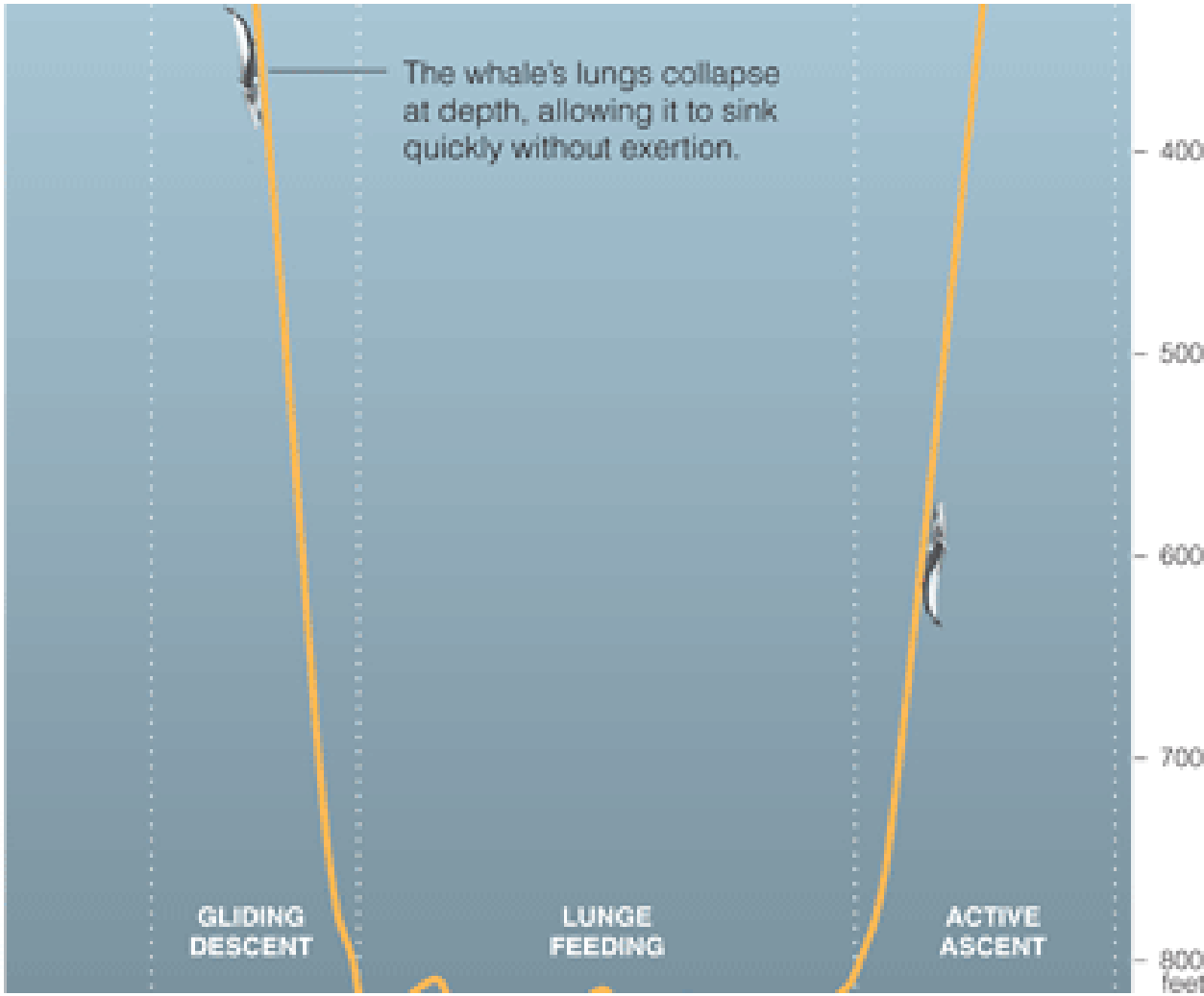


The New York Times
December 11, 2007

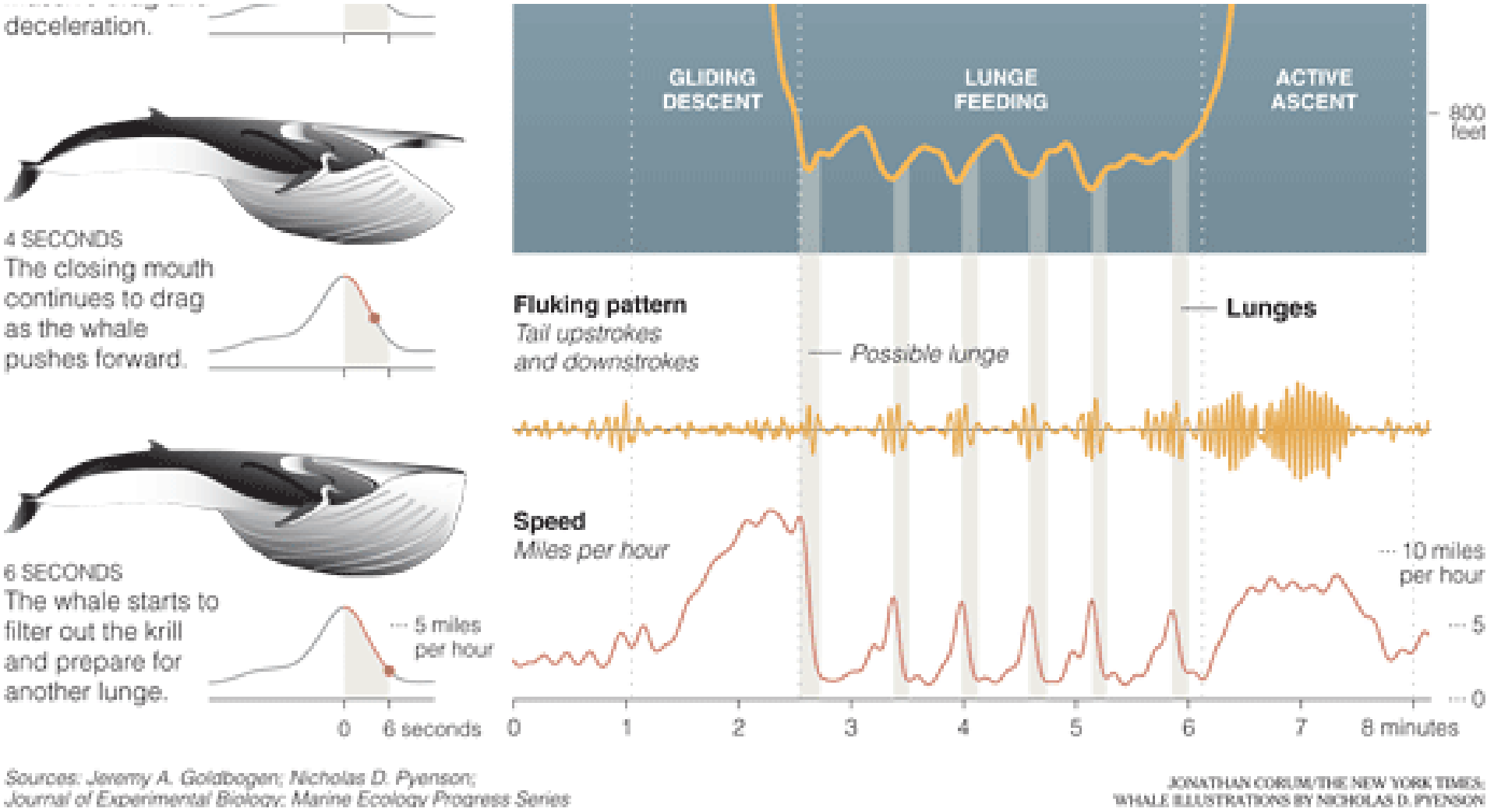


The New York Times
December 11, 2007



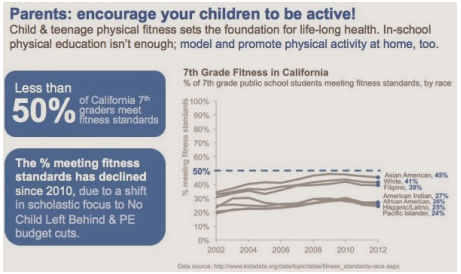


The New York Times
December 11, 2007

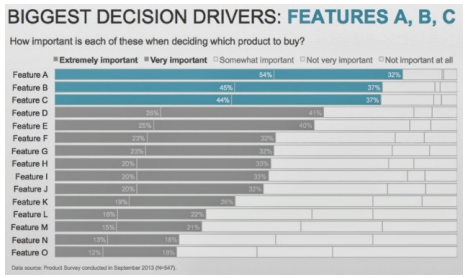


The New York Times
December 11, 2007

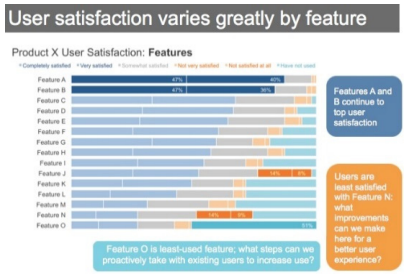
Finding the story in the data



[Emphasizing one story de-emphasizes another](#)
Cole Nussbaumer

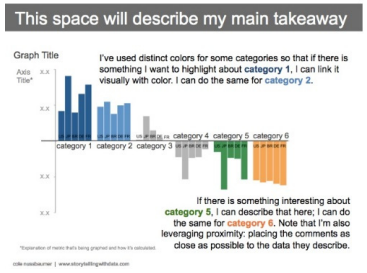


[Show the right amount of detail](#)

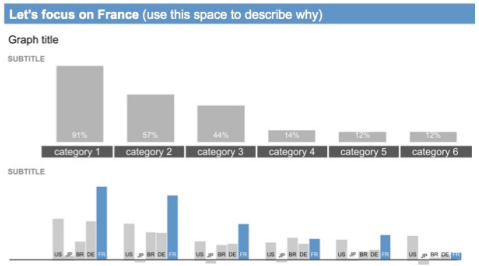


[Choose the order of the data carefully](#)

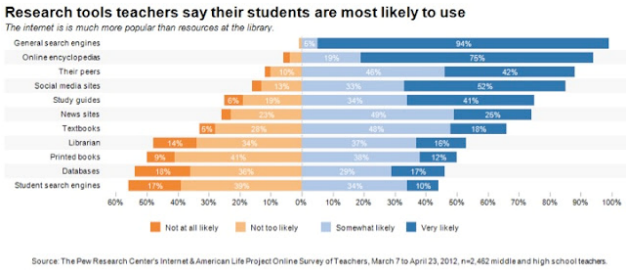
Finding the story in the data



[Group data to tell a story]



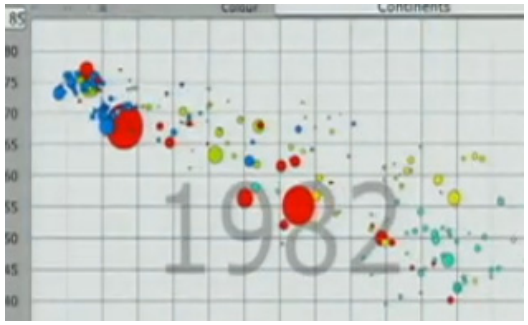
[More on groups]



[Several submissions]

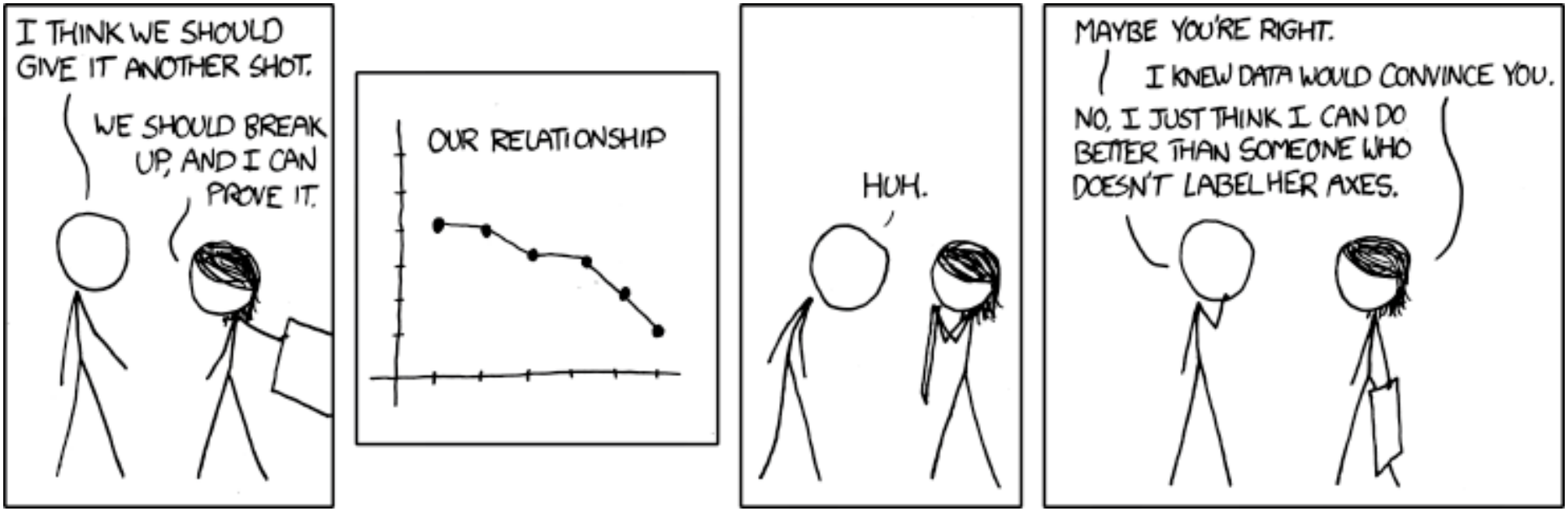
Finding the story in the data

[The beauty of data visualization]
David McCandless
first 5 minutes



[World fertility and life expectancy]
Hans Rosling
first 5 minutes

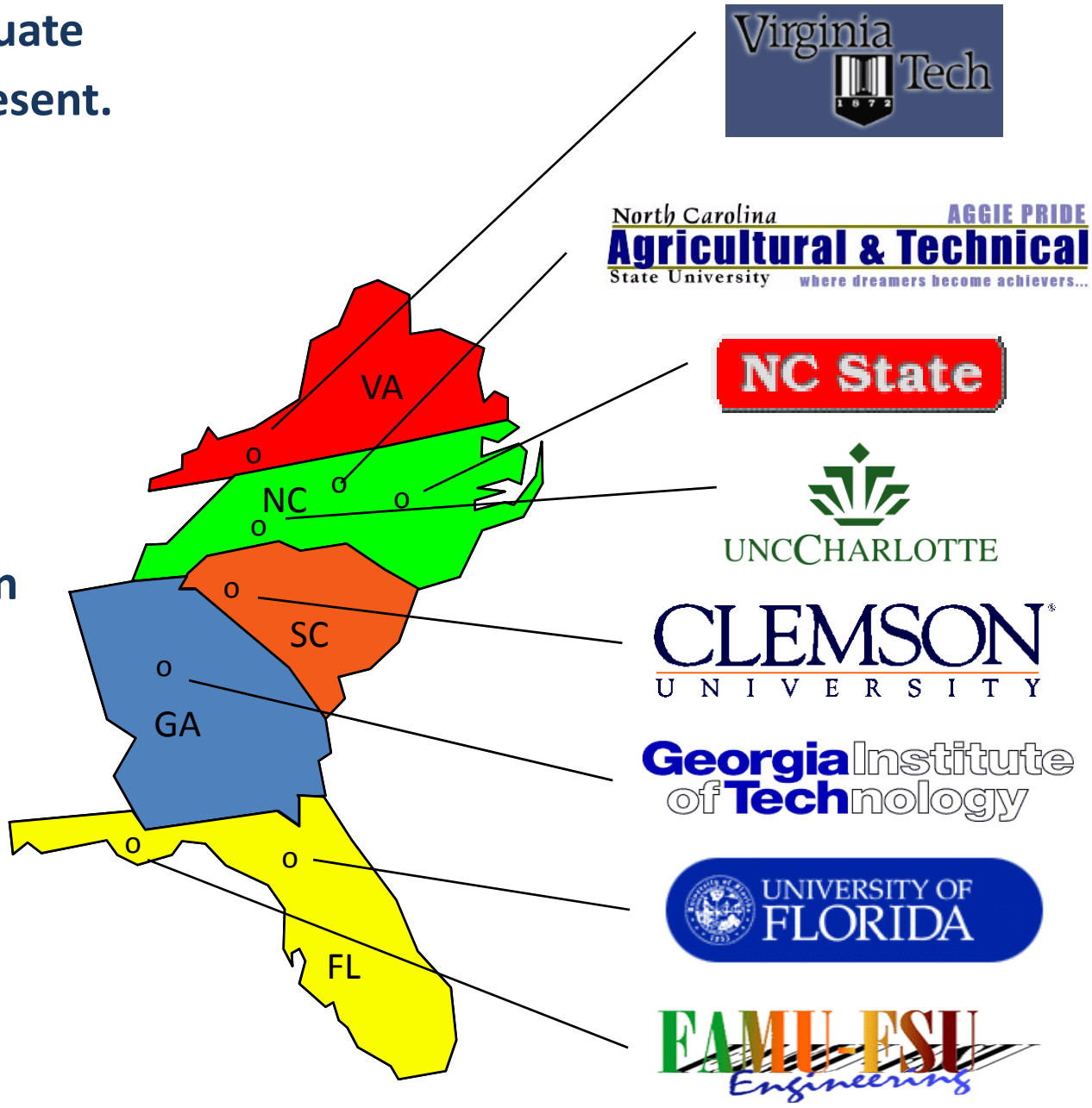
Explaining an unfamiliar design to an audience



857,001 undergraduate students, 1987– present.

135,860 enrolled in engineering

71,277 received a bachelor's degree in engineering.



For Engineering matriculants, 6-year graduation rates in Engineering are generally higher for women than for men.

	Number matriculating in ENGR			% Grad in 6 years in ENGR	
Race/ethnicity	Women	Men	Total	Women	Men
Asian	1001	3927	4928	62 %	61 %
Black	3957	6624	10581	49 %	41 %
Hispanic	390	1607	1997	55 %	53 %
Native-Am	68	258	326	47 %	45 %
White	9997	45291	55288	54 %	55 %

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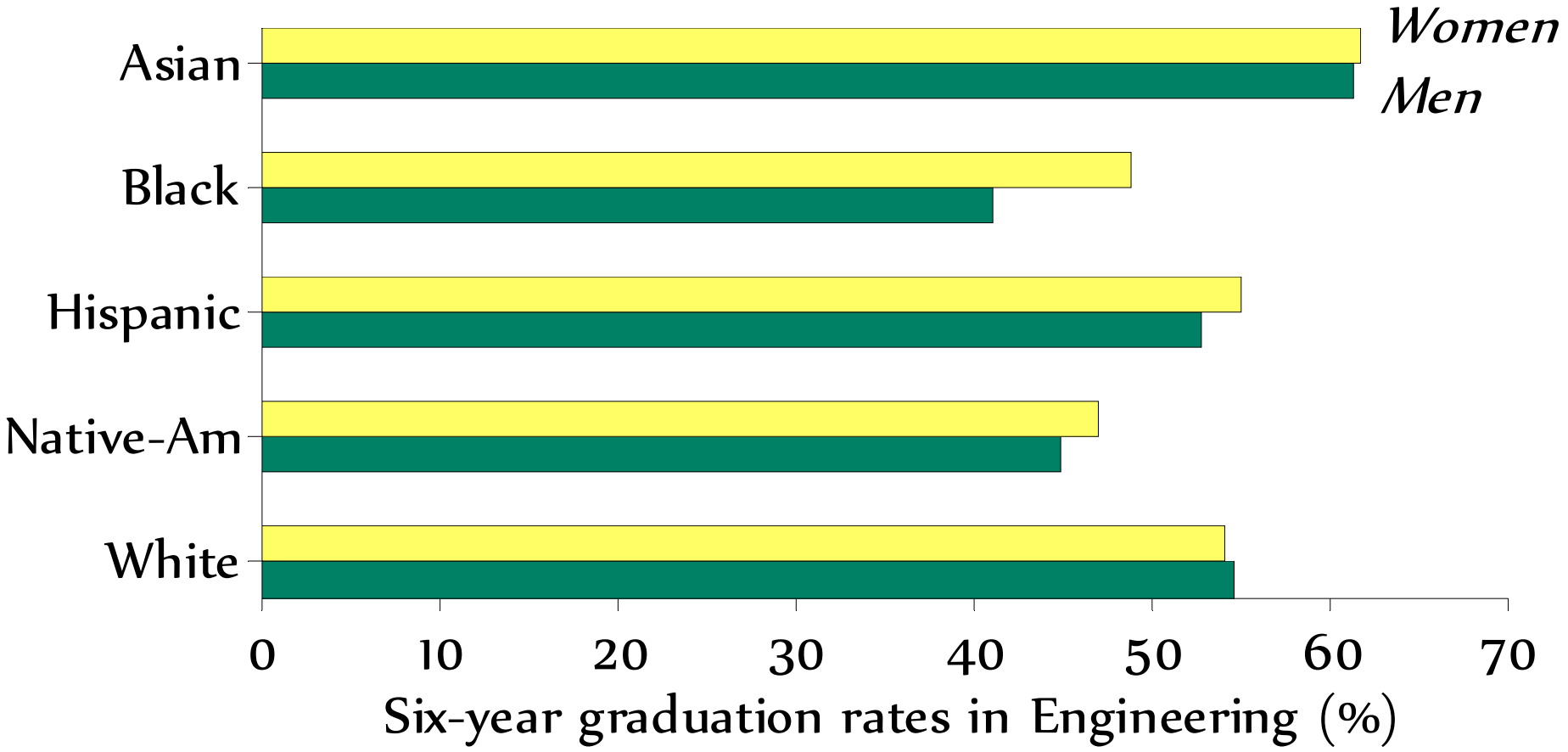

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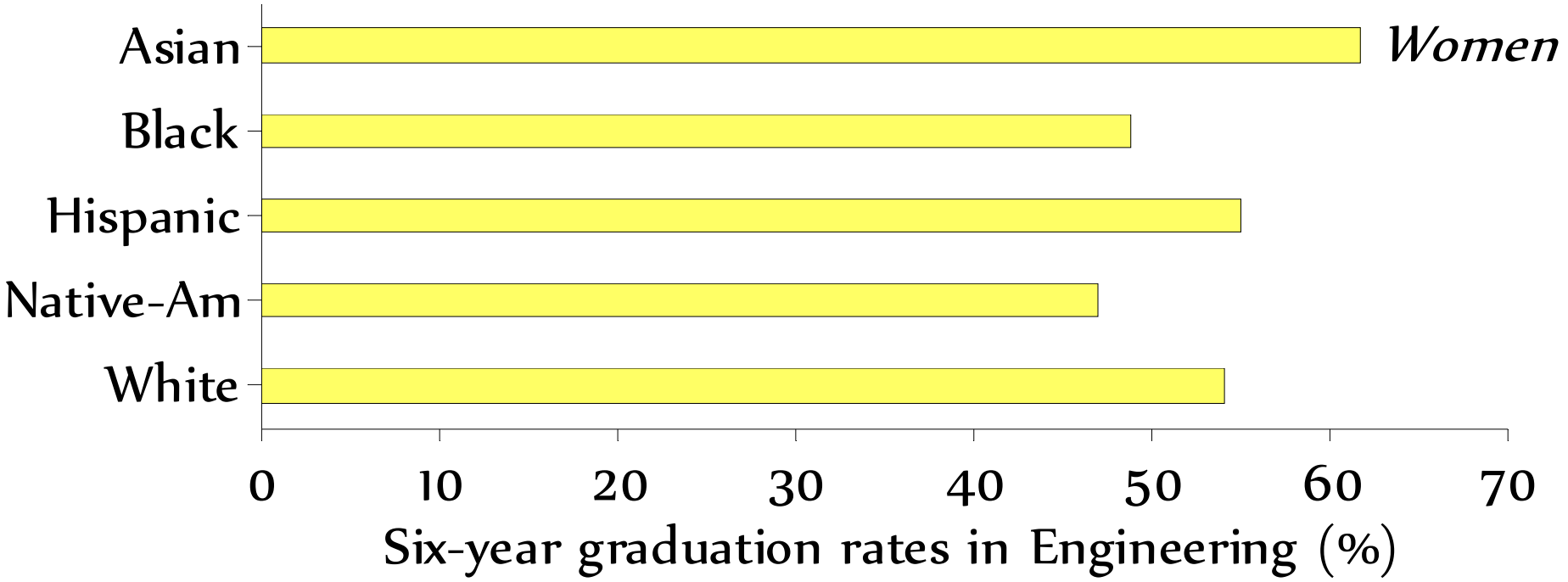

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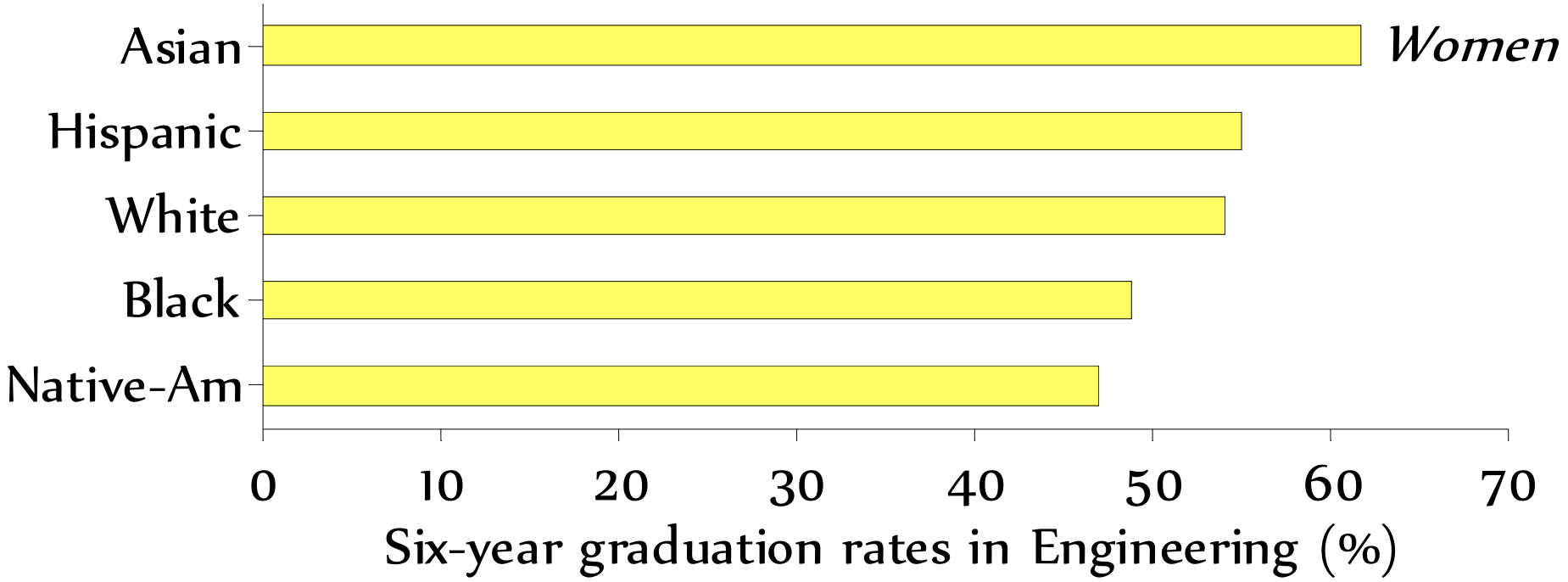

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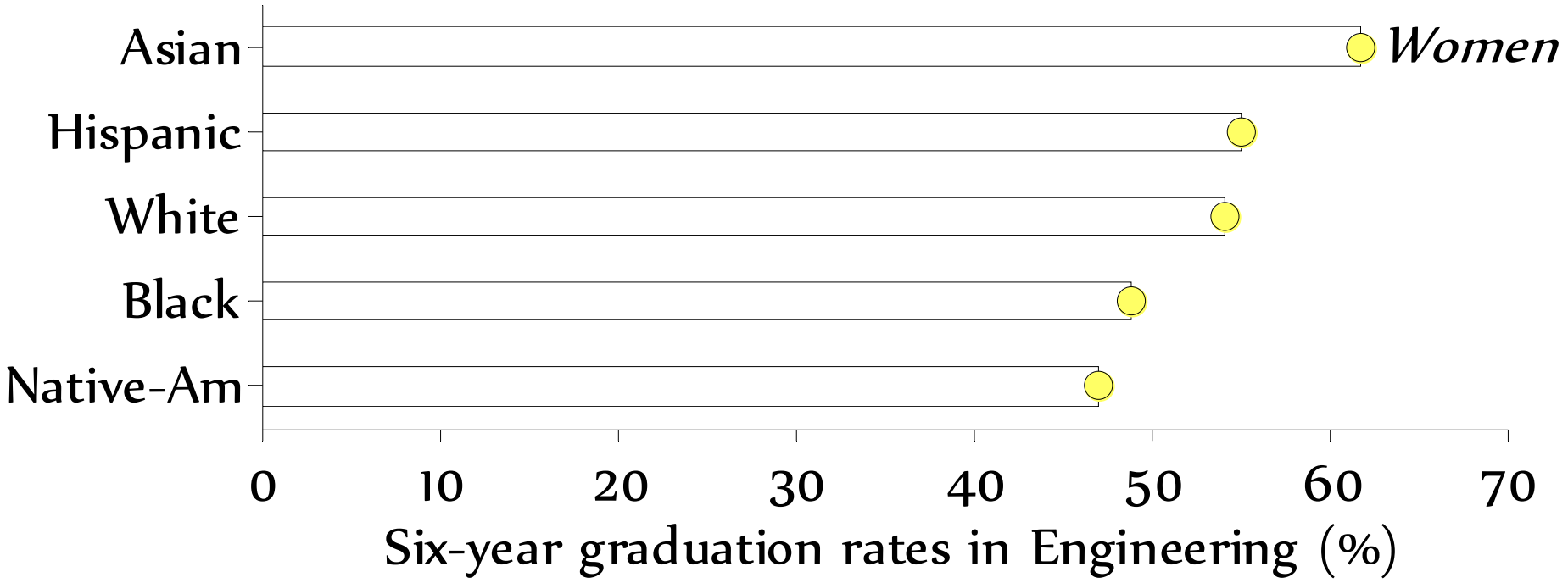

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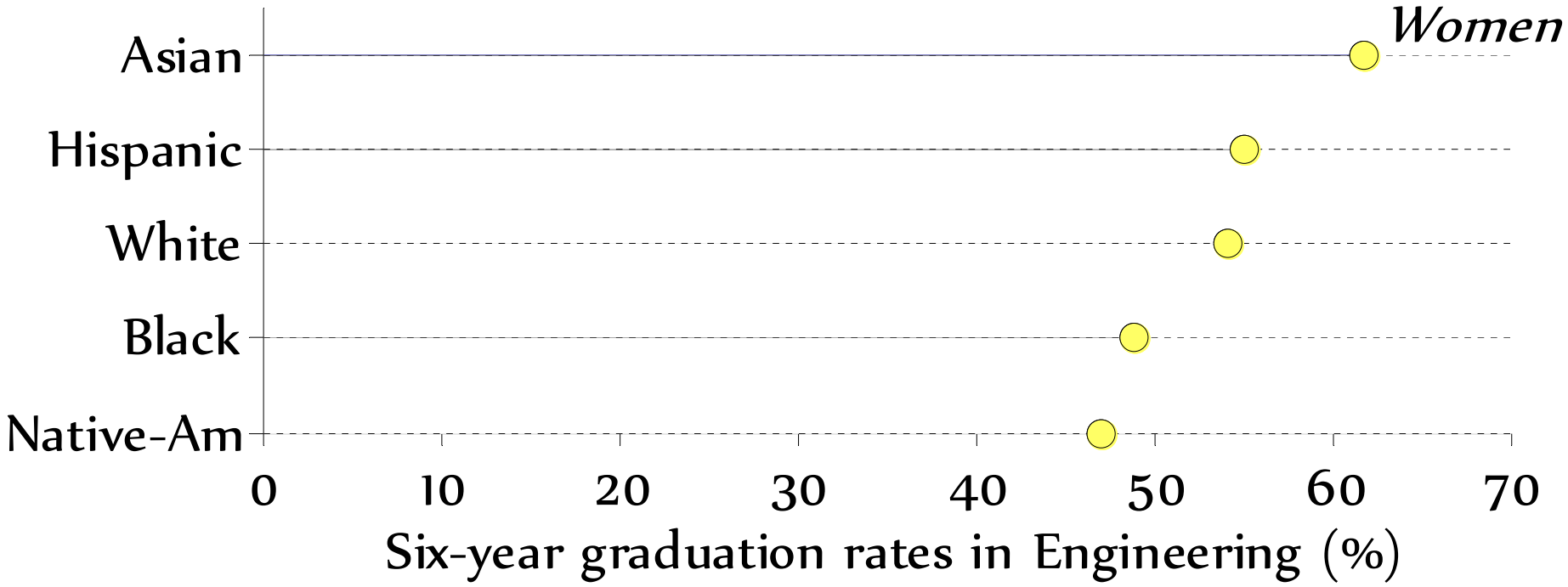

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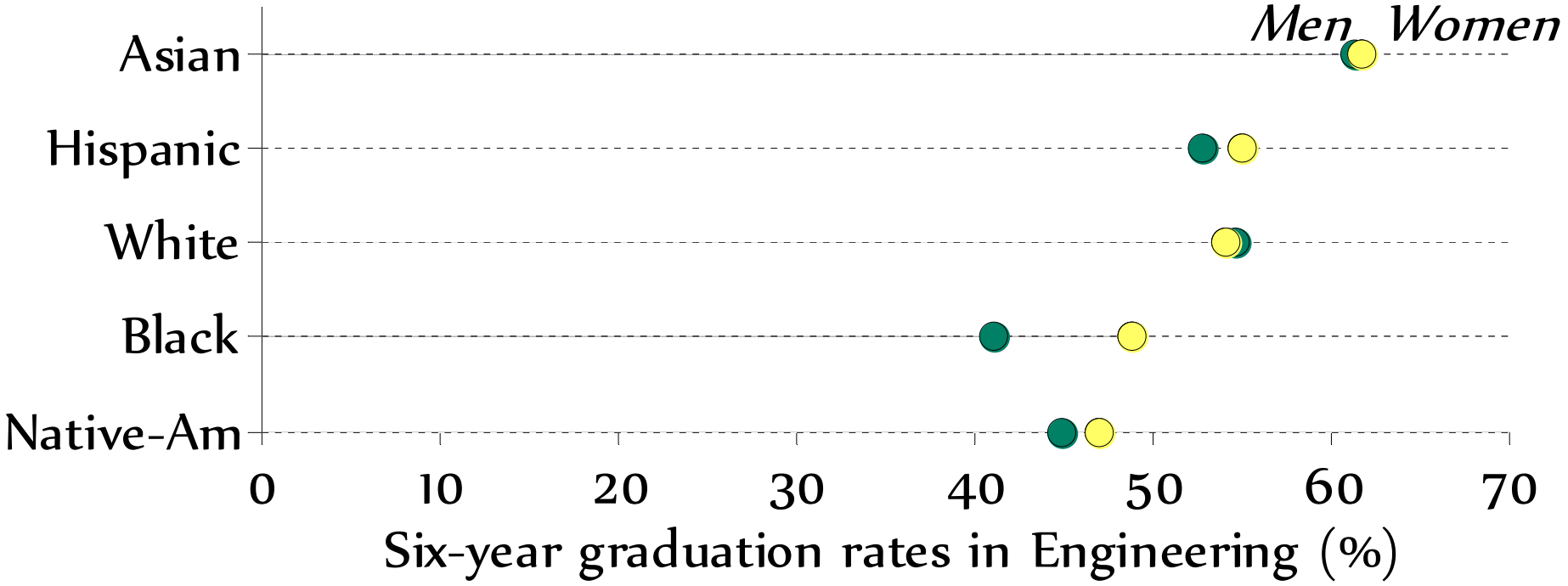
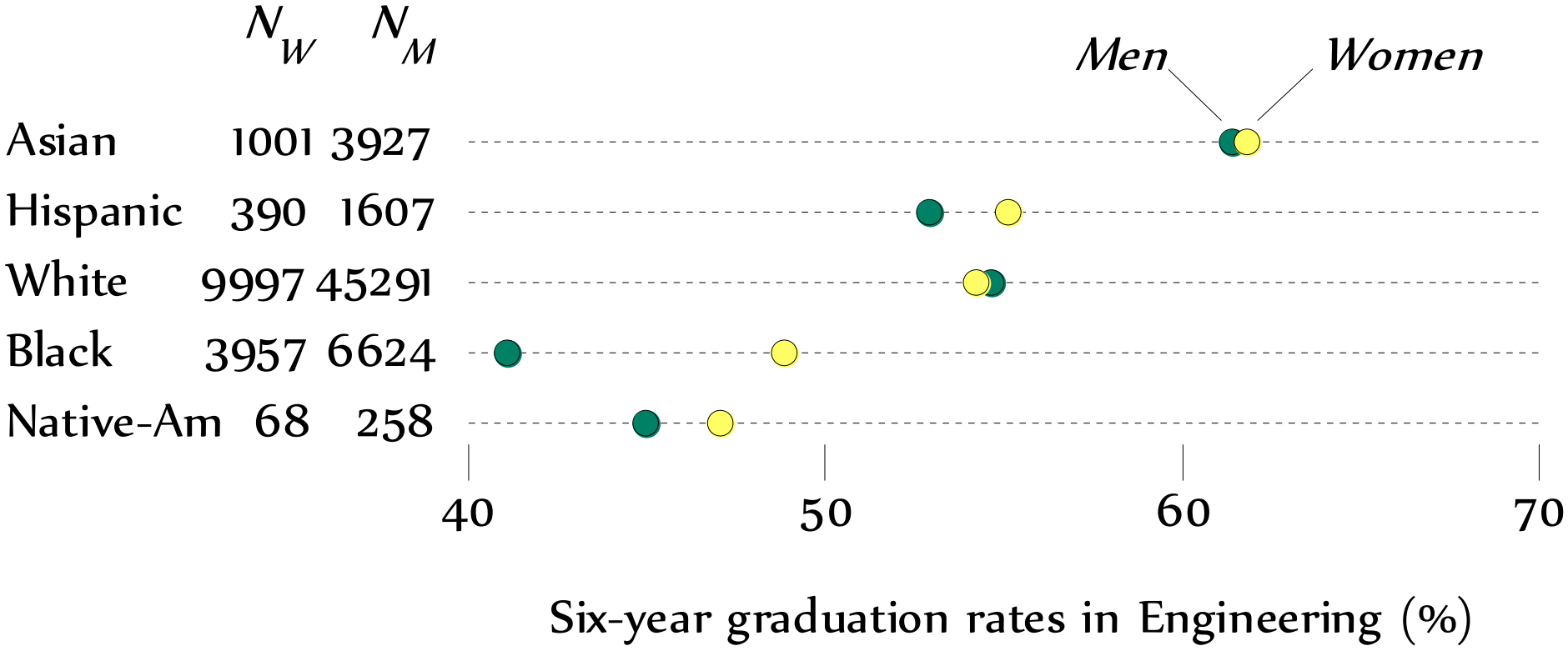
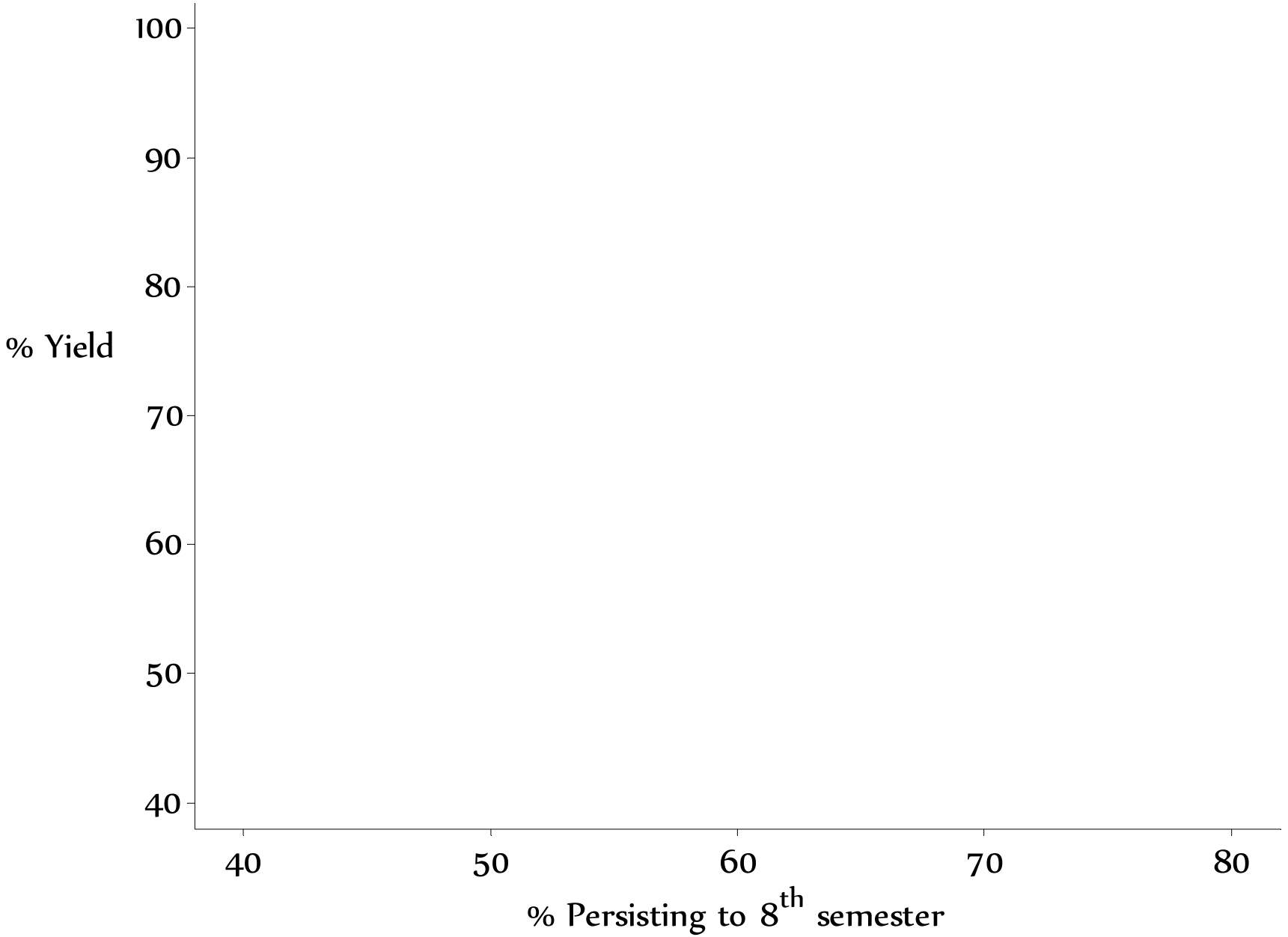


This display contains all the information in the original table.

All Engineering Matriculants



“Success” is a complex story.



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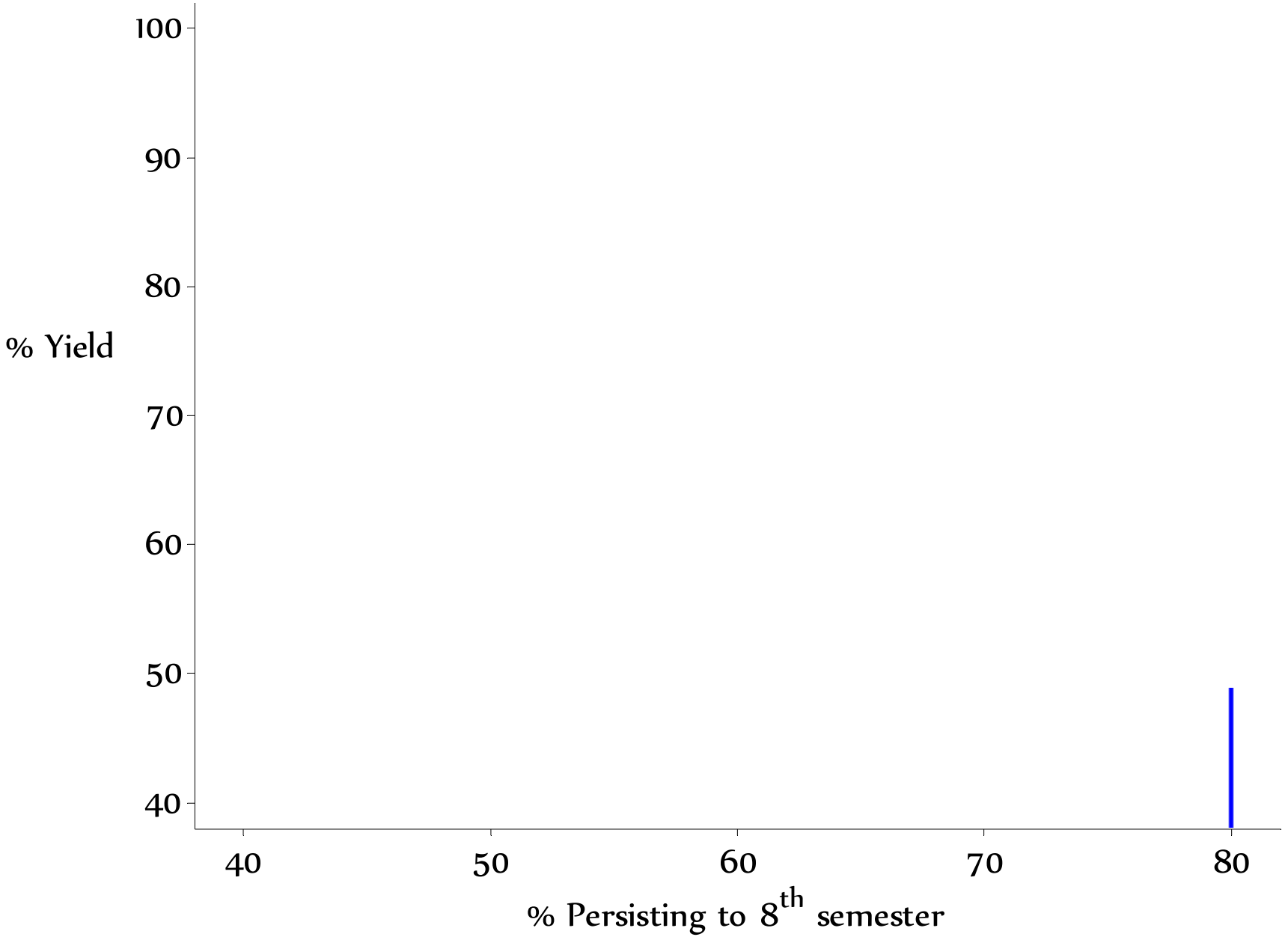

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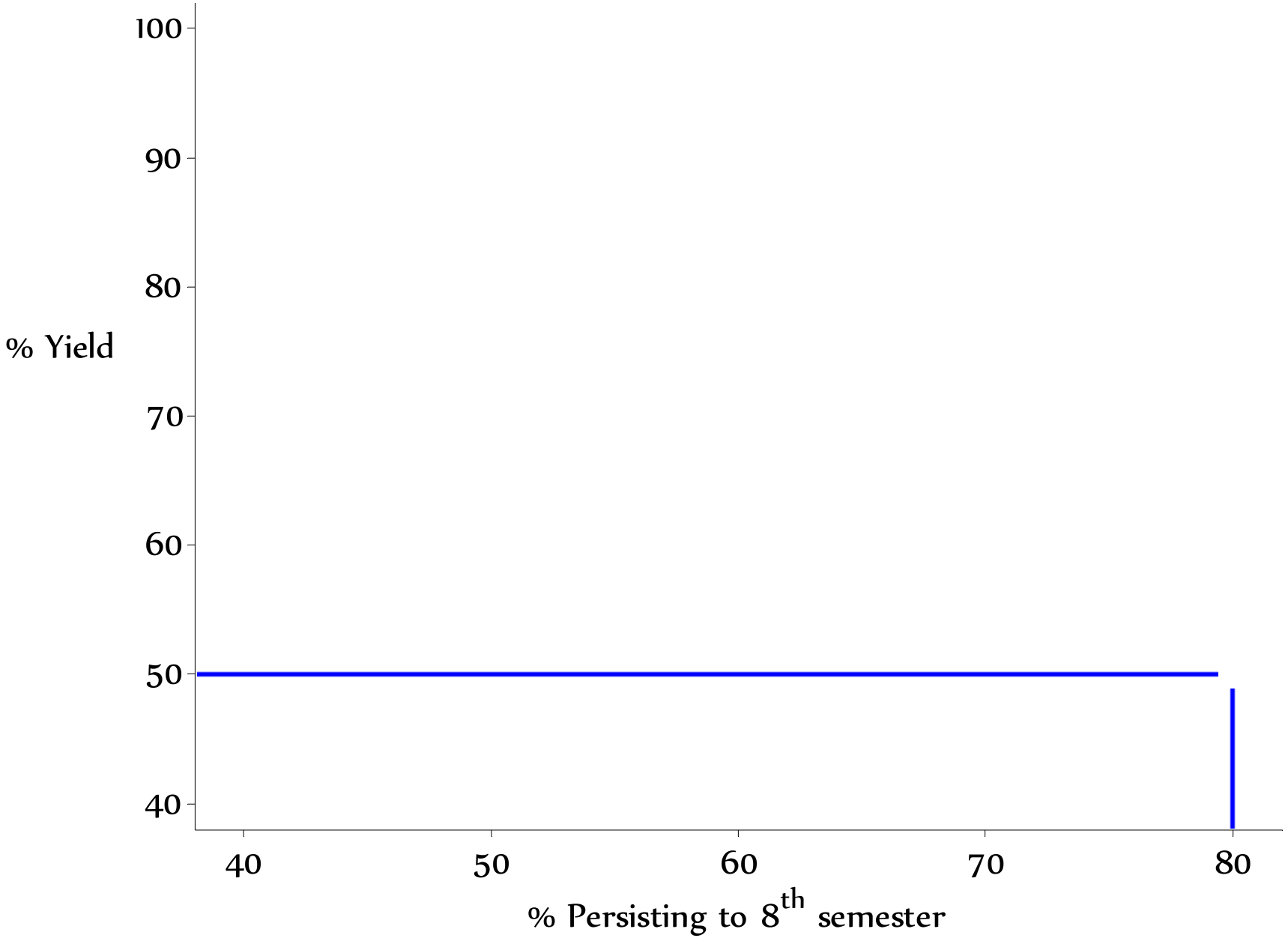

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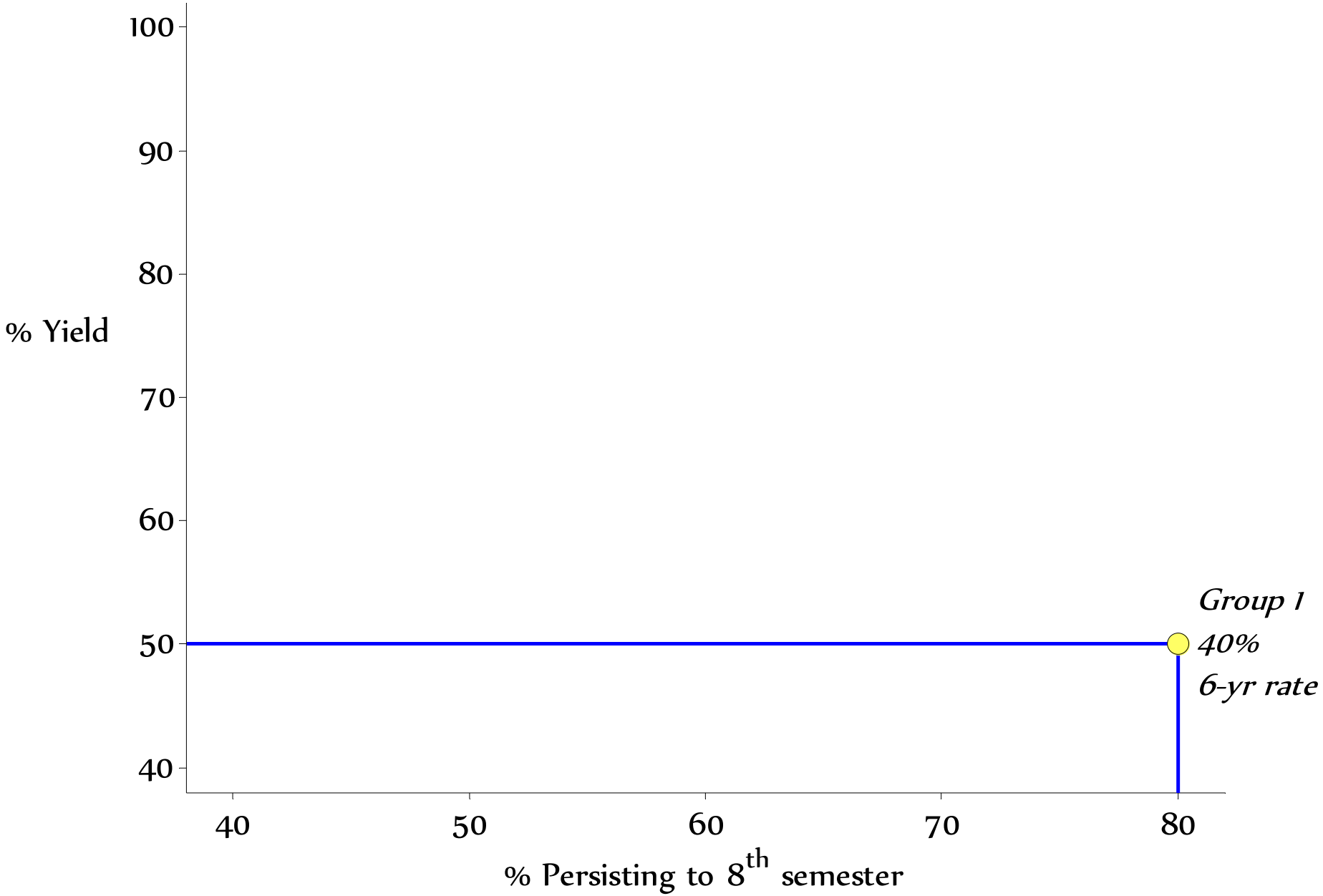

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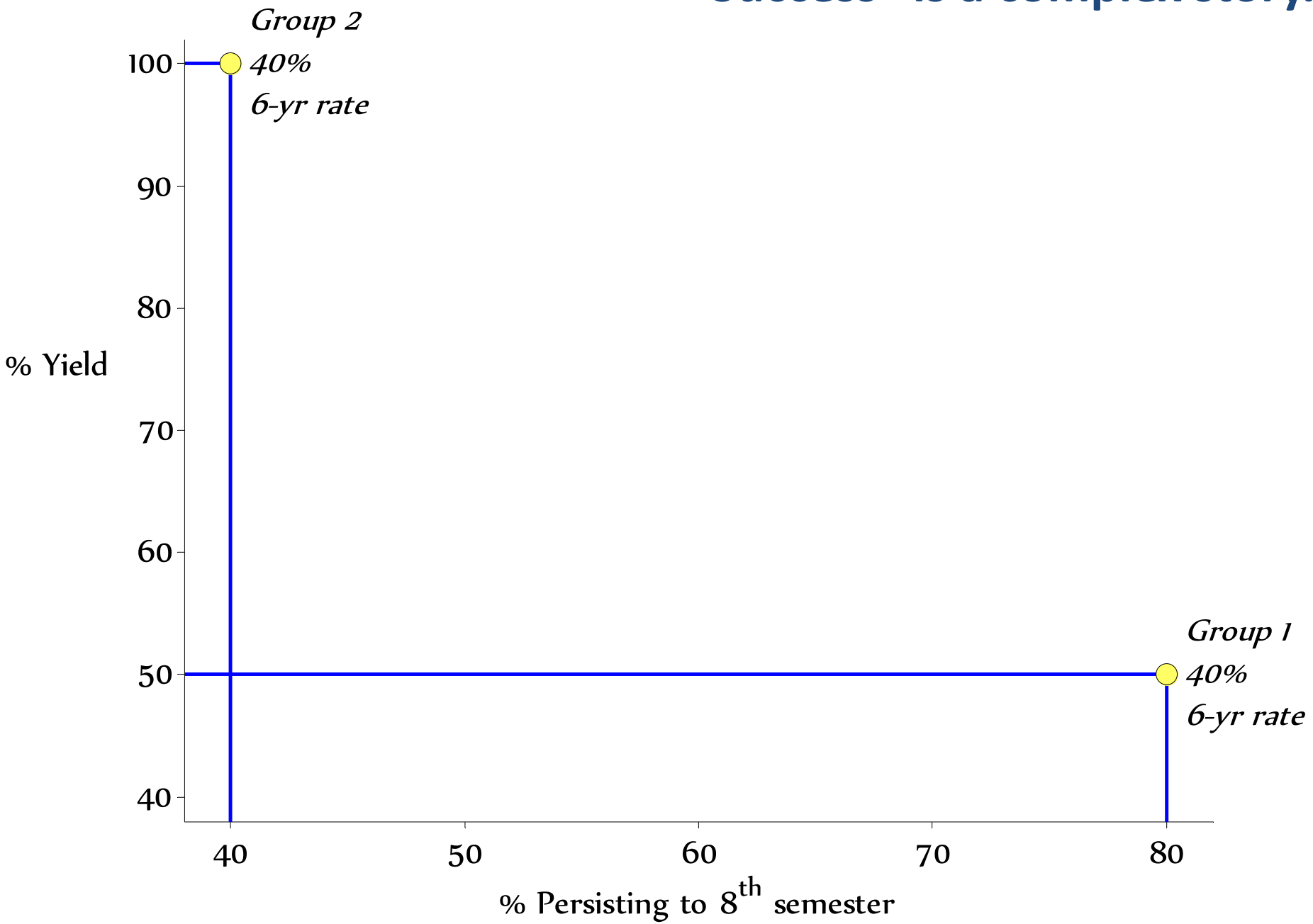

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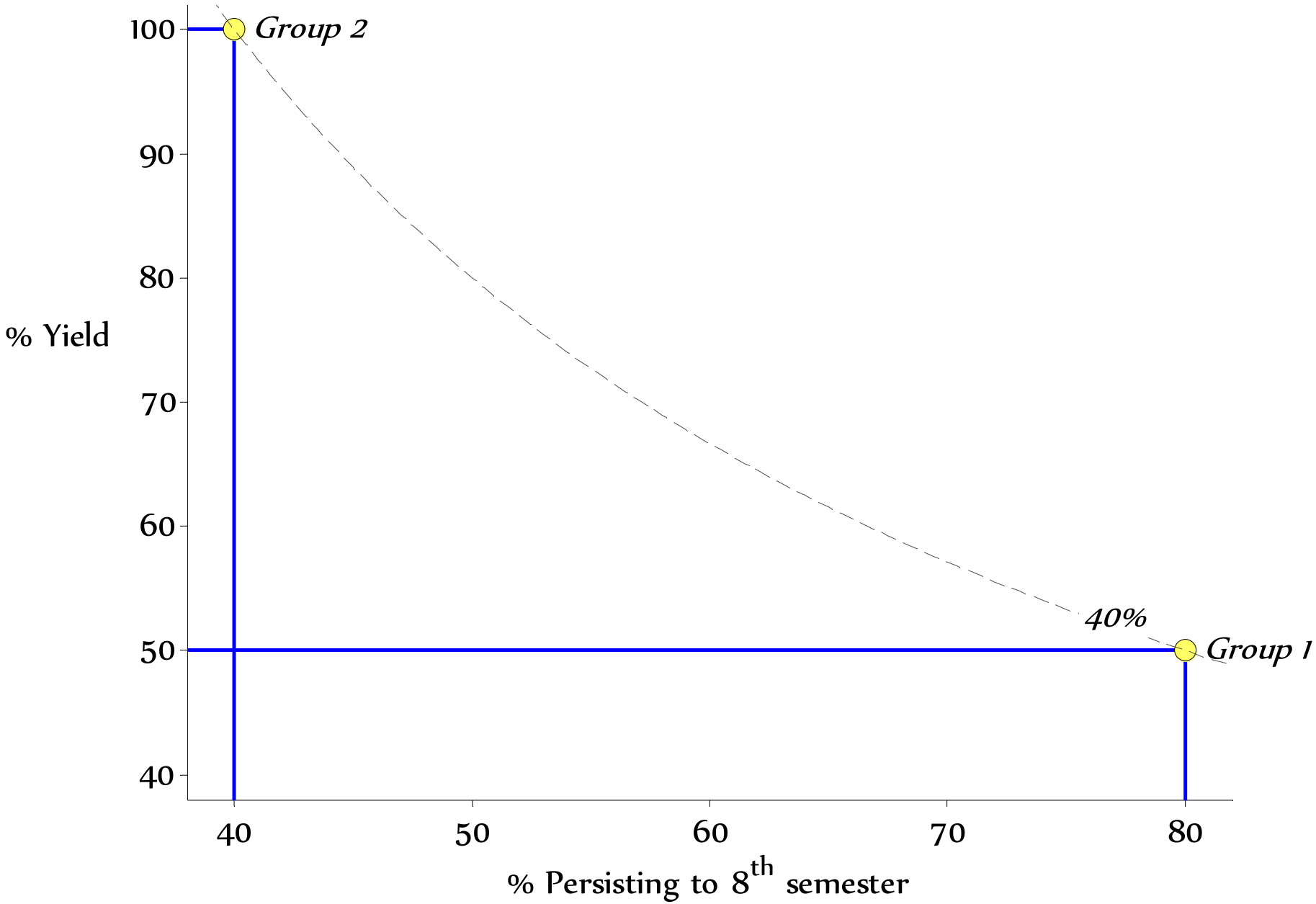

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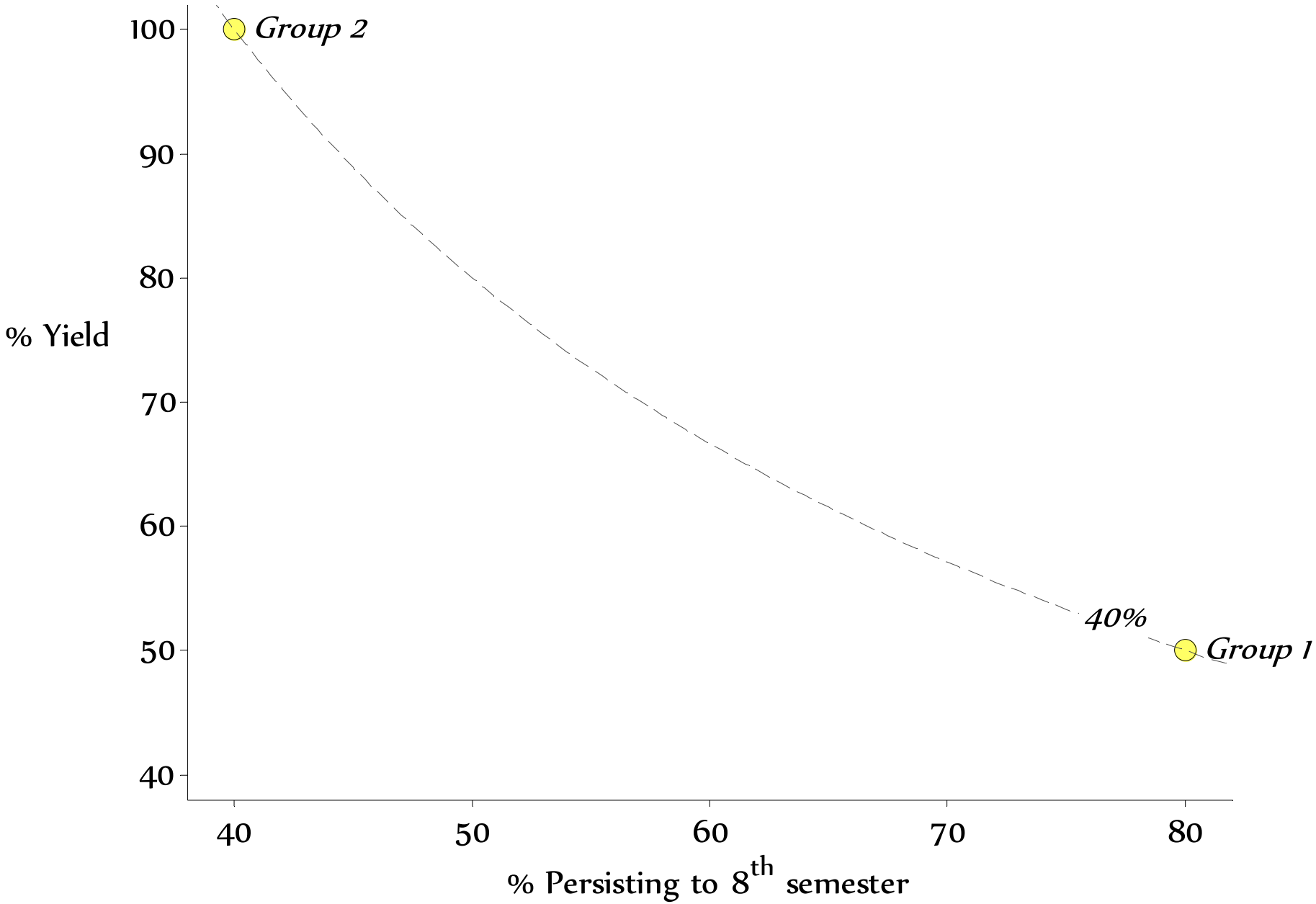

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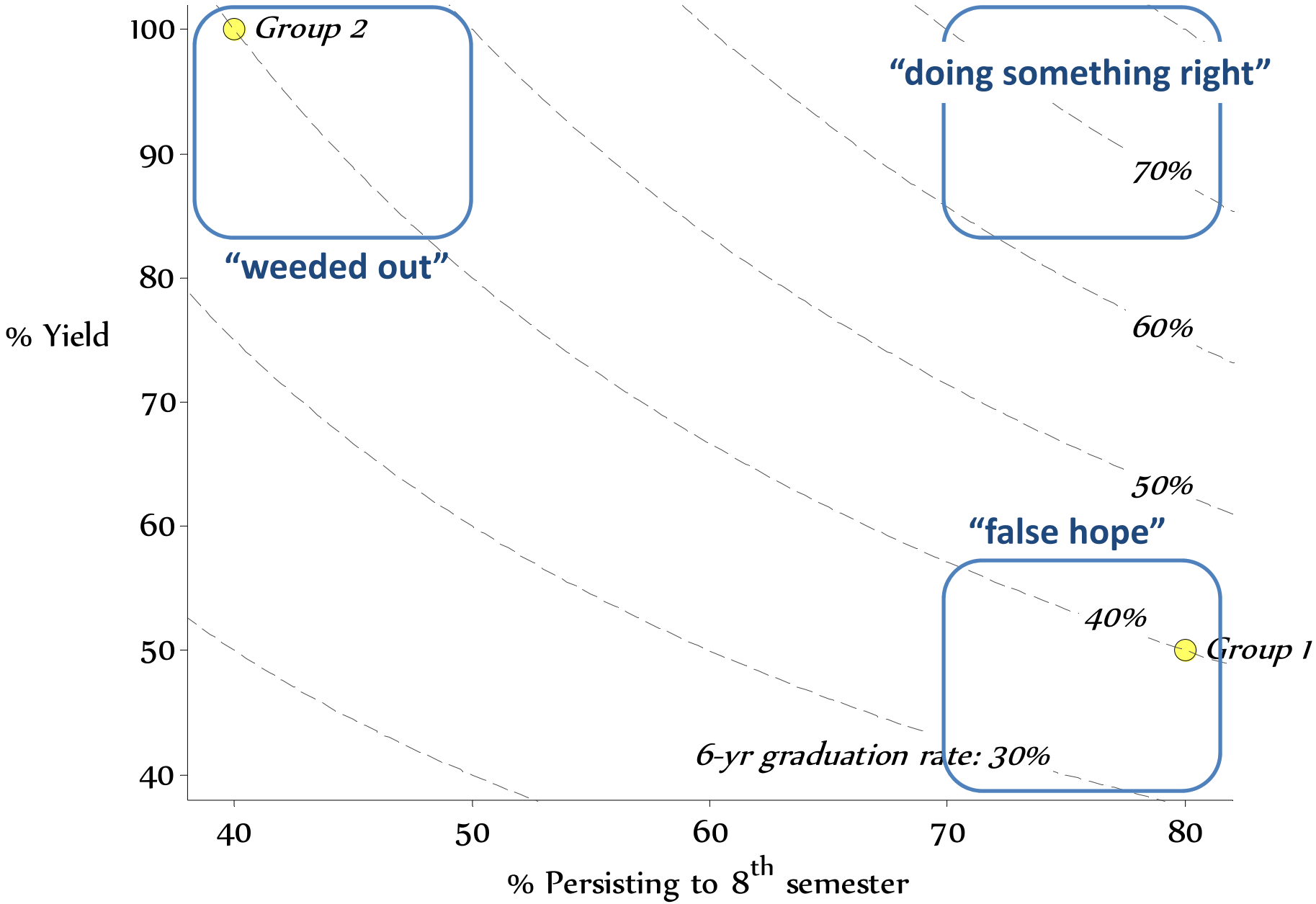

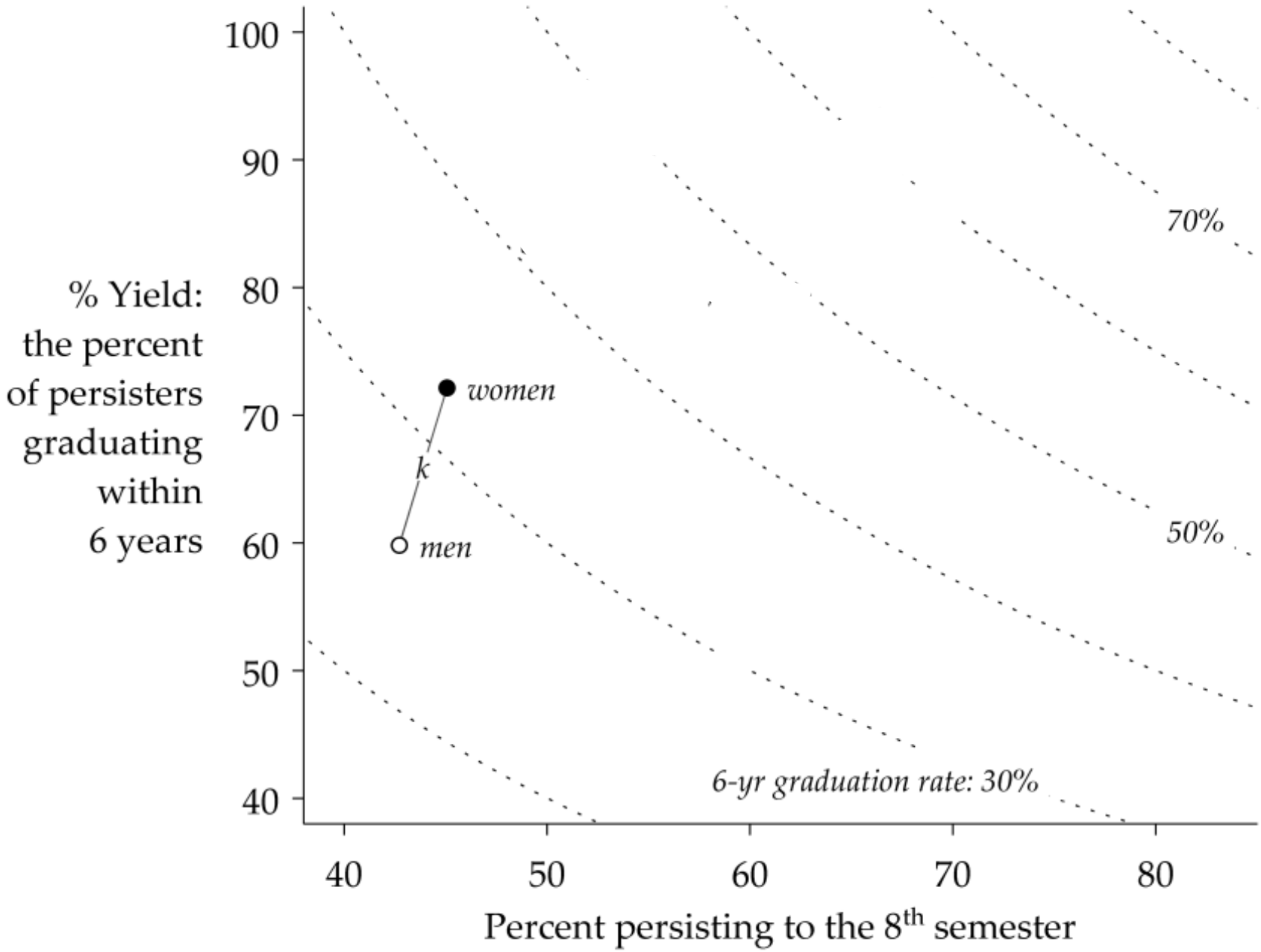
% Yield: the percent of persisters graduating within 6 years
100
90
80
70
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70%
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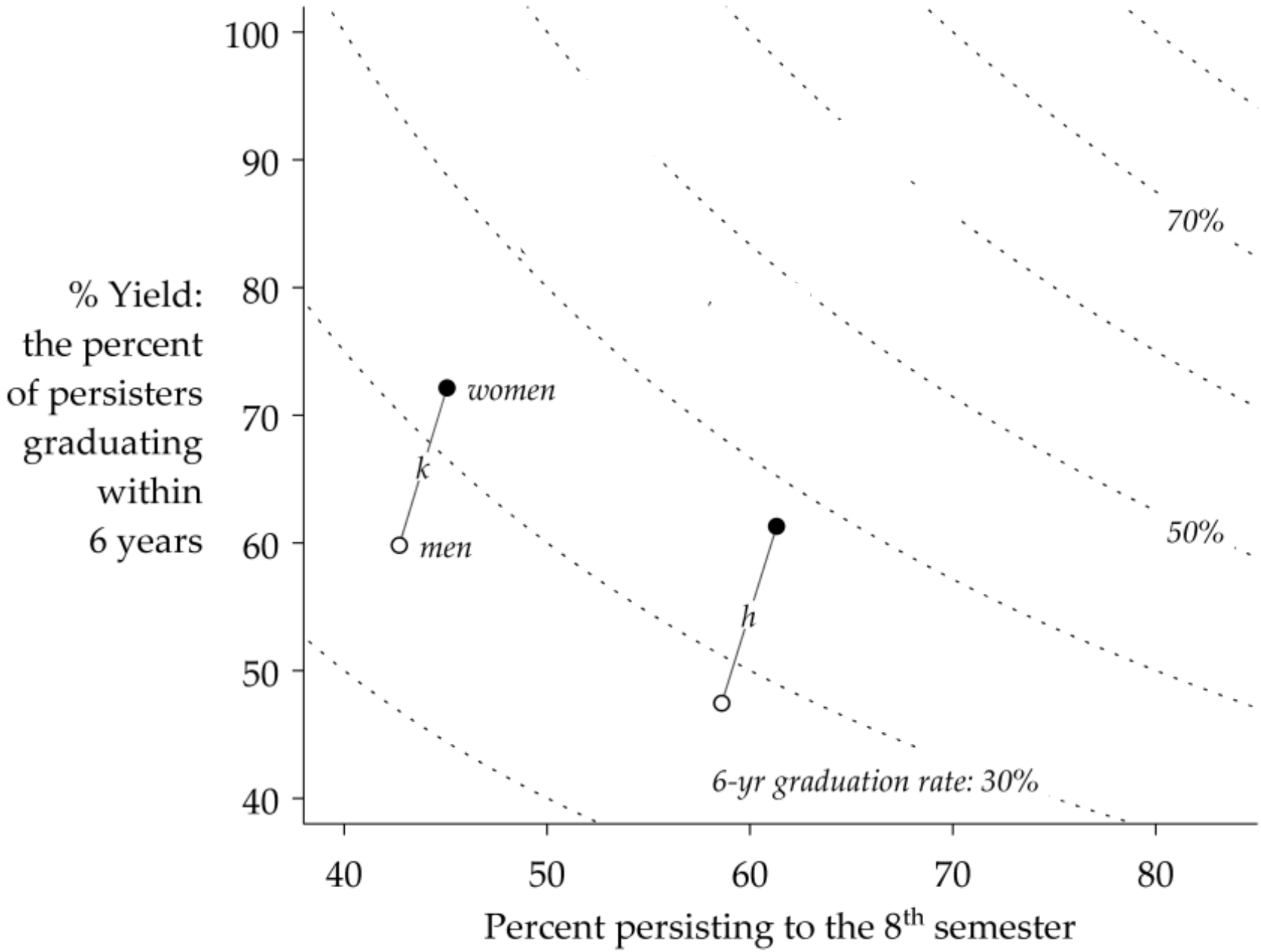
women
k
men
6-yr graduation rate: 30%
40
50
60
70
80
Percent persisting to the 8th semester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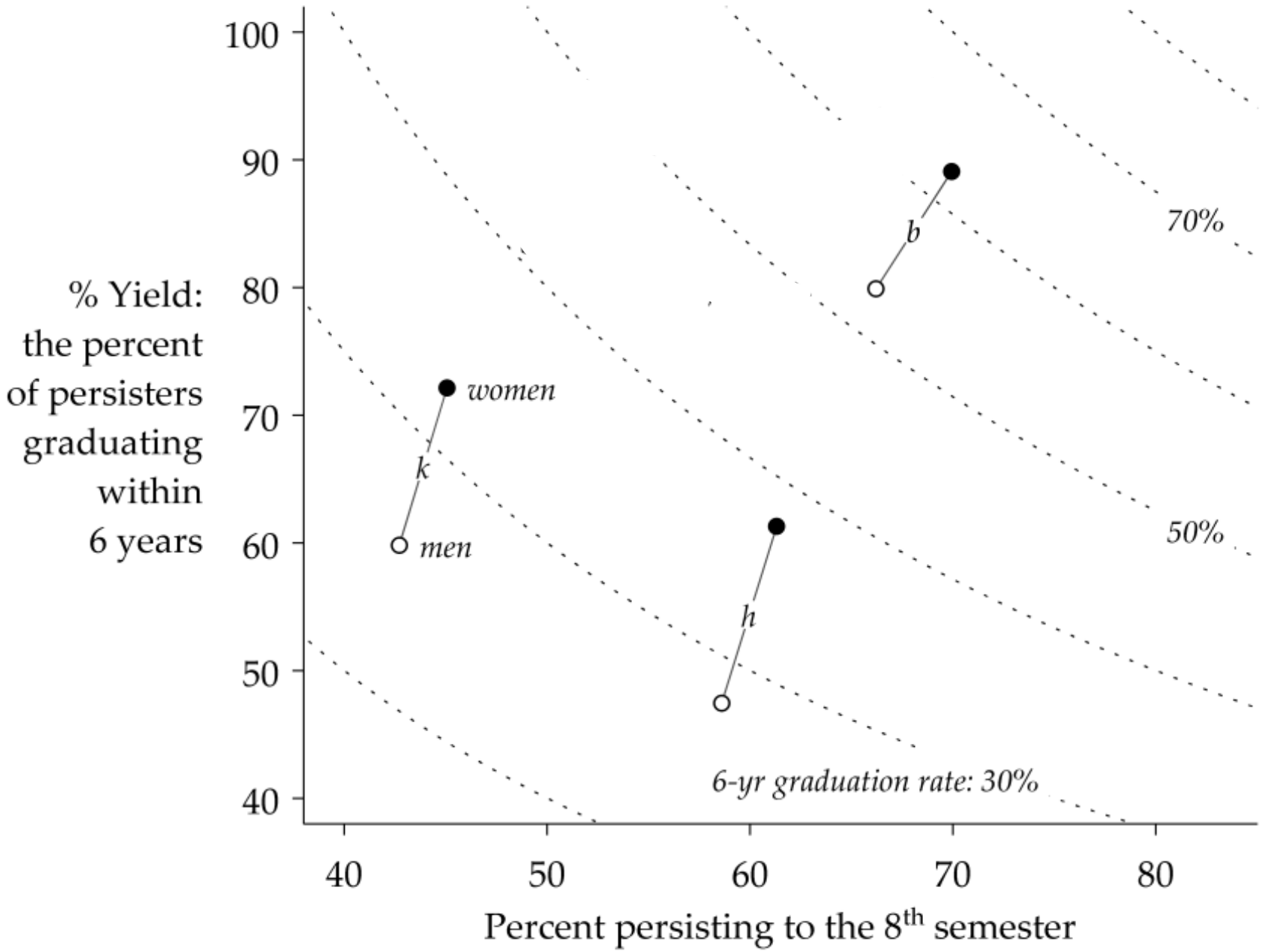
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6-yr graduation rate: 30%
b
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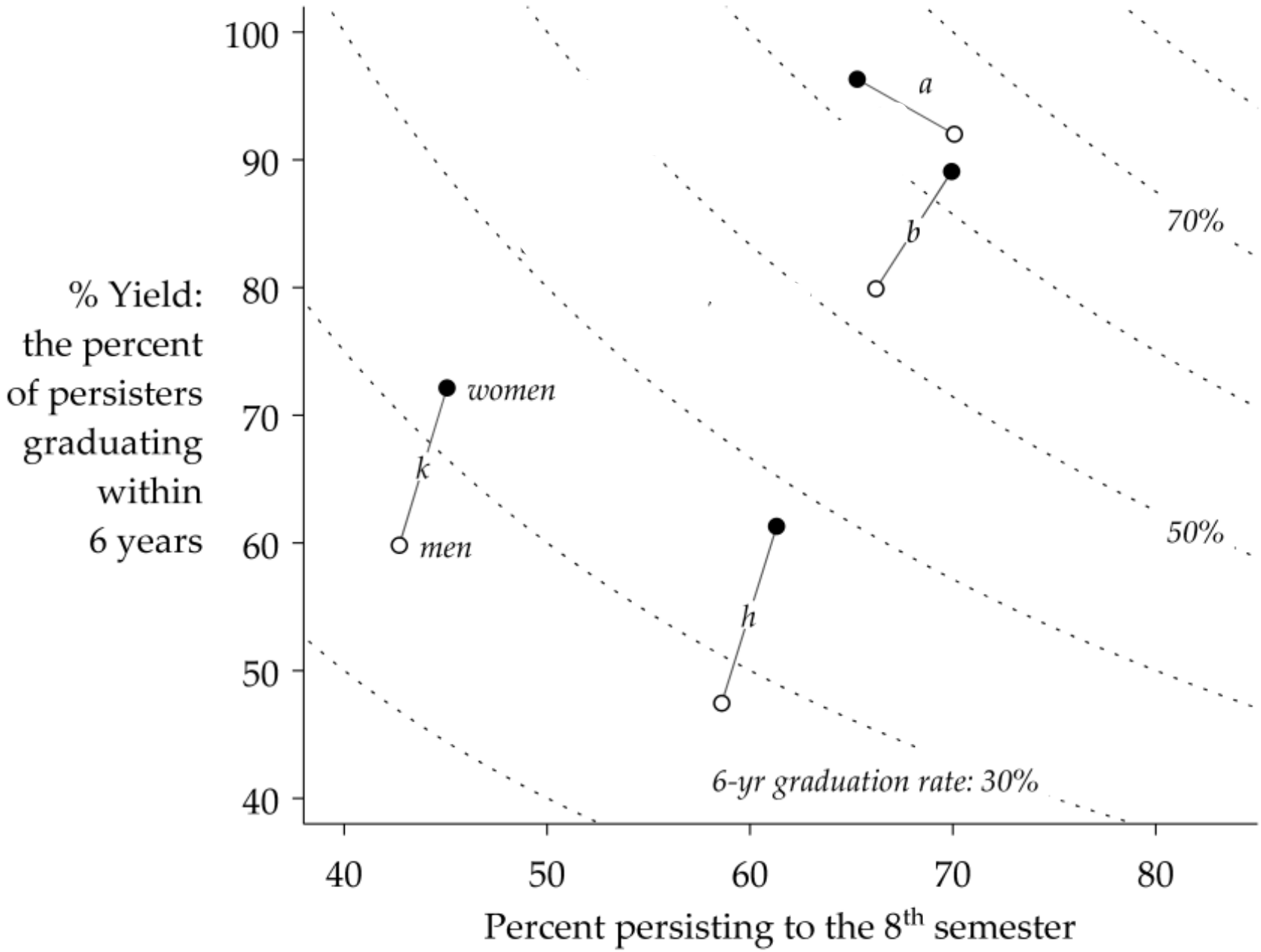
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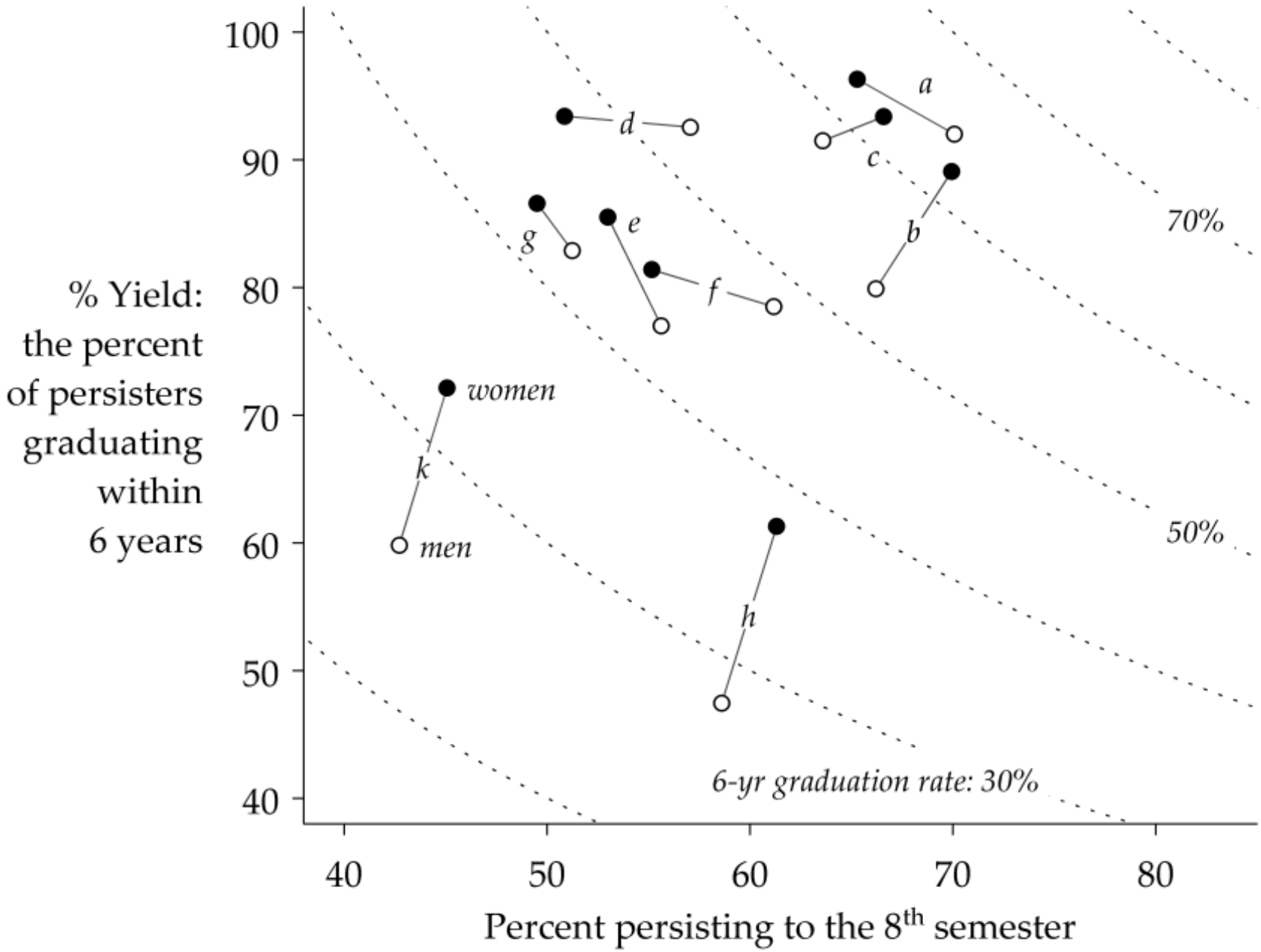
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Percent persisting to the 8th semester
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b
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f
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women
men
k
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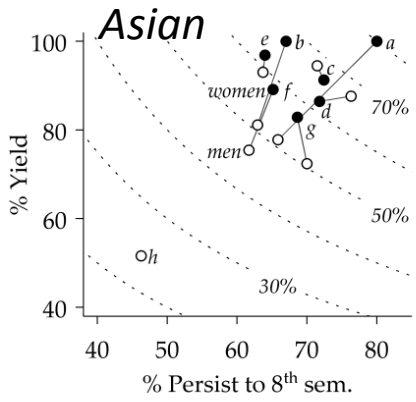
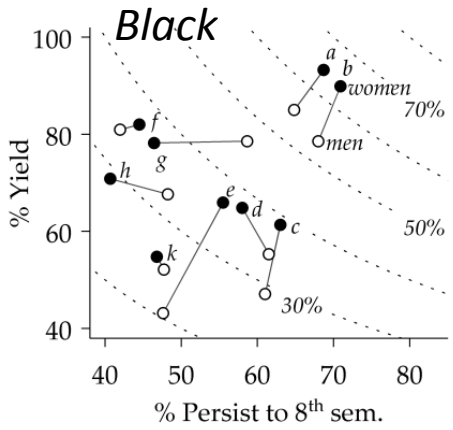
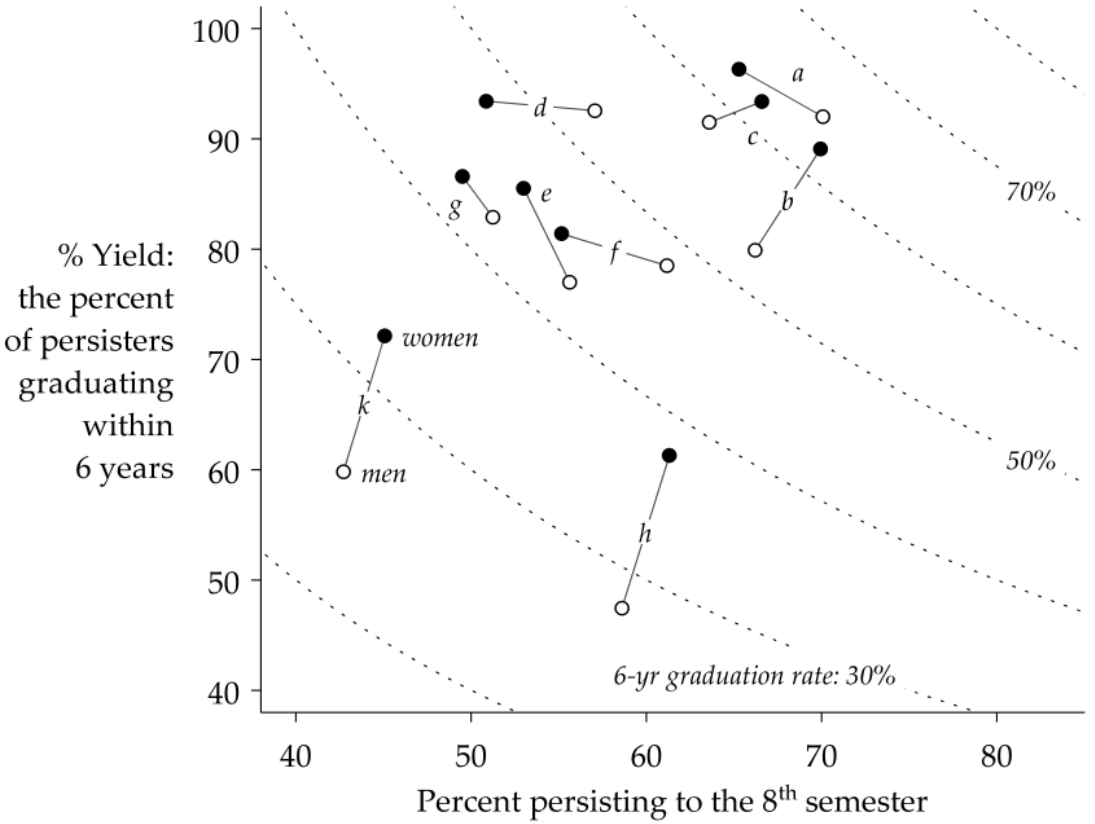

Asian
% Yield
% Persist to 8th sem.
70%
50%
30%
women
men


Black
% Yield
% Persist to 8th sem.
70%
50%
30%
women
men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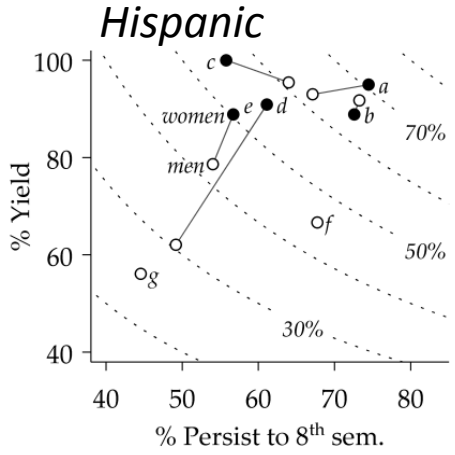
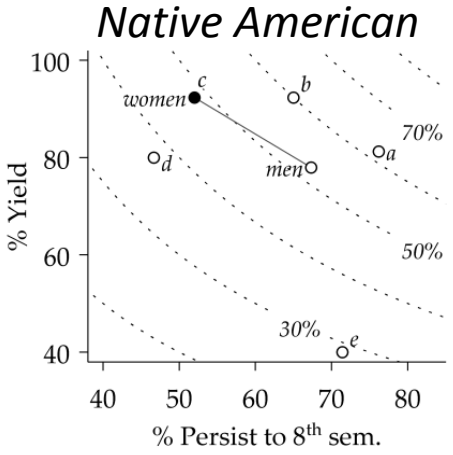
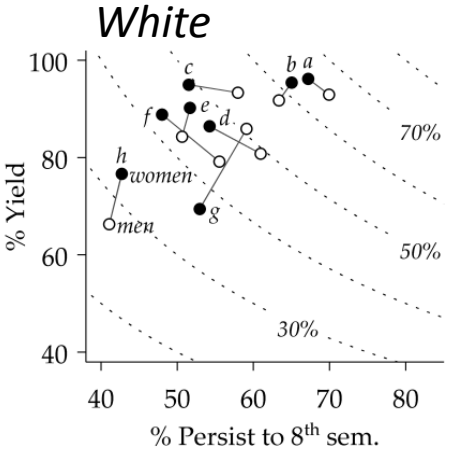

Hispanic
% Yield
% Persist to 8th sem.
70%
50%
30%
women
men


Native American
% Yield
% Persist to 8th sem.
70%
50%
30%
women
men


White
% Yield
% Persist to 8th sem.
70%
50%
30%
women
men