

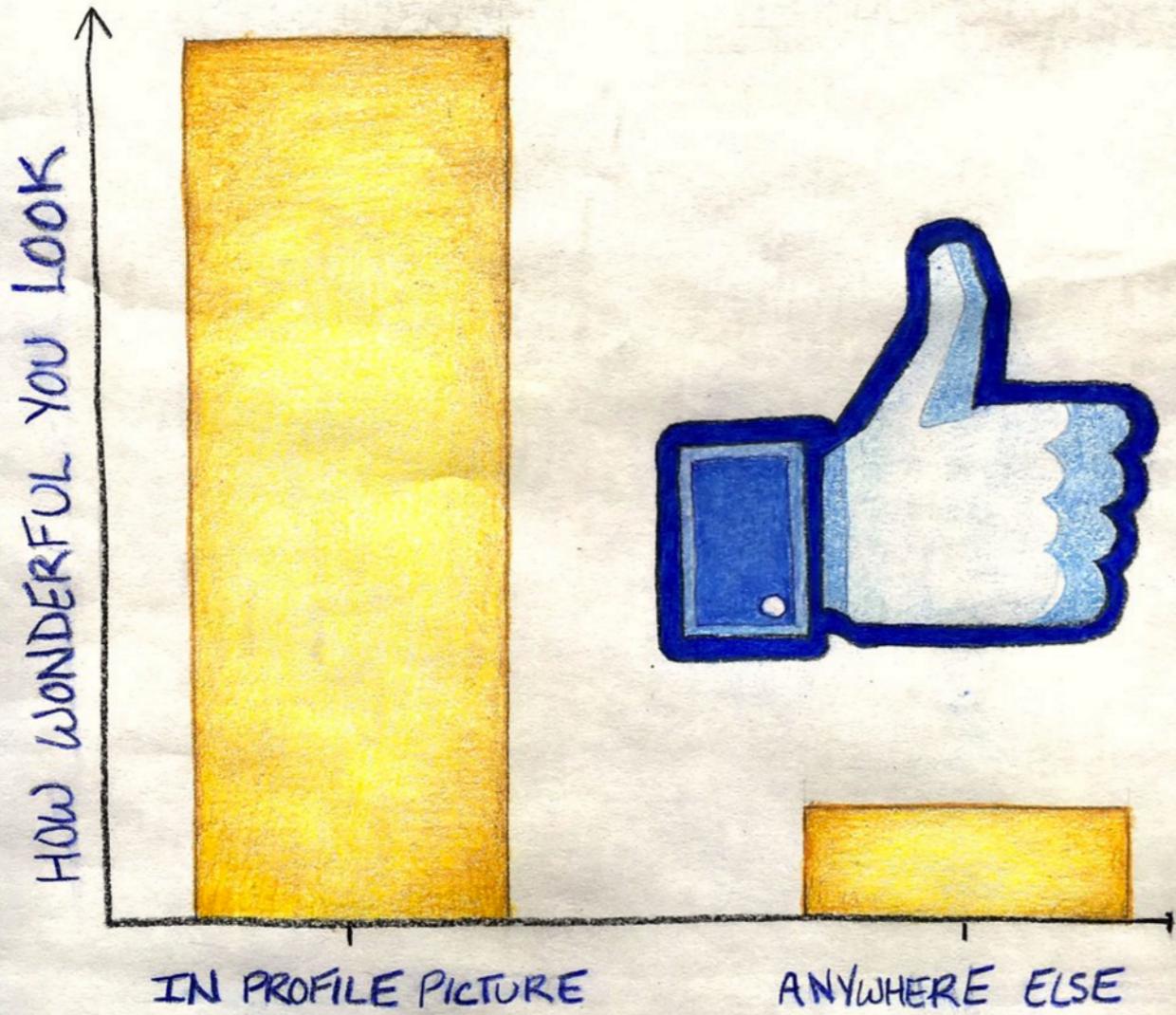
CREATING SHAREABLE, SNACKABLE DATAVIZ

NICAR 2016

AARON WILLIAMS, WAPO

BREEANNA HARE, CNN

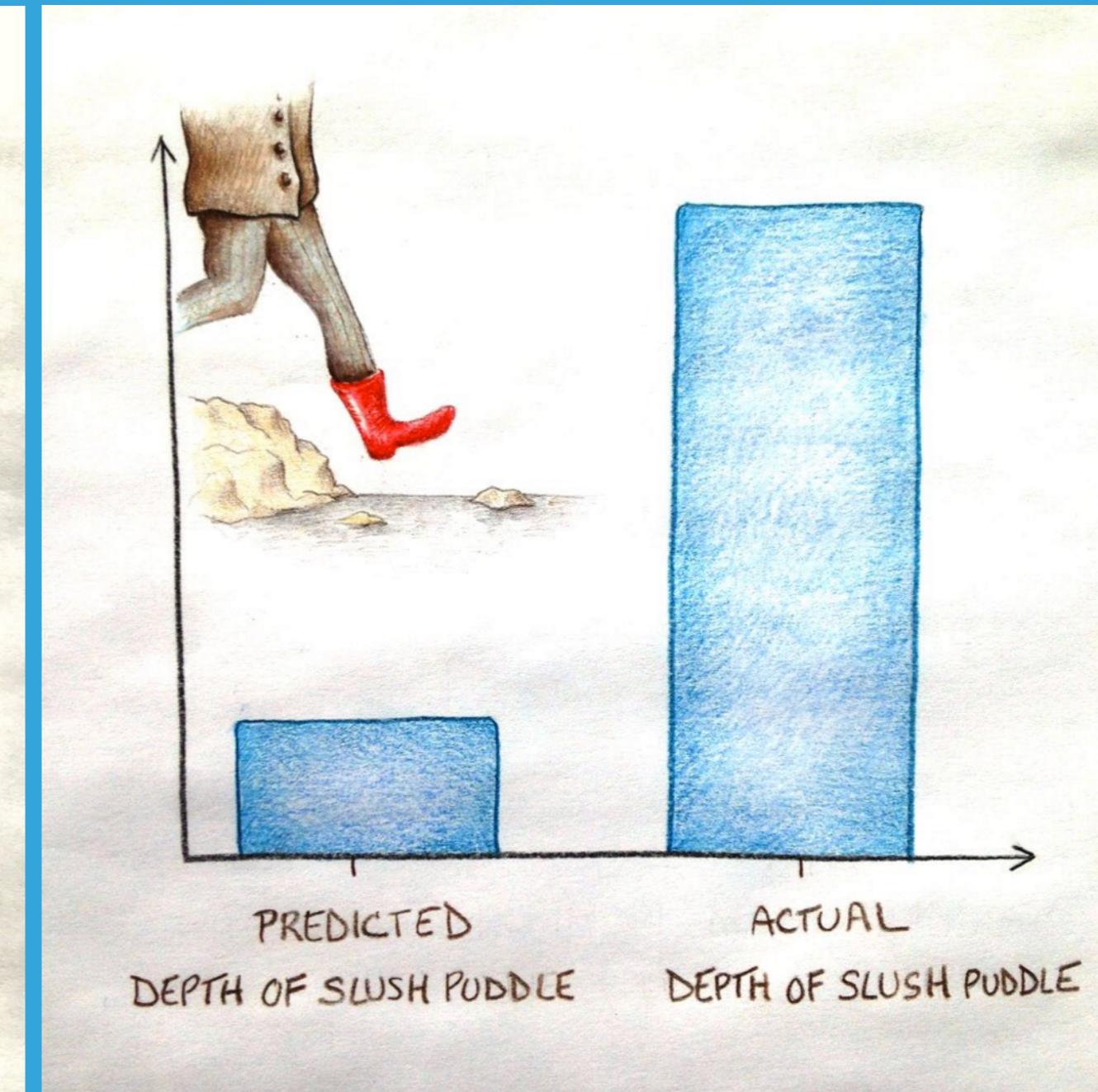
YVONNE LEOW, VOX.COM



LAST
WEEK
TONIGHT
WITH JOHN OLIVER

Last Week Tonight @LastWeekTonight · Jan 20
the math checks out. - Gary

163 483 ...

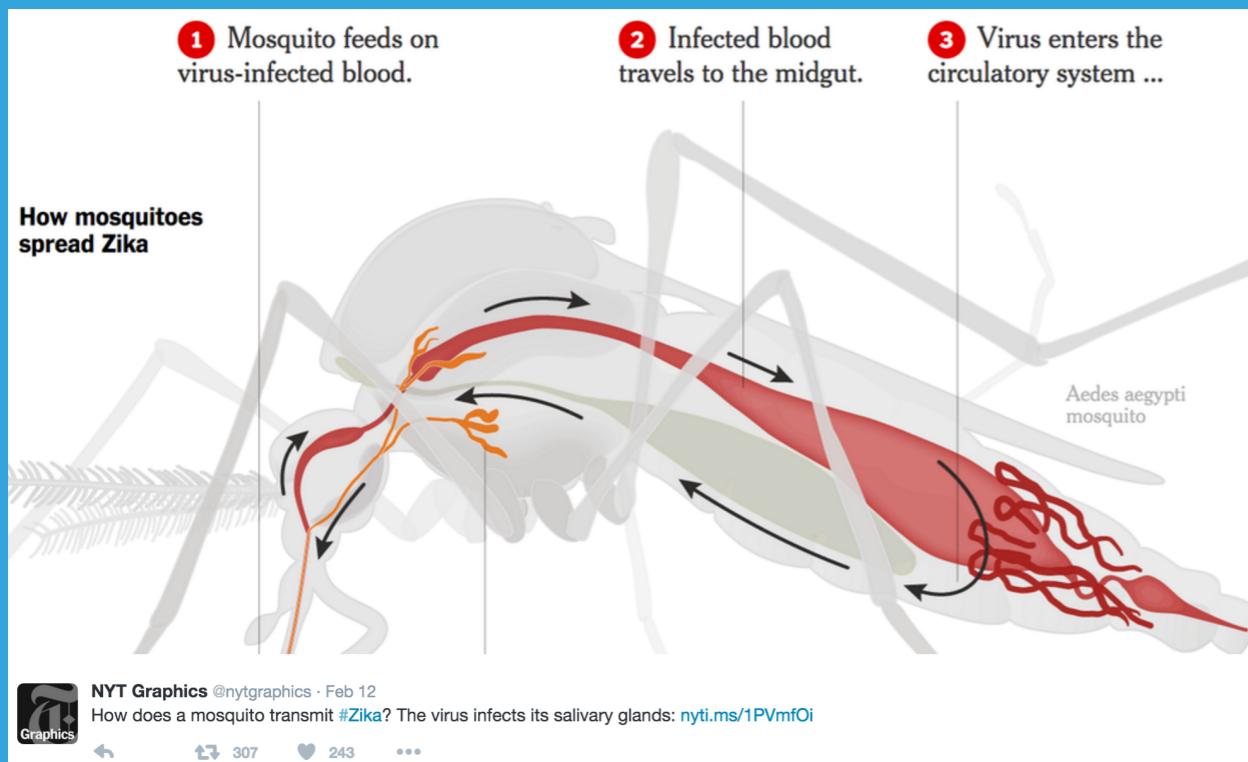
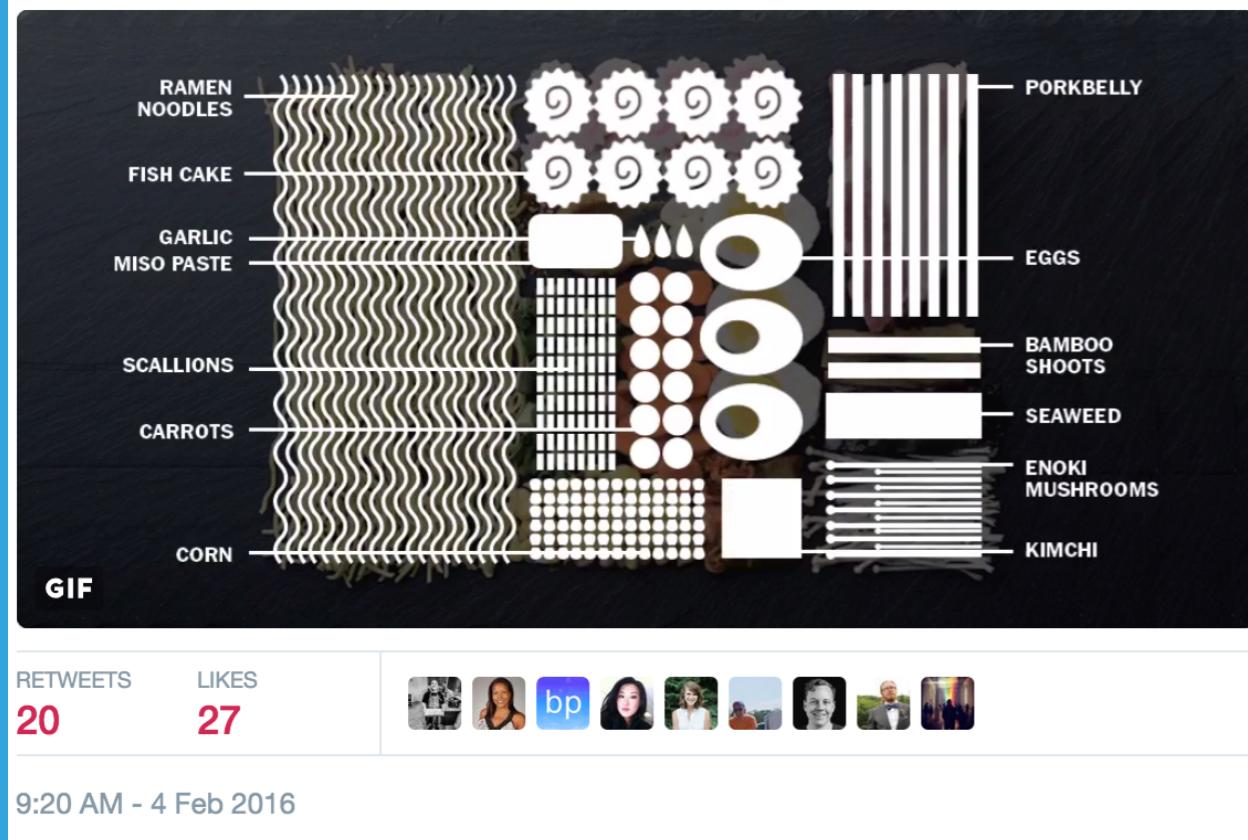


LAST
WEEK
TONIGHT
WITH JOHN OLIVER

Last Week Tonight @LastWeekTonight · Jan 22
This is a pretty important study. - Gary

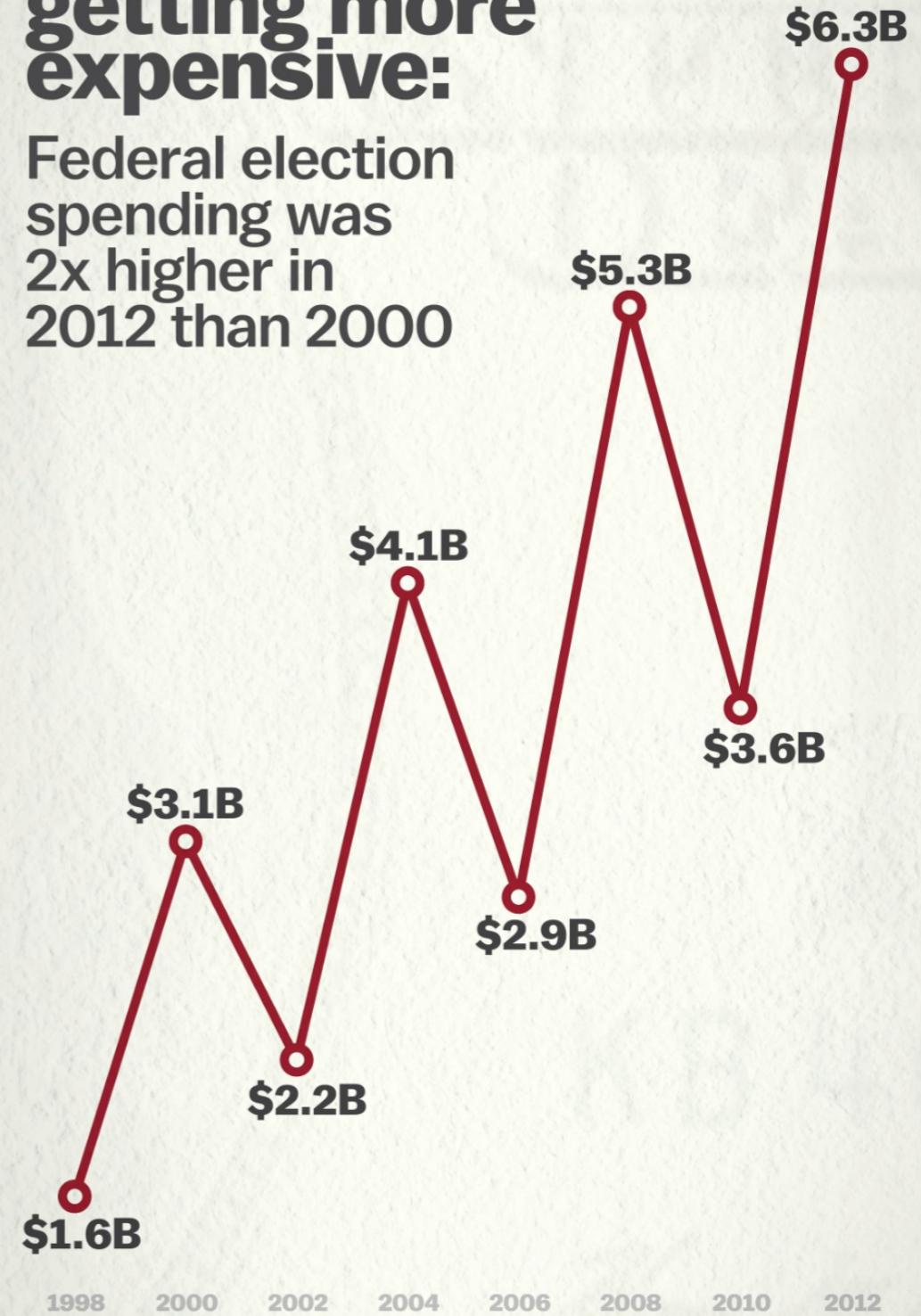
310 844 ...

Ramen: A broth-to-basics guide to the D.C. area's best bowls. wapo.st/1R6k8wh



Elections are getting more expensive:

Federal election spending was 2x higher in 2012 than 2000



Center for Responsive Politics



MORE AND MORE
PEOPLE LIVE ON
SOCIAL MEDIA

OUR STORIES LIVE
THERE TOO

WHY IT MATTERS

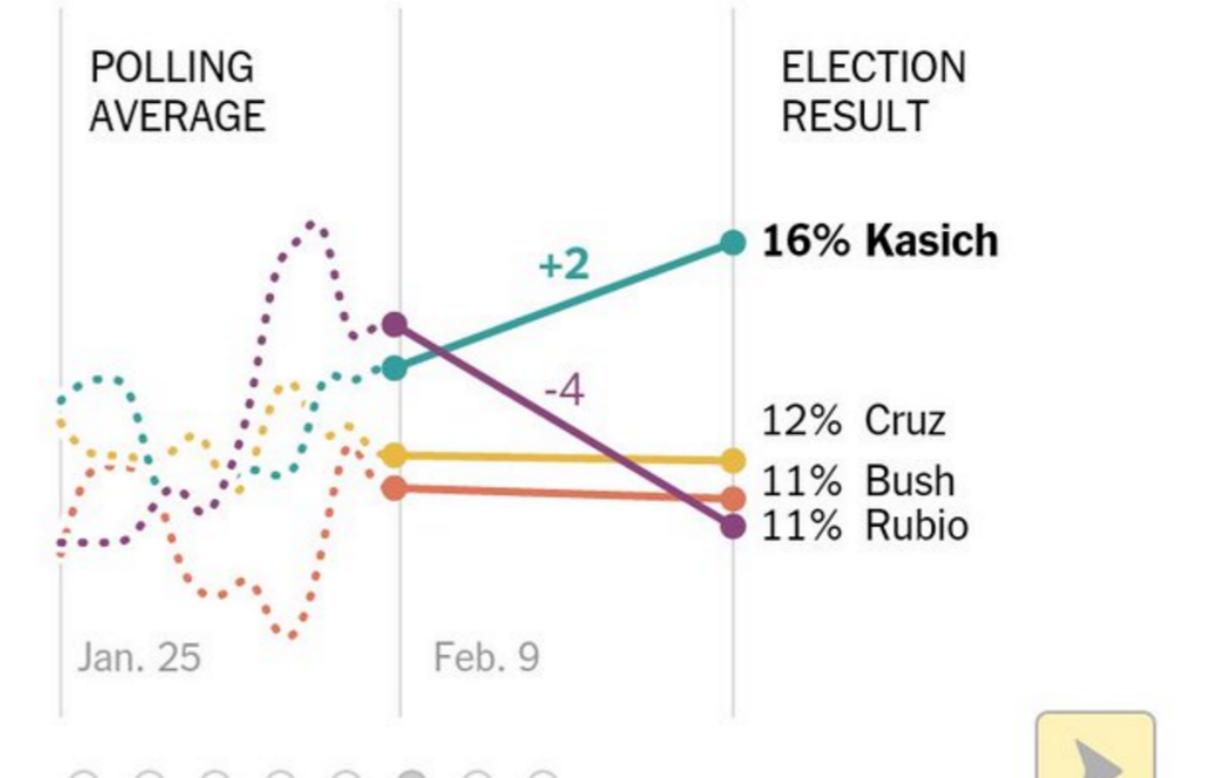
- PEOPLE ARE BUSY, ESP. ON MOBILE
- THEY HAVE SHORT ATTENTION SPANS
- DRIVES ENGAGEMENT
- INCREASES NEWSROOM EFFICIENCY
- WE WANT THE BROADEST REACH

TEASERS VS. STAND-ALONE GRAPHICS

 **Chad Skelton**
@chadskelton

More data journalism should be like this: NYT distills "What Happened in New Hampshire" down to key points.

In the race for second, **John R. Kasich** jumped into the lead, while **Marco Rubio** dropped.



Candidate	POLLING AVERAGE (%)	ELECTION RESULT (%)
Kasich	~14	16%
Cruz	~10	12%
Bush	~10	11%
Rubio	~10	11%

RETWEETS 12 LIKES 9



Discover

Vox

sweet

People

Mashable

COSMOPOLITAN

iHeart
RADIO

IGN

©
COMEDY
CENTRAL

Daily
Mail

VICE

NATIONAL
GEOGRAPHIC

food
network

ESPN

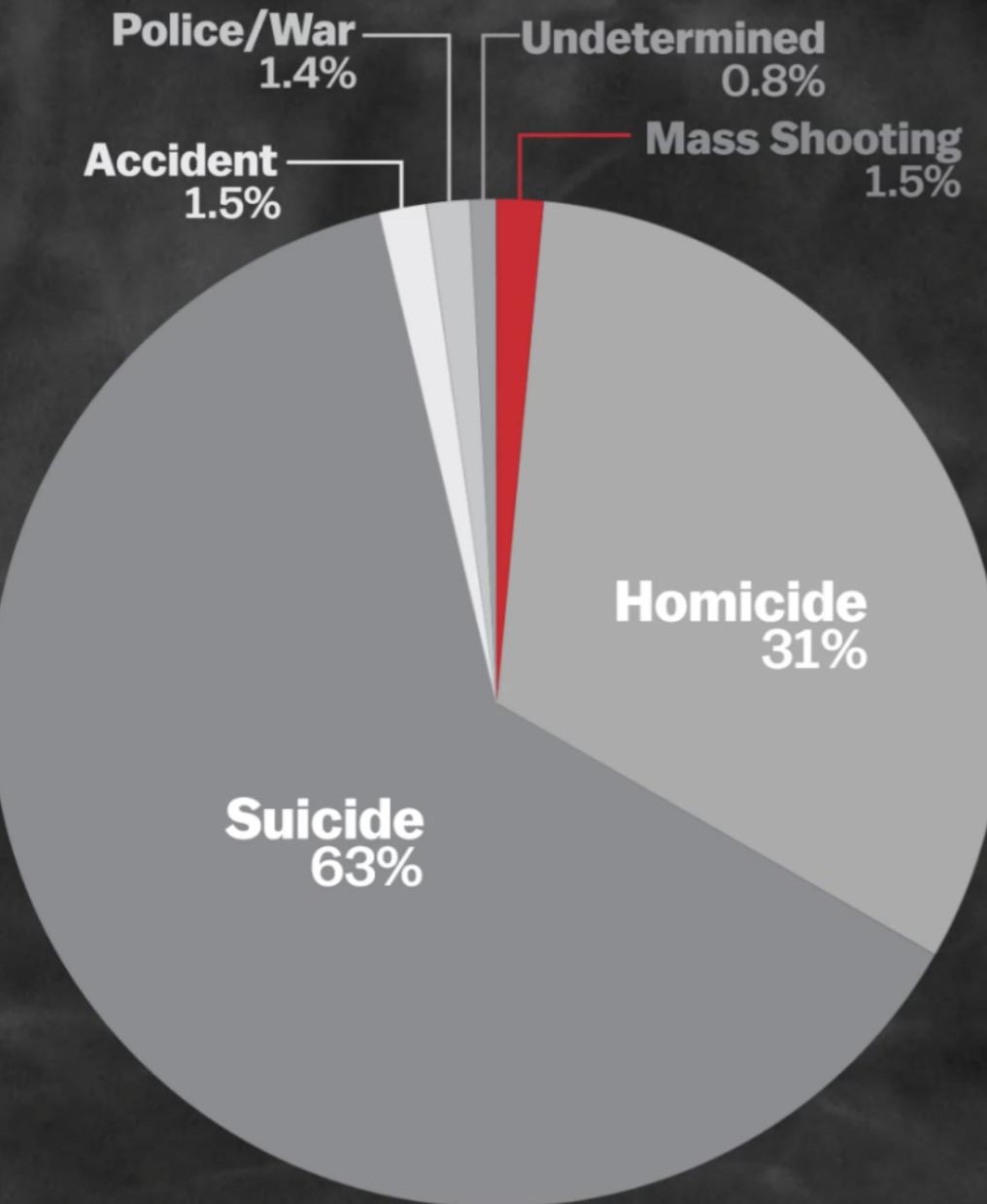
Tastemade

REFINERY29

WHAT WORKS +
WHAT DOESN'T

KNOW YOUR
PLATFORM

**Mass shootings get
the most attention, but
suicides comprise a
majority of gun deaths**



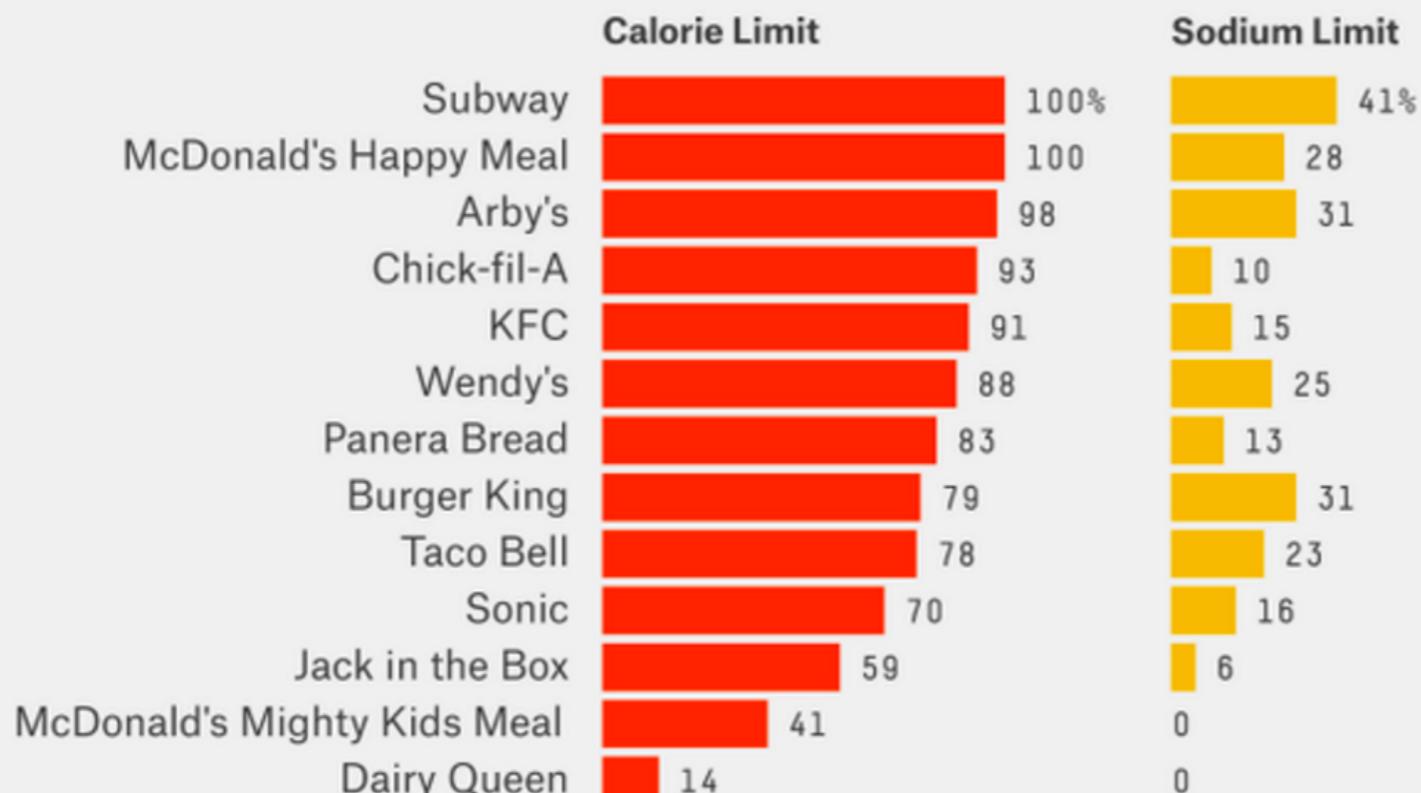
**CLEAR +
CONCISE
HEADLINES**



Fast-food kids meals are not created equal:
53eig.ht/1EM4mwH

How Healthy Are Kids Meals?

Percentage of kids meal combinations that meet expert recommendations for elementary-school-age children in 2013



FIVETHIRTYEIGHT

SOURCE: UCONN RUDD CENTER FOR FOOD POLICY & OBESITY

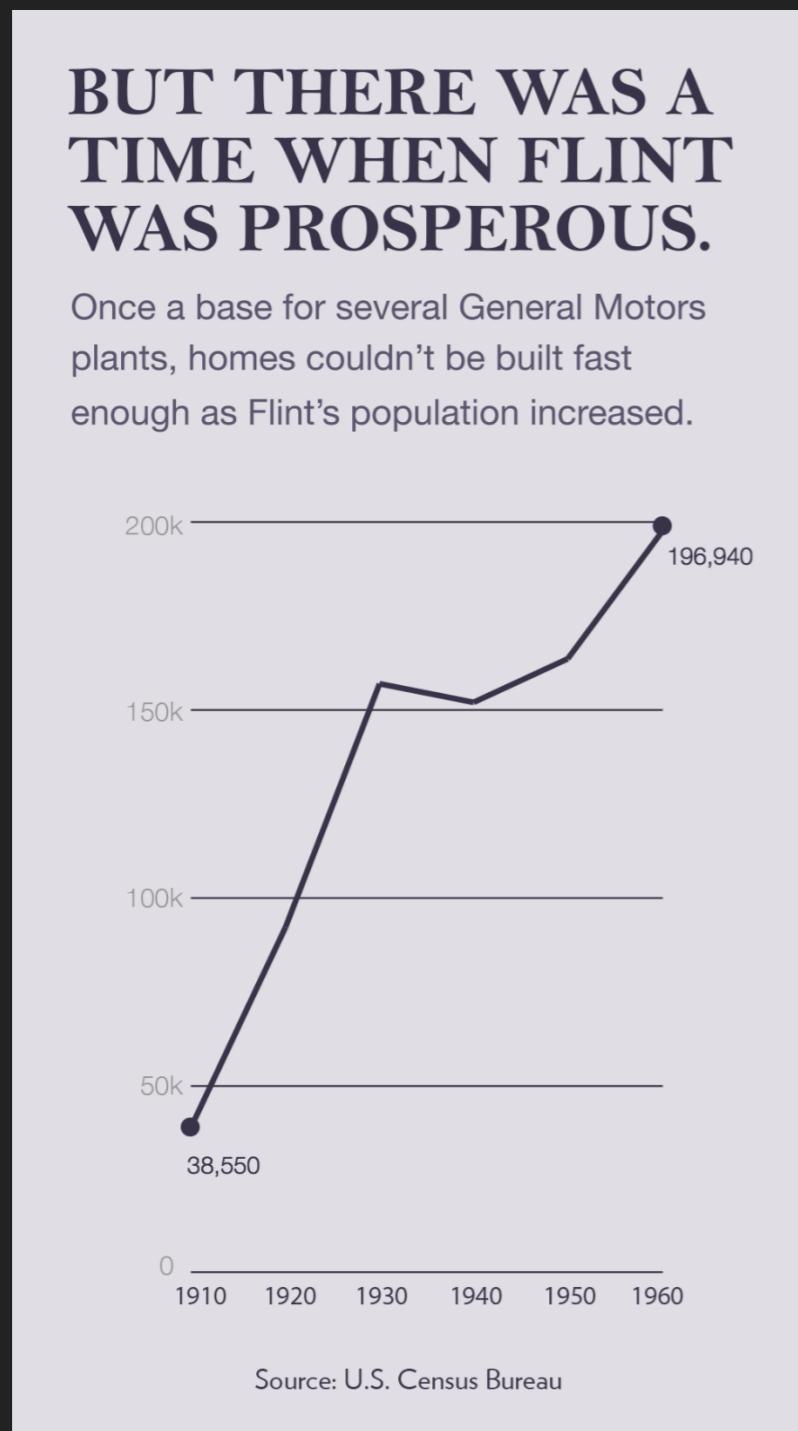
RETWEETS LIKES
9 7



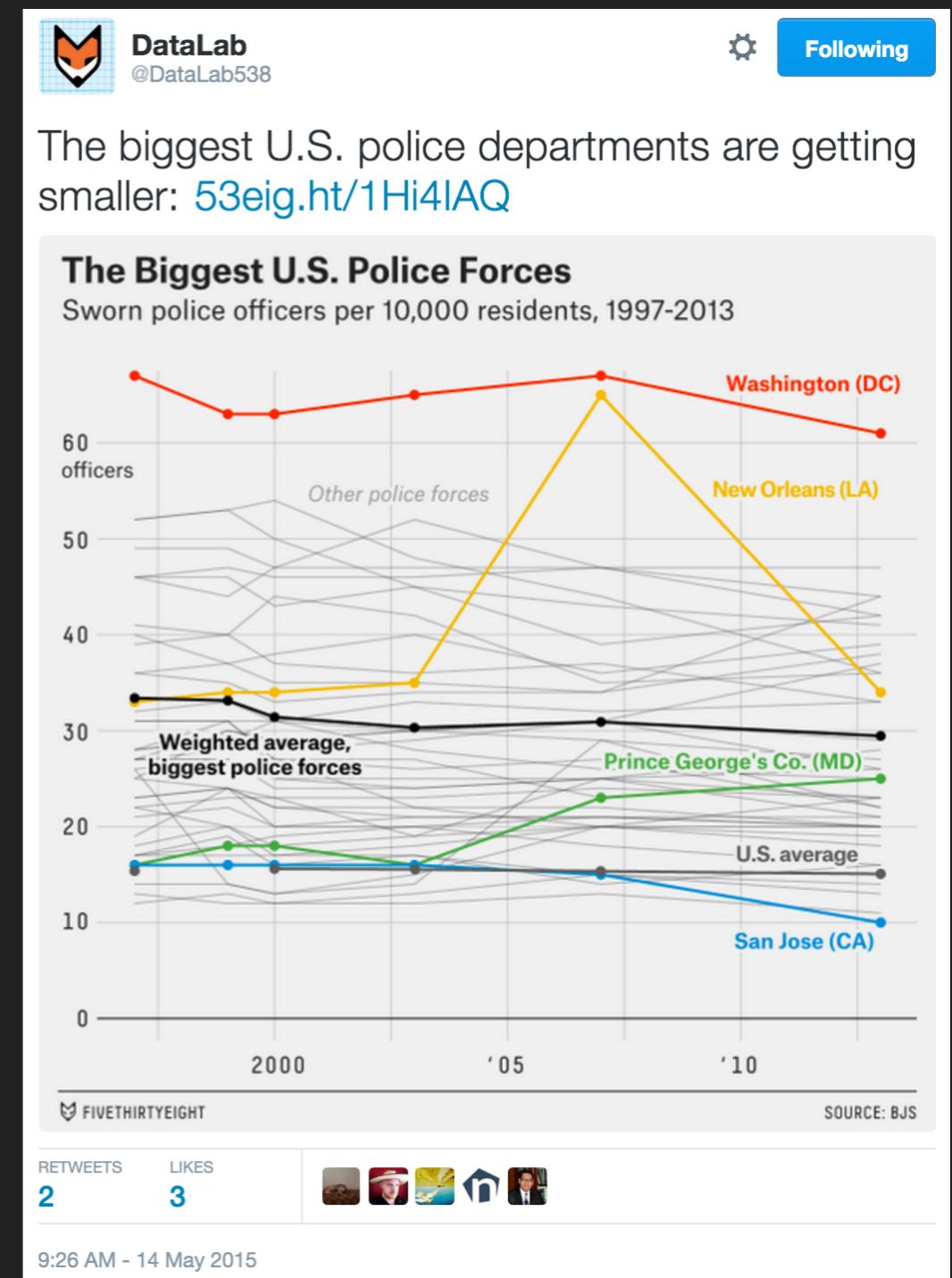
2:05 PM - 15 May 2015

Dairy Queen's Kids Menu Is Still Super Unhealthy

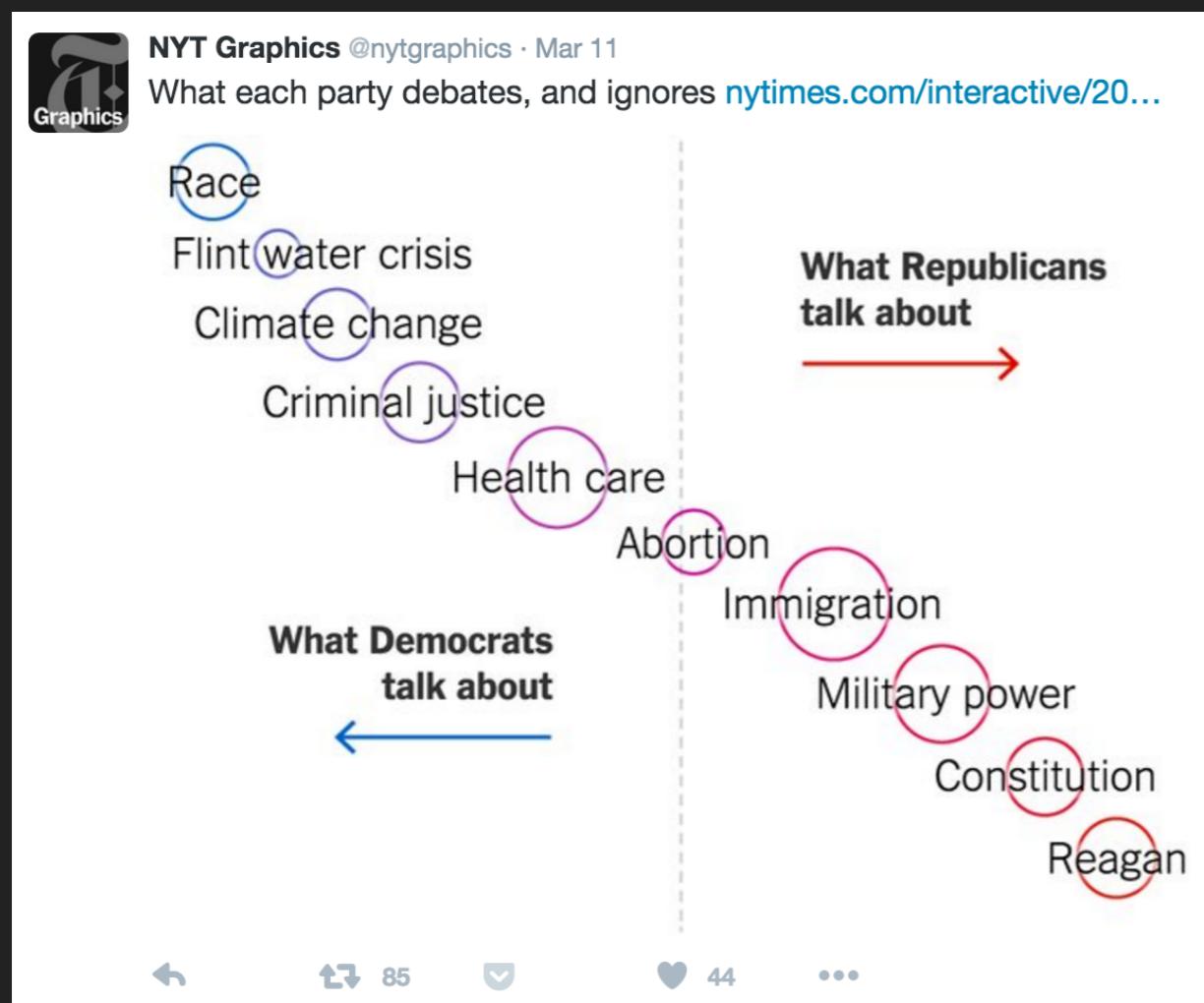
VISUALIZE ONE DATAPoint



VS

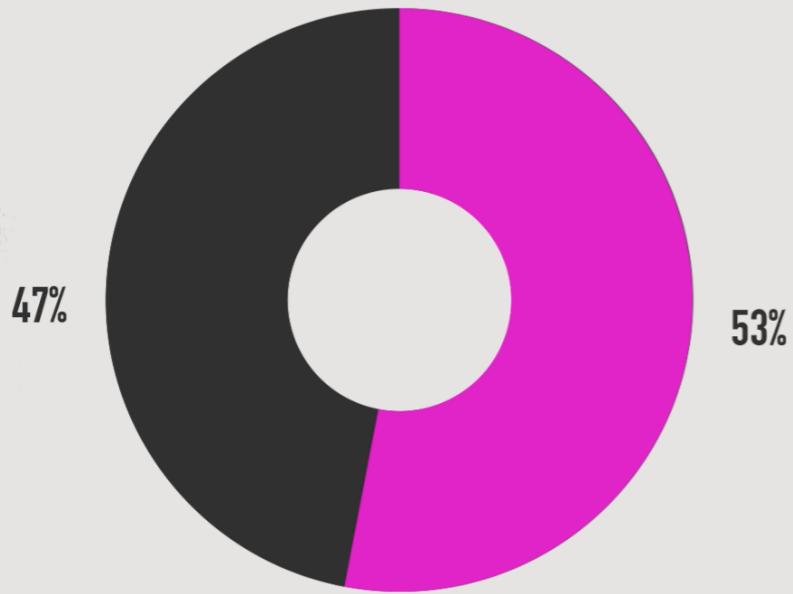


CHOOSE THE RIGHT VISUALIZATION



P.S. Maps are tough

FIGHTING TERROR:
WHAT AMERICANS THINK



VS



NYT Graphics @nytgraphics · Mar 9

The delegate count after last night's results:
nytimes.com/interactive/20...

Republican Delegates

Donald J. Trump	446
Ted Cruz	347
Marco Rubio	151
John Kasich	54

1,237 to win nomination

Democratic Delegates

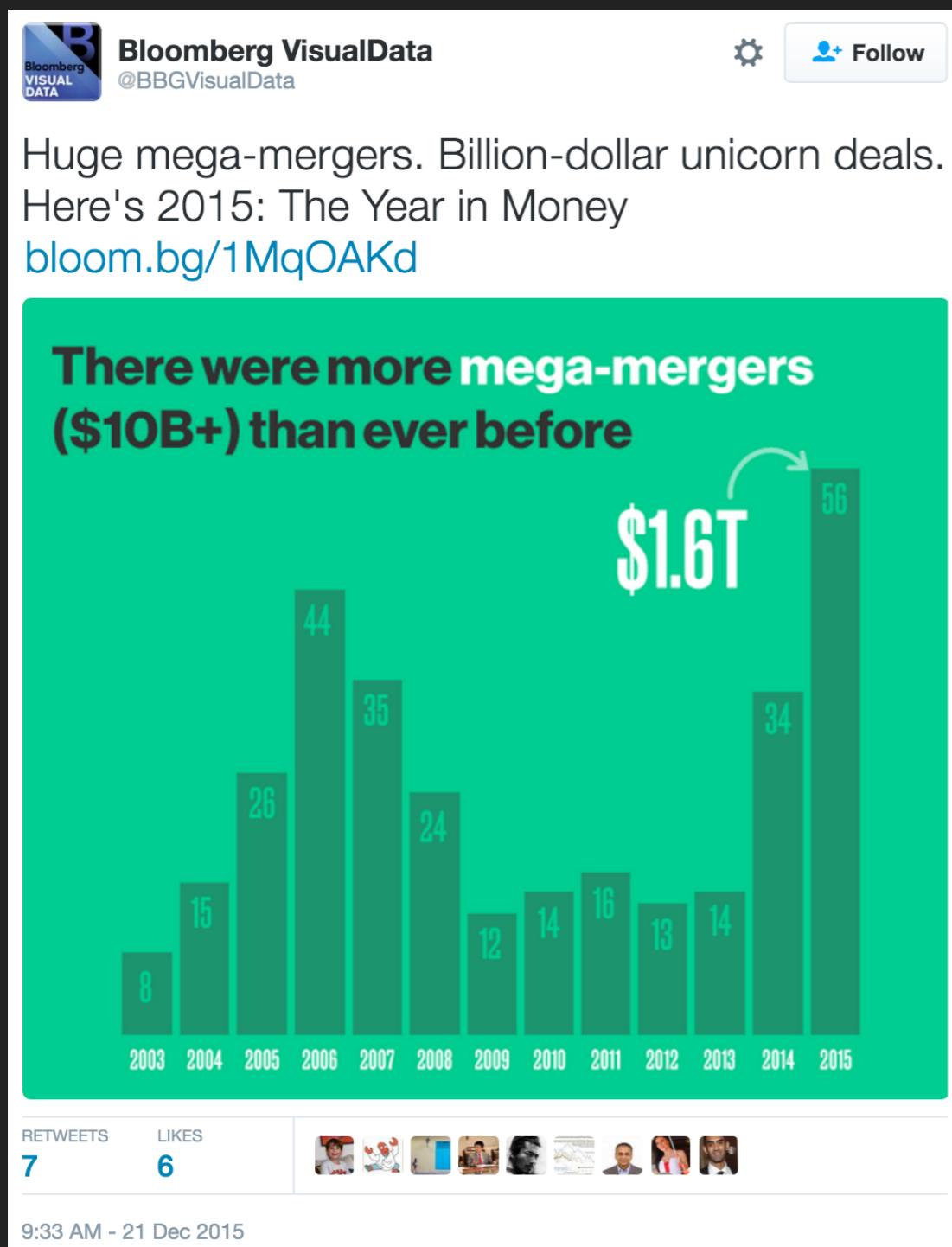
Hillary Clinton	759
Bernie Sanders	546

2,383 to win nomination

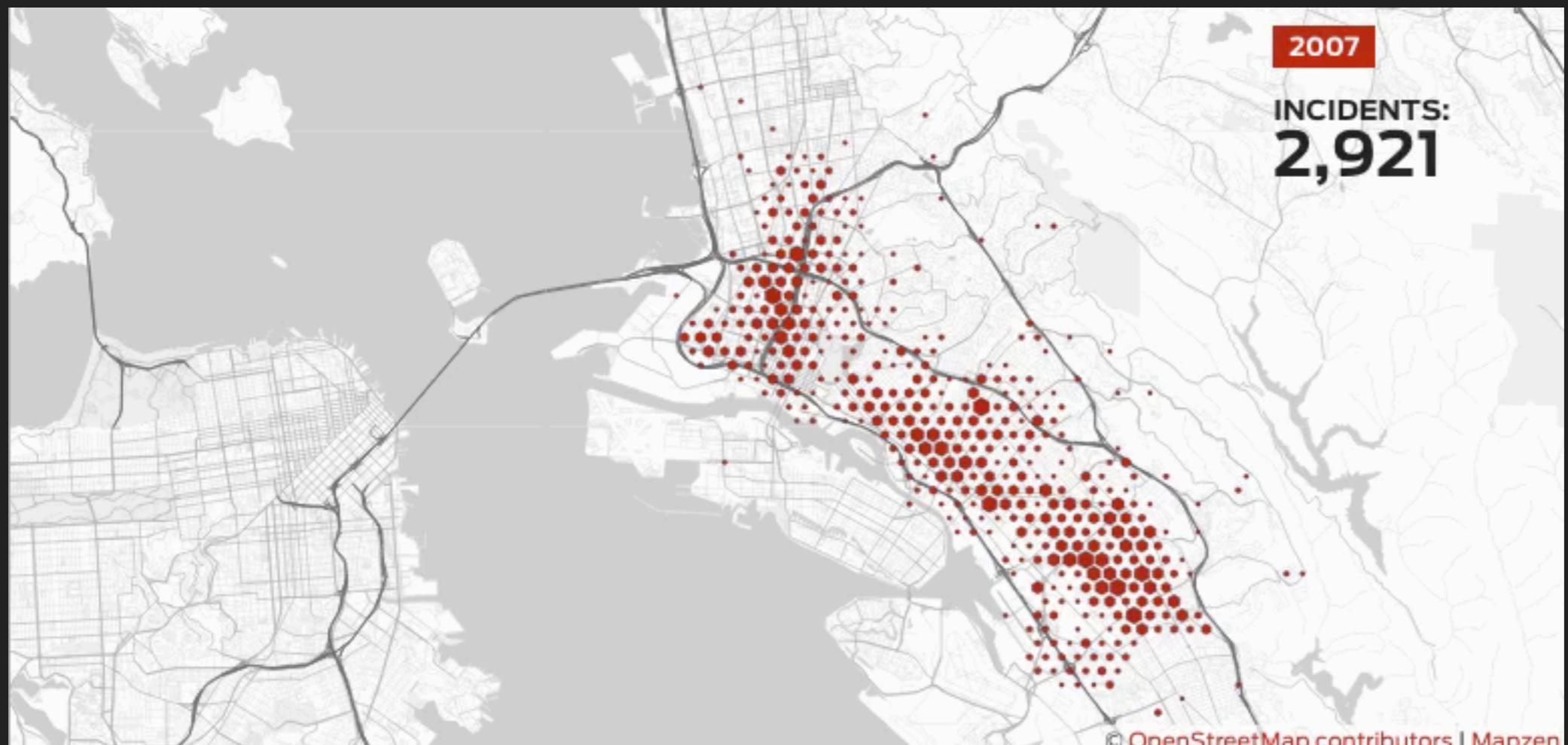
◀ ▶ 50 ⌂ 29 ⋮

PICK TWO OR THREE COLORS

CLEAR LABELS



USE ANIMATION WISELY



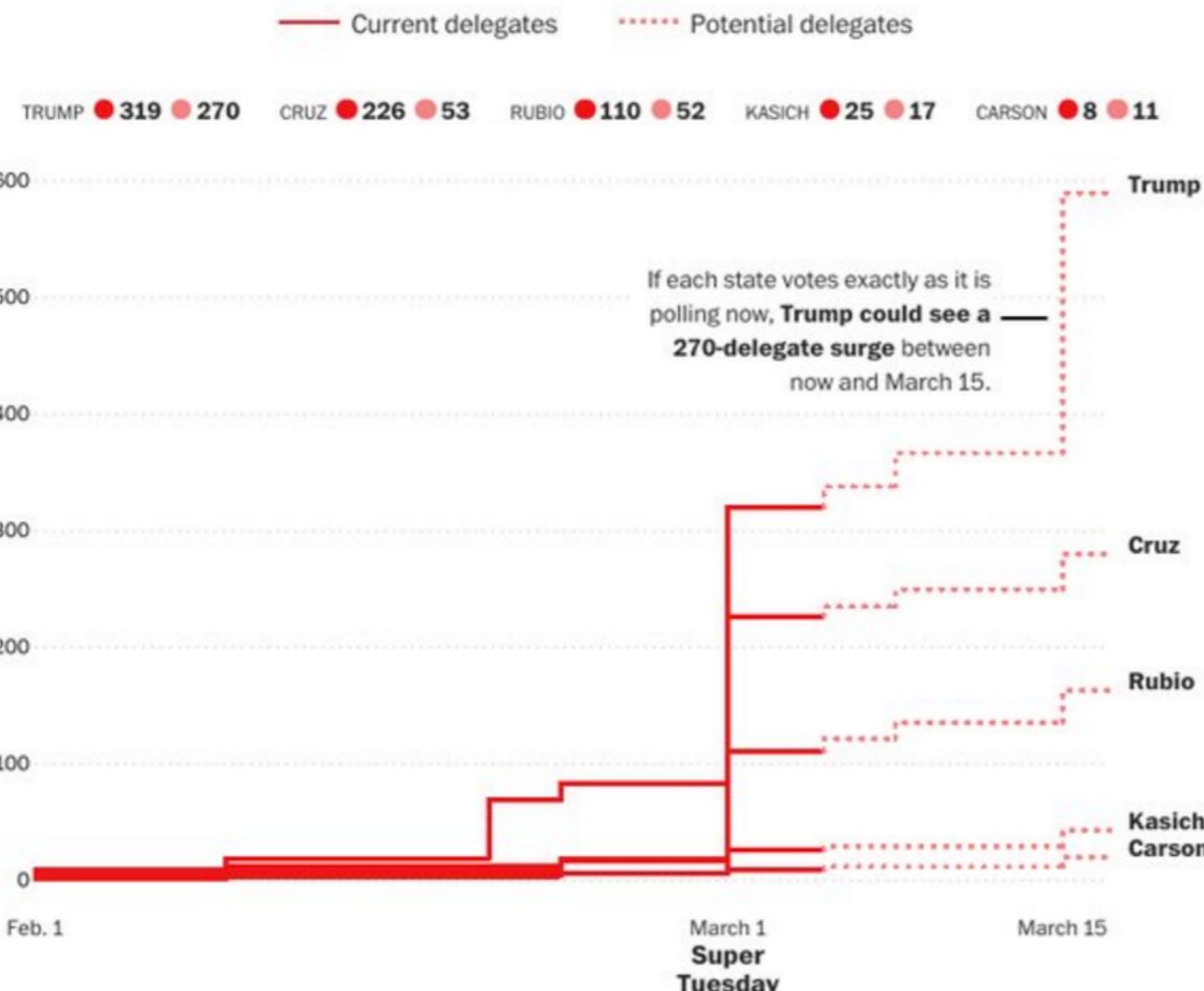


MAKE ME SNACKABLE!



Post Graphics @PostGraphics · Mar 3

Forecasting the next two weeks of Republican delegate counts based on polling wapo.st/1QJX9Ca #GOPDebate



[WAPO.ST/
POLLTRACKER-2016](http://wapo.st/polltracker-2016)

TAKE 15 MINUTES AND
SEND YOUR DRAFT TO
[YVONNETLEOW@GMAIL.
COM](mailto:yvonneleow@gmail.com)

Q&A

+ THANK YOU!

AARON WILLIAMS, @ABOUTAARON

BREEANNA HARE @BREEHARE

YVONNE LEOW, @YVONNELEOW