

# Week 16: *Communicating Results*

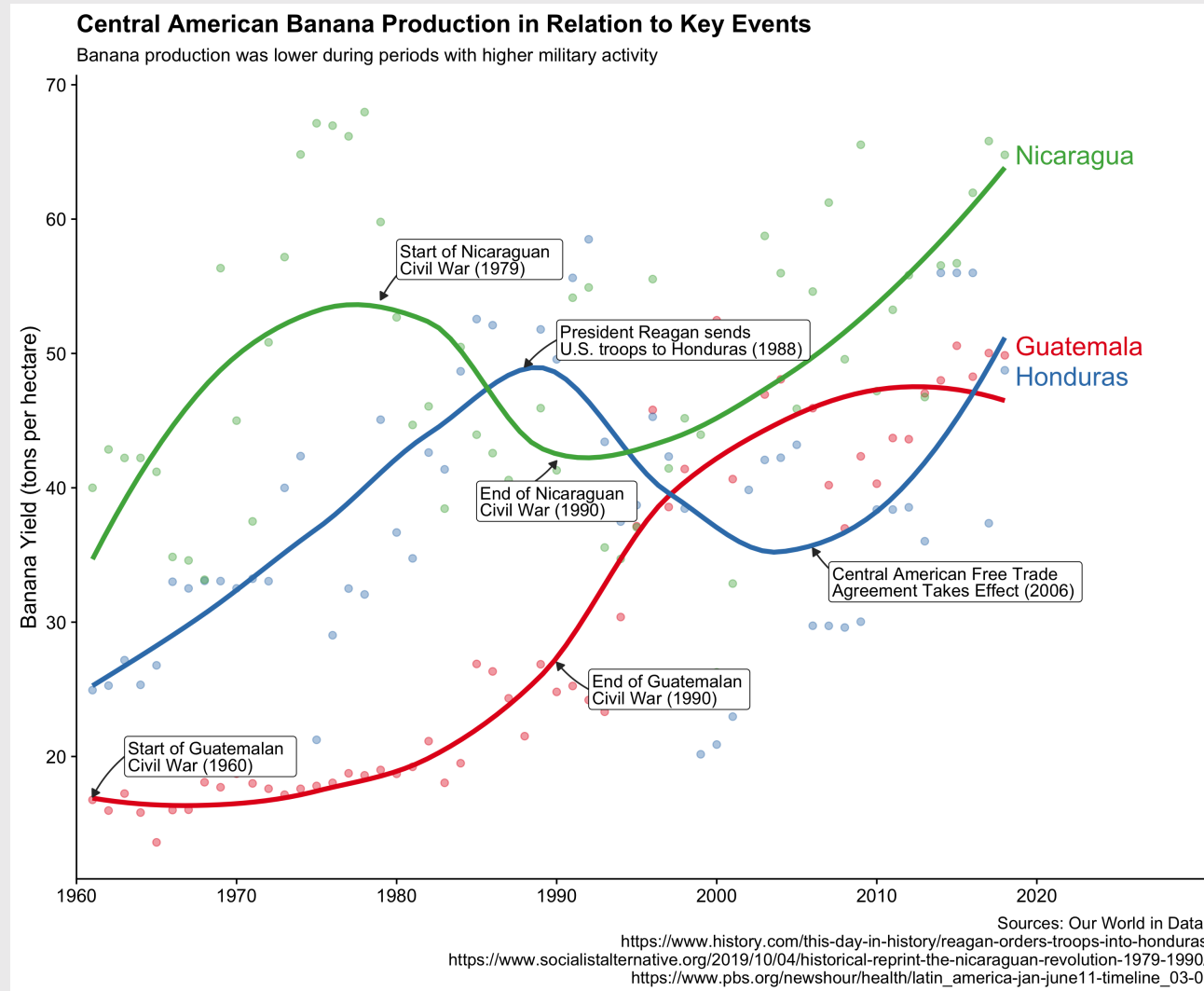
🏛 EMSE 4575: Exploratory Data Analysis

👤 John Paul Helveston

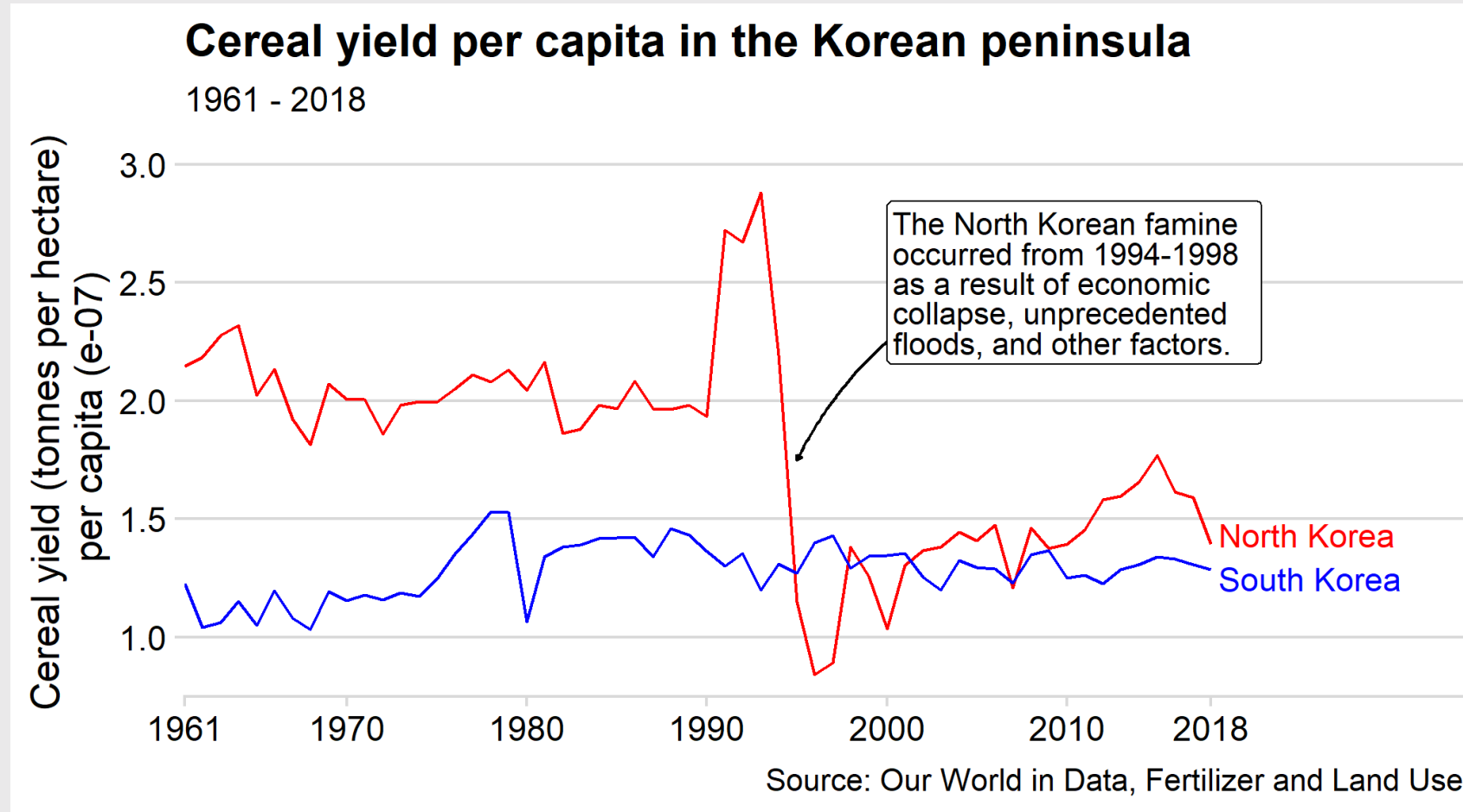
📅 April 28, 2021

# Mini Project 3 Showcase!

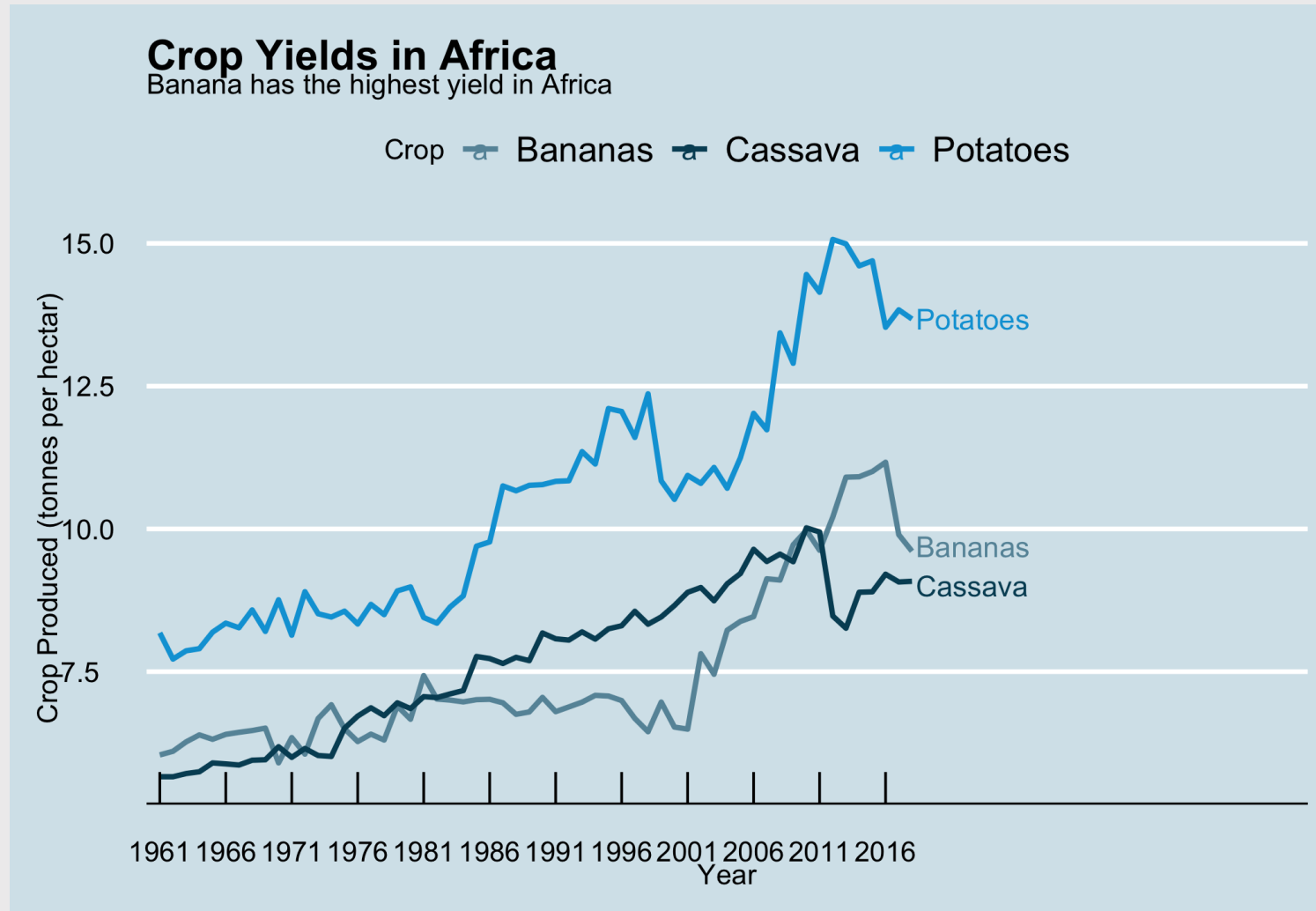
# Good use of annotations



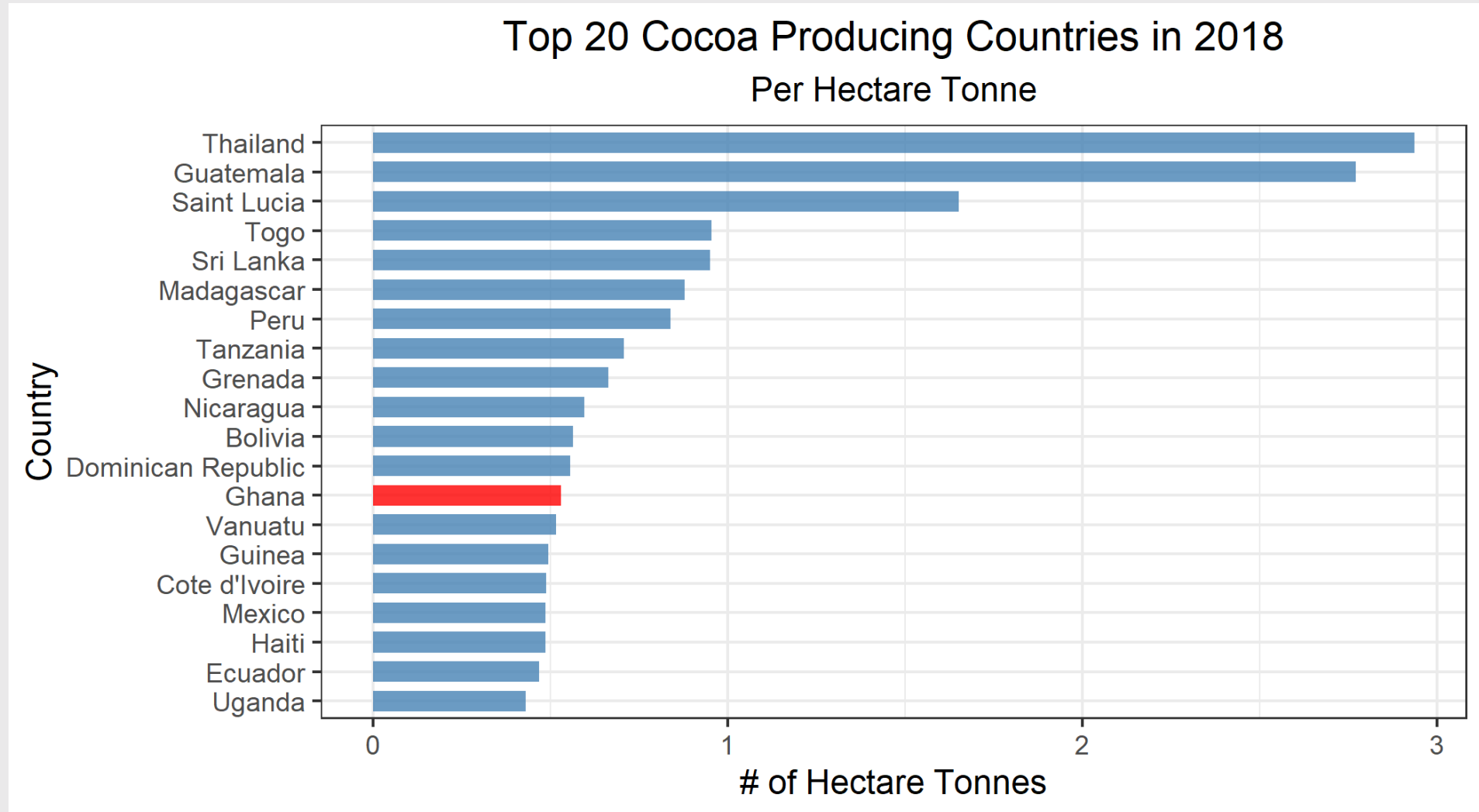
# Good use of annotations



# Pretty themes ✨



# Use of color



## Week 16: *Communicating Results*

1. Telling a story
2. Designing slides
3. Giving a talk
4. "Final" thoughts

Download [this cheatsheet](#) for today's content



# Week 16: *Communicating Results*

1. Telling a story
2. Designing slides
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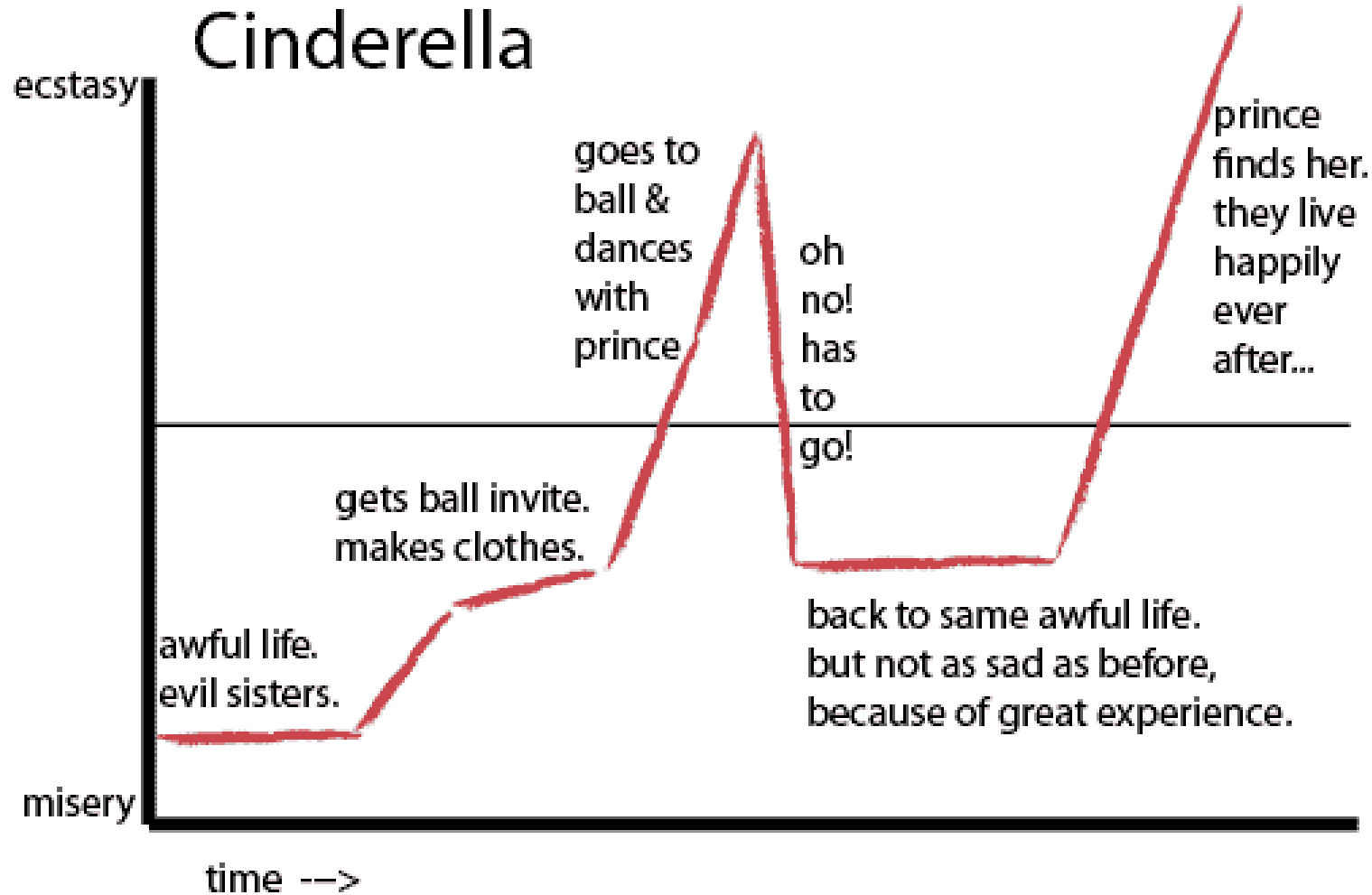
What is a story?

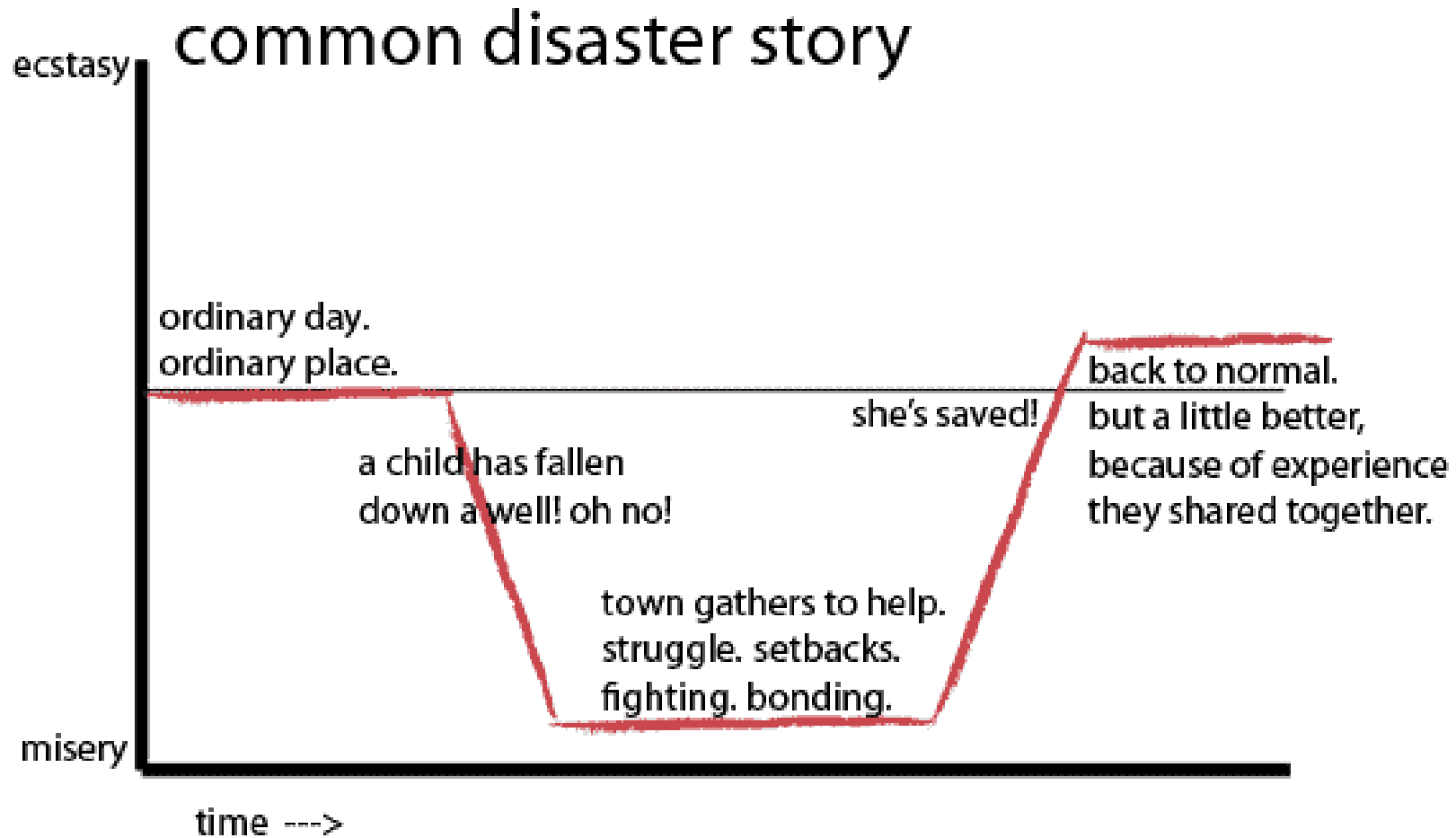
A story is a set of observations, facts, or events...that are presented in a specific order such that they create an **emotional reaction** in the audience.

- Clause O. Wilke (2019), Chp. 29



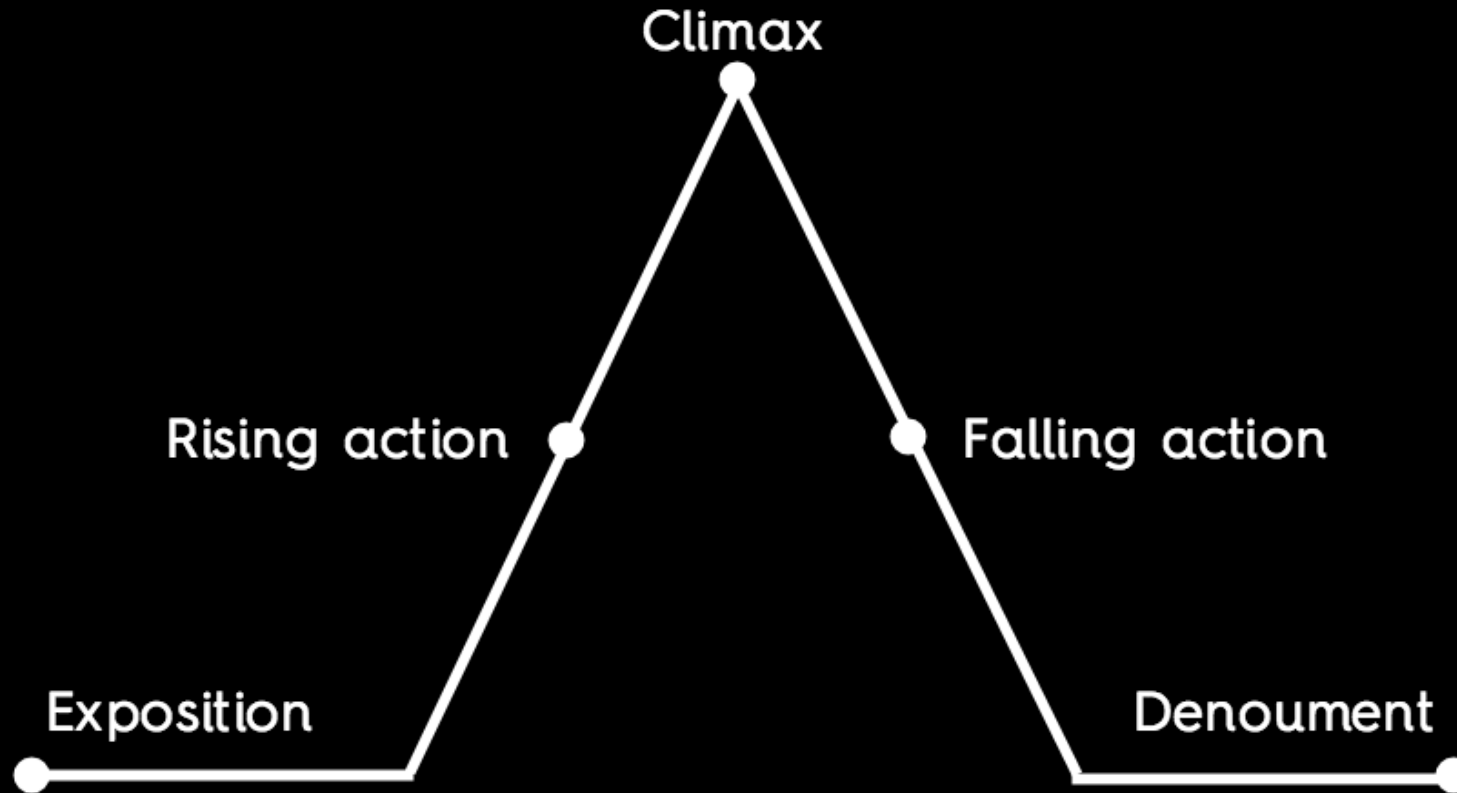
# Cinderella





source

# Freytag's Pyramid



# Freytag's Pyramid: **King Kong**



# Freytag's Pyramid: **Research Project**

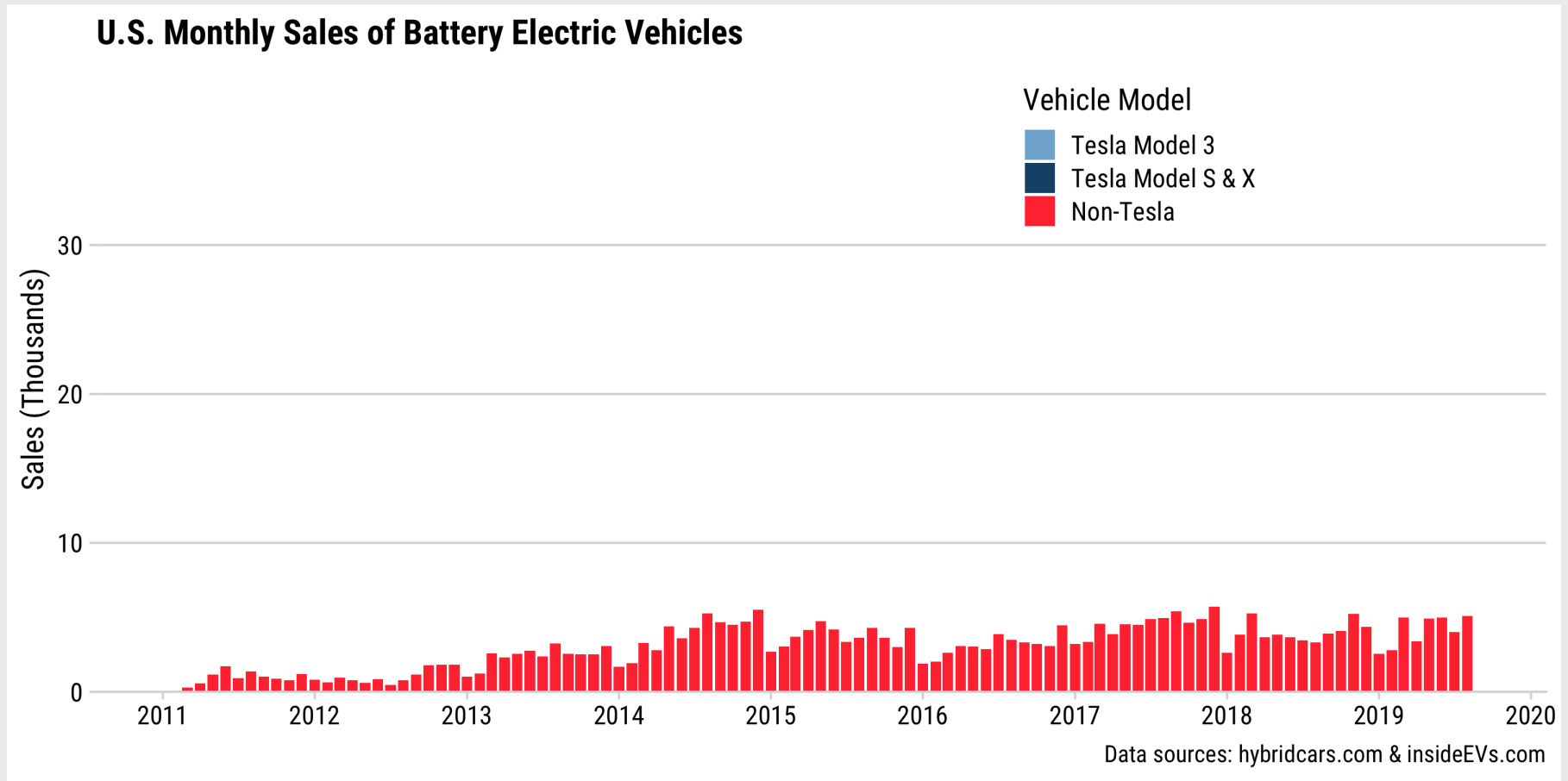
# Freytag's Pyramid: **Research Project**

"A single (static) visualization will rarely tell an entire story"

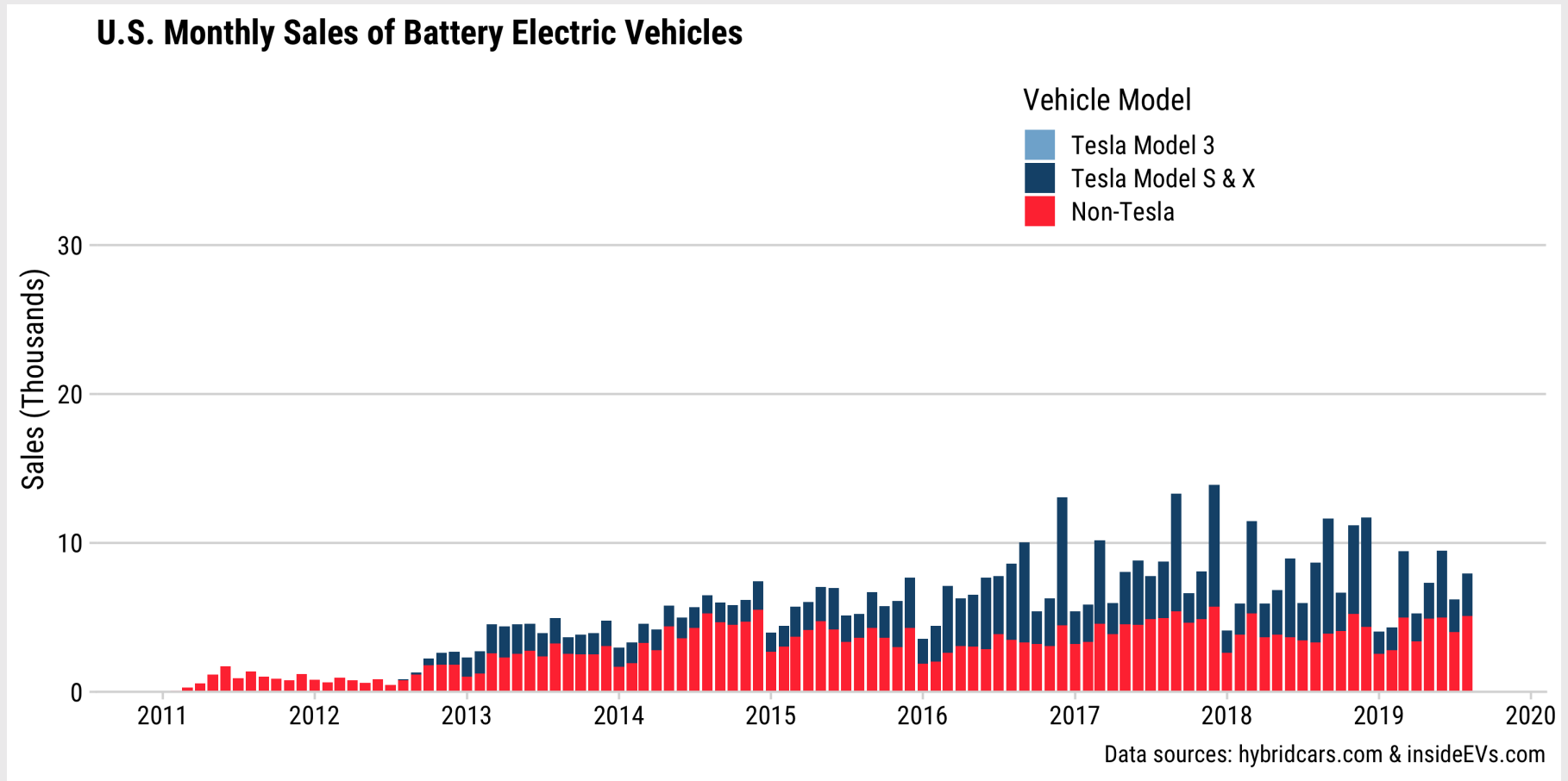
- Clause O. Wilke (2019), Chp. 29

# Freytag's Pyramid: **Research Project**

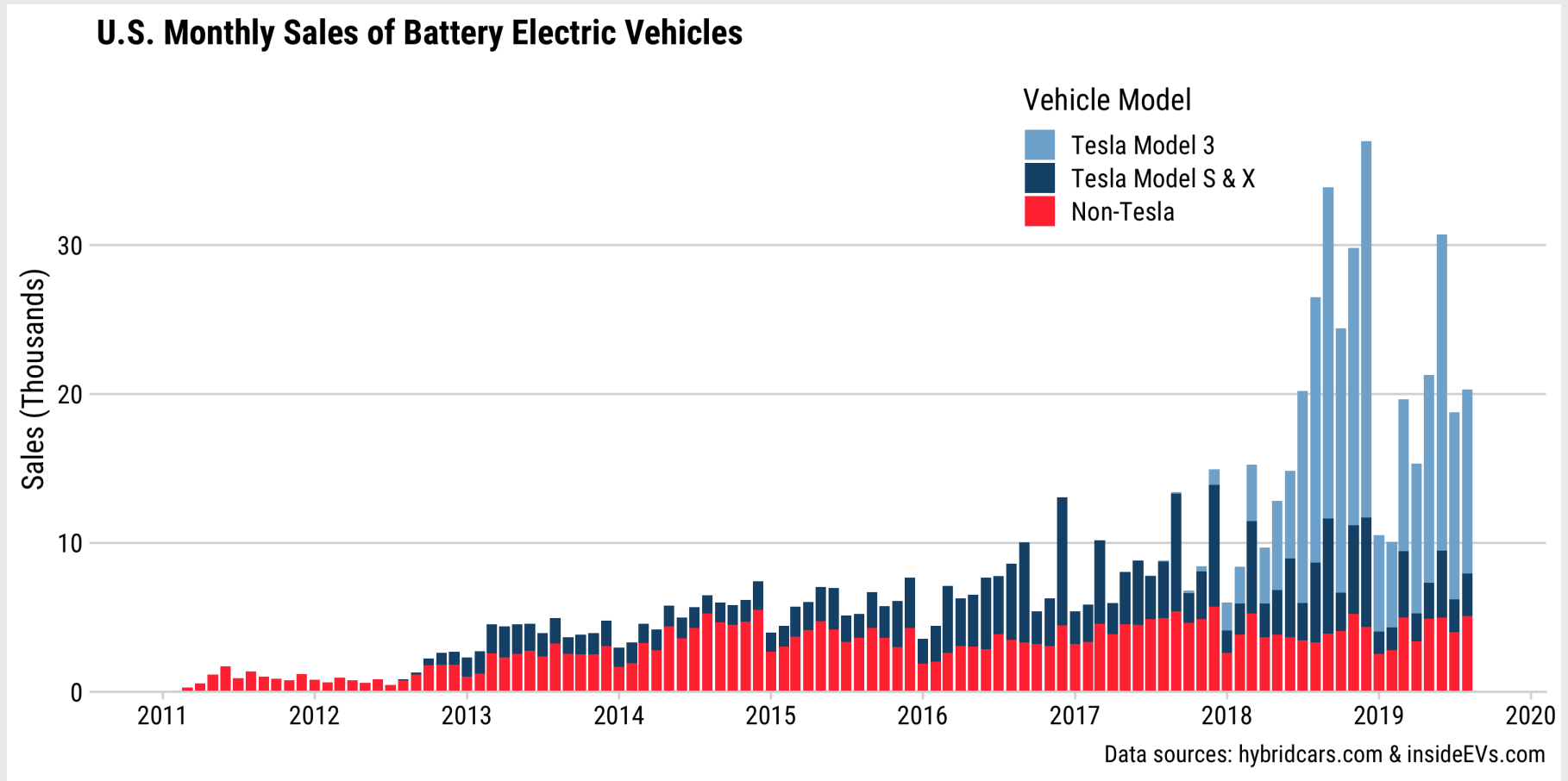
# Use **layers** to build tension / provide context



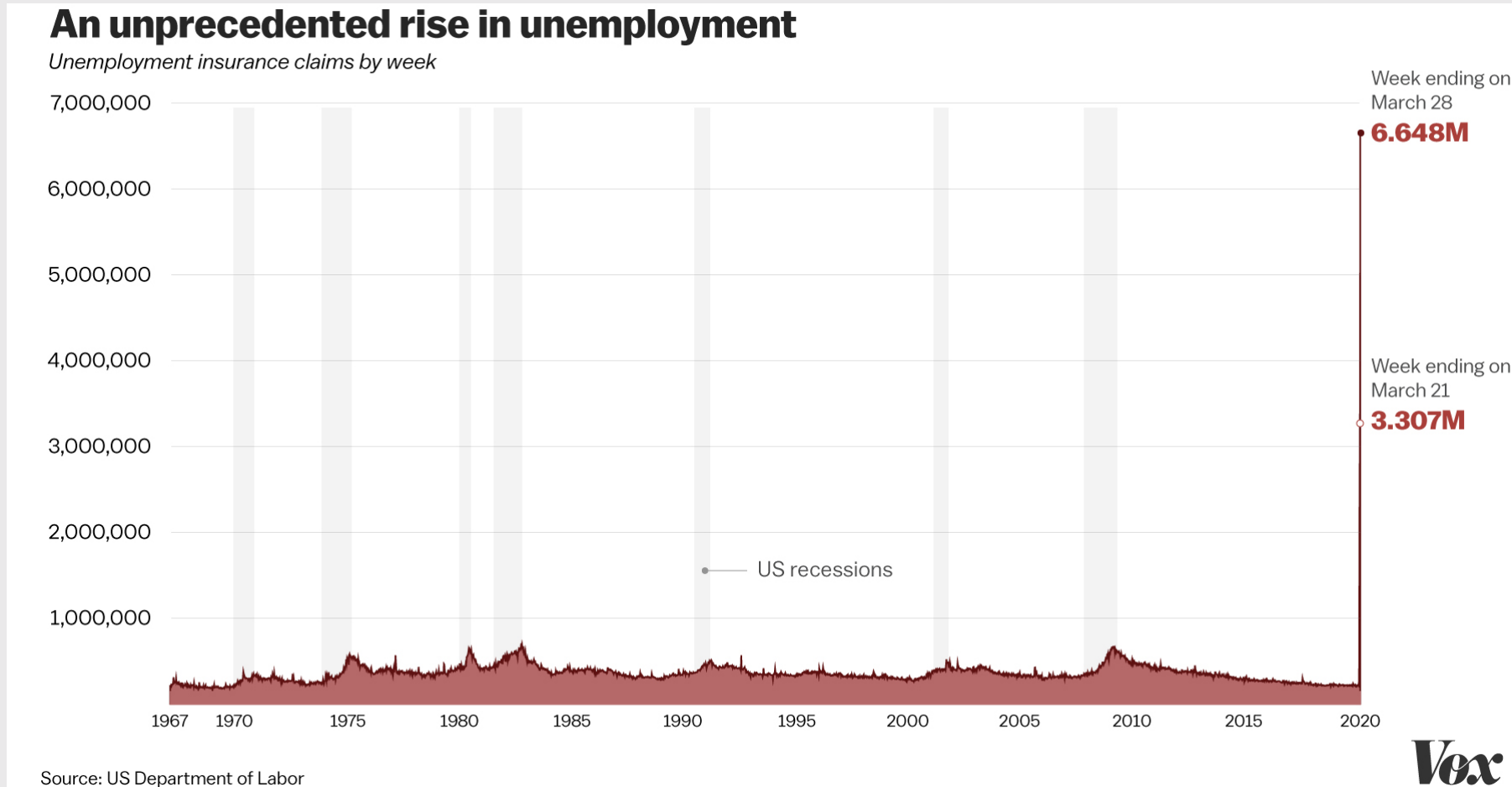
# Use **layers** to build tension / provide context



# Use **layers** to build tension / provide context

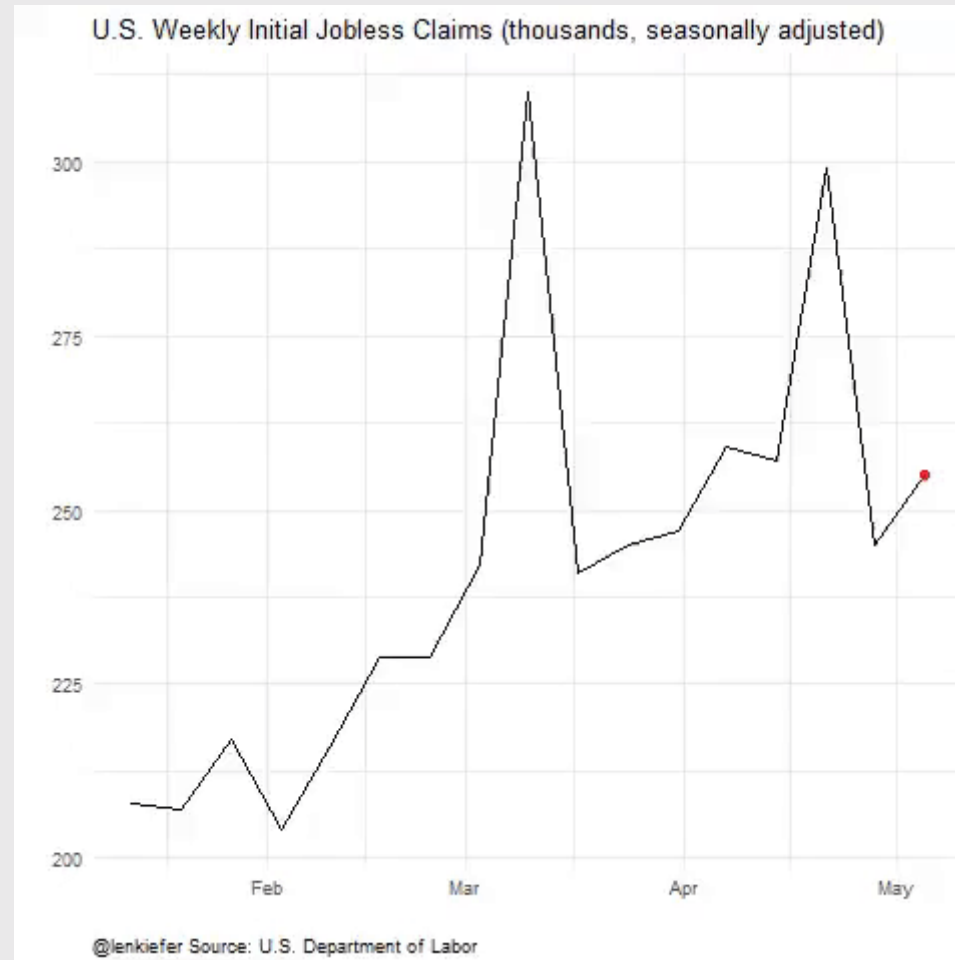


# Use **animation** to build tension / provide context



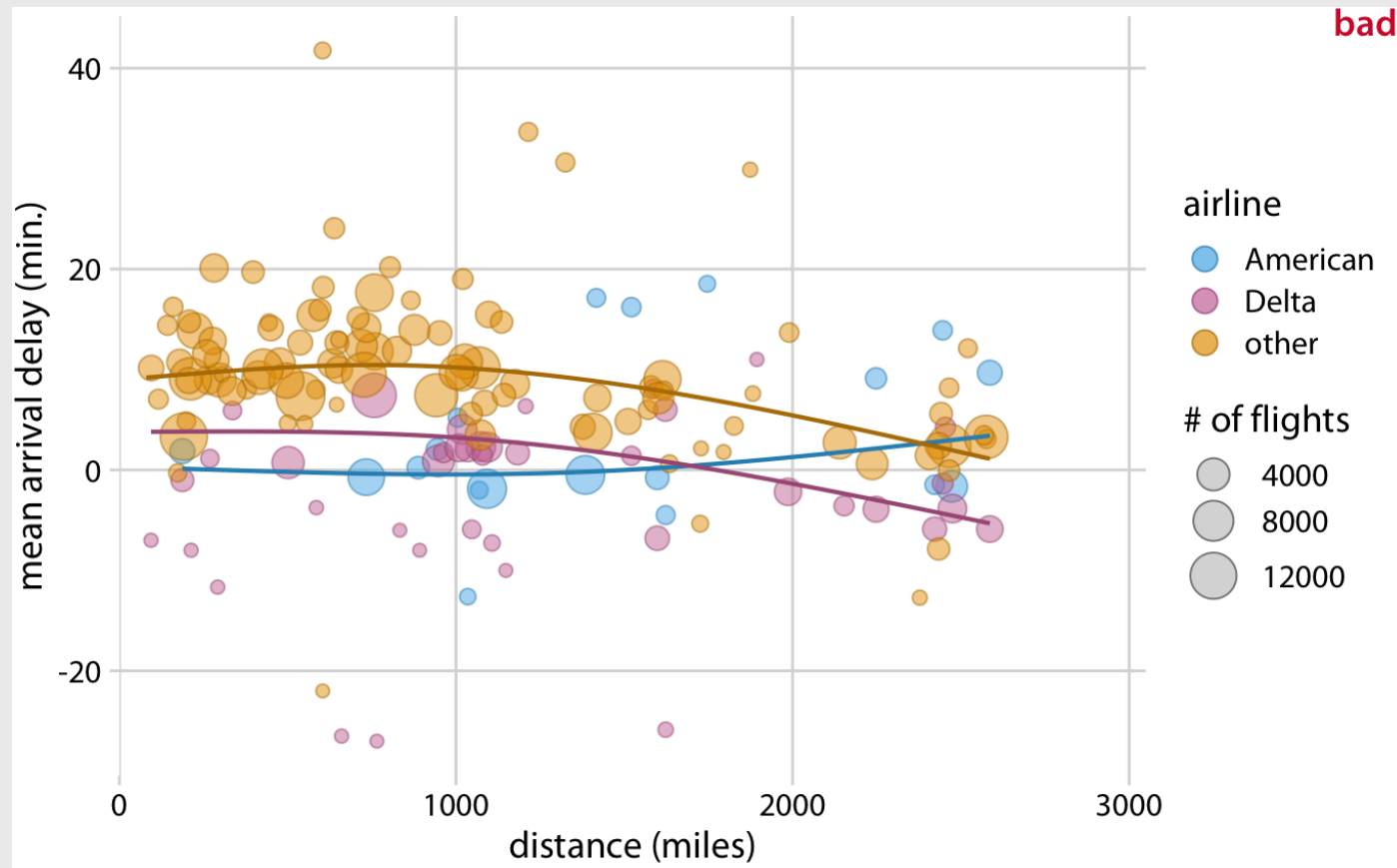


# Use **animation** to build tension / provide context



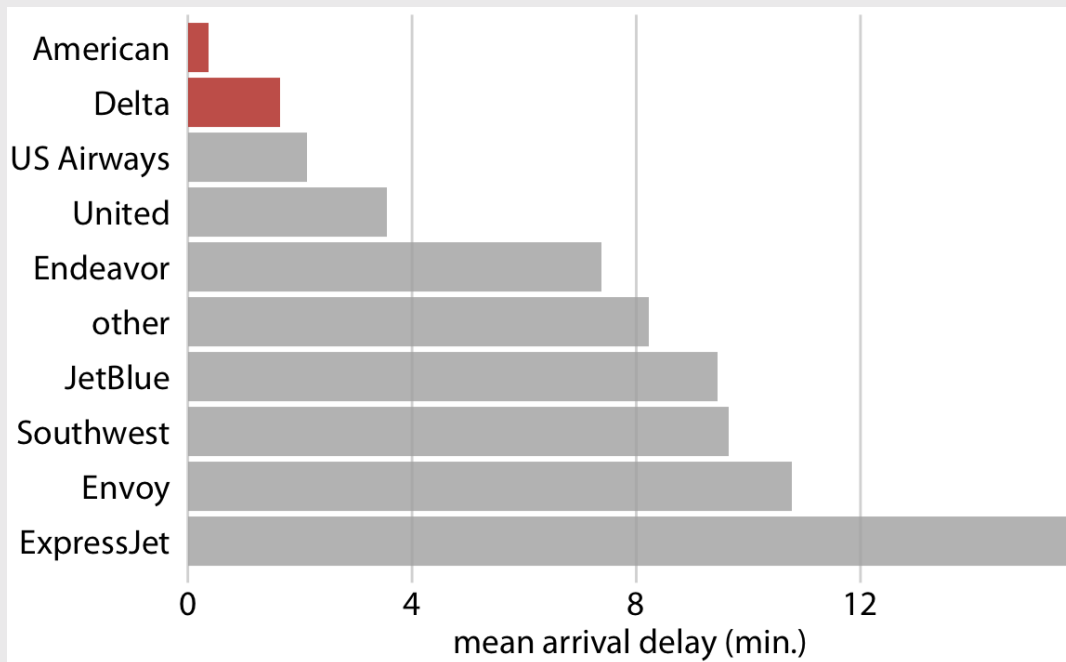
# Make charts for the generals

(i.e. keep it simple)

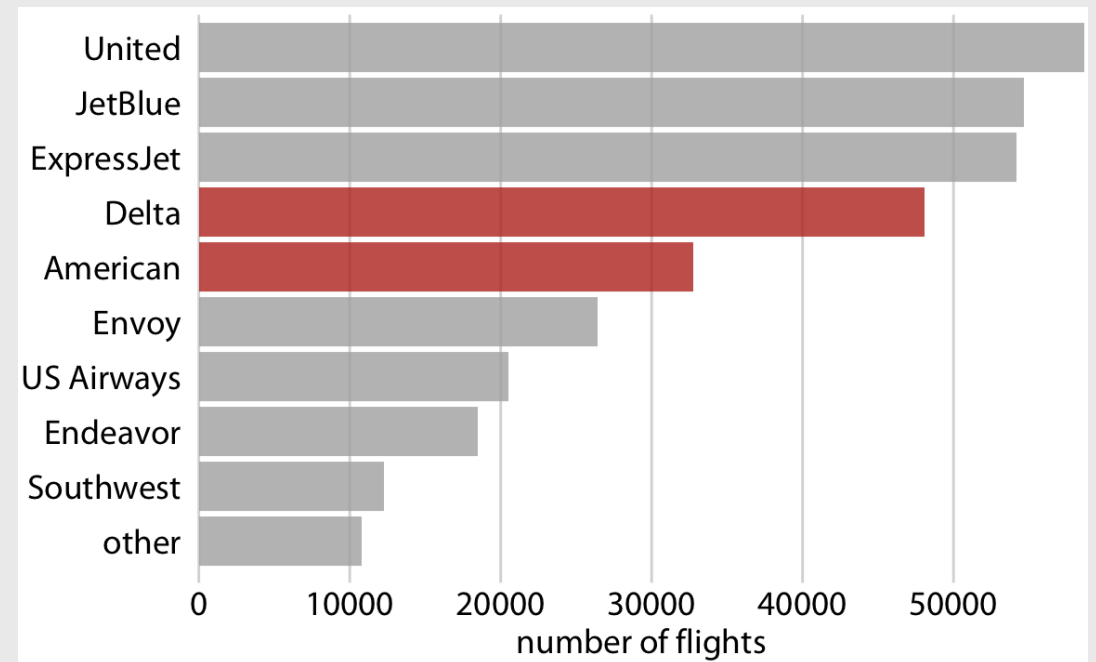


# Make charts for the generals

(i.e. keep it simple)

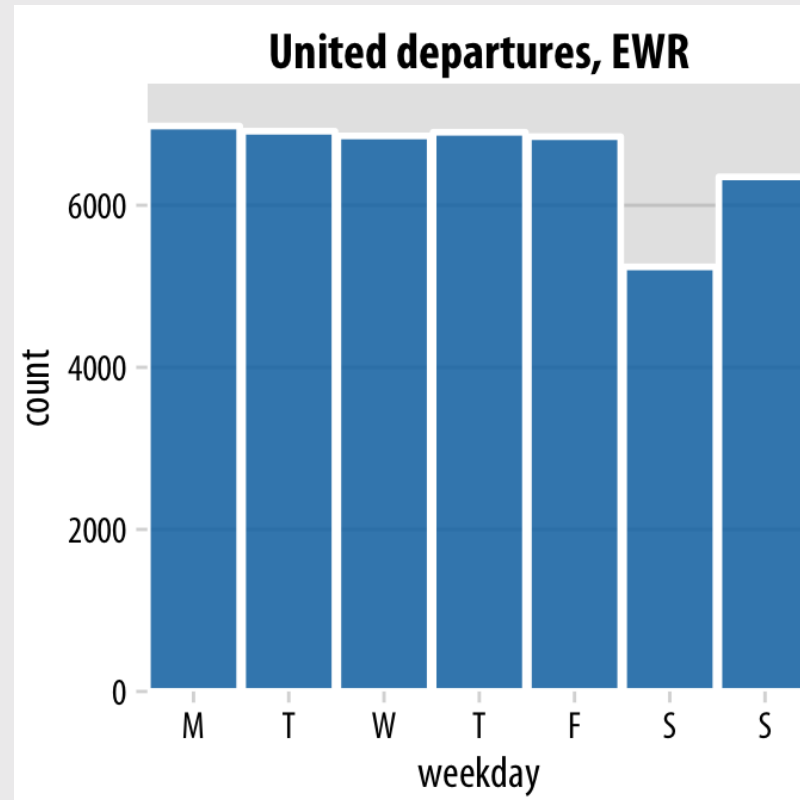


[source](#)



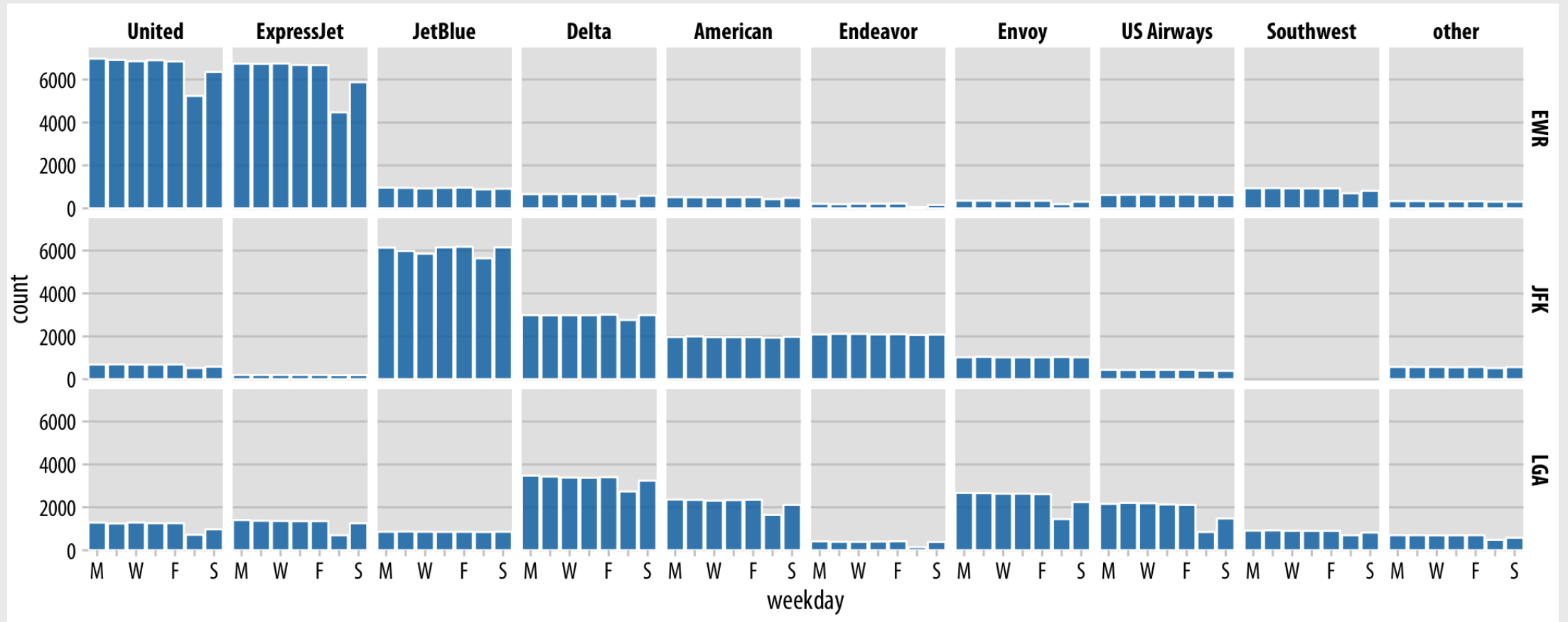
[source](#)

# Build up towards complex figures



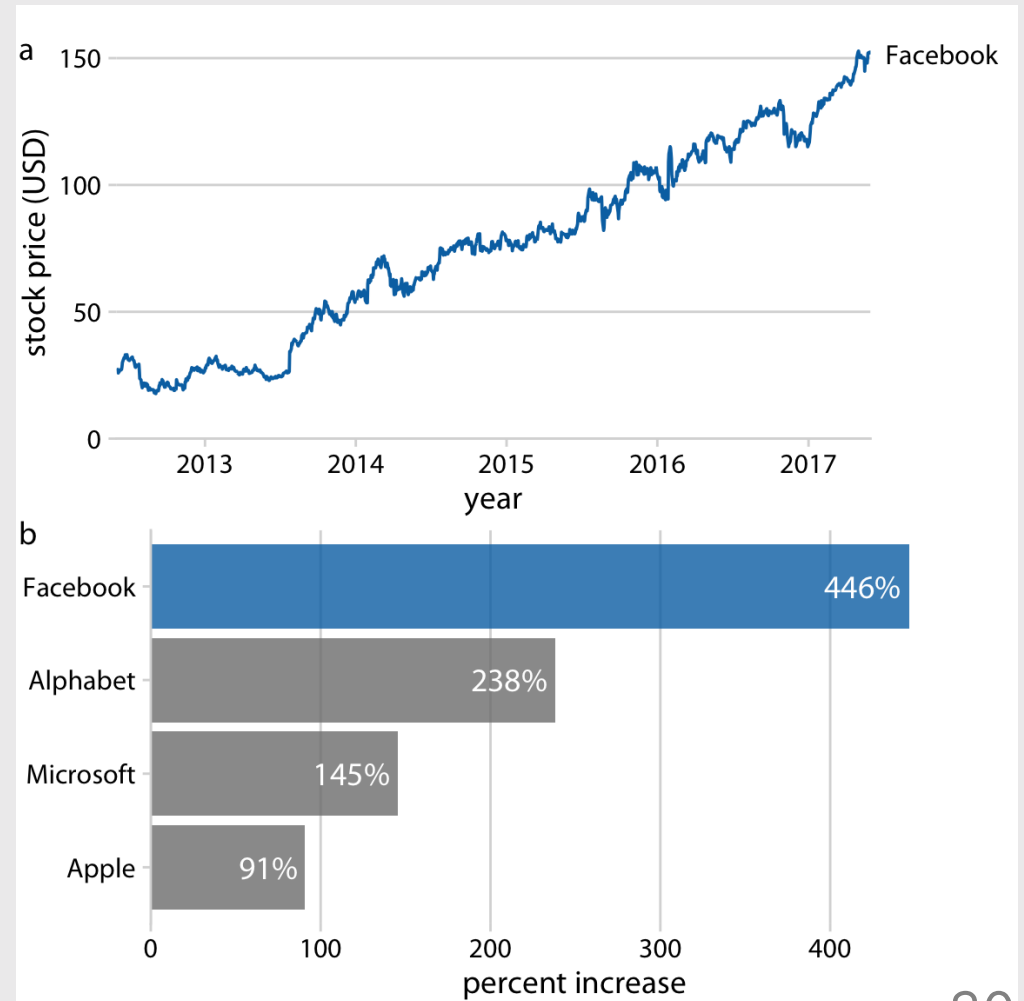
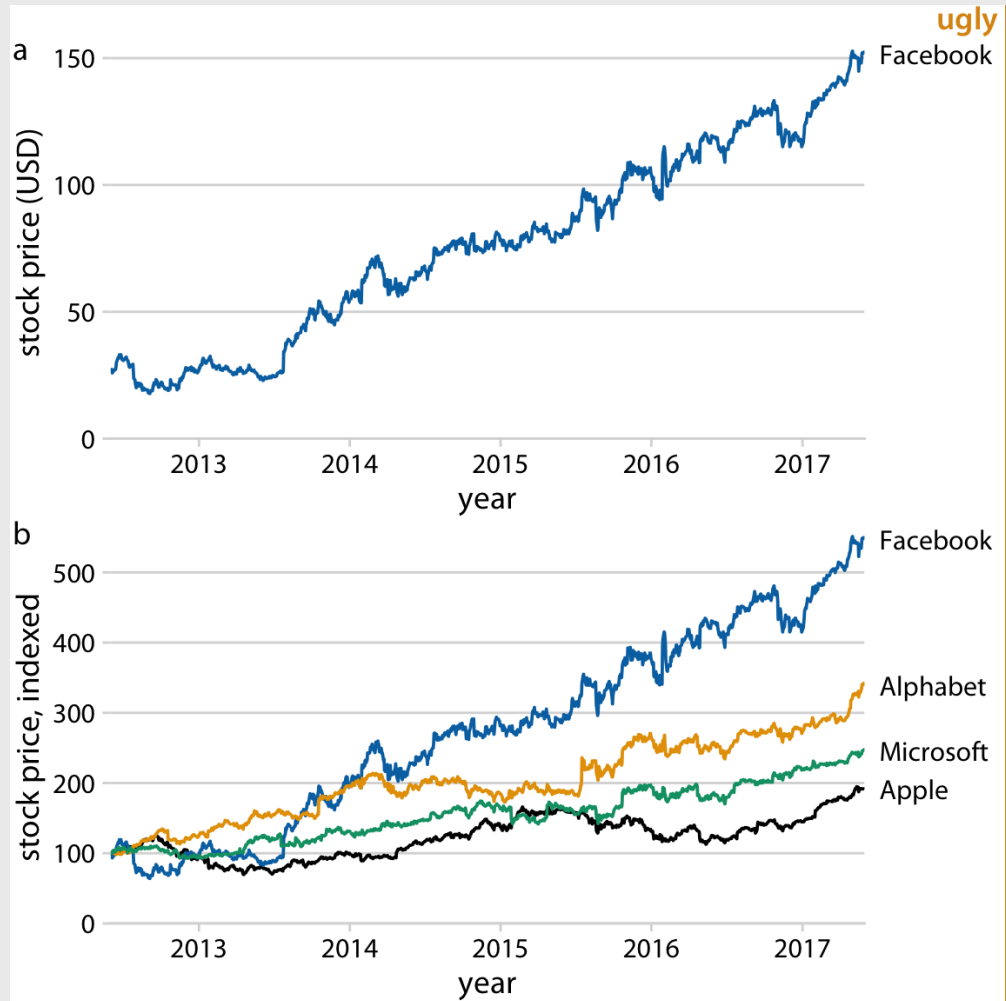
source

# Build up towards complex figures



source

# Be consistent, but don't be repetitive



# Week 16: *Communicating Results*

1. Telling a story
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# Hitchcock's rule





## Hitchcock's rule

The size of any object in your frame should be proportional to its importance to the story at that moment

[Watch this example](#)

## Hitchcock's rule

The size of any object in your ~~frame~~ **slide** should be proportional to its importance to the story at that moment

...and finally you will read this

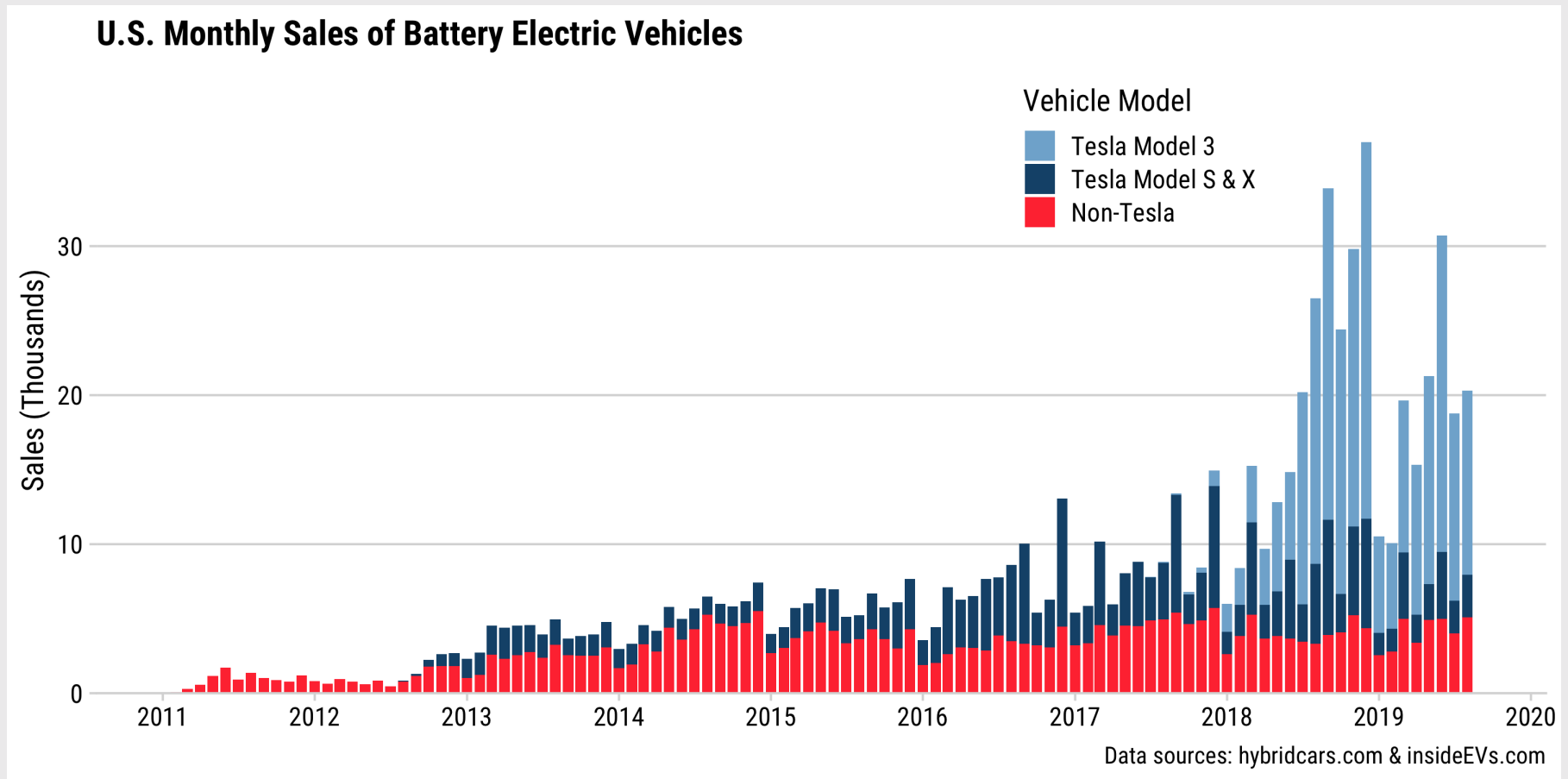
# You will read this first

and then you will read this

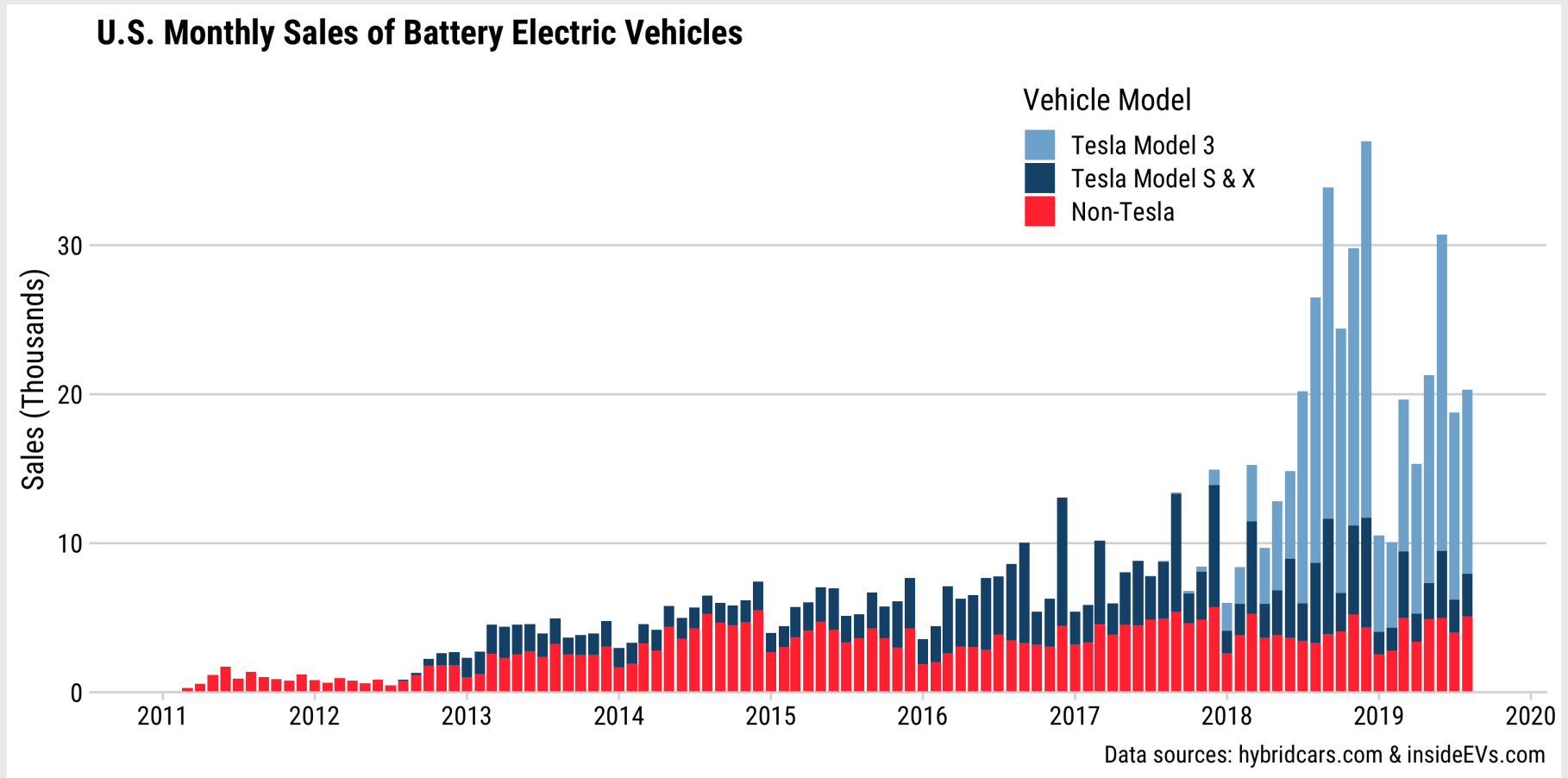
# Put main point at top and use big font size!

(see Stephanie Evergreen's blog post ["So What?"](#))

# Except for Tesla, EV adoption in the U.S. is **flat**



# Tesla's Model 3 is a Game Changer for EVs



> 40pt font for titles

> 24pt font for all other text

(Exception: footer text can be small)

# *Think of fonts as pre-attentive attributes*

San-serif fonts for most text

*"Italic, serif fonts for quotes"*

- Prof. Helveston



Consider using a light-colored background  
(tan / gray)

# Use high contrast between font and background color

Dark text on a  
light background  
works well

Light text on a  
dark background  
also works well

# Use high contrast between font and background color

Yellow text on a  
white background  
is horrible

Blue text on a black  
background is  
horrible

# Use high contrast between font and background color

821134907856412043612  
304589640981709812734  
123450986124790812734  
029860192837401489363  
123479827961203459816  
234009816256908127634  
123459087162342015237  
123894789237498230192

8211349078**5**6412043612  
304**5**89640981709812734  
1234**5**0986124790812734  
029860192837401489363  
1234798279612034**5**9816  
2340098162**5**6908127634  
1234**5**908716234201**5**237  
123894789237498230192

Avoid fonts like

Comic Sans

Papyrus

They make your work look amateurish

1 slide, 1 idea

Break up main points into multiple slides

Number your slides!

Remove “chart junk” from your slides

- Exceptions in slider footer:
- References / data sources
  - © Symbol



# Example of an acceptable slide footer



If you are in person, consider using handouts  
(1-2 pages)

## Week 16: *Communicating Results*

1. Telling a story
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What are the first words  
you should say in a speech?

Watch [this video](#) to find out

10:00

52 / 60

# How to start a speech

3. With a question that matters to the audience ("Have you ever...?")
2. With a shocking factoid ("There are more people alive today than have ever lived...").
1. Tell a story, talk about **people** ("Imagine...")

# Development and Adoption of Plug-in Electric Vehicles in China

Presented by:

John Paul Helveston, Ph.D.

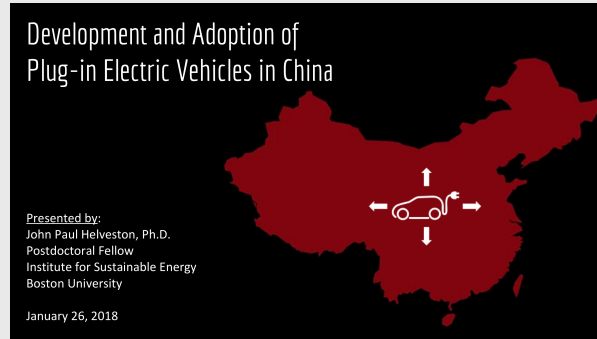
Postdoctoral Fellow

Institute for Sustainable Energy

Boston University

January 26, 2018





3) With a question that matters to the audience:

**"What's the current federal subsidy for buying an electric car in the US?"**

2) With a shocking factoid

**"50% of the world's EVs are made by Chinese automakers"**

1) Tell a story, talk about **people**

**"Whenever I talk with people about electric cars, they usually ask about Tesla..."**

# Your turn

05:00

Brainstorm different strategies for how to start your presentation for your projects:

1. Tell a story, talk about **people** ("Imagine...").
2. With a shocking factoid ("There are more people alive today than have ever lived...").
3. With a question that matters to the audience ("Have you...?").

Afterwards, we will go around the "room" and one person from each team will practice giving their start to their presentation.

Project teams:

1. Gender pay gap (Katie, Alexa, Gabriel)
2. Poverty and sustainability (Eliese, Michael, Kazi)
3. EIA EV sales forecasts (Helena, Bridget)
4. Is Hamilton the fastest F1 driver? (Cooper, Matthew, Omar Al-za'atreh)
5. National GDP & Olympic performance (Izzy, Alejandro, Omar Alkhadra)
6. NFL player suspensions (Kareemot, Ebun, Kyara)
7. National climate performance (David, Kaveena, Carlyne)
8. Local protectionism in China's EV industry (Lujin)
9. Public attitudes towards autonomous vehicles (Leah)



## Week 16: *Communicating Results*



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# Final Reports (Due 05/02...you have 4 days!)

- Read prompt carefully
- Be sure to include a copy of the data you're using
- Use a theme ✨
- Don't forget to publish your report on RPubS
- Check for spelling errors:

```
spelling::spell_check_files("report.Rmd")
```

# Final Presentations (Due 05/04)

- We'll watch these during class period on May 05
- 9 projects x 10 mins each
- At the end, we'll announce awards:
  -  **Janitor Award:** For most intense wrangling of messy data
  -  **Shiny Award:** For single most impressive visualization

# Final Interviews (05/05 - 05/07)

- Schedule for a 10-minute interview using [this link](#) (also posted in Slack)
- I'll be emailing you a list of questions