

## SESSION 3

# Communicating With Factsheet and Infographic

Jingjing(Krystal) Li

2024/08/13



# Recap: Why Visualize?

## In short:

- Data are complex.
- Your reader won't be familiar with your data.
- Visualizing your data cuts through the cloud by simplifying the data.



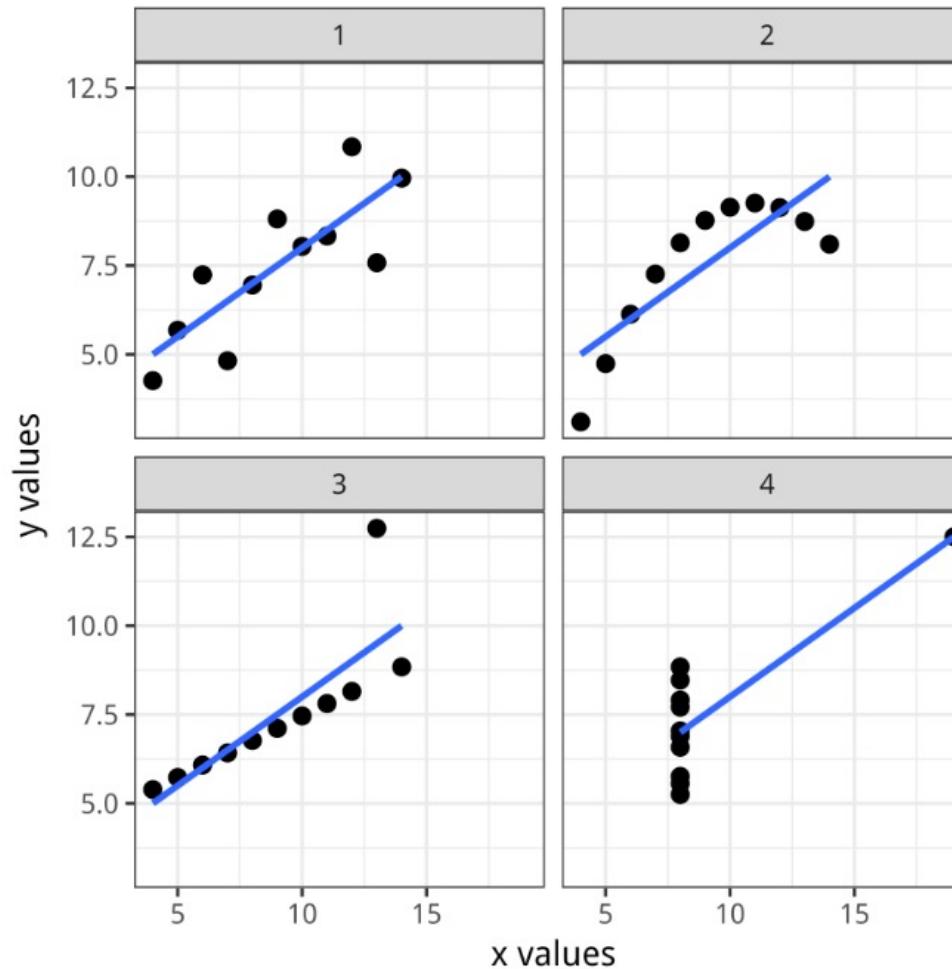
# Why Visualize?

- Suppose I had simply told you that a unit change in X was linked to a change in Y ...

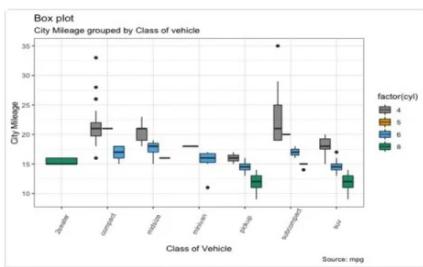
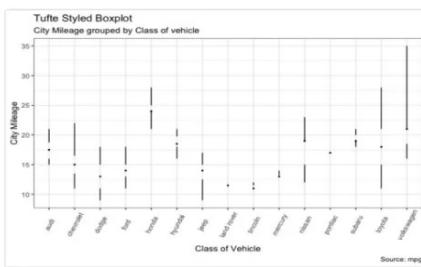
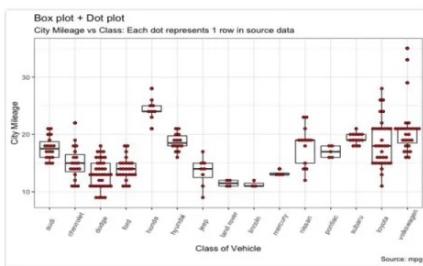
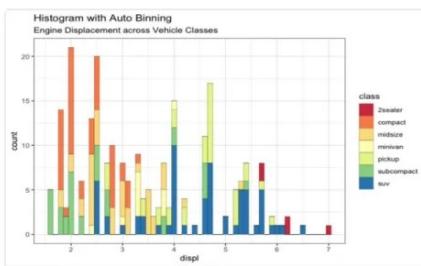
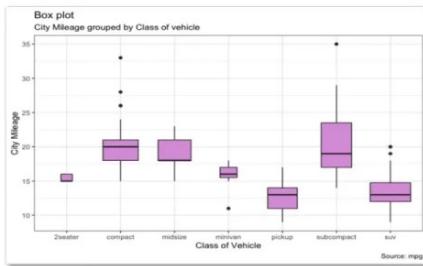
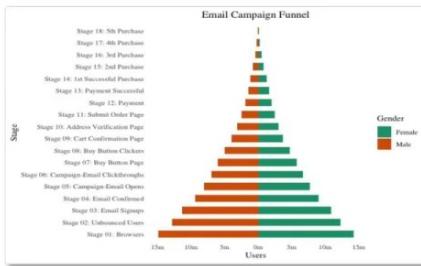
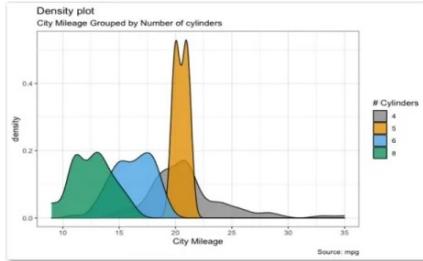
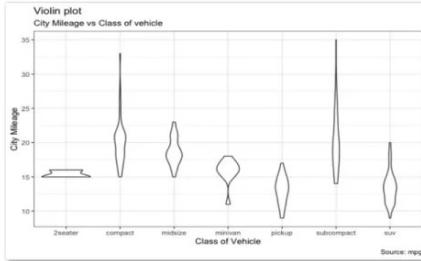


# Why Visualize?

Tell more information than a coefficient



# Happy Hour



## Techniques



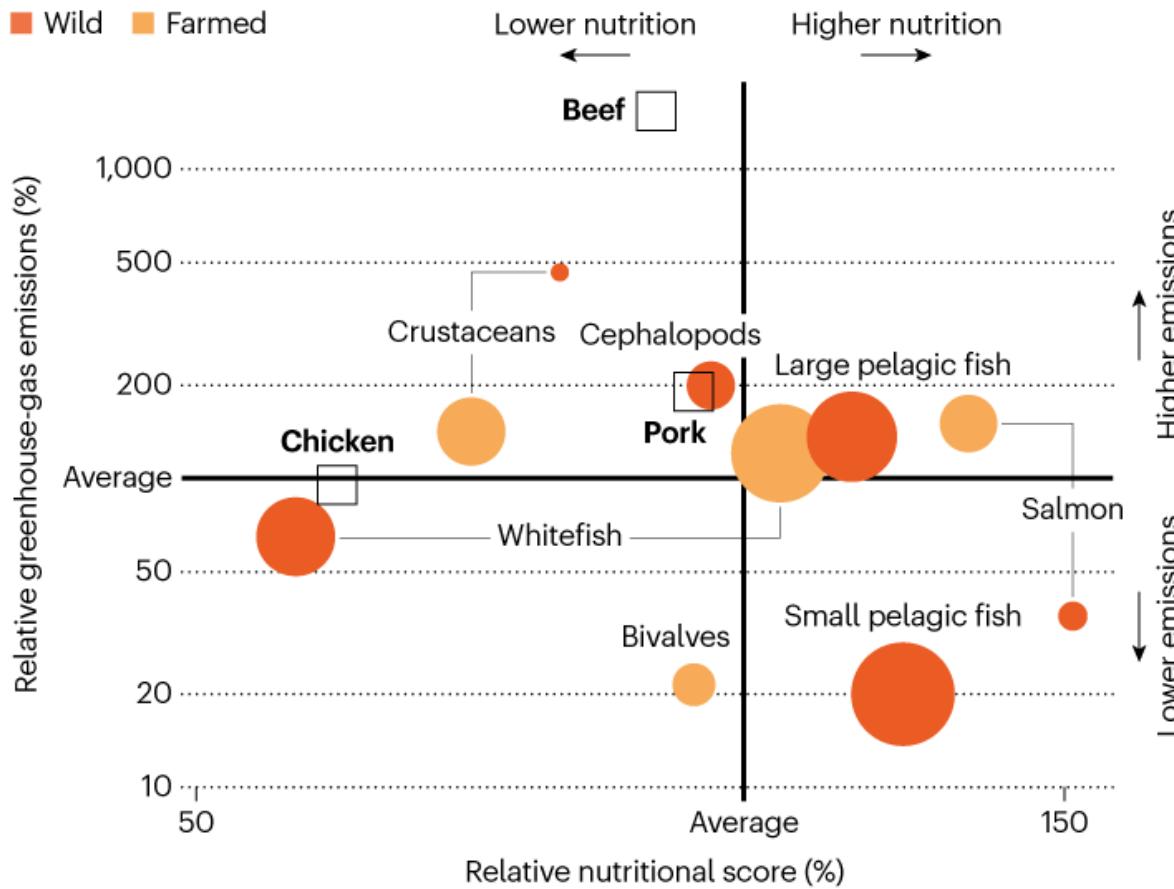
## Philosophy



# Nature's top science graphics from 2022

## BETTER FISH TO FRY

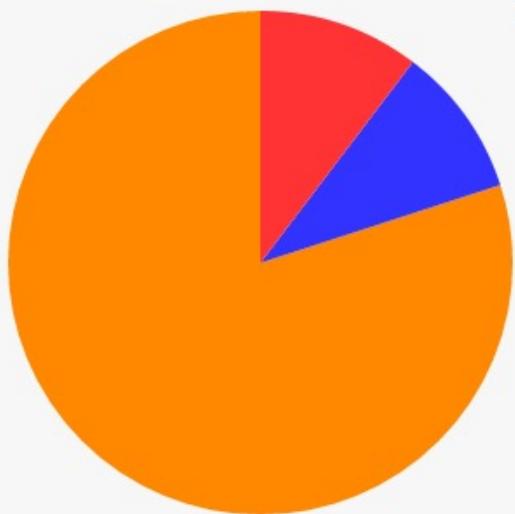
Some types of seafood have a higher nutritional value and generate fewer emissions than beef, chicken and pork.



# What is an Infographic?

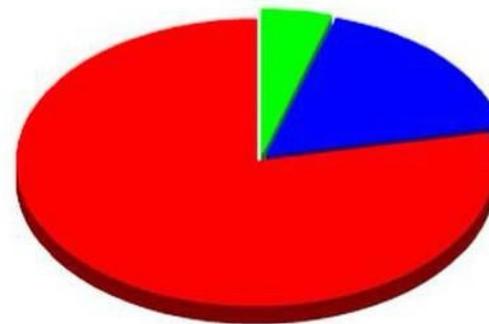
Why I use Pie Charts

- They're funny
- I've got a good idea for one
- I can't find the right meme



**When do diets start:**

- Yesterday
- Today
- Tomorrow

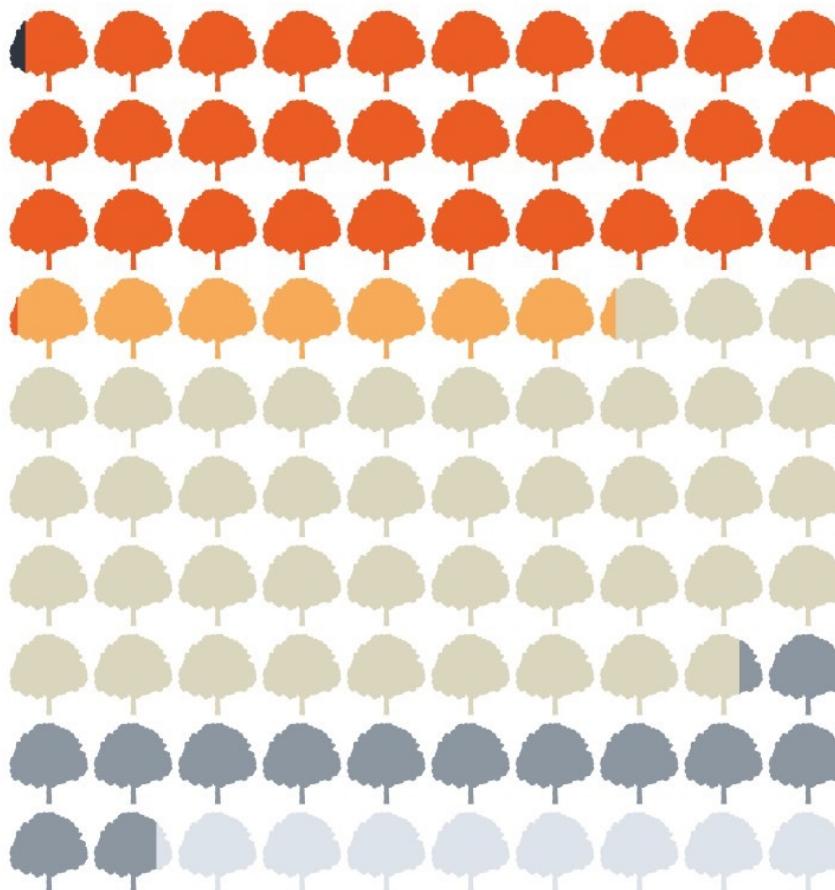


# What is an Infographic?

## TREES UNDER THREAT

Almost one-third of tree species are threatened with extinction, according to information on more than 58,000 species collated by the Global Tree Assessment. There are insufficient data to assess some 13% of these, which are often known only from small, relatively unexplored areas and are very likely to be threatened.

- Extinct **0.2%**
- Threatened **29.9%**
- Possibly threatened **7.1%**
- Not threatened **41.5%**
- Data deficient **13.2%**
- Not evaluated **8.2%**

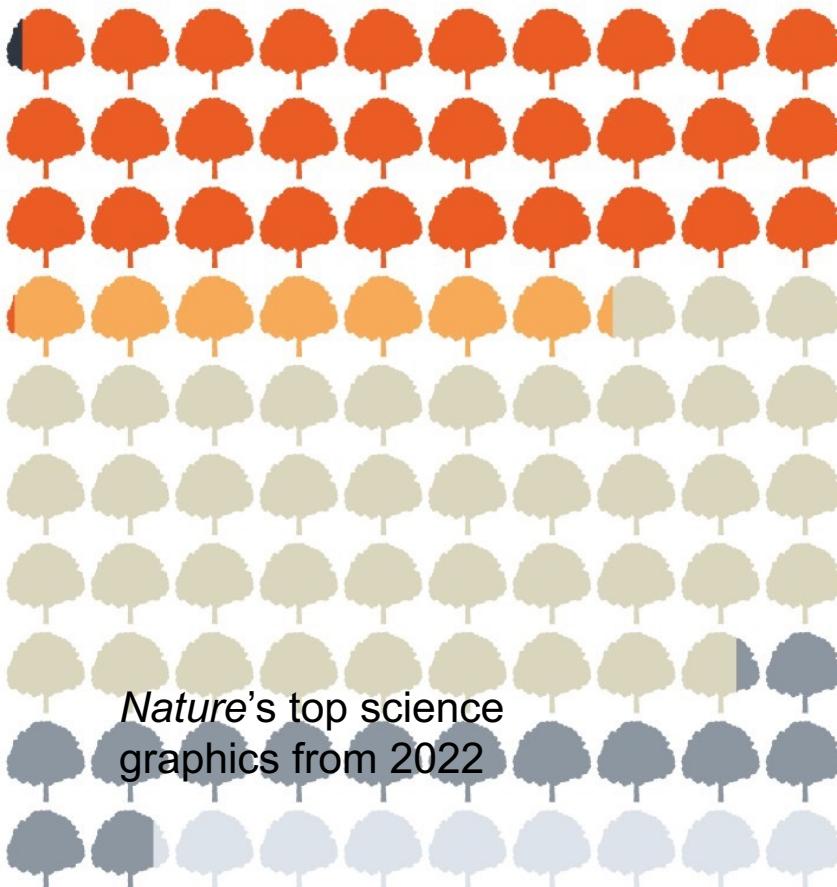


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■ Not threatened **41.5%** ■ Data deficient **13.2%** ■ Not evaluated **8.2%**



©nature

Data do not add to 100% because of rounding.

Title

Main Text/Conclusion/Highlight

Legend/Label

Figure/Chart

Note

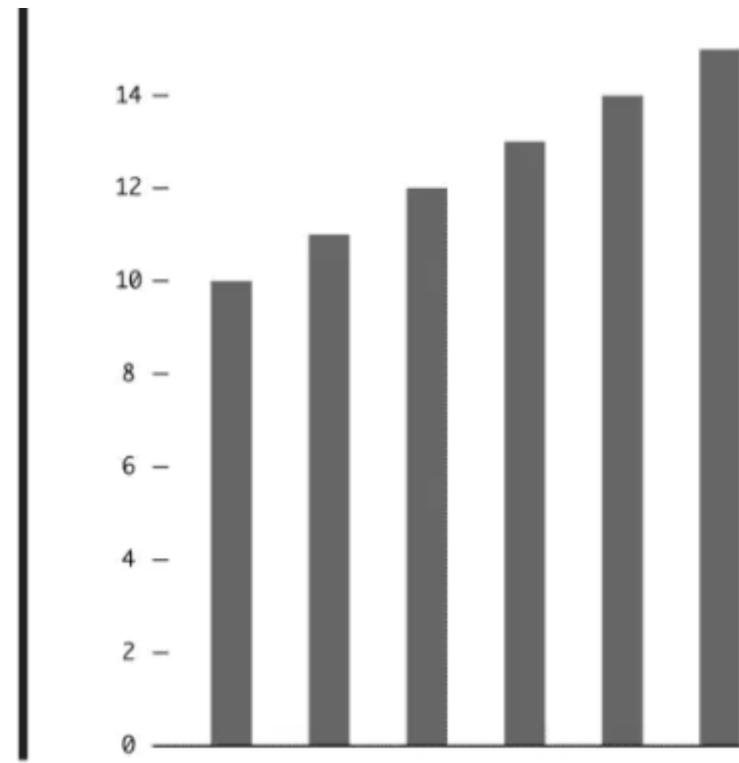
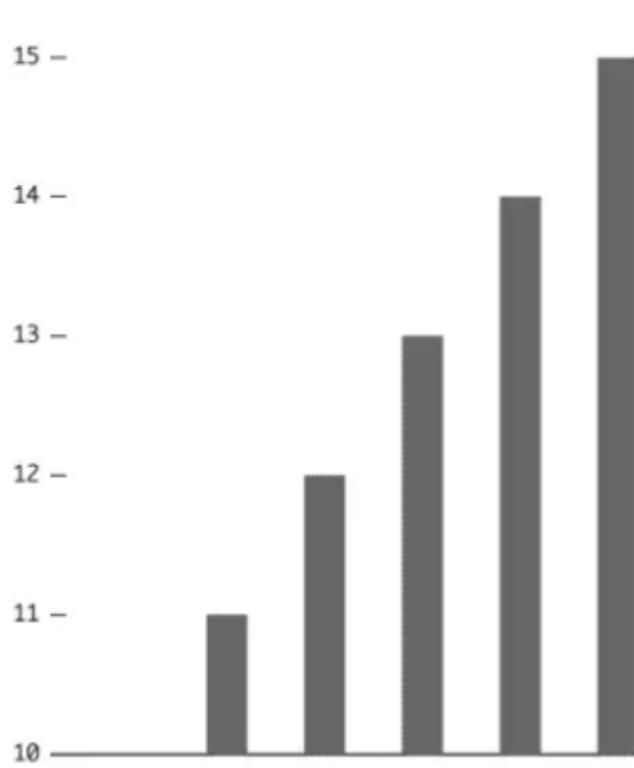


# What is an Infographic?

- To convey something for a specific purpose
- Taking advantage of different charts and graphs
- Bar charts, line graphs, spider charts, scatter plots, etc.

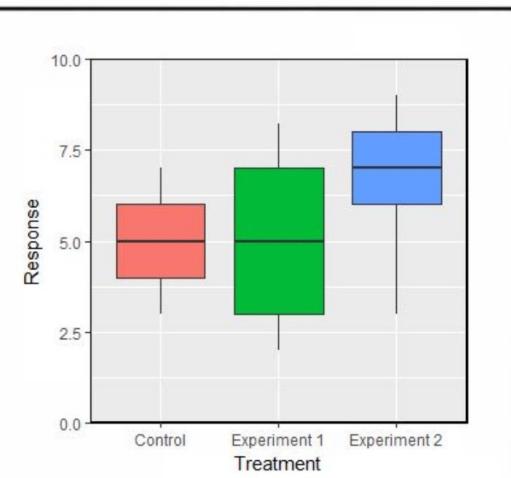
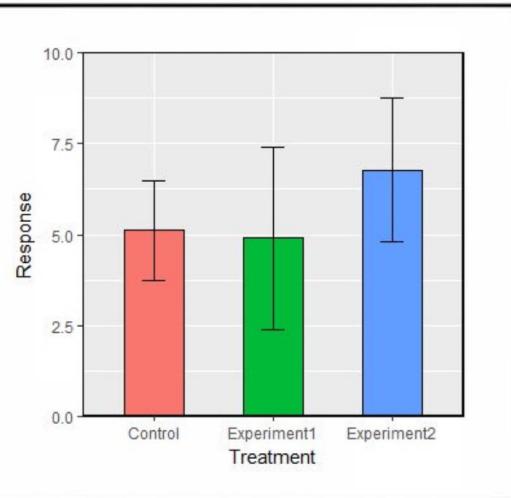


# Spot the Bad Plot



# Spot the Bad Plot

## VISUALIZING DATA

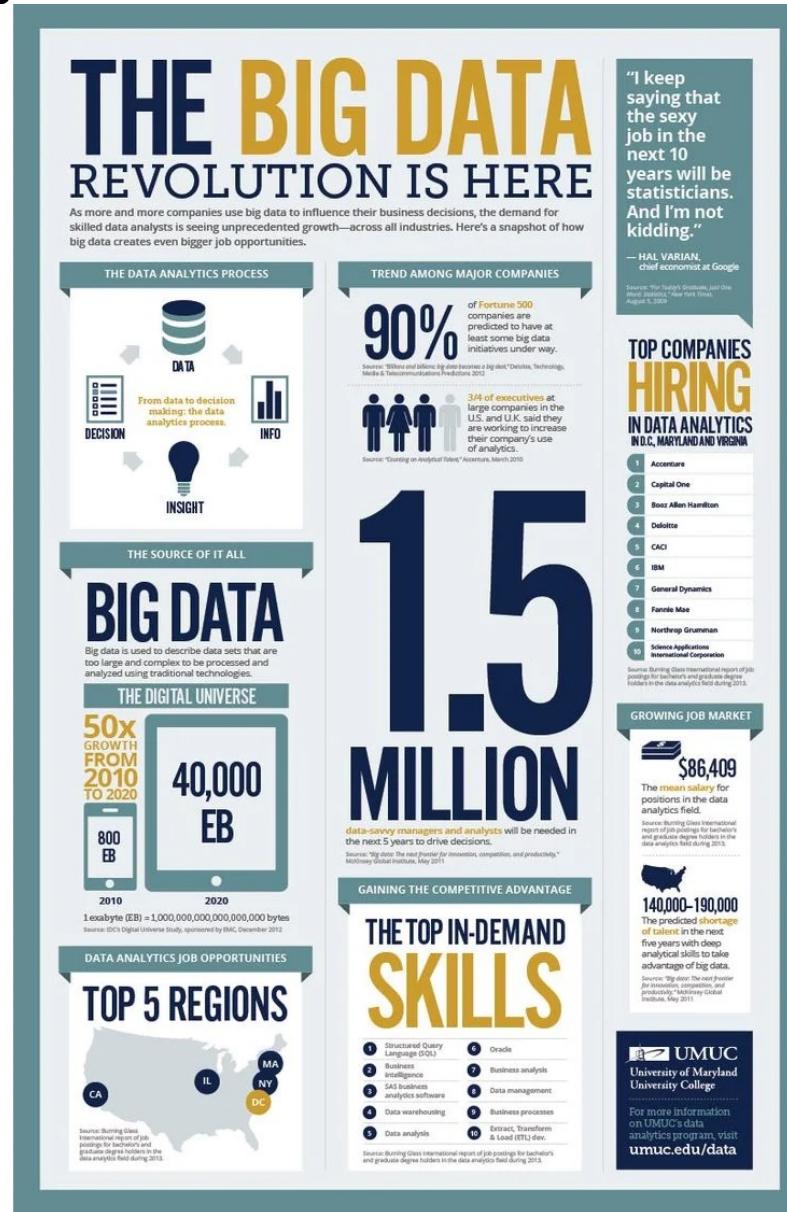


# What makes a good infographic ?

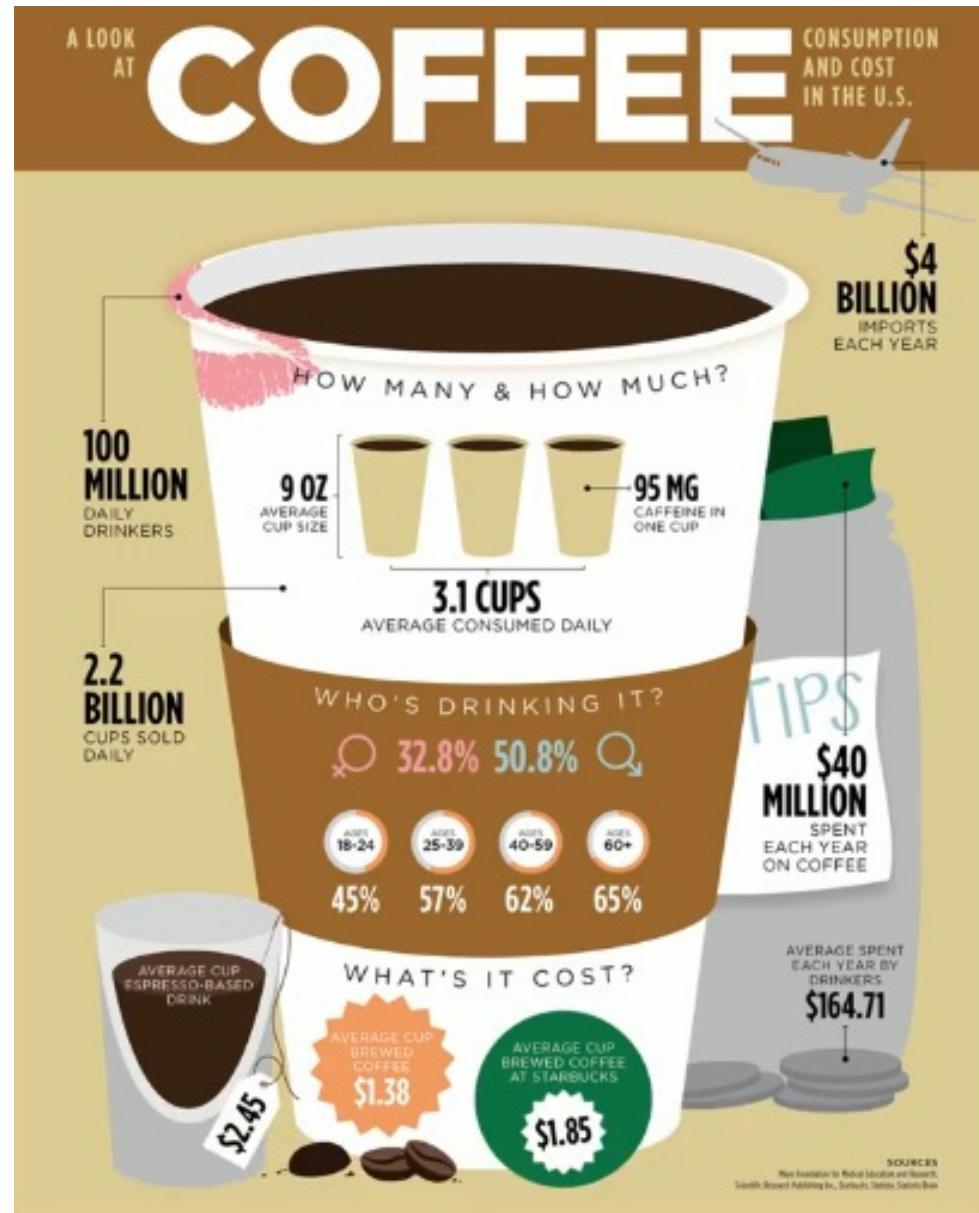
- 1. Tell a story
- 2. Send one key message
- 3. Have a predefined journey
- 4. Well structured
- 5. Visually appealing
- 6. Accurate information
- 7. Keep the text brief



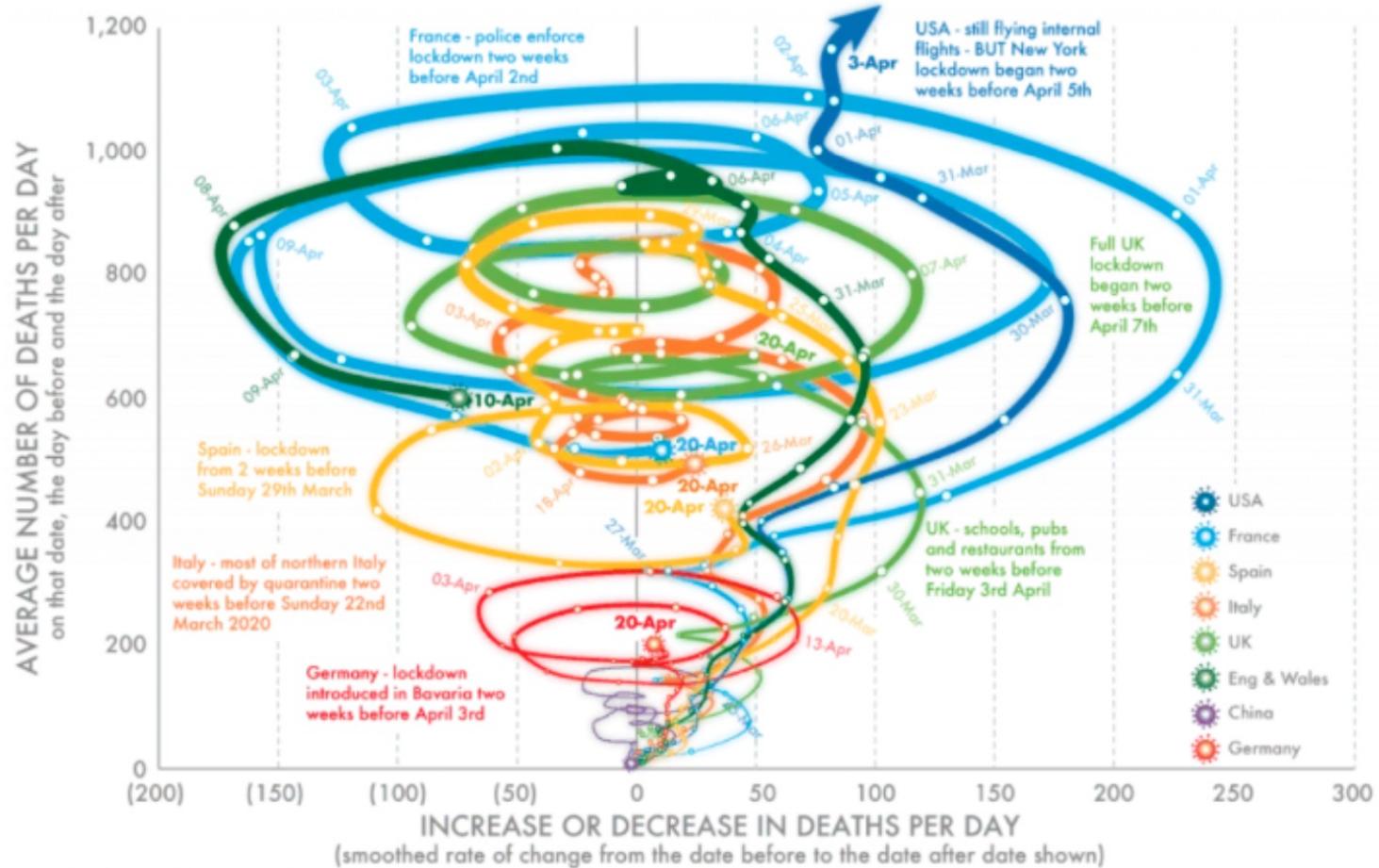
# Tell a story



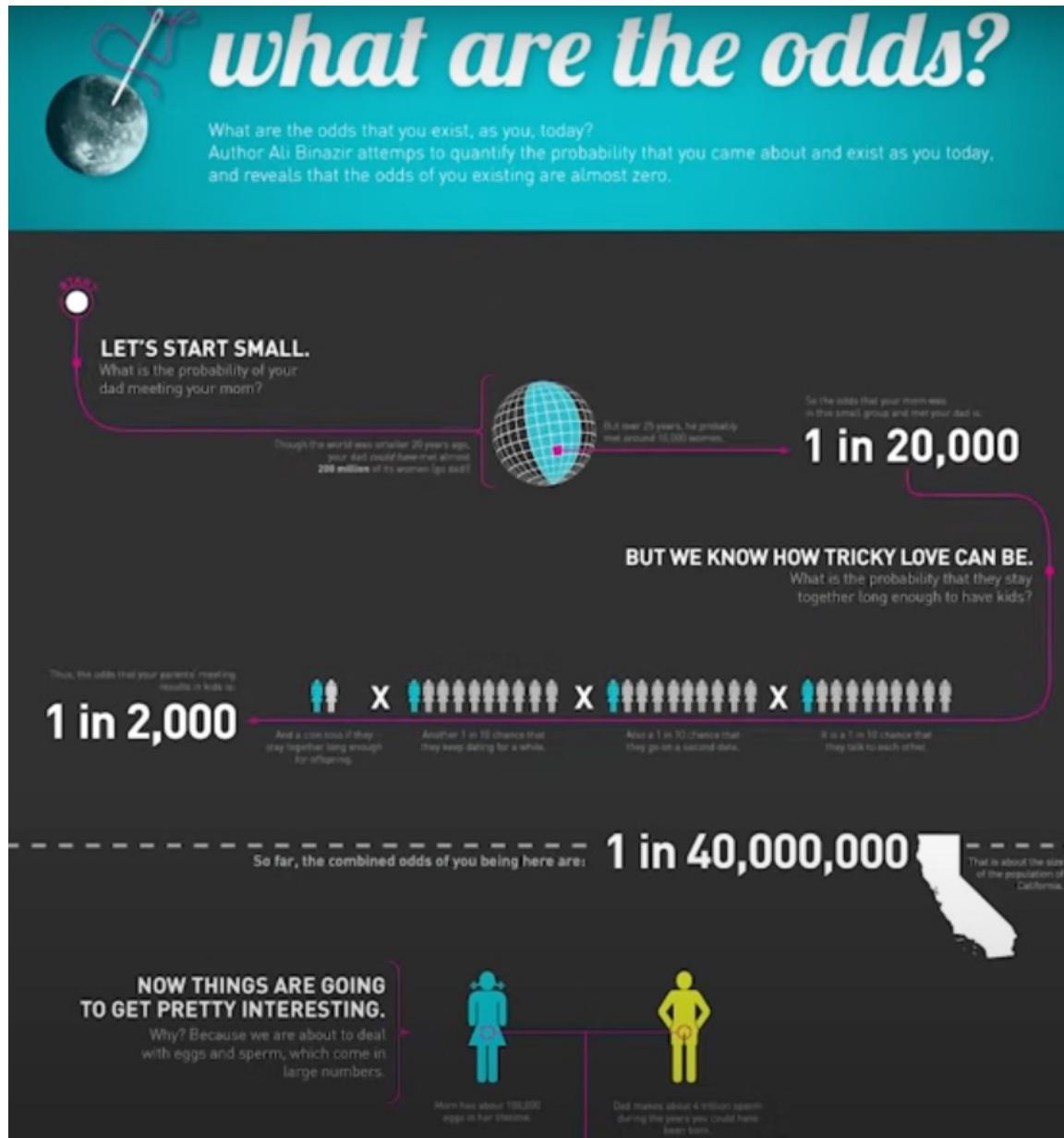
# Tell a story



# Send one key message



# Have a predefined journey



# THE THREE-TRILLION-DOLLAR WAR ITS COST IN TEN STEPS

## *What are the odds?*



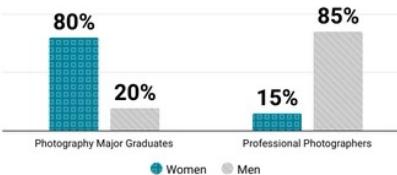
# Well structured



## Gender Representation in Professional Photography

Women constitute 80% of photography graduates but only 15% are professional photographers.

(Source: *The Guardian*, 2019)



Only 13.7% of the photographs displayed in leading museums are taken by women.

(Source: *Women in Photography*, 2020)



About 70% of photography students in the U.K. are women, yet they only make up 44% of the photography industry.

(Source: *British Journal of Photography*, 2018)



In 2019, only 20% of all exhibitions and solo presentations were by women photographers at prominent U.S. institutions.

(Source: *The Art Newspaper*, 2020)



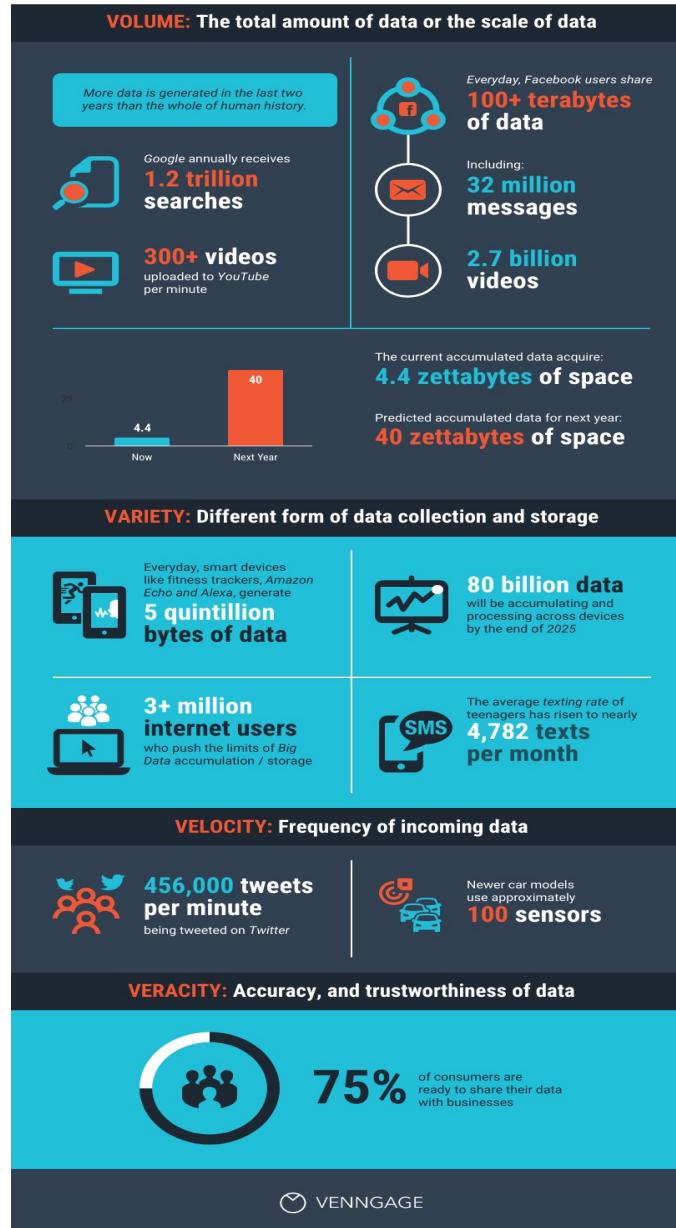
Only 33% of Pulitzer Prize-winning photographs were taken by women in the last decade.

(Source: *Pulitzer Prizes*, 2020)

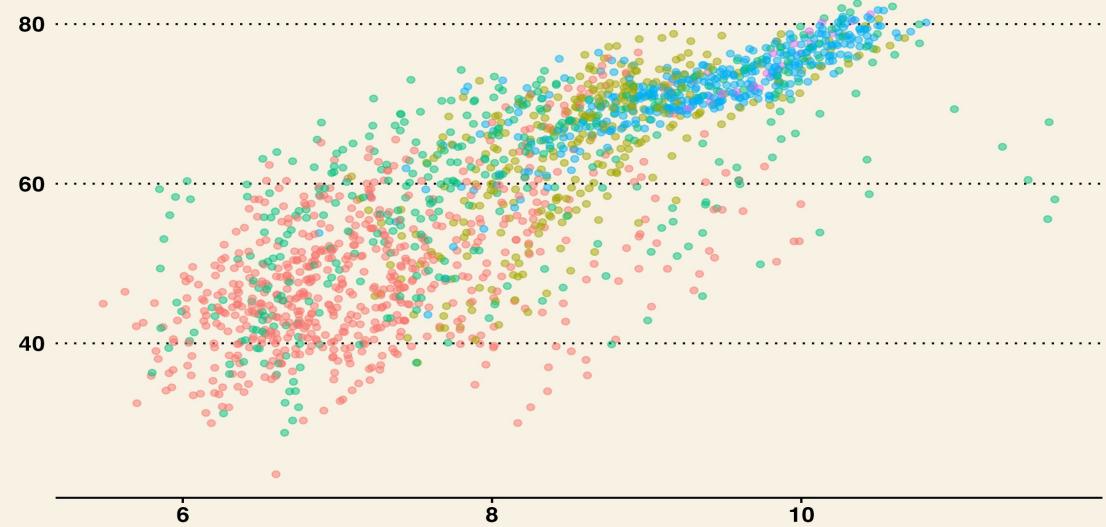
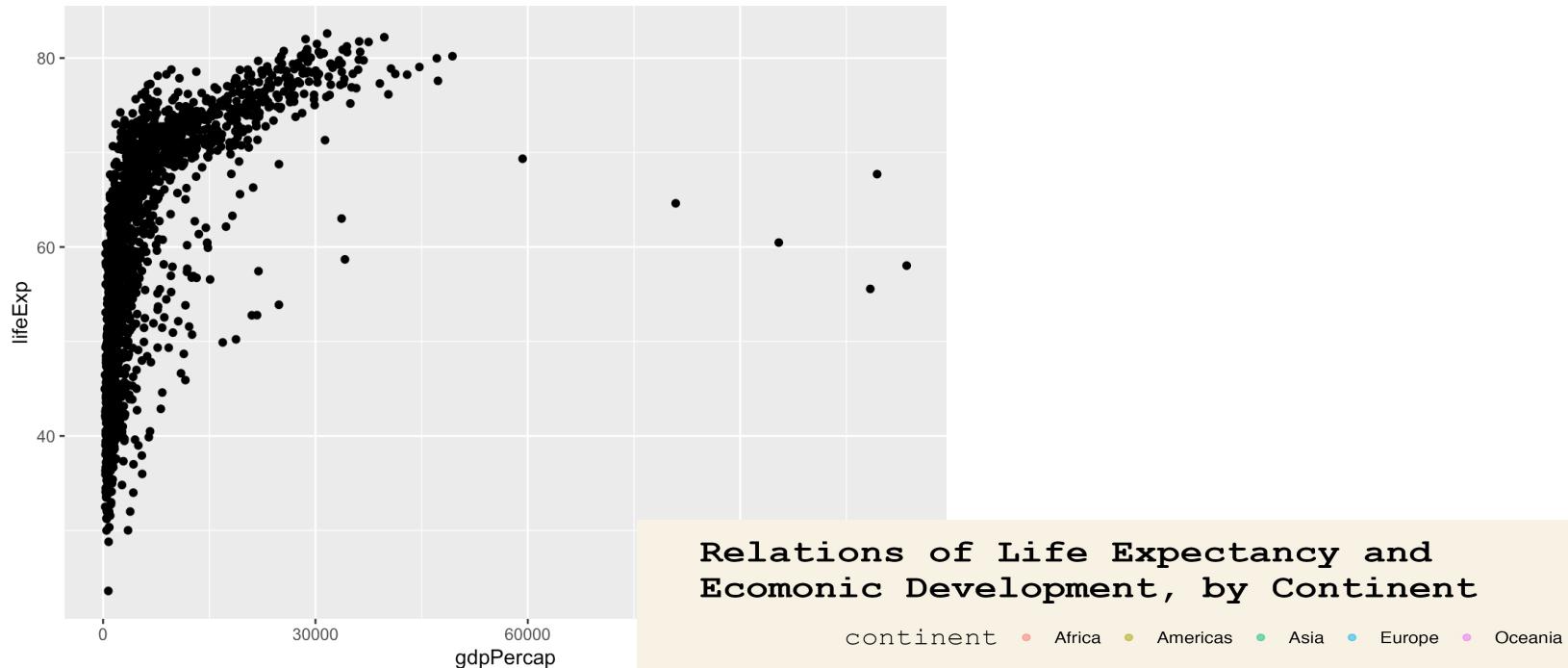


## The Four V's Of Big Data

The term Big Data refers to large volumes of both structured and unstructured data that internet users and businesses generate. Enterprises break it into four different parts, called the four V's of Big Data. Here's a statistical view of these V's.



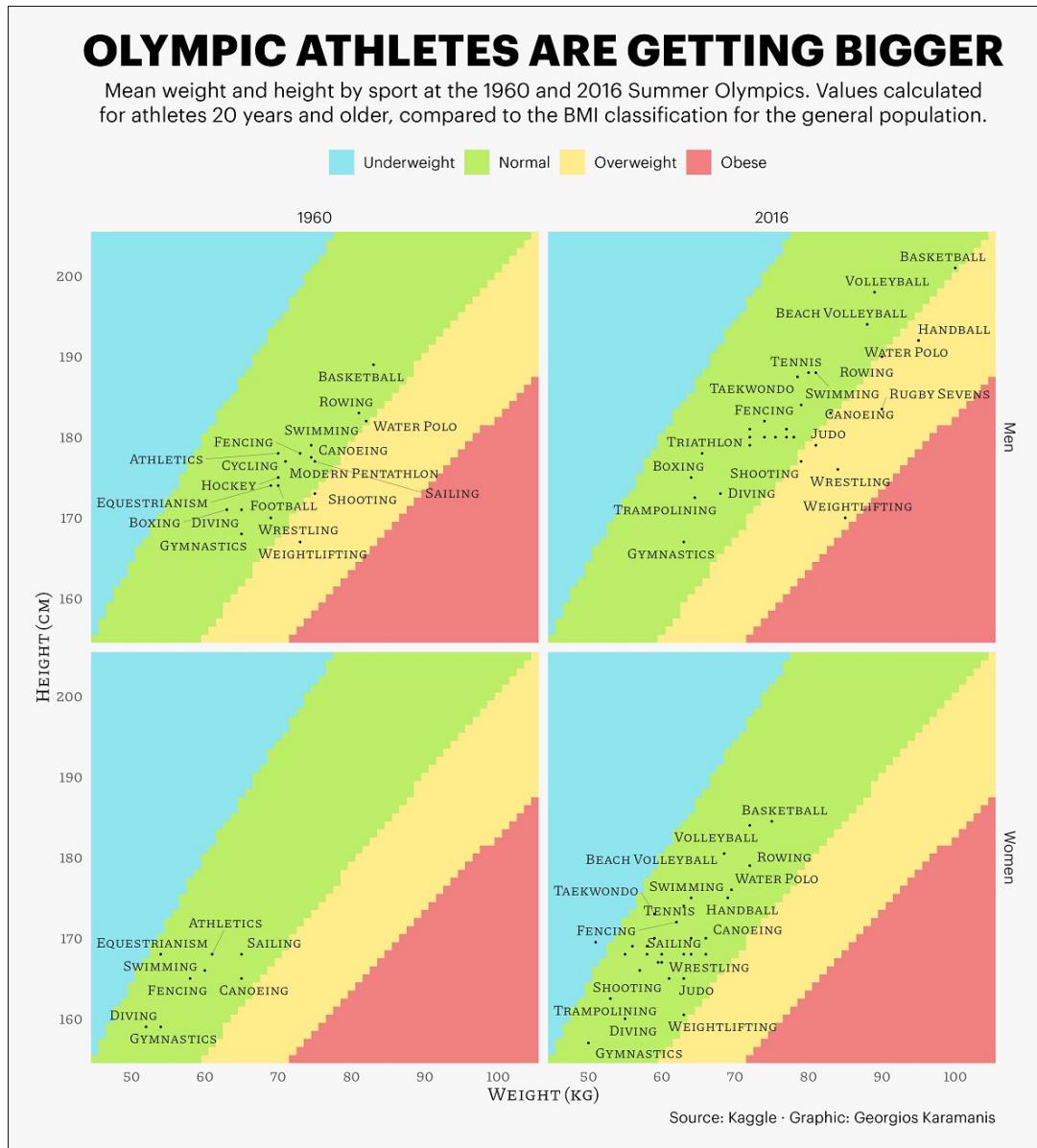
# Visually appealing



# Accurate information



# Keep the text brief

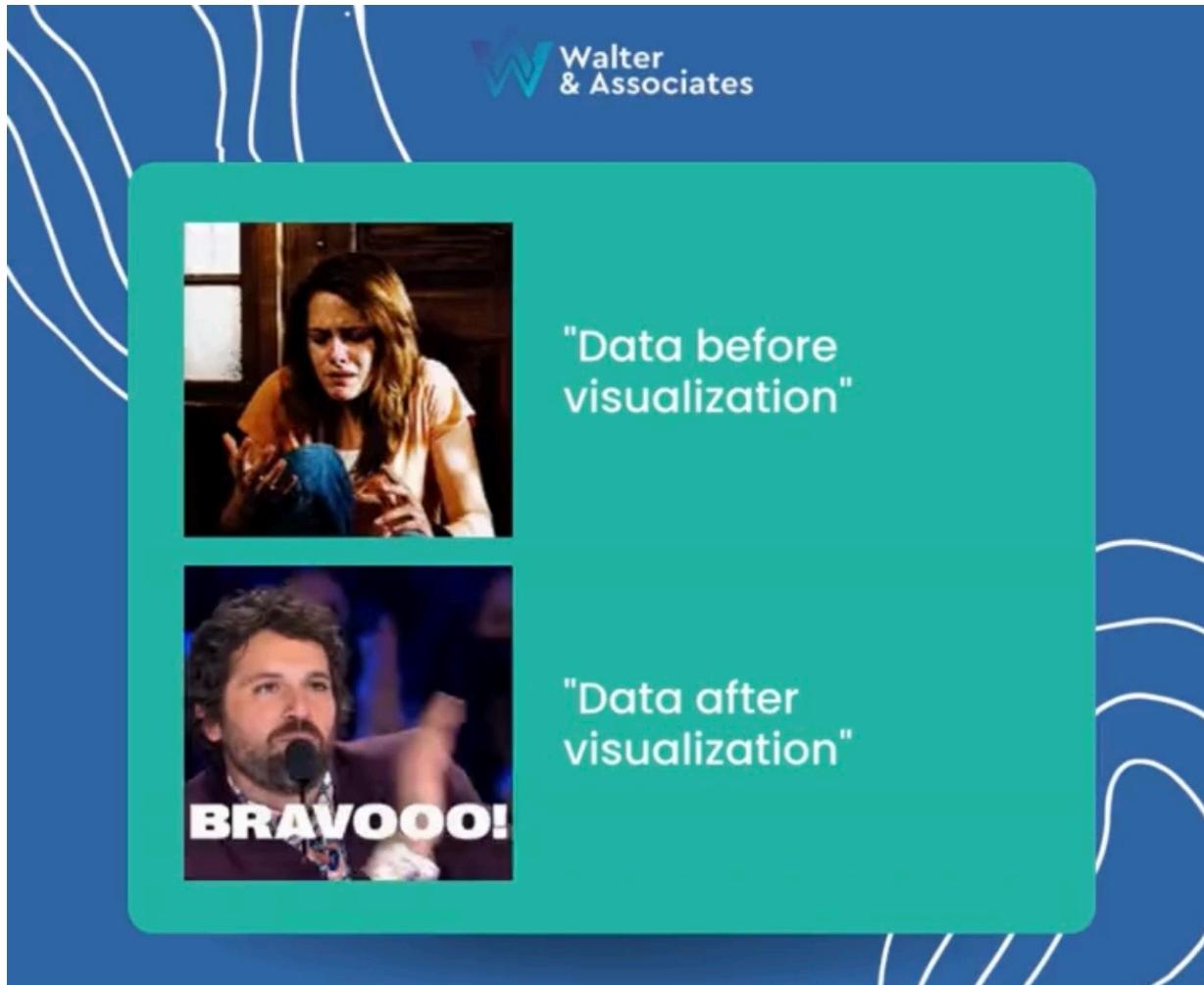


# What makes a good infographic?

- 1. Tell a story
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# Journey Continues





# Thanks!



上海交通大学  
SHANGHAI JIAO TONG UNIVERSITY

国际与公共事务学院  
SCHOOL OF INTERNATIONAL AND PUBLIC AFFAIRS