

# The Washington Post

Graphics Department

September 11, 2019 | Lulu Tanenbaum

# History of The Washington Post

- The Washington Post began publishing in 1877. It had a circulation of 10,000, contained four pages and cost three cents a copy.
- In 1933, it was purchased out of receivership by the Meyer (Graham) family.
- In 1972, The Washington Post was infamous in reporting on and playing a large part of exposing the Watergate scandal.
- In 1984, The Post initiated a redesign of the paper emphasizing clarity, placement and reader ease. This was the first complete redesign of the paper in fifty years.

# The Era of Bezos

- In 2013, Jeff Bezos bought The Washington Post.
- “...help transform the Post from a local print-focused publication to a globally recognized digital brand” (Donald Graham).
- “It seemed to us that ownership by somebody who had immense knowledge of the future, of technology, of ways to deliver information to readers brought a big plus with it” (Donald Graham).



*Visualizations I liked*

# Visualizing Voter Data

Source: [The Washington Post](#)

## Exit poll results from National Election Pool

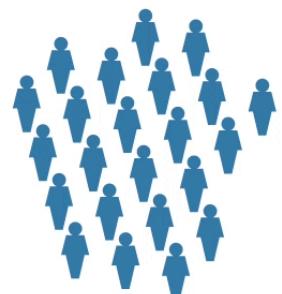
As polls closed nationwide Tuesday night, see how voters from different backgrounds across the nation cast their ballots.

This is how white men with no college degree voted.

❶ = 1 percentage point

**Hillary Clinton**

23%



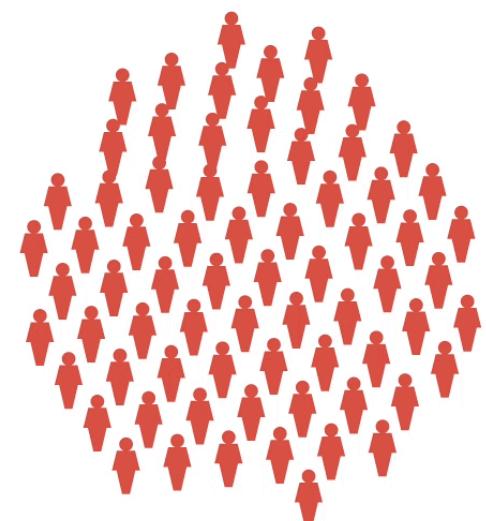
**Independent**

4%



**Donald Trump**

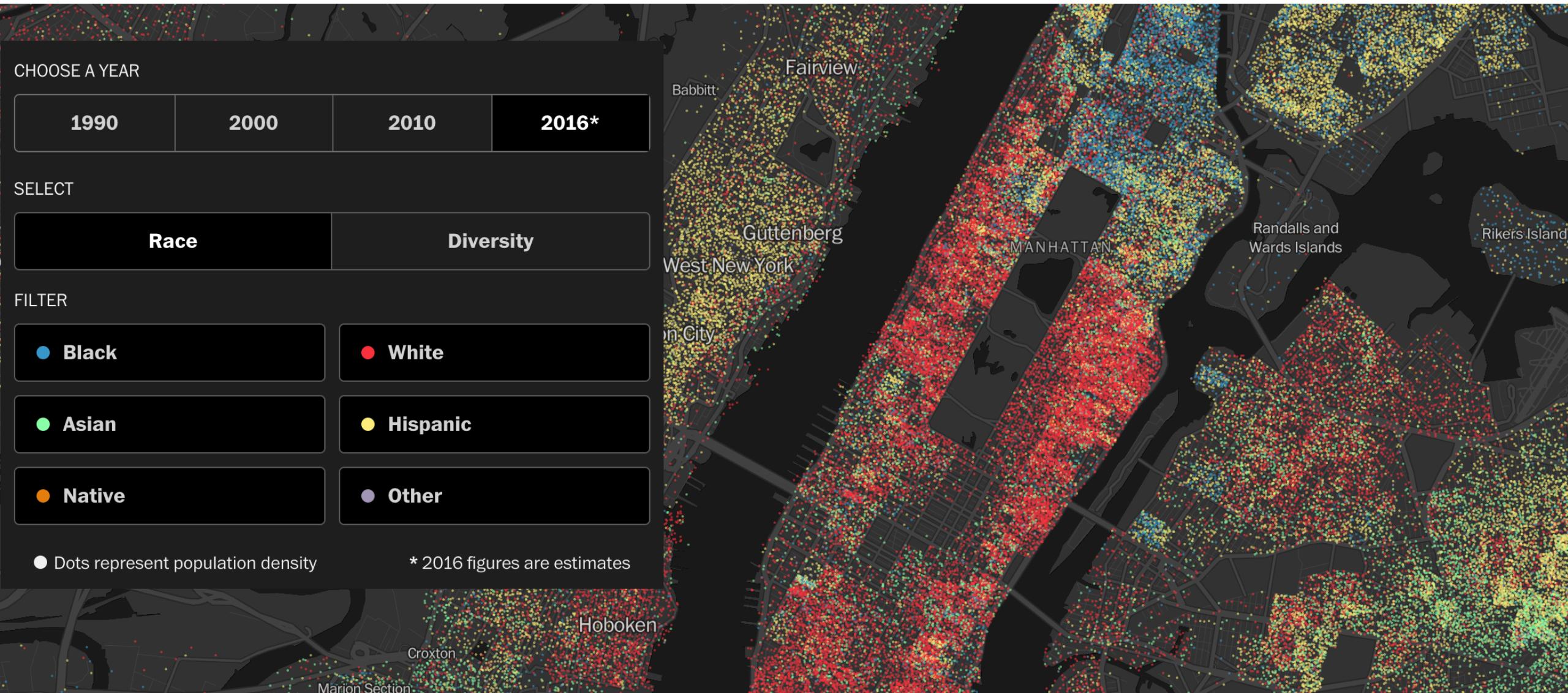
71%



Additional Information: [The Washington Post](#)

# Mapping Diversity to Geography

Source: [The Washington Post](#)



# Tackling Gun Violence

Source: [The Washington Post](#)

## 1,207 killed

The people who were killed came from nearly every imaginable race, religion and socioeconomic background. Their ages range from the unborn to the elderly; **191 were children and teenagers**. In addition, thousands of survivors were left with devastating injuries, shattered families and psychological scars.

**CLICK ON AN ICON FOR DETAILS ABOUT EACH VICTIM.**

**Justin Meek**, a 23-year-old man, was one of 12 victims killed in the Borderline Bar & Grill shooting in Thousand Oaks, Calif., on Nov. 7, 2018.

**CLICK ICON TO READ ABOUT THIS SHOOTING**

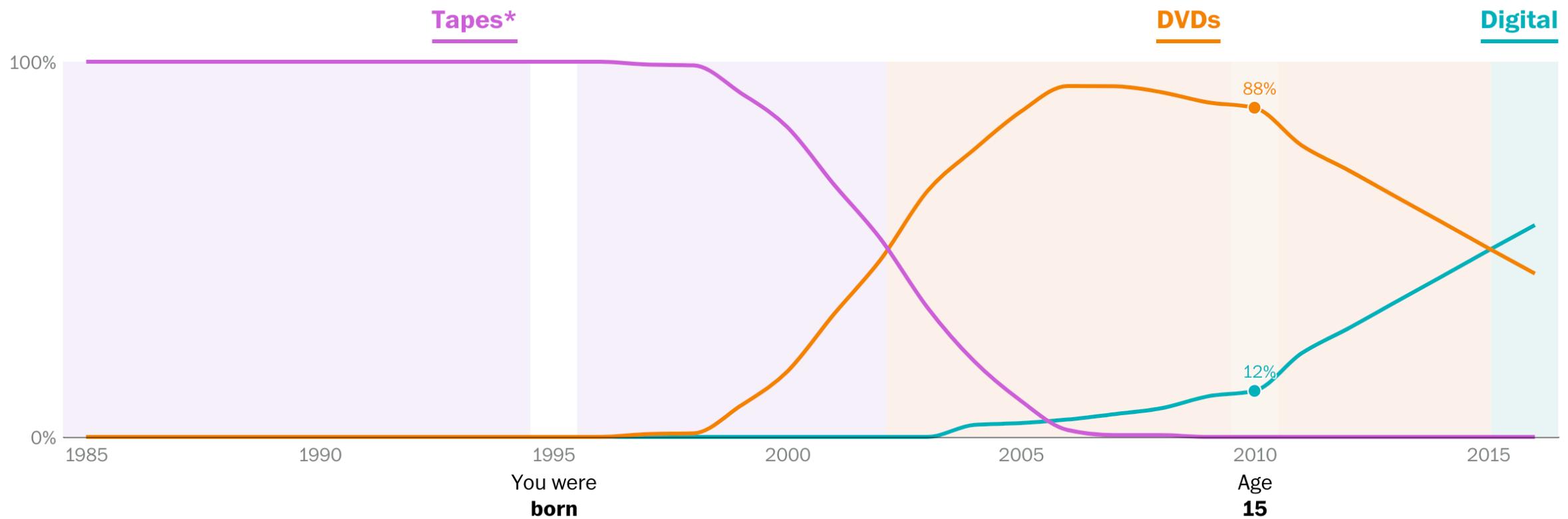
# Exploring Technological Development

Source: [The Washington Post](#)

## HOW DID PEOPLE WATCH VIDEOS?

Share of U.S. home entertainment spending by format

👉 Hover to see details for each year

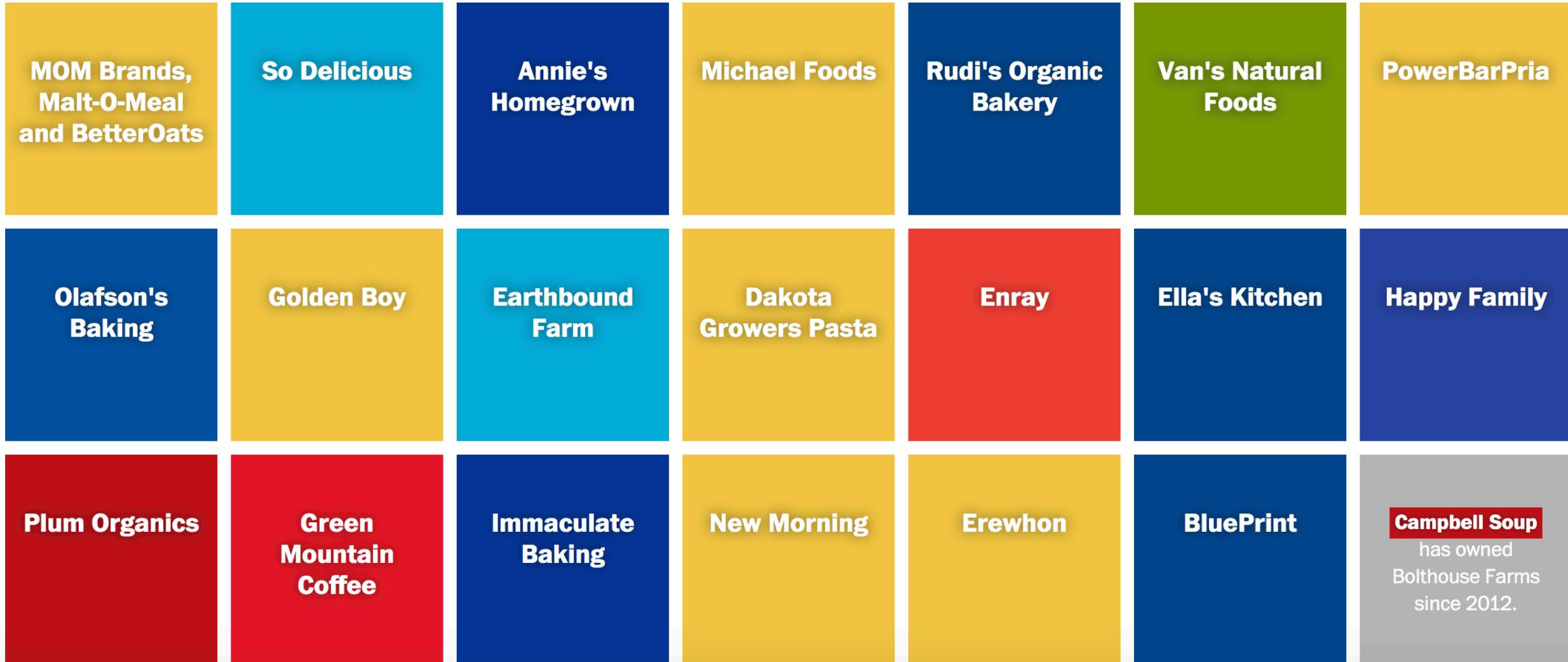


*Visualizations I disliked*

# Exposing Ownership of Organic Brands

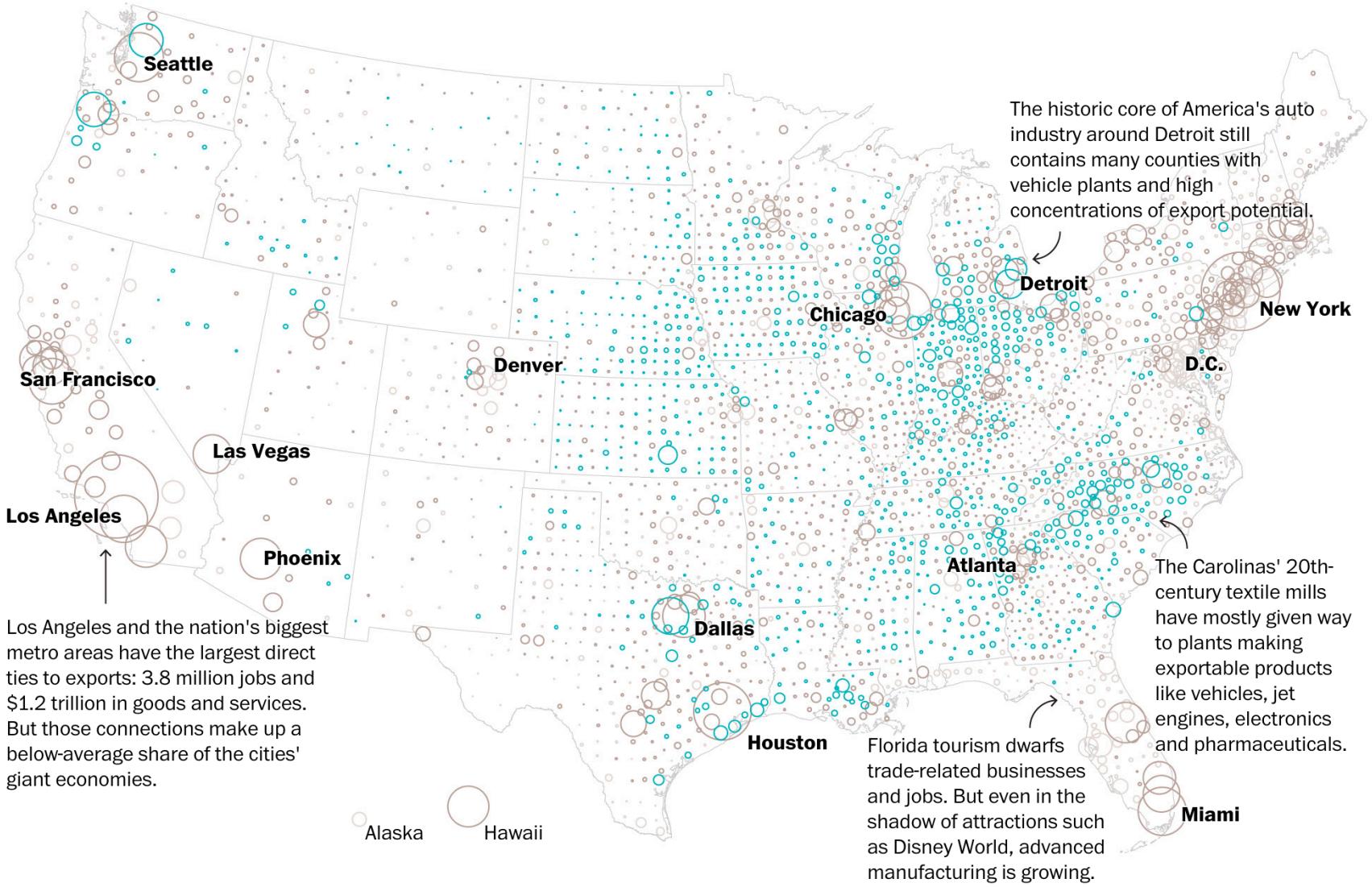
Source: [The Washington Post](#)

👉 Hover on an organic brand to see its corporate parent. Brands are shown in order of acquisition date. Or, [see a list](#) of organic brands owned by each processor.



# Exploring the Impacts of a Trade War

Source: [The Washington Post](#)



# Connecting to Jaques Bertin

	Points	Lines	Areas	Best to show
Shape		<i>possible, but too weird to show</i>	<i>cartogram</i>	<i>qualitative differences</i>
Size			<i>cartogram</i>	<i>quantitative differences</i>
Color Hue				<i>qualitative differences</i>
Color Value				<i>quantitative differences</i>
Color Intensity				<i>qualitative differences</i>
Texture				<i>qualitative &amp; quantitative differences</i>

The examples use:

- Color Hue
- Color Value
- Colour Intensity
- Size (Point and Line)

# Questions

1. Without Bezos role in shaping the newspaper would the graphics department be as comprehensive?
2. What other trends do you see in data journalism that The Washington Post could explore?
3. Which Retinal Variables do you think the Washington Post Graphics Departments utilize? Is there more variables they should be using?

# Thank you!

For the Washington Post twitter feed | [@PostGraphics](#)