# HUFFPOST

# Welcome to Data Visualization/Reporting 101

Manyu Jiang June 27, 2019



# Use data and dataviz to improve your stories!

Dataviz is a driving force of a story, even when it is a simple graphic or diagram.

"The reader stats tell us that when we insert a simple data visualization in a story, readers stay on the page a little longer."

More credibility makes your story more bulletproof!

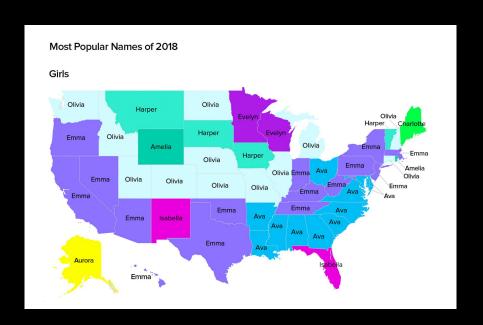
Find the hidden stories to move the needle.





### Data can be...

- Count of documents
- Yes/No answers to a question
- Demographics
- Analysis from studies
- Poll numbers, statistics
- Efficiency rates
- Dates and times
- Vital life statistics
- Finances
- Votes
- Qualitative data
- YOU NAME IT!



Most everything can be converted into data somehow!



# What are you talking about?

The dataviz team can help with creating visualizations, customizing the graphics, and teach you to use some basic dataviz tools; inspiring you to find a story idea through the lense of dataviz.

DataViz Terminology	Explanation			
Raw Data	Data as it comes from the			
Raw Data	publication or agency.			
	A journalist has made the data			
Clean Data	readable and standardized			
	terms, reducing typos.			
Widgots	Easy-to-use interactive			
Widgets	component.			
Data Source	Publication or agency the data			
Data Source	originated from			



# Develop a data mindset! Every story can and should have a data element.

Working with data is not math, necessarily.

It is puzzles!

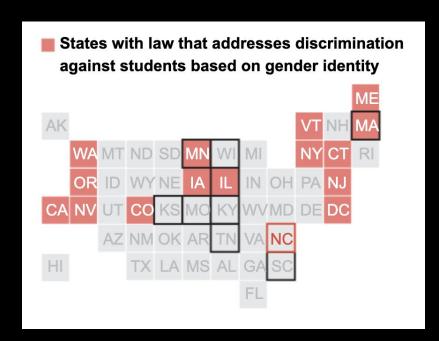


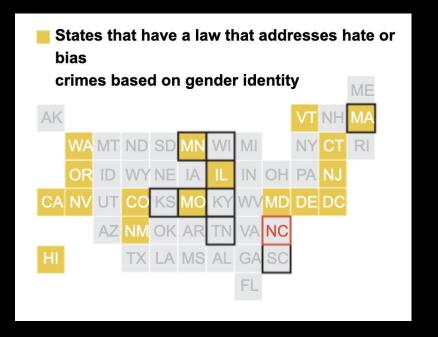
### Mapping The Most Popular Baby Names of 2018





Mapping Here's Where Lawmakers Don't Want Trans People To Use The Right Bathrooms







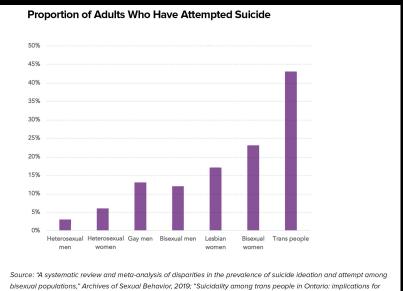
### Mapping Climate Change May Force Millions Of Americans To Move Inland



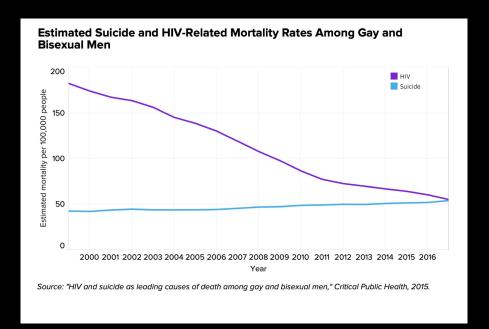




### Quantitative Infographic Suicide Is The Leading Cause Of Death For Gay And Bisexual Men In Canada

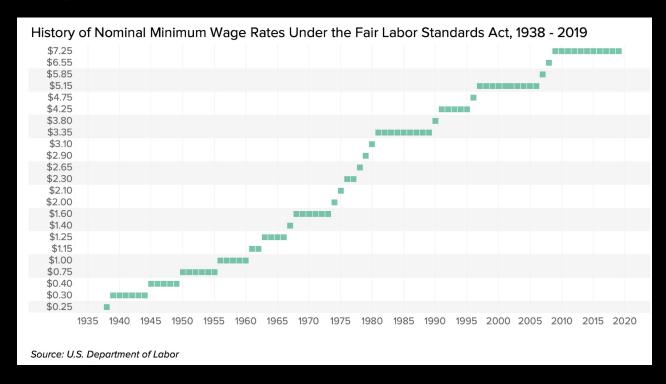


social work and social justice," Service Social, 2013.



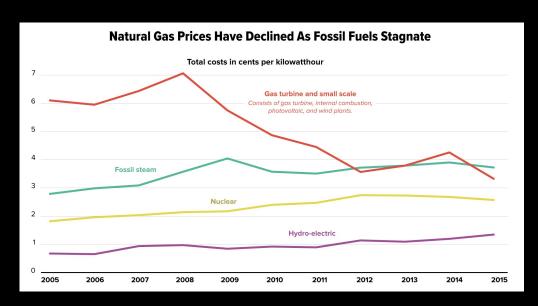


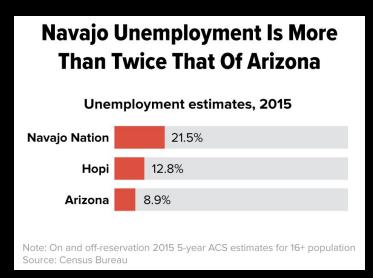
Quantitative Infographic This Is The Longest The Federal Minimum Wage Has Ever Gone Without Being Raised





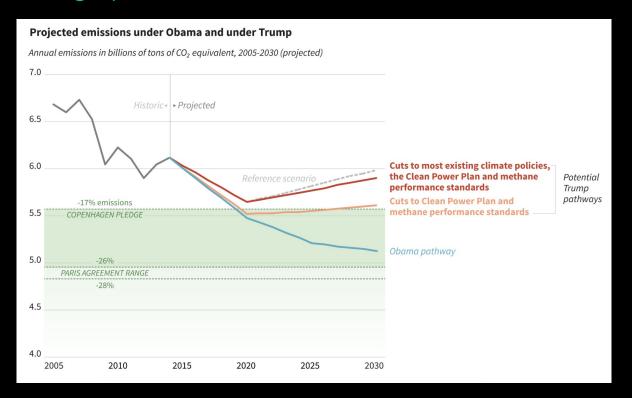
Quantitative Infographic <u>As Coal Plant Shutdown Looms, Arizona's Navajos And Hopis Look For Economic Solutions</u>



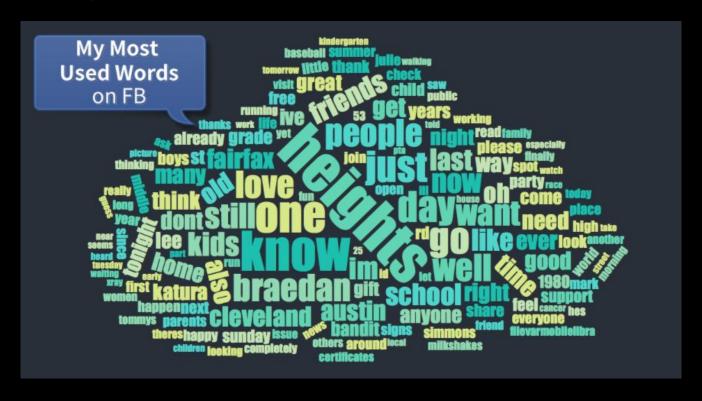




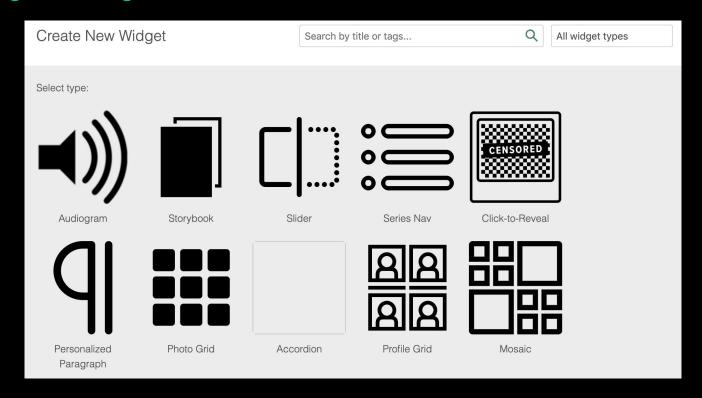
### Quantitative Infographic Donald Trump's Disastrous Plan To Derail U.S. Climate Action



Qualitative Infographic Word Clouds, Identity and Self-Reflection



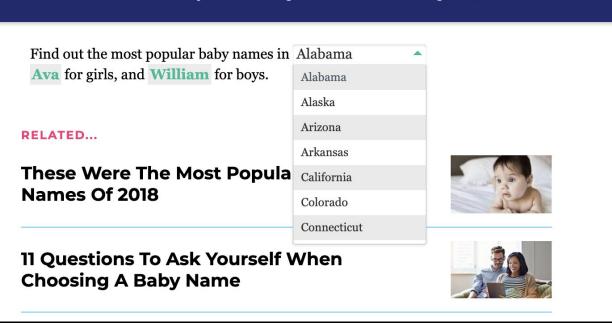
Pre-designed Widgets HuffPost Widget Creator





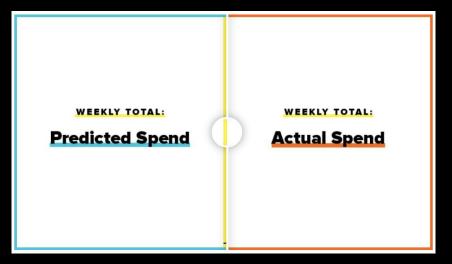
Pre-designed Widgets The Most Popular Baby Names of 2018

### These Were The Most Popular Baby Names In Every State In 2018





Pre-designed Widgets Financial Crystal Ball: A College Student Predicts Her Spending







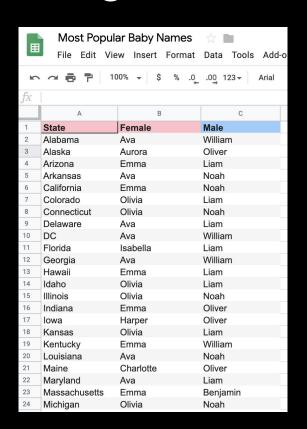
# Great! I'm on board.

So how do I do add data and data visualizations to my stories?

(We're glad you asked.)



# First things first: find the raw data

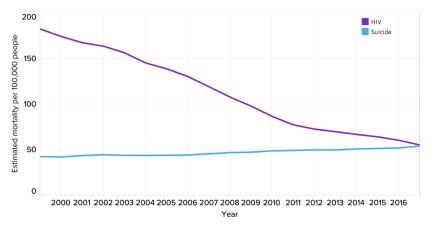




# First things first: find the raw data

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	A	В	С	D	E	F	G
1	year	suicide-bestestimate	suicide-lowere	suicide-uppere	hiv-bestestima	hiv-lowerestin	hiv-upperestimate
2	1999	42.70954524	22.17611003	61.77630651	182.7764697	175.5862073	192.0638919
3	2000	42.36015806	21.99469746	61.27094291	174.5588614	167.6918723	183.4287222
4	2001	43.84510656	22.76572841	63.41881485	167.729967	161.1316205	176.2528312
5	2002	44.81945119	23.27163812	64.82813476	163.9049849	157.4571098	172.2334902
6	2003	44.05219854	22.87325693	63.7183586	156.6375081	150.4755291	164.5967311
7	2004	43.97932124	22.8354168	63.6129468	145.5349004	139.809688	152.9299665
8	2005	44.10322856	22.89975329	63.79216988	139.0161392	133.547369	146.0799674
9	2006	44.43618578	23.07263492	64.27376871	130.6182281	125.4798242	137.2553332
10	2007	45.71011419	23.73409775	66.11641517	119.3736072	114.6775566	125.4393393
11	2008	47.08087725	24.44584011	68.09912603	108.1001367	103.8475743	113.5930298
12	2009	47.50455328	24.66582574	68.71194314	98.09178789	94.23294493	103.0761267
13	2010	48.94903089	25.41584296	70.80127683	86.81551042	83.4002661	91.22686765
14	2011	49.35708923	25.62771941	71.39150407	77.59271881	74.54029085	81.53543827
15	2012	50.10738844	26.01729784	72.47675828	72.83940693	69.97396999	76.54059631
16	2013	49.95325944	25.93726933	72.2538217	70.03195891	67.27696446	73.59049341
17	2014	51.04855591	26.50598095	73.83808979	67.05184554	64.41408607	70.45895151
18	2015	51.64530951	26.81583378	74.70125125	64.43886752	61.90390027	67.71320022
19	2016	52.14536031	27.07547555	75.42453902	60.58111654	58.19790976	63.65942531
20	2017	54.19297897	28.13866216	78.38627316	55.40535554	53.22575855	58.22066832
21							
22	Source: http://	blogs.ubc.ca/travissal	way/hiv-and-su	icide-as-leadin	g-causes-of-dea	ath-among-gay-	-and-bisexual-men/

### Estimated Suicide and HIV-Related Mortality Rates Among Gay and Bisexual Men



Source: "HIV and suicide as leading causes of death among gay and bisexual men," Critical Public Health, 2015.



### Data Resources

- Data.gov
- NYC Open Data
- NamUs
- FOIA Mapper
- 990 reports for nonprofits
- Federal Register
  - New York State
- American Fact Finder

- Immigration data Syracuse U
- Open Secrets
- SEC EDGAR
- Ballotpedia
- Records Retention Schedules
- Other open sourced sets:
  - Data.world; datausa.io;
     opendata.socrata.com
- Google Scholar/Lexis-Nexis
- State Licensing



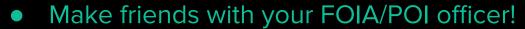
# Data Resources by beats

Data resources by beats



# Find the story!

- OverviewDocs
- Make your own database
  - DocumentCloud
  - Google sheets
  - Airtable
- Excel tips
  - Pivot tables
  - Sort
  - Filter





## Look for patterns and anomalies!



## Dataviz tools

#### Visual Vocabulary

 There are so many ways to visualise data – how do we know which one to pick?

### **Data Wrapper**

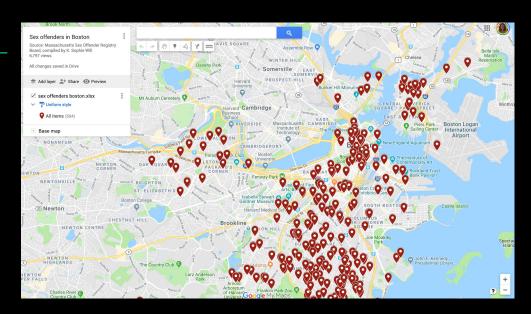
• Enrich your stories with charts in seconds.

### **Map Box**

Mapbox is a Live Location Platform.
 Real-time updates. Total customization.

### **Google My Maps**

• Customize your own maps.





### **Contact the dataviz team:**

### The issue I need assistance with is primarily related to:

- Infographic & map: provide the team your raw data in a spreadsheet, and we can find an innovative way to display it in a way that best supports your story.
- Pre-designed widget: Using your raw data, our team has a number of data visual templates that can create an interactive user experience.
- **Existing data viz:** If you have an existing data viz, our team can manipulate it, improve the design, and align it with our design visual standard.



### Contact the dataviz team:

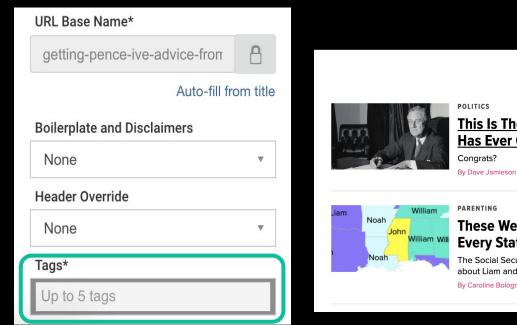
### Submit a Data Visuals Collaboration Form on Monday or click here

Kick off a conversation with the visuals team. Our dataviz fellow will connect with you via Slack.

Join us at slack channel #dataviz\_huffpost



# Add the tag in Athena after publishing it





# Questions?

