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## IS 445 - Data Visualization - Weekly Report 13

### Anatomy of a Winning TED Talk

● **1%**

#### Sophisticated Visual Aids

We're not sure who puts the D in TED—most of the best presentations favor tepid PowerPoint slide shows (sorry, Brené Brown), Pictionary-quality drawings (really, Simon Sinek?), or no props at all.

● **5%**

#### Opening Joke

Remember the one about the shoe salesman who went to Africa in the 1900s? That's how Benjamin Zander opened his talk—which turned out to be about classical music.

● **5%**

#### Spontaneous Moment

Don't overprepare. Tease the guy in the front row ("You could light up a village with this guy's eyes"). Commend the stagehand who handles the human brain you brought.

● **5%**

#### Statement of Utter Certainty

People come for answers—give 'em what they want, as Shawn Achor did: "By training your brain ... we can reverse the formula for happiness and success."

● **12%**

#### Snappy Refrain

The TED equivalent of "I have a dream." Example: "People don't buy what you do; they buy why you do it." Repeat 7x.

● **23%**

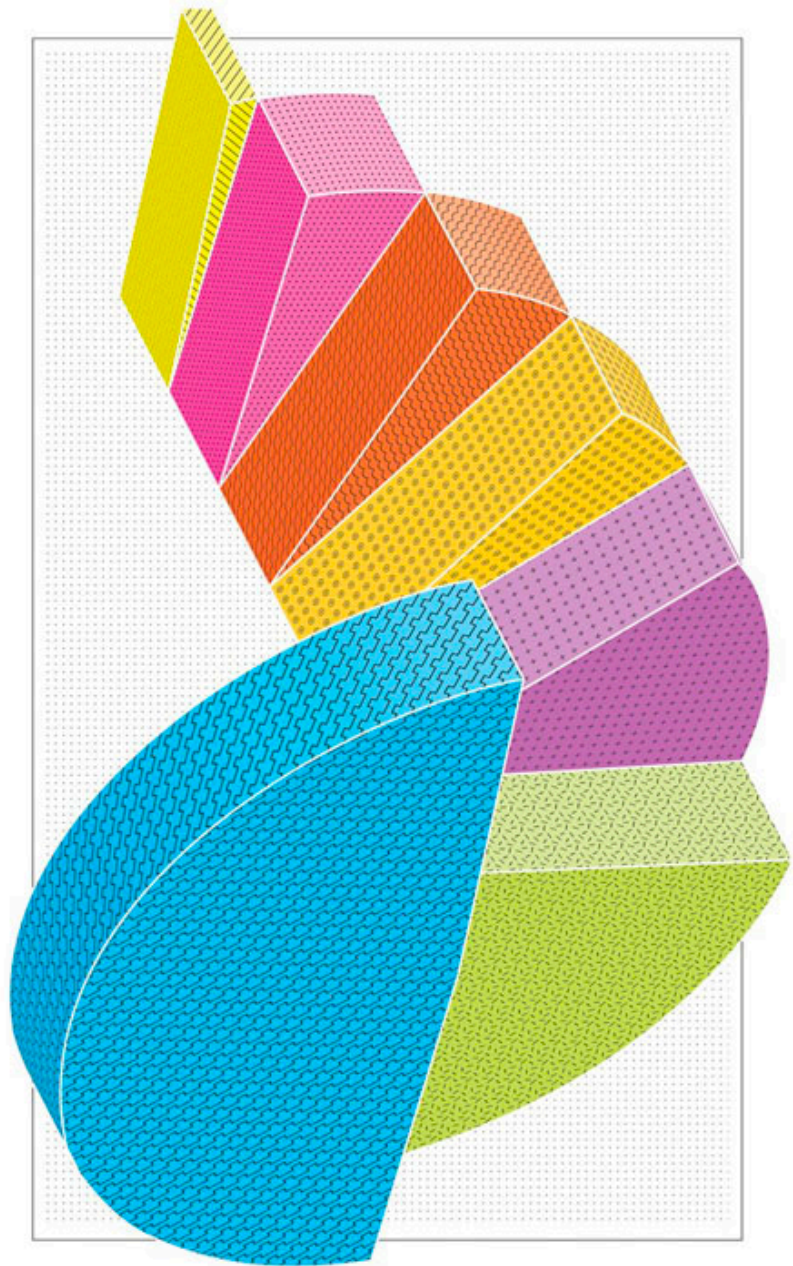
#### Personal Failure

Be relatable. We want to know about that nervous breakdown. Or at least the time you didn't fit in at summer camp.

● **49%**

#### Contrarian Thesis

Wait a sec—we should be playing *more* videogames? The more choices we have, the worse off we are? TED is where conventional wisdom goes to die.



The above visualization is a different type of visualization that is similar to 3-D pie charts. The only difference here is that it is using 3-D wedges to demonstrate the different tactics used by people to deliver an award winning TED Talk.

One great thing about this visualization is that the wedges are distinct from each other in terms of colour and space. The different colours help to identify the wedges and the wedges are separate from each other in terms of space.

But this violates the principle of proportional ink. The largest wedge is the blue one and it occupies the maximum space giving an indication that 'Contrarian Thesis' might be the best strategy to deliver an amazing TED Talk. Another thing is that since this is a spiral staircase this hides a few portions of the wedges at the curves - the green, purple and yellow wedges. This again gives a

wrong impression of the actual proportions of the categories. A simple pie chart could have sufficed here.

### **References:**

(n.d.). Retrieved from <https://www.designyourway.net/diverse/2/wronginfo/60203066686.jpg>.

Sandu, B. (2022, November 14). *When infographics go bad or how not to design data visualization*. Design your way. Retrieved November 21, 2022, from <https://www.designyourway.net/blog/inspiration/when-infographics-go-bad-or-how-not-to-design-data-visualization/>