



Communicating NCI Data:

Tables and Graphics and Dashboards – OH MY!



NCI Annual Meeting August 3, 2016

Session goals:

1. **Review** how NCI data are currently being presented and communicated
2. **Discuss** state priorities for NCI data presentation
3. **Consider** next steps: Potential formation of work-group to focus on data presentation.

AGENDA

1. Data, data everywhere: Data visualization, Infographics, and Dashboards
2. NCI reporting overview
3. Interactive Exercise: Chat Stations
4. Discussion and next steps – data presentation working group, shared data examples?

Data, data everywhere:
Data visualization, Infographics, and Dashboards

“A good sketch is better than a
long speech”

~ *Napoleon Bonaparte*

*“A picture is worth a thousand
words”*

But....

Does it tell the story?



NUMERO ASSOLUTO dei NATI VIVI

MASCHI

loro superstiti classificati per età
secondo i risultati dei Censimenti

SVEVIA
1750-1875

— Linee di età — Linee dei censiti
— isodemiche — superstiti

SCALE
25'' per 100 anni di età e per 100 d'osservazione
75''' per 50.000 individui

Le ordinate verticali rappresentano il numero dei maschi; le ascisse orizzontali indicano i tempi di osservazione e gli anni di età.

SISTEMA D'ASSI

100.000 Individui

50.000

N° d'individui

300.000

250.000

200.000

150.000

100.000

50.000

0

1750 1775 1800 1825 1850 1875

ETÀ

0-10 10-20 20-30 30-40 40-50 50-60 60-70 70-80 80-90 90-100

TEMPO DI OSSERVAZIONE

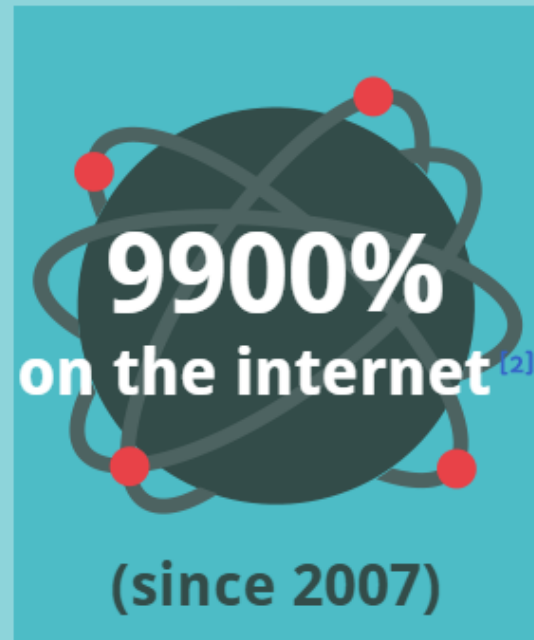
1750 1775 1800 1825 1850 1875

LINEA delle NASCITE

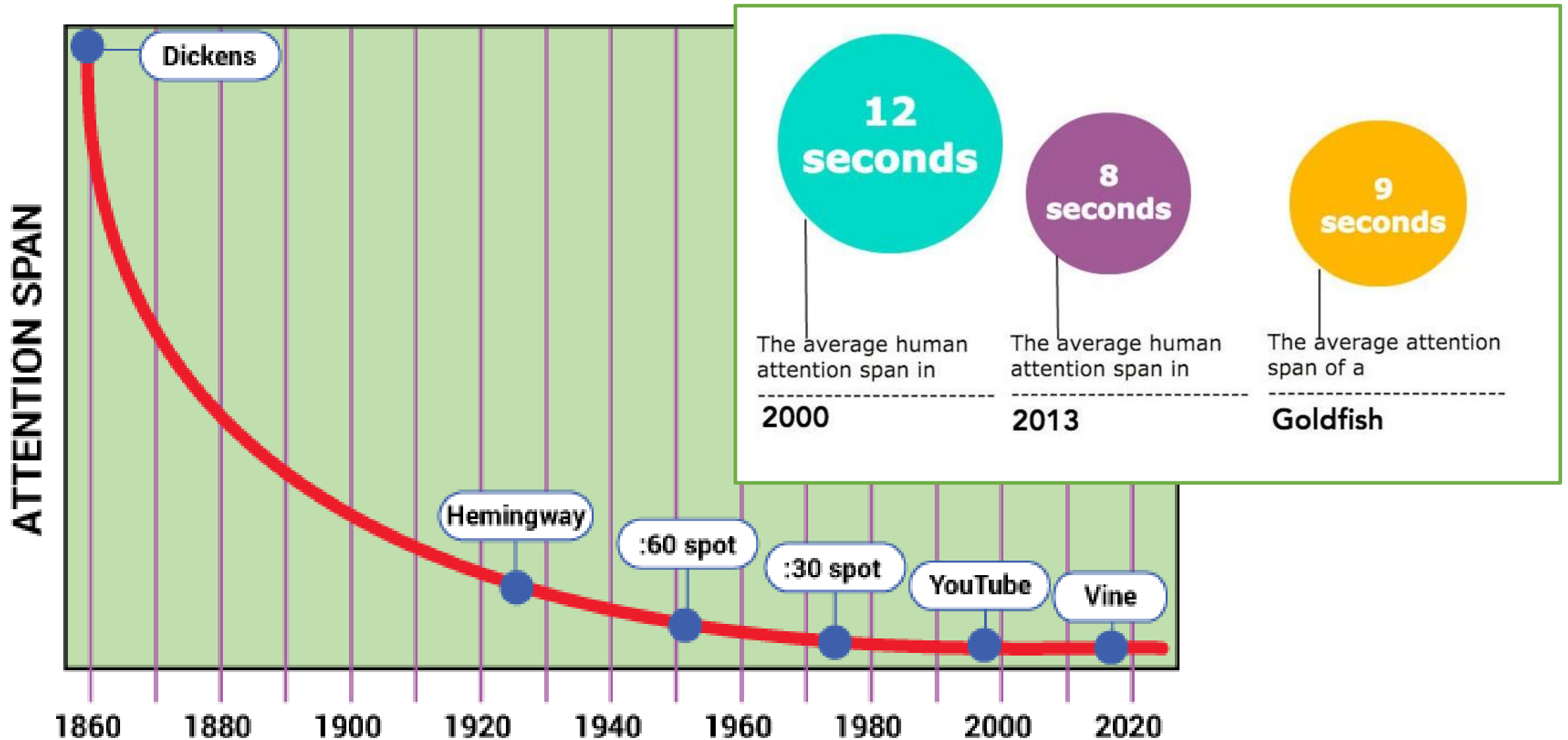
Edward B. Dake, *The Flood Display of Quantitative Information* Graphics Press, Box 430, Cheshire, Connecticut 06410

However.....

The use of visualized information has increased...



Attention spans are falling



Coming to terms with the terms: infographic, data visualization, and dashboards.

Common features / overlapping definitions:

Data visualizations simplify a lot of quantitative information and put it in one place.

- More emphasis on the display of the overall information
- Generated by computer /software programs (hard for the human mind to process)

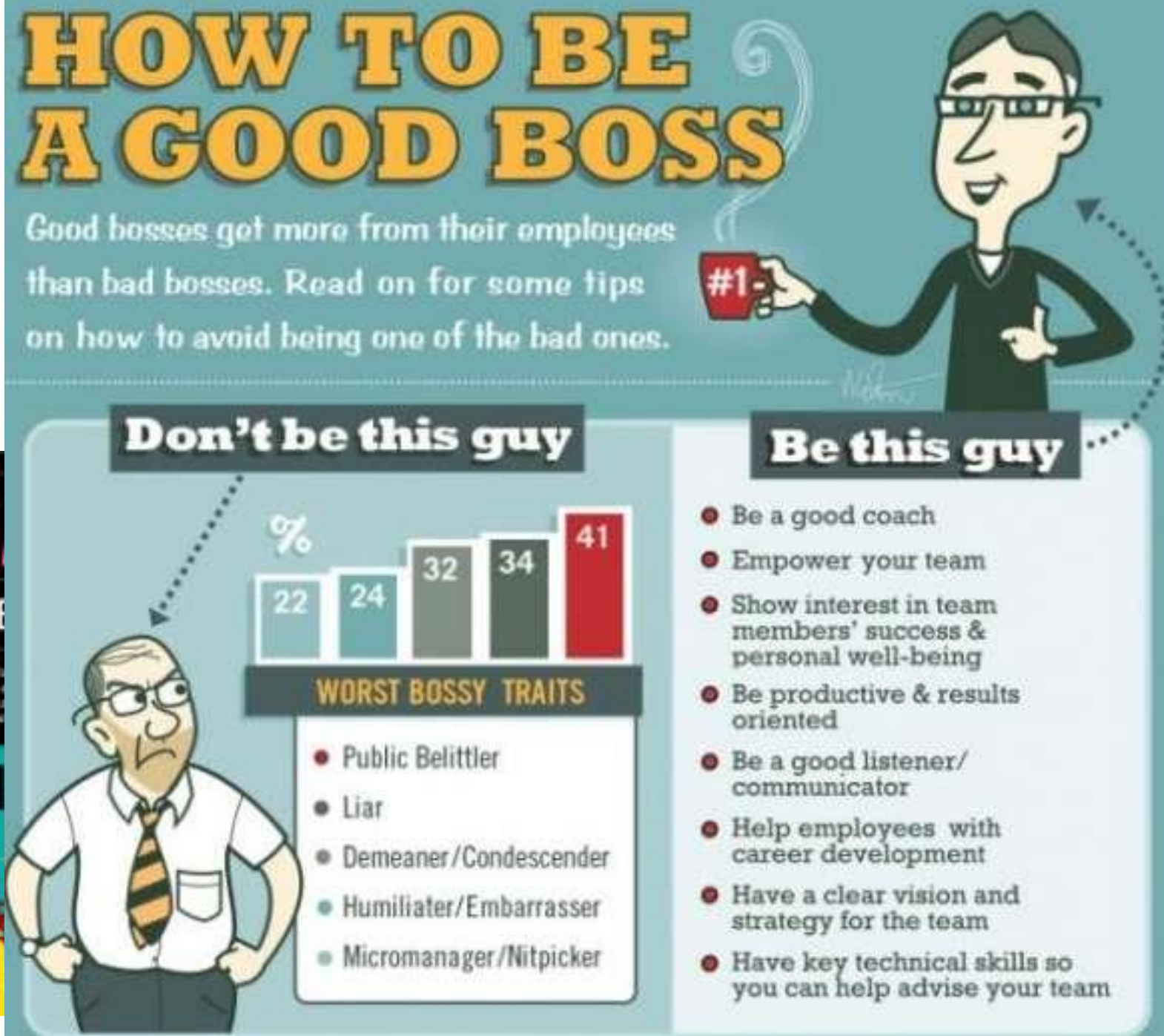
Infographics involve greater editorial input (more manual work).

- More focus on 'impress' than 'express'
- Infographics can contain data visualizations

Dashboards are structured set of data visualizations and can include infographics.

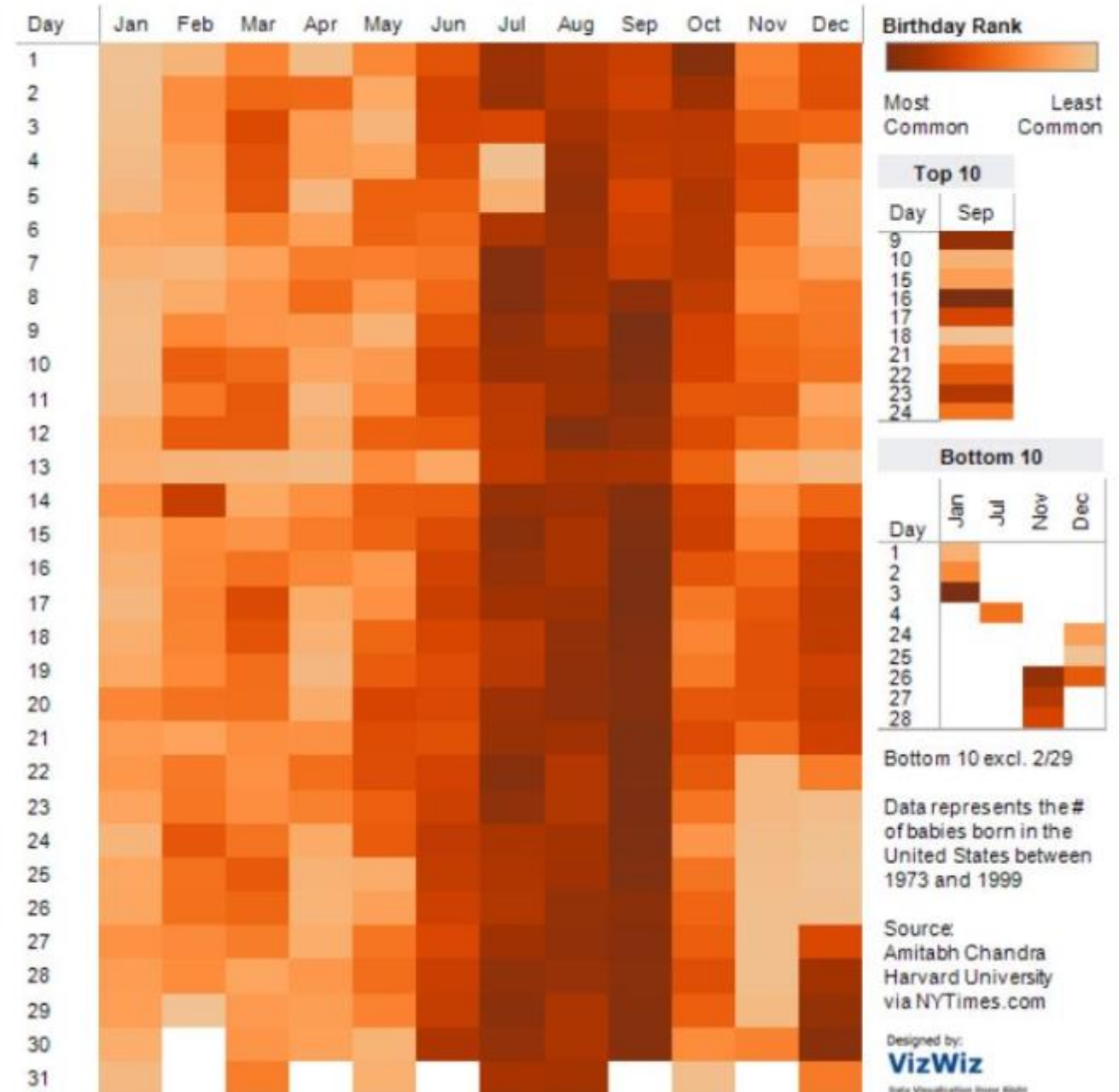
<http://www.business2community.com/content-marketing/what-is-the-difference-between-infographics-and-data-visualization-0389249#MwAef1RYABOBVABh.99>

Infographics



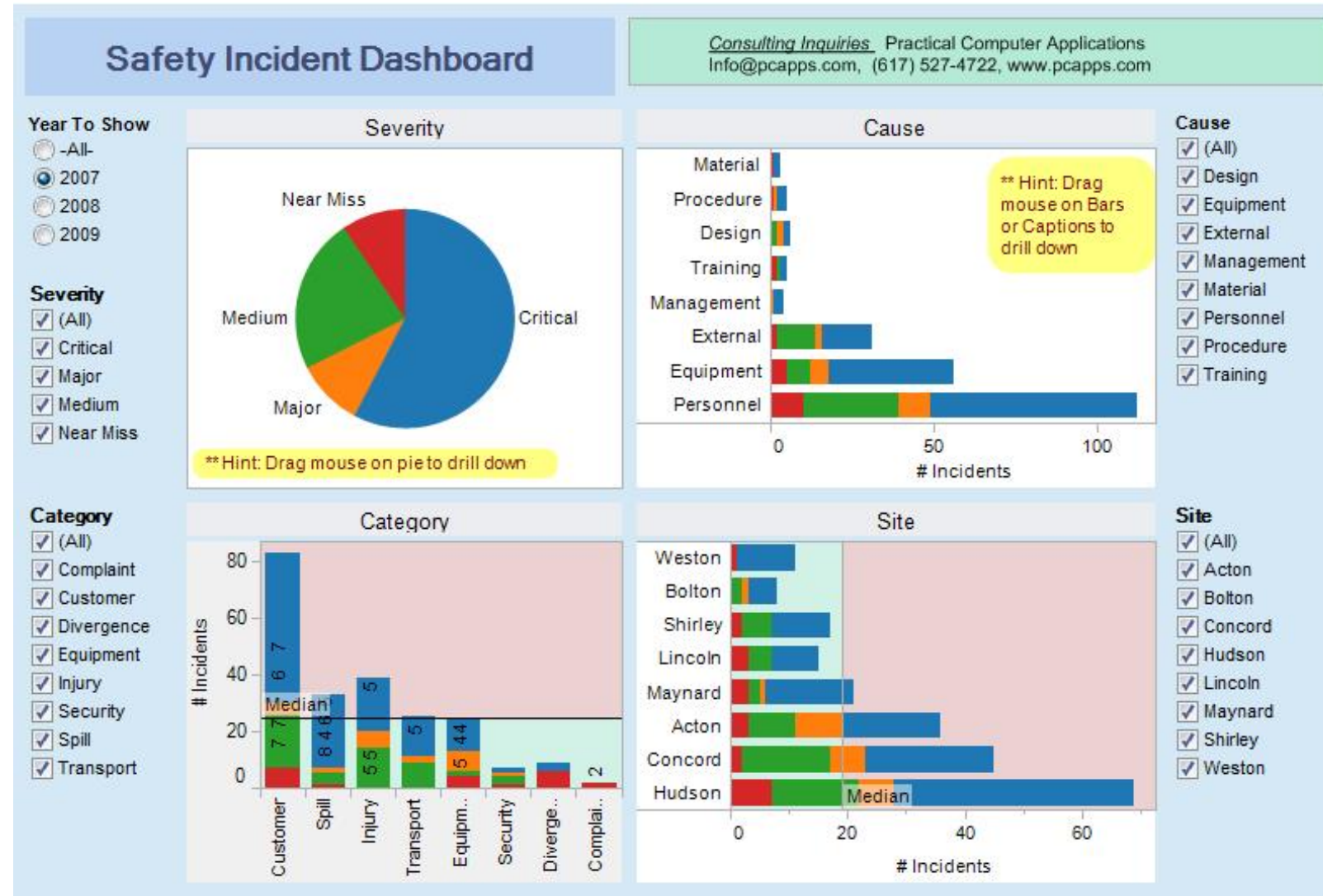
Data visualizations

- Are efficient — they let people look at vast quantities of data quickly.
- Visualizations can help a group achieve more insight into the nature of a problem and discover new understanding.
- **Can help create a shared view of a situation and align folks on needed actions.**



Dashboards

- ‘Curated’ collection of data visualizations – designed to tell a particular story.
- Layout of dashboards important in creating relative emphasis



Universal Design and Accessibility

Print/Screen accessibility

- Text alternative (alt text)
- Color contrast

<http://www.accessiq.org/create/content/how-to-create-an-accessible-infographic>

Cognitive accessibility

- Part of the curating information
- Plain English <http://www.plainenglish.co.uk/>
- K.I.S.S. *extra* important

<http://www.instantshift.com/2015/06/15/mistakes-in-creating-infographics/>

Key to good infographics / data visualization

1. Know your audience!

The #1 mistake is to focus on the data before considering the audience.

<http://www.instantshift.com/2015/06/15/mistakes-in-creating-infographics/>

2. Tell a story.

Stories help create a structure to help remember ideas

Stories shared understanding of information by a group (to prompt action)

<https://www.youtube.com/watch?v=AL-PAzrpqUQ#action=share>

NCI reporting overview

1. NCI Data Reports: Annual Report, State Reports, Special Reports
2. NCI Chart Generator
3. State-generated materials
4. User-friendly reports and At-a-Glance
5. Data Briefs and Topic-Specific Presentations. Case Examples.

Resources (in your packets)

Presenting Data using Infographics

[http://www.msktc.org/lib/docs/KT Toolkit/MSKTC KT Tool Infographics 508.pdf](http://www.msktc.org/lib/docs/KT_Toolkit/MSKTC_KT_Tool_Infographics_508.pdf)

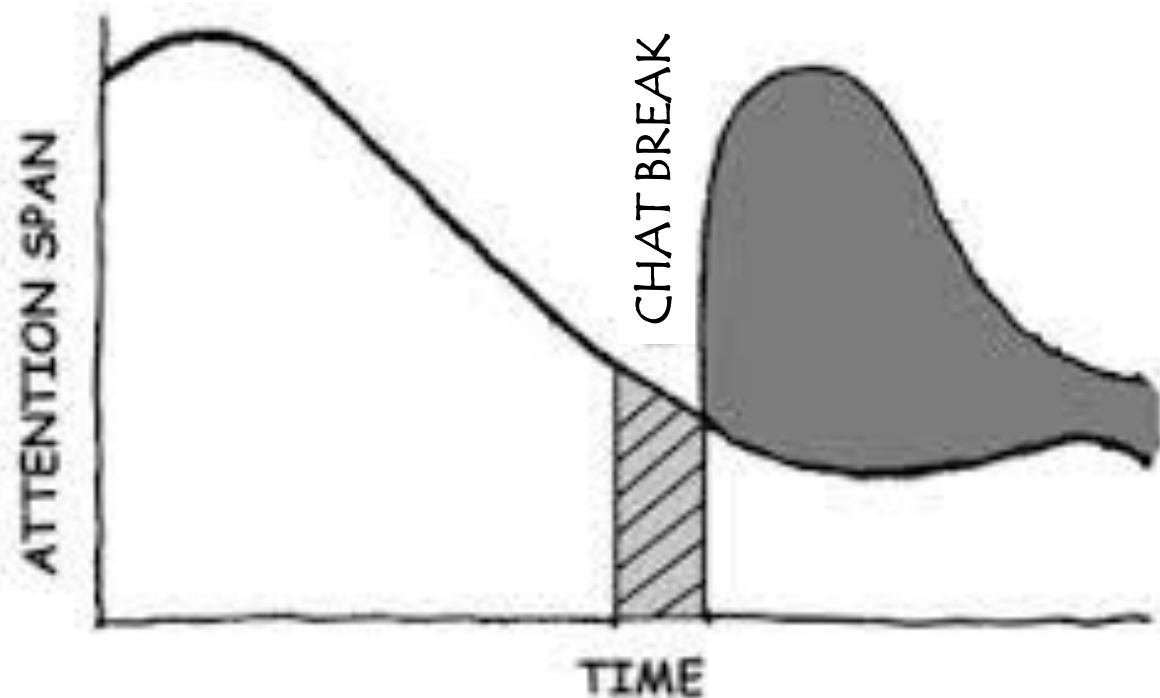
HBR: Visualizations that really work

<https://hbr.org/2016/06/visualizations-that-really-work>

How to Create an Accessible Infographic

<http://www.accessiq.org/create/content/how-to-create-an-accessible-infographic>

Time for a chat break!



Credit: <http://blog.thebehaviourexpert.com.html>

‘Chat Stations’ to examine examples of...

-
- A diagram showing a list of five items grouped into two categories. The first two items, '1. NCI Annual and State reports' and '2. NCI Chart Generator', are grouped under the label 'Comprehensive' by a blue bracket. The next three items, '3. State-generated materials', '4. User-friendly reports and At-a-Glance', and '5. Topic-specific data presentations: Data briefs, FISP', are grouped under the label 'Curated' by a larger blue bracket.
1. NCI Annual and State reports
 2. NCI Chart Generator
 3. State-generated materials
 4. User-friendly reports and At-a-Glance
 5. Topic-specific data presentations:
Data briefs, FISP
- Comprehensive
- Curated

Chat Stations

Take a look at materials

Discuss

Ask your 'host' questions

Answer:

- What is the main audience?

- Does this meet the needs of the audience?

Note: what you like the most,

- what you like the least, and

- ideas you have about data presentation after viewing materials at each chat station (is there a story – should there be?)