



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*”

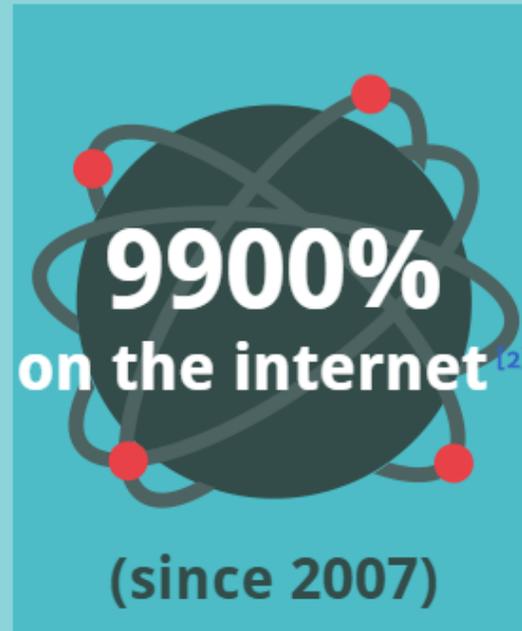
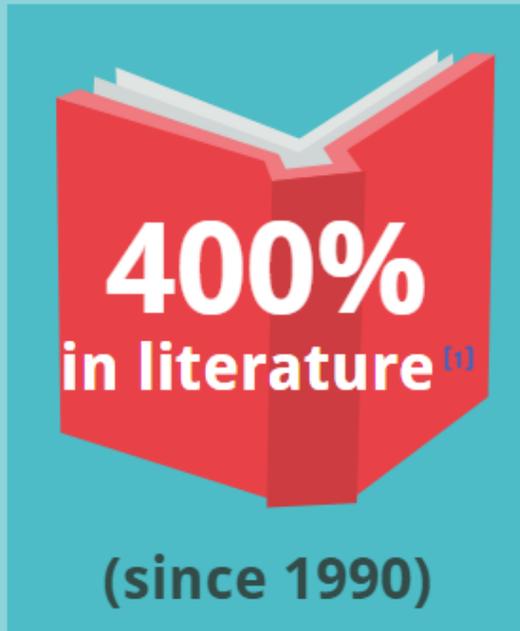
But....

Does it tell the story?

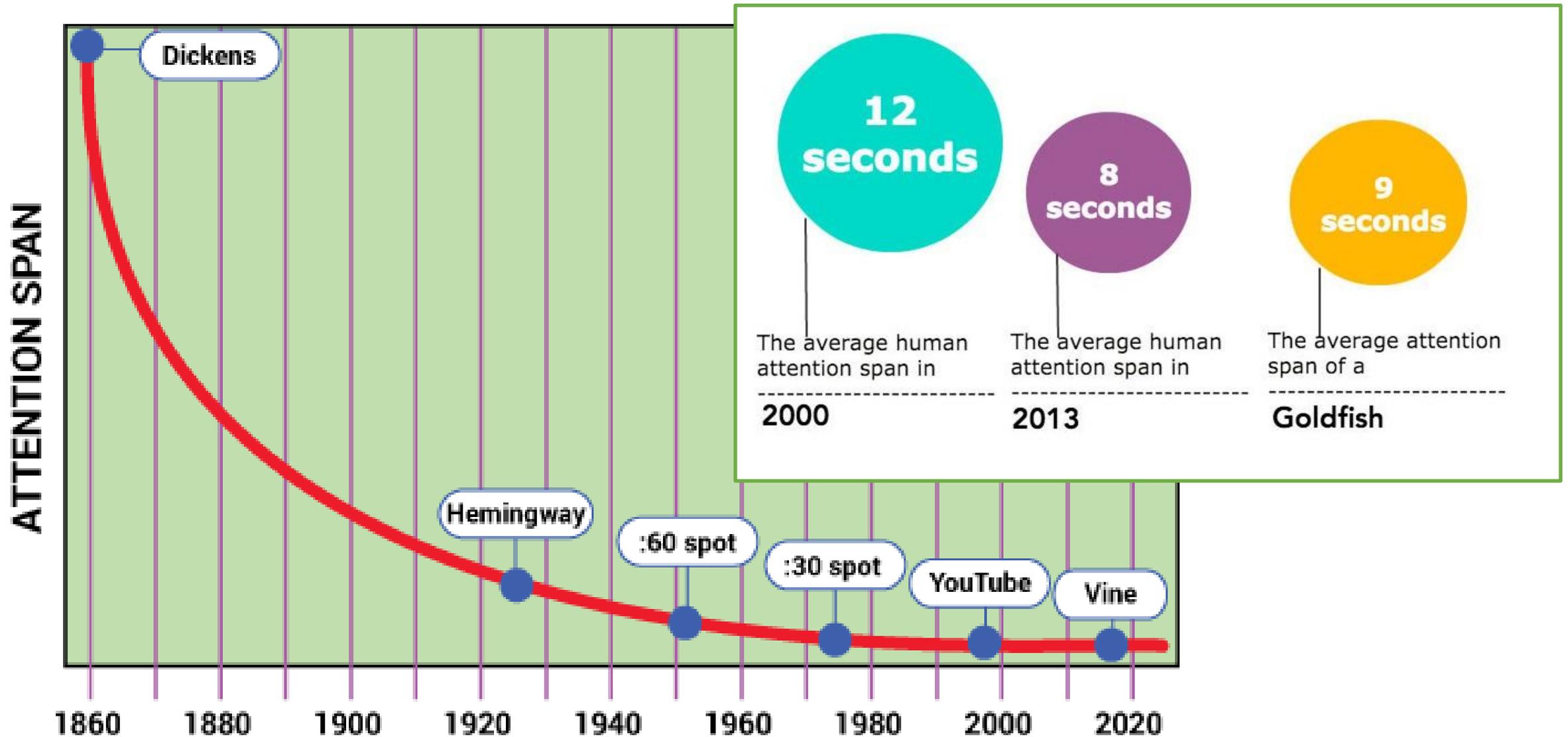


However.....

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

MADONNA VS. LADY GAGA

THE MANY, MANY PHASES OF TWO SELF-DEFINED POP SE

Madonna and Lady Gaga, two fearless pop stars willing to try anything, no matter how abominable or shocking, to top of the charts (and tabloids). Some say that Lady Gaga is merely a Madonna clone, while others sing her praises as a perfect example of a woman who refuses to be defined by anyone but herself. Whichever way you look at it, Madonna goes through more phases and costume changes than most of us have had hot dinners. We reveal some of the most

Artist	Phase	Year
MADONNA	Trapper	1982
	Queen	1985
	Sexy	1991
	Material Girl	1985
LADY GAGA	Little Monster	2009
	Boyz n the City	2009
	Hollywood Glam	2010
	Pop Icon	2011

HOW TO BE A GOOD BOSS

Good bosses get more from their employees than bad bosses. Read on for some tips on how to avoid being one of the bad ones.



Don't be this guy



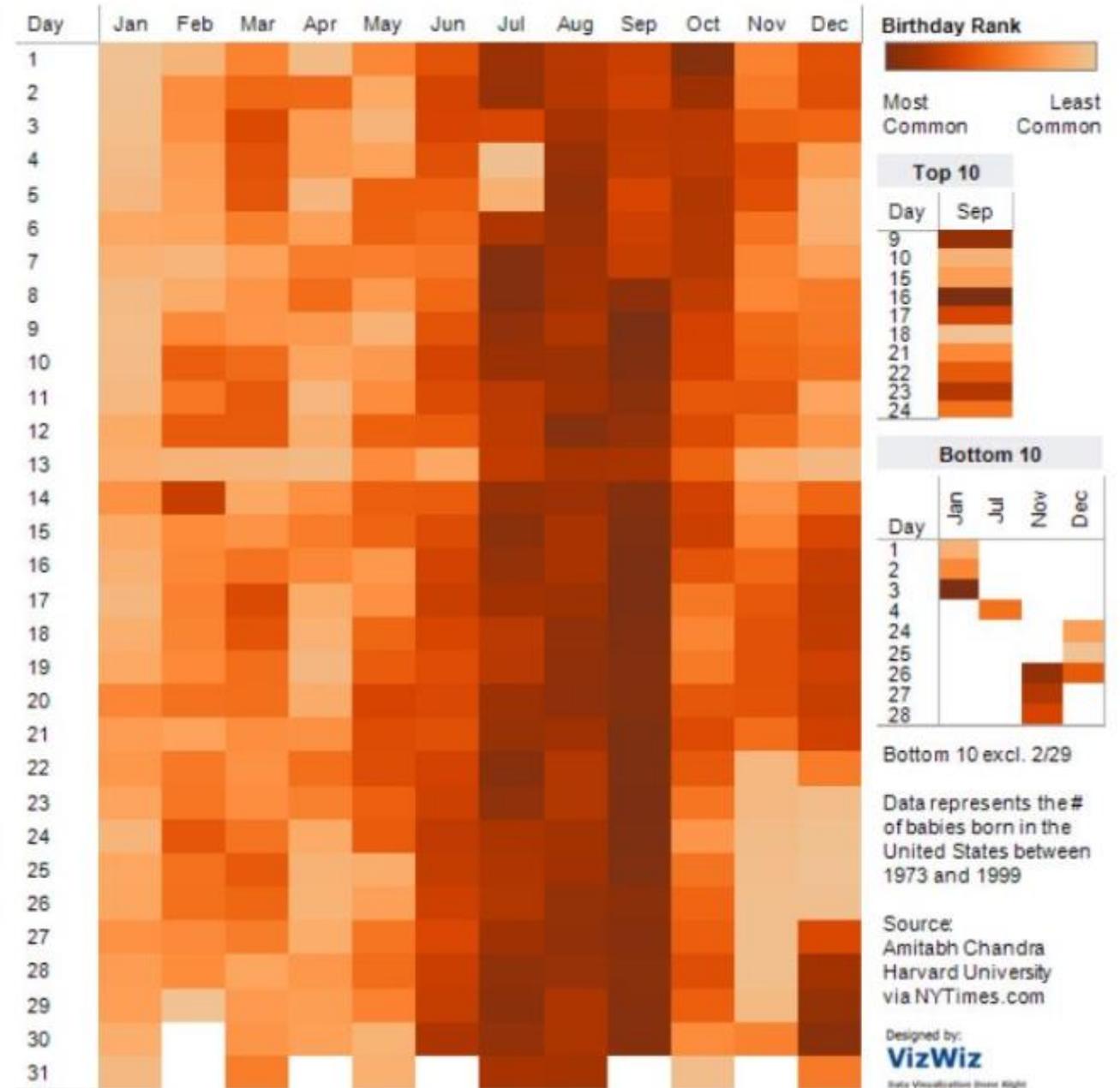
Worst Bossy Trait	Percentage (%)
Public Belittler	22
Liar	24
Demeaner/Condescender	32
Humiliater/Embarrasser	34
Micromanager/Nitpicker	41

Be this guy

- Be a good coach
- Empower your team
- Show interest in team members' success & personal well-being
- Be productive & results oriented
- Be a good listener/communicator
- Help employees with career development
- Have a clear vision and strategy for the team
- Have key technical skills so you can help advise your team

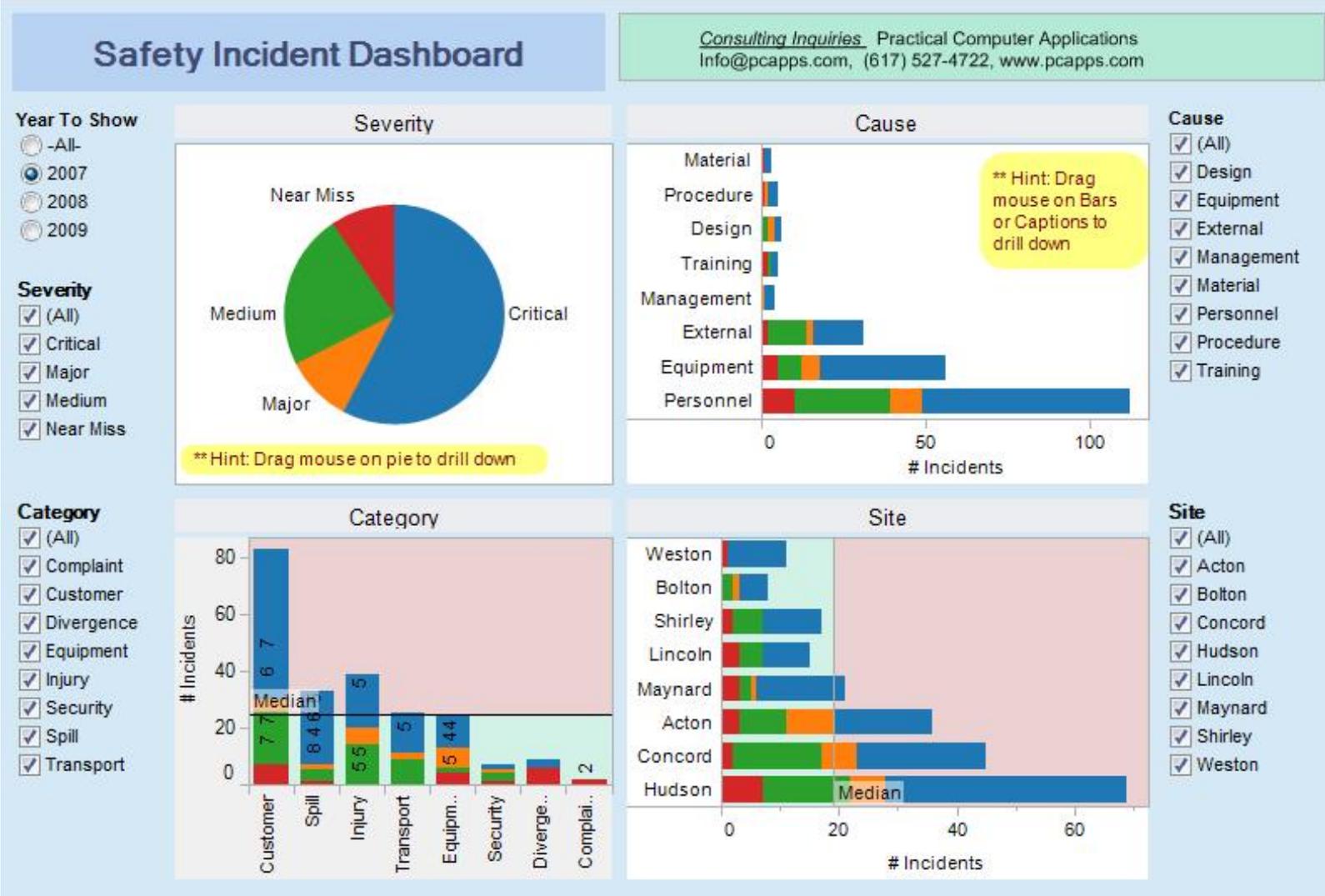
Data visualizations

- 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)

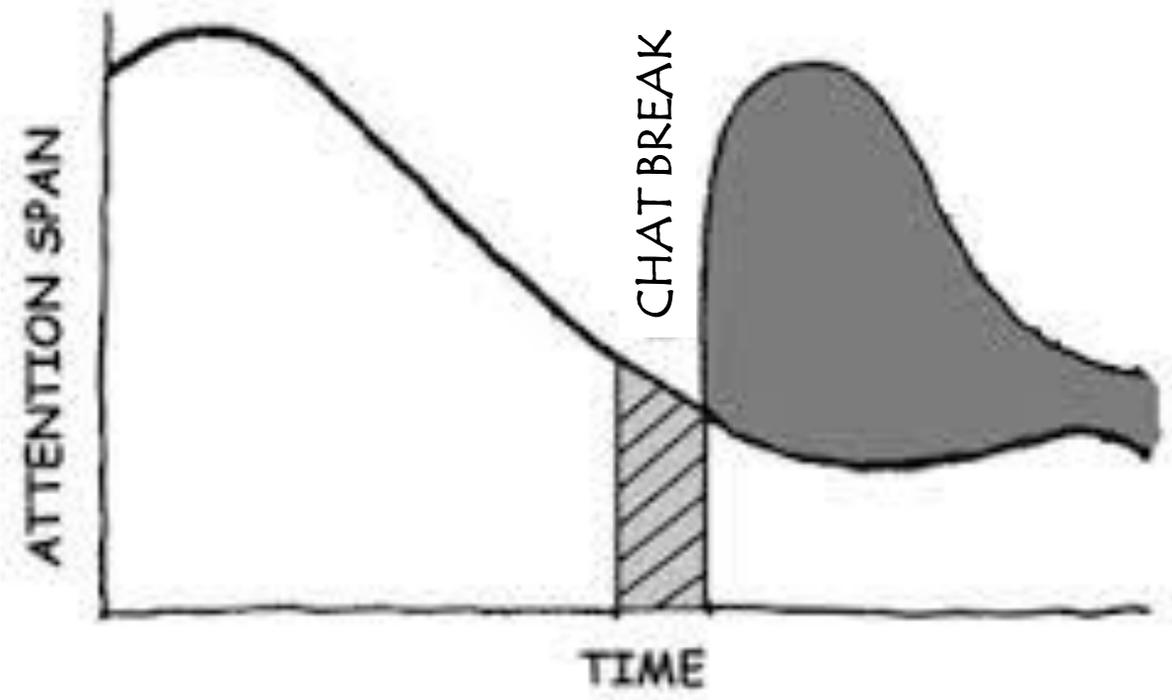
HBR: Visualizations that really work

<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.thebehaviouexpert.com.html>

‘Chat Stations’ to examine examples of...

1. NCI Annual and State reports

Comprehensive

2. NCI Chart Generator

3. State-generated materials

4. User-friendly reports and At-a-Glance

Curated

5. Topic-specific data presentations:
Data briefs, FISP

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?)