

Visual Social Reporting

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Visualising Indicators

Neuchâtel, 2005 March 15

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Who said:

“To remember simple images
is better than to forget exact
numbers” ?

- a) Marilyn Monroe
- b) Otto Neurath
- c) Kofi Annan

Guess, how many types of
visualisations are specified in
“Information Graphics -
A Comprehensive Illustrated
Reference”
by Robert L. Harris?

- a) 15
- b) 271
- c) 634

Guess, how many types of visualisations are specified in Microsoft PowerPoint?

- a) 15
- b) 271
- c) 634



POLIZEILICHE EINSCHREITUNGEN IN WIEN IM FEBR. 1925

BEANSTÄNDUNGEN AN

DAVON UNTER EINWIRKUNG DES ALKOHOLS

OHNE EINW. D. ALKOH.

SONNTAGEN 290



MONTAGEN 288



DIENSTAGEN 239



MITWOCHEN 255



DONNERSTAGEN 294
LOHNAUSZAHLUNGSTAG

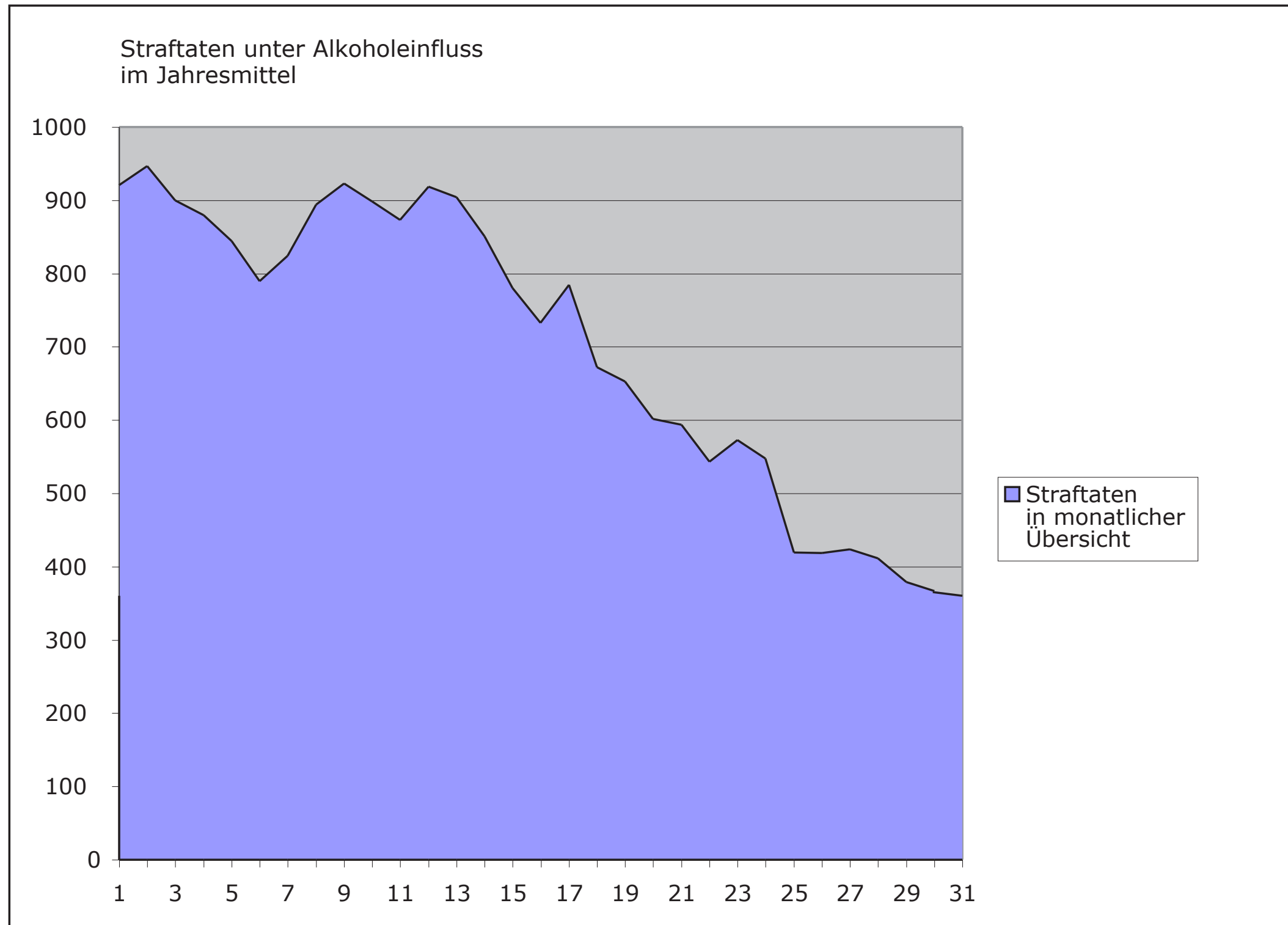


FREITAGEN 264

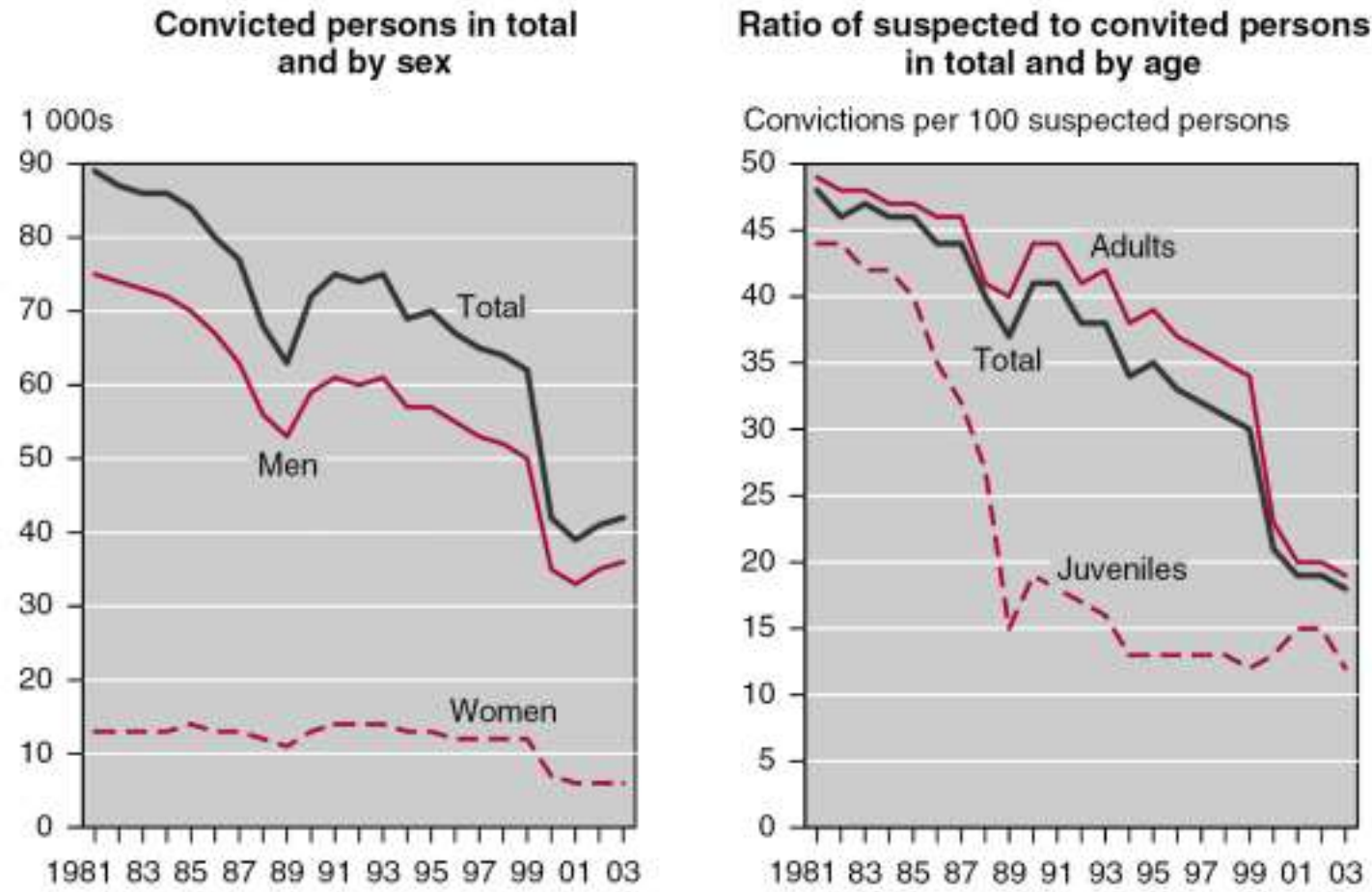


SAMSTAGEN 406
LOHNAUSZAHLUNGSTAG

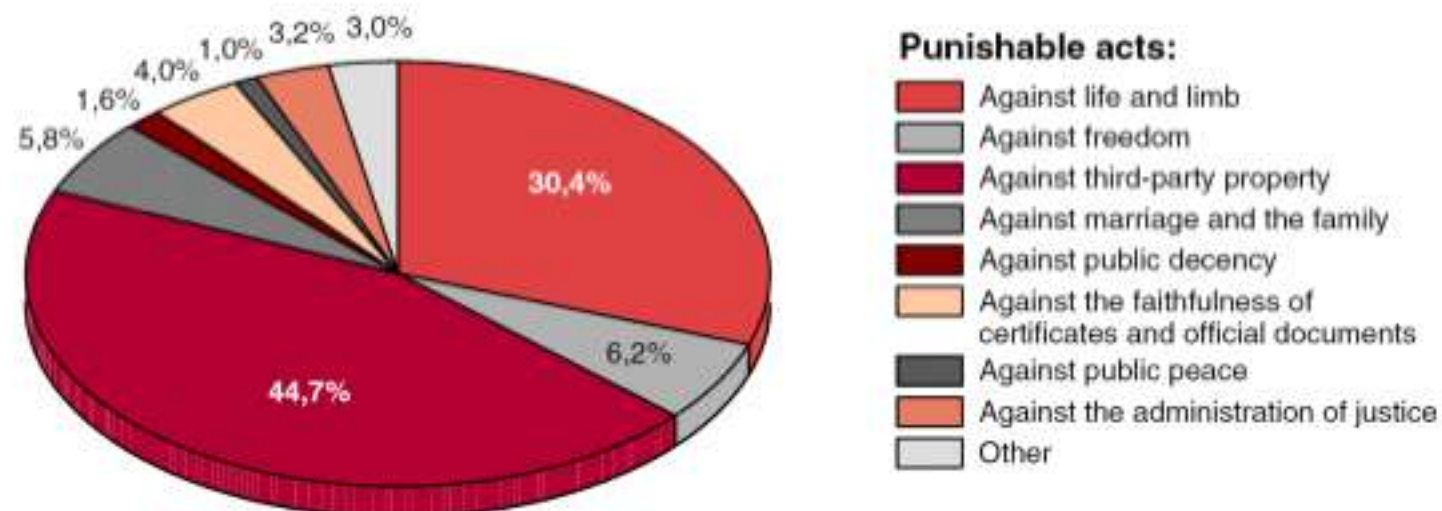




Trends in convictions 1981 - 2003



Convicted persons in 2003 by punishable act according to the Criminal Code





Kreispolizeibehörde Oberbergischer Kreis

[Aktuelles](#) [Organisation](#) [Kriminalität](#) [Verkehr](#) [Vorbeugung](#) [Service](#) [Kontakt](#)

[HOME](#)

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Kriminalität

[Die Statistik](#)

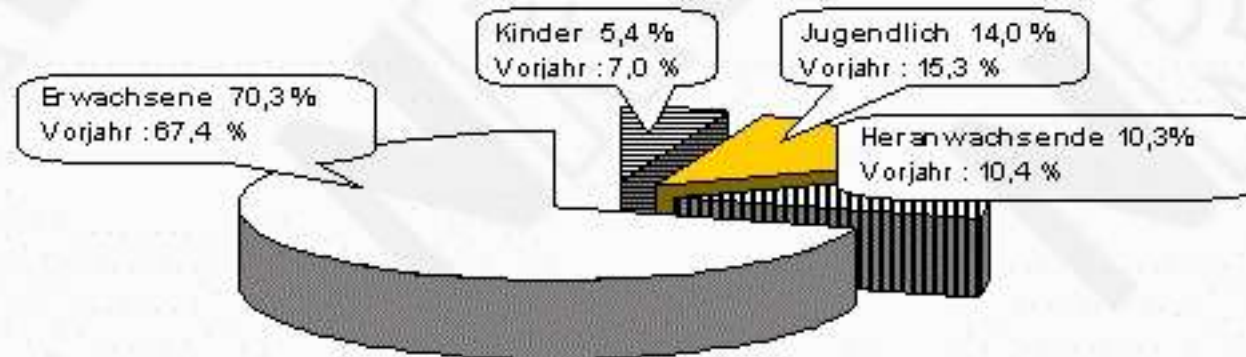
[bersicht](#)

[Entwicklung](#)

[Städte/Gemeinde](#)

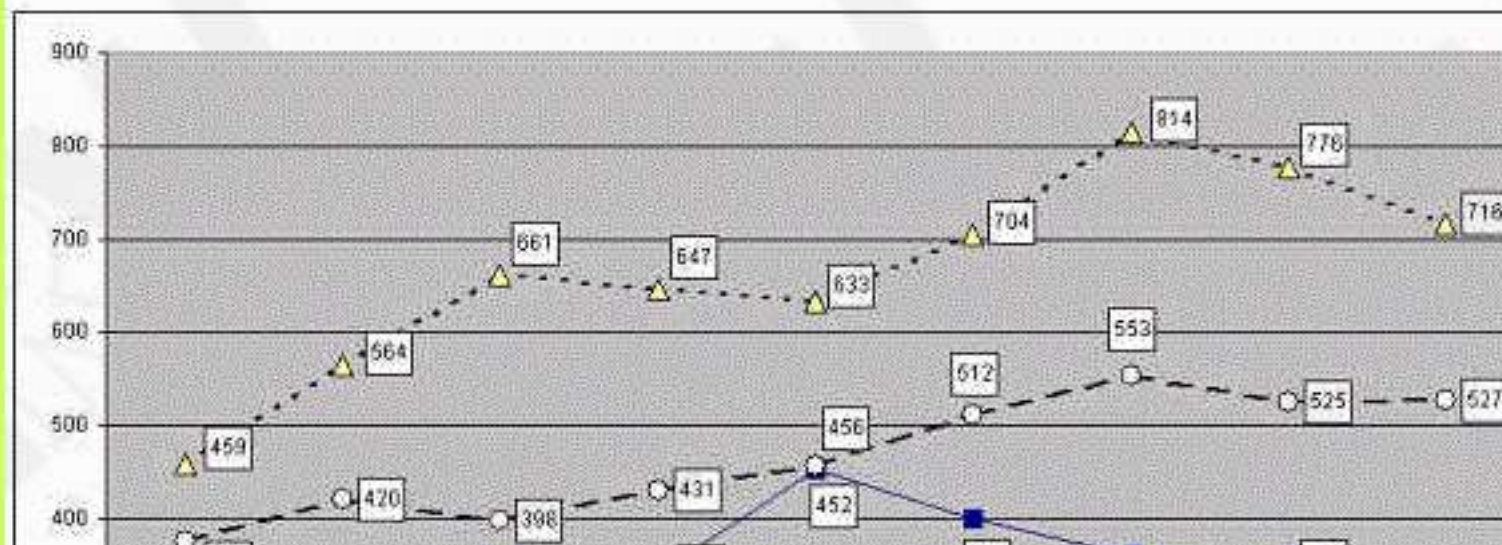
[Tatverdchtige](#)

Tatverdchtige



Kinder
 Jugendliche
 Heranwachsende
 Erwachsene

Die Graphik zeigt die Altersverteilung der in 2003 ermittelten 5128 Tatverdchtigen. Erfreulich ist dabei, dass sich der Trend in der Tatbeteiligung der Jungtter, der erstmals im vergangenen Jahr mit einem Rckgang von 3,1 % erkennbar war, fortsetzt. Der Rckgang ihrer Tatbeteiligung im Jahr 2003 betrgt 2,9 %. Dennoch sind Jungtter im Vergleich zu ihrem Bevölkerungsanteil immer noch berproportional an den Tatverdchtigen beteiligt. Die Entwicklung ber die letzten Jahre zeigt die untere Graphik. Danach blieb die Beteiligung der Heranwachsenden etwa gleich, Kinder und Jugendliche fielen weniger als Tatverdchtige auf.



“Just the facts please”
rarely encourages reflecting and acting.

Databases often provide large amounts of data.

Their visualisation is managed by

standard applications

standard tools

standard routines

standard codes

But: is there a

standard meaning?

standard concern?

standard objective?

Databases often provide large amounts of data.

Their visualisation is managed by
standard applications

standard tools Design in visual statistics

standard routines is not about beauty (!).

standard codes Its about meaning, concerns
and objectives.

But: is there a

standard meaning? It's about communication.

standard concern?

standard objective?

What “Meaning” can mean:

Importance

Attention - this is important!

Relevance

This concerns me

Conciseness

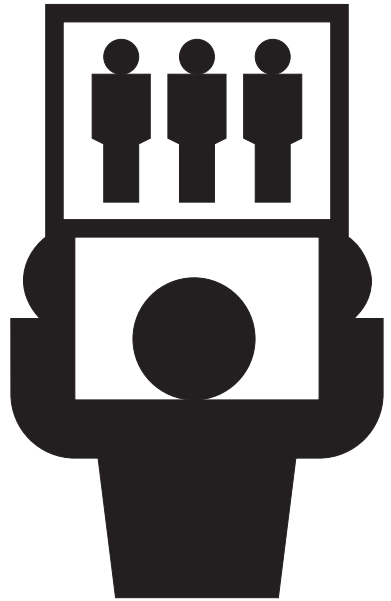
It`s ascertain

Aesthetic

This is appealing me

Effective

Initiating a reaction



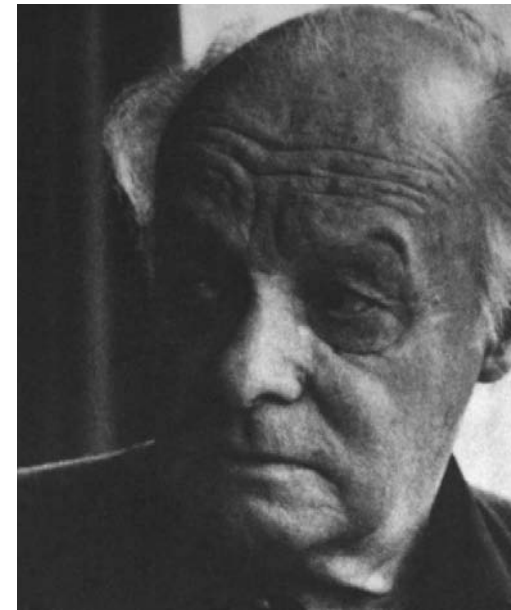
Otto Neurath
1882 - 1945

Mathematician
Economist
Philosopher



Marie Neurath
1898 - 1987

Mathematician
Artist



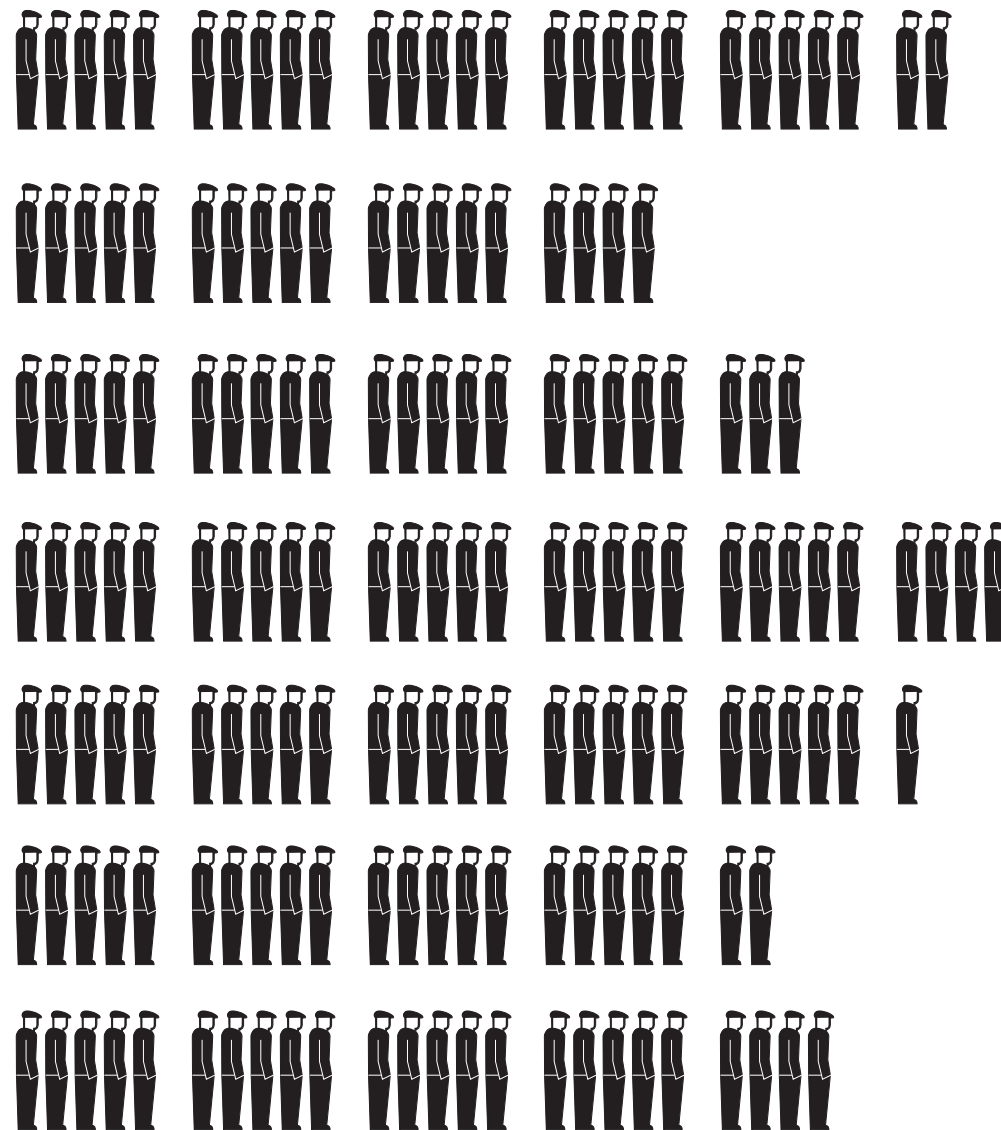
Gerd Arntz
1898 - 1988

Graphical Artist

The principle of “three sights”

1

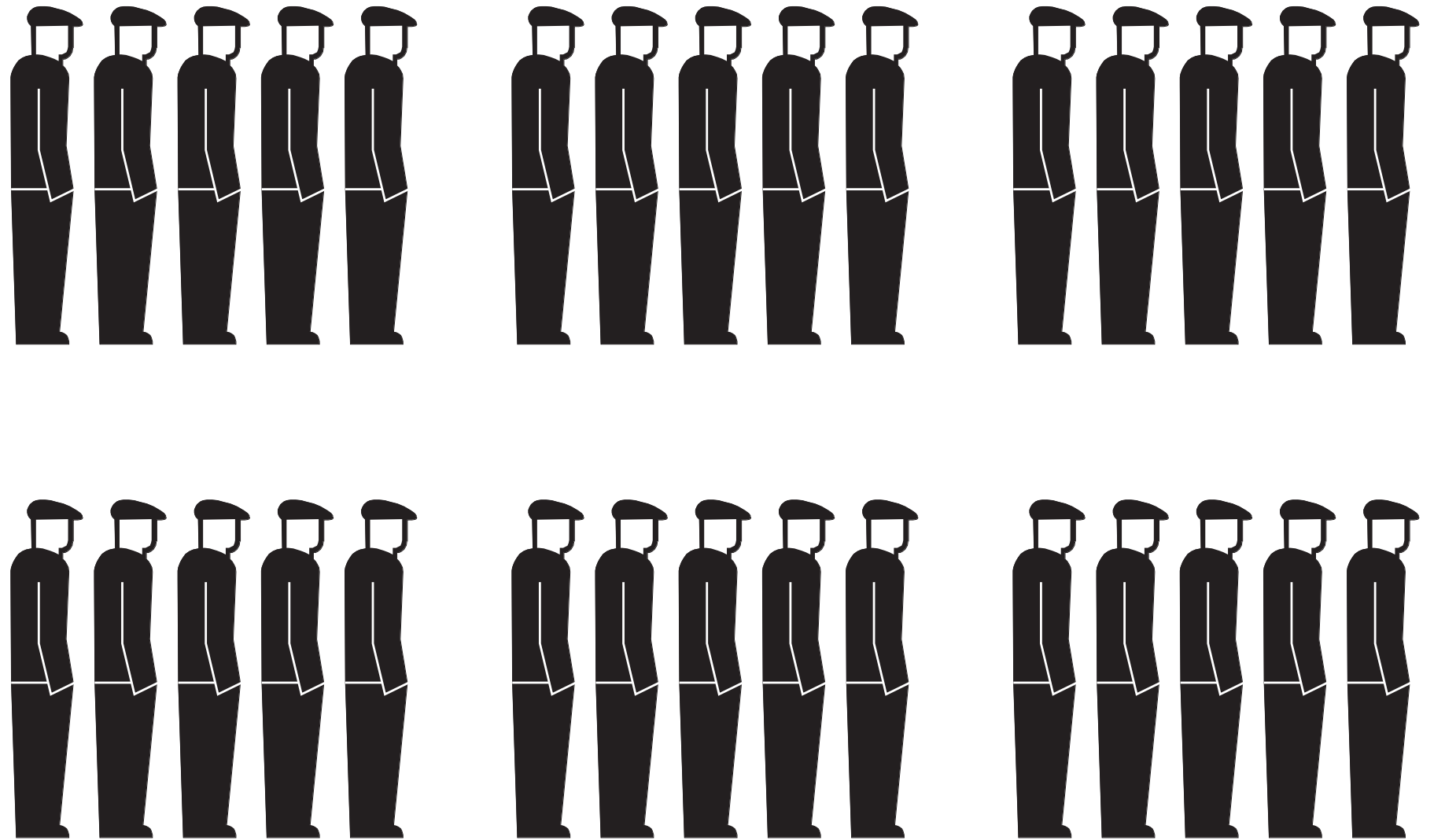
The basic expression:
e.g.
numbers,
relationships,
comparisons
...



The principle of “three sights”

2

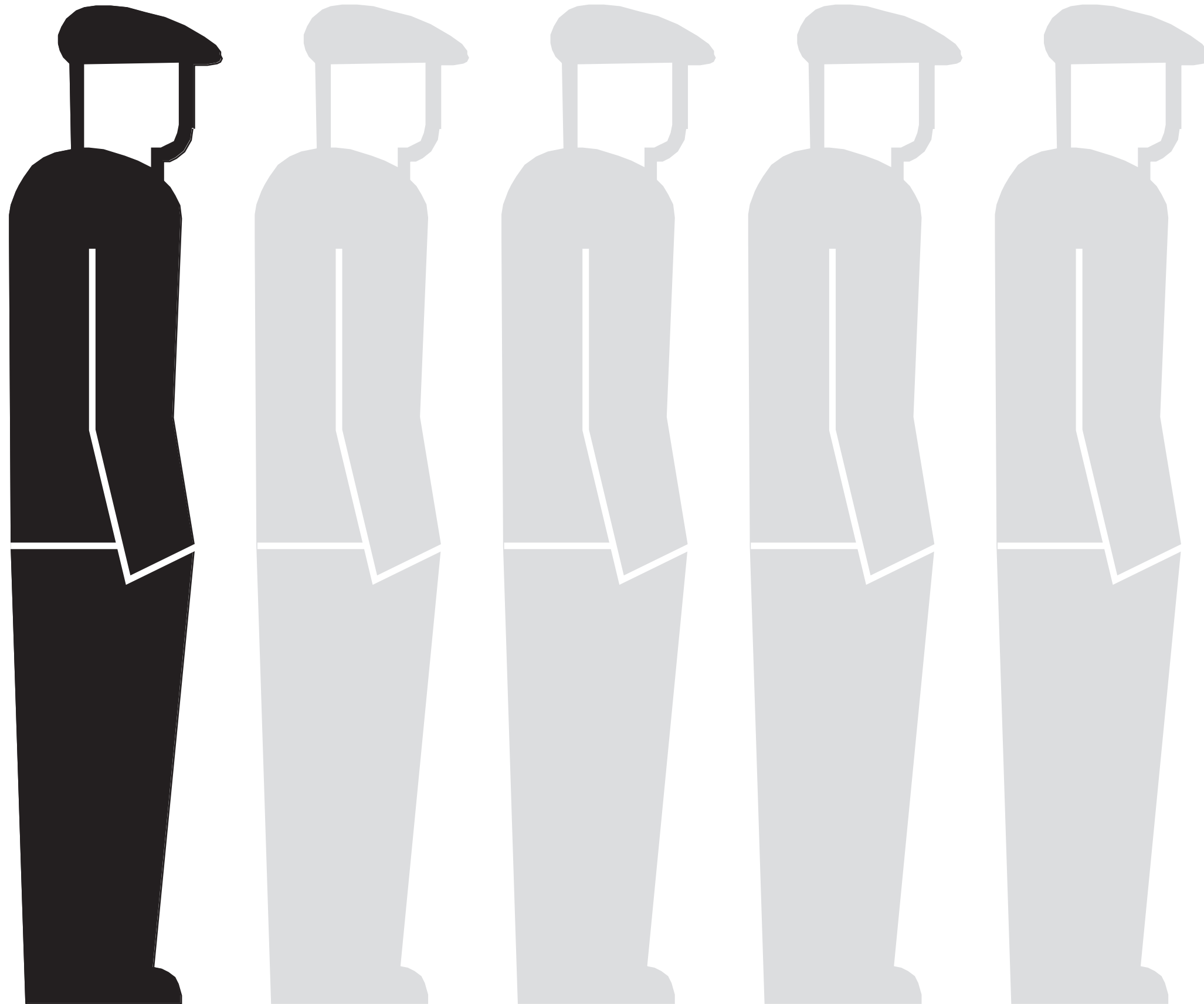
The general
topic:
e.g.
people,
goods,
plants
...



The principle of “Three sights”

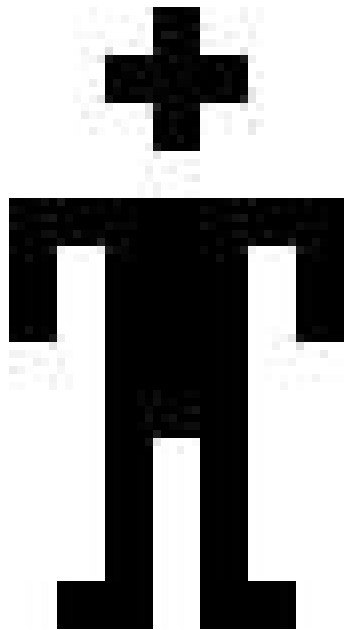
3

The basic
connotation:
e.g.
man,
worker,
unemployed
depressed
...

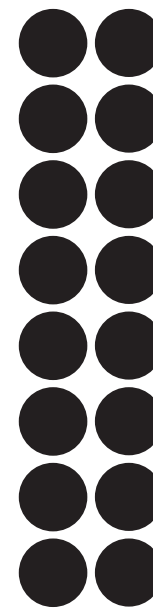


“We must get rid of pure abstractation
and unedited facts.[...]
Only the graphical symbol guarantees
a conceptual analysis”

Otto Neurath
1933



Basics of “Gestalt Phenomenology”



Meaning through distinction?

Basics of “Gestalt Phenomenology”



Meaning through intensity?

Basics of “Gestalt Phenomenology”



Meaning through difference?

Basics of “Gestalt Phenomenology”



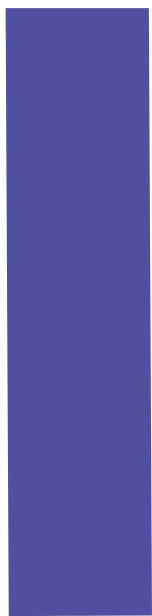
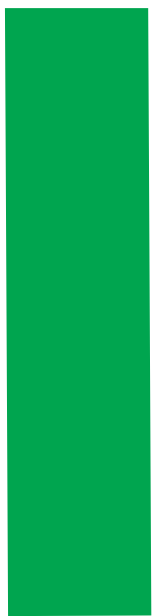
Meaning through confusion?

Basics of “Gestalt Phenomenology”

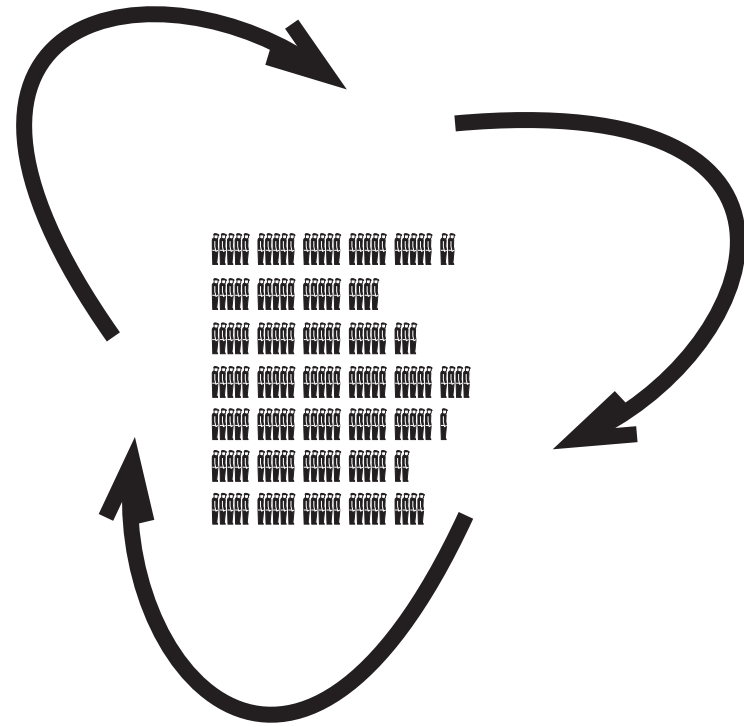


What does the colour mean?

Basics of “Gestalt Phenomenology”

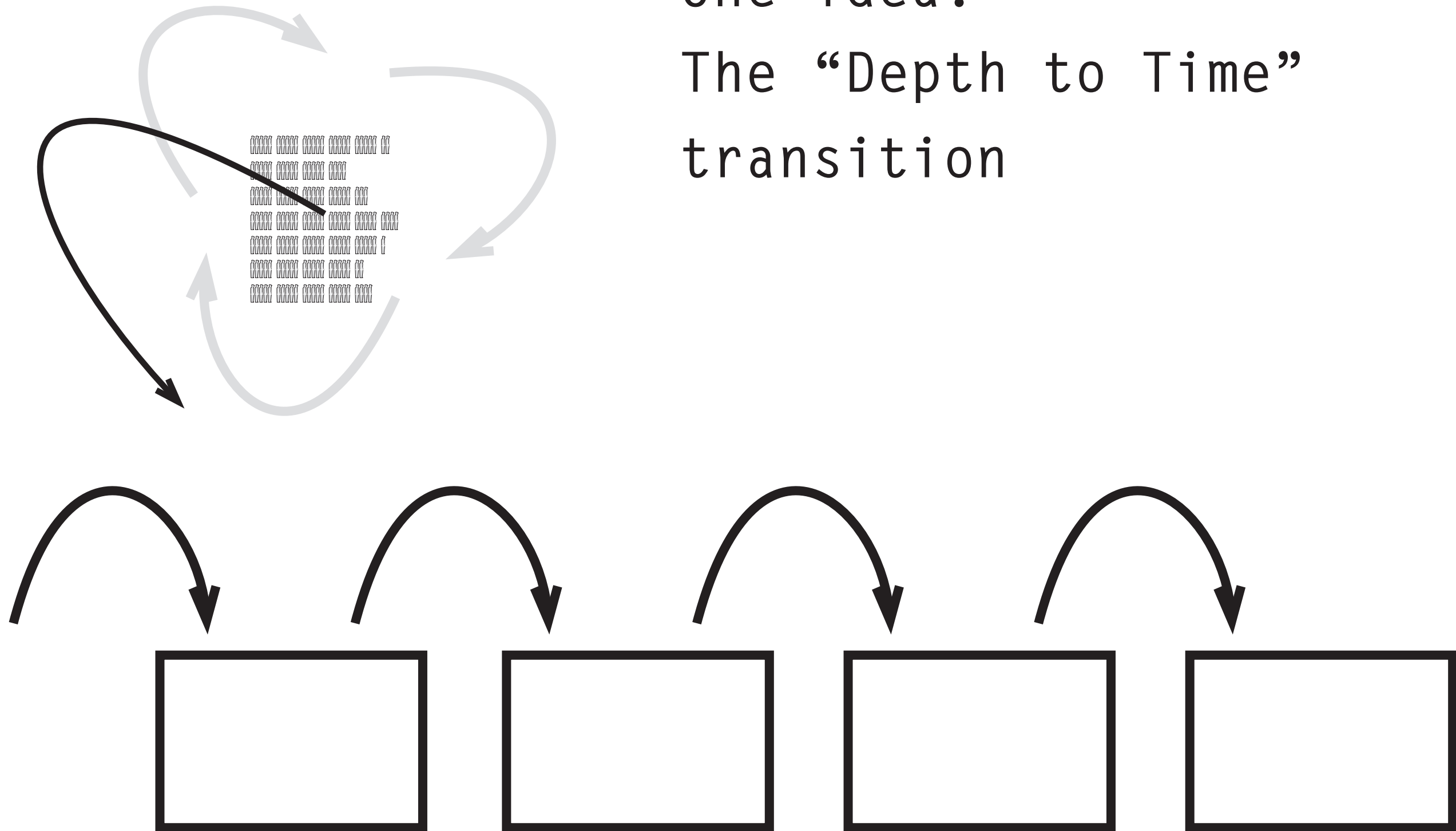


... consider “Magic 7”



Can the principle of
“Three Sights” be
transferred to
database powered
visualisation systems?

One idea:
The “Depth to Time”
transition



Looking at data perception as a process

Orientation

=

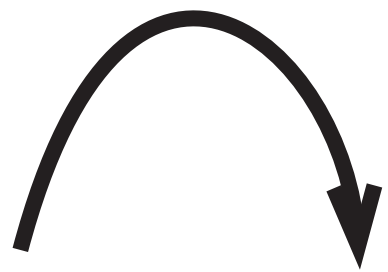
Contextualisation

e.g.

using pictures,

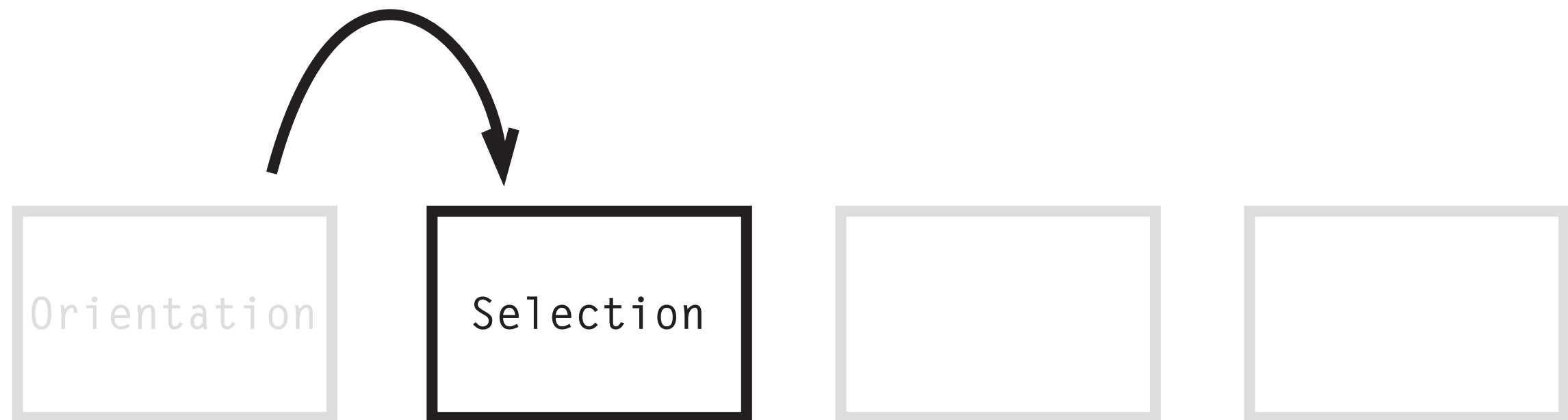
illustrations, symbols

...



Looking at data perception as a process

Selection
=
Outlook to relevance
e.g.
tendence or quality
of available data

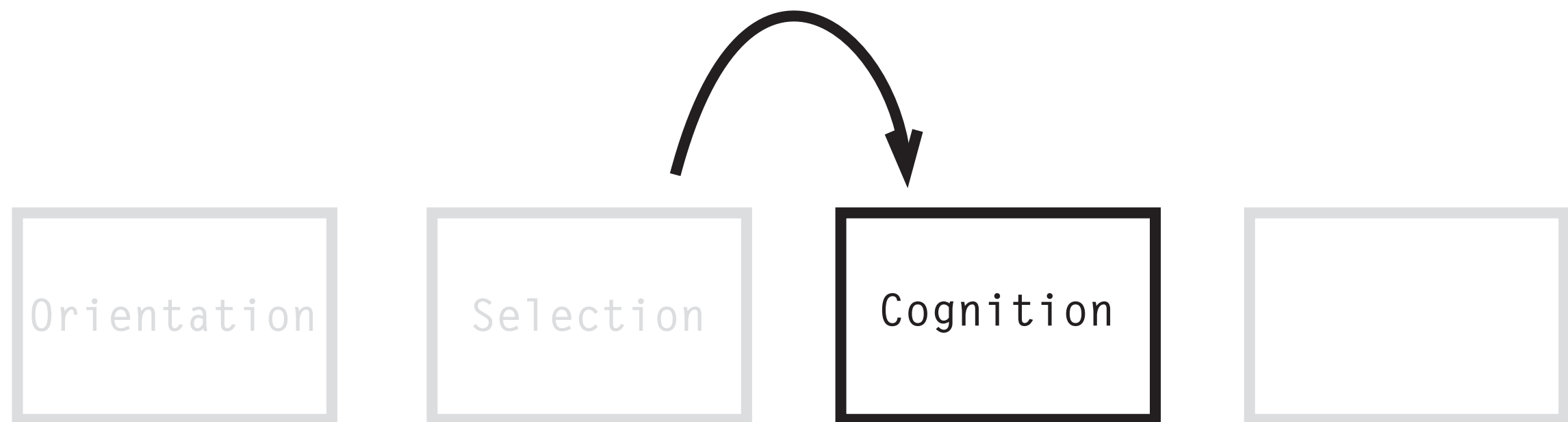


Looking at data perception as a process

Cognition

=

visual argumentation by
combination,
clear visualisation,
numeric values

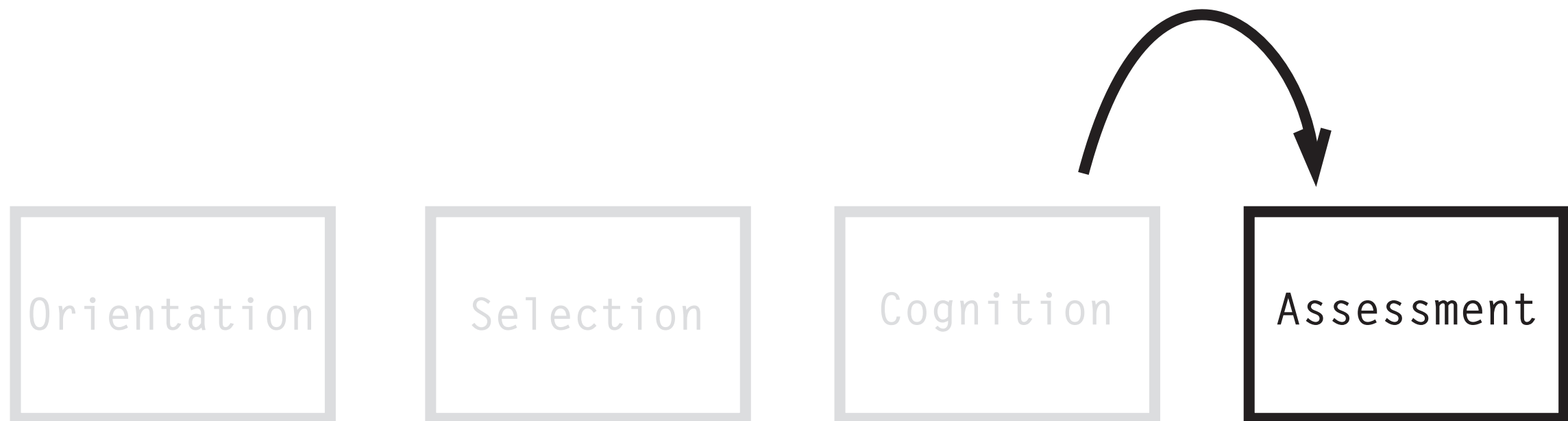


Looking at data perception as a process

Assessment

=

in-deep discussion
through comments,
extraction of values,
cross-application ...



Looking at data perception as a process

Let's see how it
might work ...

Orientation

Selection

Cognition

Assessment

