More than 60% of people are visual learners.
Agenda

• Infographics, Origins and Species
• Big Data, Local Meaning
• Visualization Tools
• Creating an Infographic
Content

- The average length of a bestseller is 375 pages.
- Over 82% of ebook readers live in cities.
- Men are 10x more likely to show interest in books that feature a male protagonist.
- Women are 50% more likely to finish a book than men.
- Books with a female protagonist are 40% more likely to become a bestseller.
Definition

“Infographics provide a format that utilizes engaging visuals that not only appeal to an audience hungry for information, but also aid in the comprehension and retention of that material.”

Infographics: The power of visual storytelling
Lankow, Ritchie, & Crooks
Clash of the Titans: Tufte vs. Holmes

Tufte

- Pioneer of data visualization, information design
- Academic (Yale) – statistician
- Believes you should omit graphic elements of the design that do not communicate specific information
- Avoid “chartjunk” and Powerpoint
Clash of the Titans: Tufte vs. Holmes

Holmes

- Created “explanation graphics”
- Publishing – *Time*
- Believes stories can be more memorable and impactful
- Importance of appeal through visual metaphor
- Recent studies have shown his explanation graphics aid in retention
Figure 1.6 Infographic priorities by application. p. 38

Infographics: The power of visual storytelling

Are both right?

- Objectives drive design
- Vary based on agenda
USA Today, NY Times

Sept. 15, 1982

NY Times Olympic 100 meters, 2012

Nov Election, 2000

Infopeople
Typical Infographic Signature

- Vertical presentation
- Tells a story
- Uses metaphor
- Summarizes data
- Cites data source(s)
Does this graphic?

- Tell a story
- Provide a metaphor
- Reflect data accurately
- Reinforce the intended message

Of the 8.8 million child deaths in 2008, 1 in 5 were due to pneumonia.

http://worldpneumoniaday.org/infographic/
Big Data, Local Meaning

- Public datasets
- APIs and access to big data
- Tracking local data
IMLS Public Library Comparison

http://www.imls.gov/research/public_libraries_in_the_united_states_survey.aspx
Pew Internet Data Sets


Infopeople
Census Data – Local Scoping

Big Data & APIs

Results for #fridayreads

Top people

Kim McNeill @kwmccoll
Now reading 'The Sisters Brothers' by Patrick deWitt. Shortlisted for the 2011 Booker Prize. #fridayreads

Ross @TVN_Ross
My honey's getting me the fourth book in one of my favorite YA series! Woohoo! #fridayreads #reading #books #bookish#

Carol Hirsh @CLOUSH
The novel I'm about to read is When We Argued All Night, by Alice Mattson. #READ #FRIDAYREADS

#FRIDAYREADS

APPEARED
17,687
TIMES IN THE PAST MONTH

This report is a snapshot in time, detailing the most influential Twitter users mentioning this hashtag on its first, peak, and last appearance in the past month. Their level of influence is determined by the number of followers.

THE BEGINNING

The most influential user on first day:

<table>
<thead>
<tr>
<th>User</th>
<th>Followers</th>
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<tbody>
<tr>
<td>colbenjamin</td>
<td>6,540</td>
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60 Appearances

October 1

October 28, 2012
Inspired?
## Circulation Data

### CIRCULATION STATISTICS

<table>
<thead>
<tr>
<th>Unit</th>
<th>Initial Circ</th>
<th>Renewals</th>
<th>Reserves</th>
<th>In-library</th>
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<tbody>
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<td><strong>SUZZALLO/ALLEN</strong></td>
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<td></td>
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<tr>
<td>Circulation</td>
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<td>0</td>
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<td>Curriculum</td>
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<td>2203</td>
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<td>Government Publications</td>
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<td>10185</td>
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<td>Maps</td>
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<td>4566</td>
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<td>Microforms-Newspapers</td>
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<td>5608</td>
<td>15852</td>
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<tr>
<td>Reference</td>
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<td>48</td>
<td>0</td>
<td>3</td>
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<td>Special Collections</td>
<td>160</td>
<td>116</td>
<td>0</td>
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<td>672870</td>
<td>5608</td>
<td>117128</td>
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**Branch Units**

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<th>Renewals</th>
<th>Reserves</th>
<th>In-library</th>
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<td>31471</td>
<td>1865</td>
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<td>17919</td>
<td>1806</td>
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<td><strong>Drama</strong></td>
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<td>12230</td>
<td>210</td>
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<td>25133</td>
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<td><strong>Foster Business</strong></td>
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<td>8793</td>
<td>13937</td>
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<tr>
<td><strong>Friday Harbor</strong></td>
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<td><strong>Math Research</strong></td>
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<td>Physics-Astronomy</td>
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<td>11133</td>
<td>1104</td>
<td>1320</td>
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<td>149791</td>
<td>25130</td>
<td>285556</td>
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</table>

*Note: The highlighted area in the chart indicates a significant decrease in circulation data for the Physics-Astronomy branch, specifically by 54%.*
Budget & Funding

Building the Library's Future

Why Support the Library?

- Community support is vital.
- The Library touches so many lives.
- The Library is one of the most used public spaces in the area.

Why Support the Library? (cont'd)

- New technology and programming require funds.
- The Library needs more resources.

History of Library Funding from Mecklenburg County
Fiscal Year 2004 to 2013

Millions


Infopeople
Visualization Tools

- Free tools for analyzing data
- Free design tools
- Visualization services
- Daily tools – Excel, Photoshop, Illustrator
These days everyone is connected to the Internet through computers. Whether mobile phones, laptops or tablets people are consuming more internet bandwidth globally.

People spend more time each year online browsing the internet for all types of information.

- Facebook: 80%
- LinkedIn: 100%
Piktochart

Summer Reading
Our journey is out of this world!

- Collect badges for reading adventures
- Take an online course and learn from a research scientist
- Join in a scavenger hunt for hidden treasure

Space invaders

New subheader
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore

New subheader
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore
Text can be visual

http://www.wordle.net
Common Traps: Accuracy/Critique

- Properly cite your data
- Include methodology for data collection and reporting
- Use supplemental data that relate to the service area
- CHECK YOUR MATH

Infopeople
Childhood obesity rates have nearly tripled since 1980.

- 1980: 7%
- 2008: 20%
Creating an Infographic – Step-by-step
Case Study – ALA “Weather the Storm”

• Based on 2 years of research
• Executive summary, detailed data findings, methodology cited & online
Does it tell a story?

- Incorporates metaphor
- Leads the viewer on a journey
- Targets message
“Strategic vision and careful management have helped U.S. public libraries weather the storm of the Great Recession, supporting their role as a lifeline to the technology resources and digital skills essential to full participation in civic life and in the nation’s economy. Libraries continue to transform lives by providing critical services and innovative solutions to technology access, in spite of years’ worth of consecutive and cumulative budget cuts.”
Or this?

- Consider design, stormy to sunny
- Transition from bad to good
- Call to action at the end
Fine Print:
SOURCE: data compiled from e-readers by Hiptype
Thank You!

Contact Info for Dawne

Email: drt@bellcow.com
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LinkedIn: www.linkedin.com/in/dawnetortorella
Pinterest Infographics Board -
pinterest.com/dtortore/infographics/
Scoop.it Infographics Creation Curation Thread -
scoop.it/t/creating-infographics
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