**NAME: Angela**

**DATE: 08/11/14**

# The Guardian Infomania – Michael Caire

## WHAT HAPPENED?

We buy a physical copy of the Saturday Guardian each week and I read the listings section from the back as they always have an infographic. I usually look at the topic and try to predict the data they’re going to show. It's fun!

## HOW DID YOU FEEL?

It’s always a light-hearted approach with a good mix of images and text so very clear and concise. It’s an easy Saturday read and very enjoyable, often containing fascinating facts leading to sharing the information with family members.

## WHAT DID YOU THINK OR LEARN?

Interesting discussion points expanding on the film remake data! It’s A5 size and the format has to be clear and layout bold enough to show so much information in a small space. Respect for the Guardian for their expertise in this area. Learnt new things.

## ANYTHING ELSE TO ADD?

**NAME: Angela**

**DATE: 09/11/14**

# The Guardian: How pressures of online life undermine teenage girls’ self-esteem

## WHAT HAPPENED?

I work with secondary aged students and part of this delivers e-safety sessions so I was curious to find out the latest findings. It was a double paged broadsheet article and I scanned the visualisations first as a summary of the findings.

## HOW DID YOU FEEL?

The graphs were simple and either bar chart or line graph. Clear colour distinctions between boys and girls helped distinguish the difference of self-esteem and bullying concerns by gender. I trusted the data being the Guardian and also by the adults interviewed and whose data fed into the overall findings.

## WHAT DID YOU THINK OR LEARN?

The visualisations confirmed what we see and what students report informally to us in schools, although the difference between girls and boys, particularly with diet was more pronounced through the graphs. Very up to date.

## ANYTHING ELSE TO ADD?

**NAME: Angela**

**DATE: 10/11/14**

# 100 years of rock

## WHAT HAPPENED?

I saw this online after a friend retweeted. As it was interactive and with sound it was an engaging visualisation and one which I manipulated for around 10 minutes! I loved being able to go through the decades and either find out, explore or recount music.

## HOW DID YOU FEEL?

It was one of those pieces that I HAD to share and a real discussion piece across the family generations. A very fun piece. Highly engaging and very simple to understand. Trust? Everything seemed to be contained in the right year band for this genre but to be honest any differences wouldn’t have mattered. It was light hearted.

## WHAT DID YOU THINK OR LEARN?

The design looked confusing and messy but that added to the topic and once you clicked on the genre rectangles the tangled web of links went unnoticed.

## ANYTHING ELSE TO ADD?

One of my favourite visualisations due to its interactivity and musical output.

**NAME: Angela**

**DATE: 11/11/14**

# From NESTA – Digital makers

## WHAT HAPPENED?

I was searching for information about school children being involved in the maker movement for education and knew that NESTA had conducted some research as a project. As I found the right launch page I opened this infographic first.

## HOW DID YOU FEEL?

I was pleased to find the resource as it’s easier to digest a summary of key parts rather than a whole report. It was categorised under 8 headings which made it crystal clear to differentiate the areas to consider and reflect on. Relieved to digest the information quickly!

## WHAT DID YOU THINK OR LEARN?

Really clear under 8 ‘headings’, and the icons used as subheadings made it even easier to digest. I wanted statistics about this area and this gave me that and more background info.

## ANYTHING ELSE TO ADD?

**NAME: Angela**

**DATE: 12/11/14**

# Piedmont Analytical Tourism Map

## WHAT HAPPENED?

I knew that there were some visualisation awards this week and I looked up the finalist as best practice. This Piedmont entry was first to open as we holidayed there in the summer! Due to that I quickly looked at the information to do with ‘Alessandria’.

## HOW DID YOU FEEL?

I felt relaxed reading and exploring because I was digesting ‘holiday’ information. I found myself making comparisons across the regions and fact finding. I was fairly surprised by the layout as although clear through a map visualised, it wasn’t very colourful and not as clear as other visualisations opened at the beginning of the week. Surprised that it was a finalist tbh. However, enjoyable to read and learn new facts but if I hadn’t visited I don’t think I’d have spent so much time analysing/digesting the info – about 5-7 mins.

## WHAT DID YOU THINK OR LEARN?

## ANYTHING ELSE TO ADD?

**NAME: Angela**

**DATE: 13/11/14**

# From New Scientist – the man who can hear Wi-Fi

## WHAT HAPPENED?

I saw this from my Twitter feed and opened the link to explore the visualisation smiling! Seemed like a fun project to plot and I was intrigued about the London locations. I wanted to investigate further!

## HOW DID YOU FEEL?

Excited and curious to explore more and personalise the journey. Make a story in a way that you can map the journey and imagine walking the route and what he could hear.

## WHAT DID YOU THINK OR LEARN?

I didn’t learn anything other than to confirm that some people can hear particular pitches more than others. It was a bit of fun more than information fact finding.

## ANYTHING ELSE TO ADD?

**NAME: Angela**

**DATE: 13/11/14**

# Traces – Memories of Dance

## WHAT HAPPENED?

I saw this online as I have an interest in sport and tech and also dance. Using Arduino the dancers steps/moves can be traced and visualised through an app.

## HOW DID YOU FEEL?

I was excited to see Arduino being used and later as a visualisation because of my personal interest and level of dance (beginner level!). I loved the way it was tracing movement which was different from statistics, like ‘raw data’. It was still visualising data collected from the Arduino but the whole project was very creative.

## WHAT DID YOU THINK OR LEARN?

I didn’t learn new facts but visited new possibilities and opportunities for future tech projects!

## ANYTHING ELSE TO ADD?

**NAME: Angela**

**DATE: 14/11/14**

# NYC Taxis – A day in the life

## WHAT HAPPENED?

I searched out this visualisation to show a colleague after trying to explain about visualisations of data generally. I’d seen it previously after somebody else recommended tracking it down during the 1st Seeing Data project.

## HOW DID YOU FEEL?

It created a real story of the taxi driver and makes me ask questions about their day, their journeys and all the personalities and personal stories of those involved. I love the storytelling element as it can bring out the human side. It felt great to get somebody else analysing the information and building up a story who didn’t have a visualisation interest.

## WHAT DID YOU THINK OR LEARN?

Really easy to understand and I wouldn’t change a thing.

## ANYTHING ELSE TO ADD?

**NAME: Angela**

**DATE: 15/11/14**

# The Guardian Blood Bikers – how they deliver

## WHAT HAPPENED?

Saturday Guardian newspaper in the main section. Double page article about the world of blood donation. Very wordy and not particularly a topic I’d choose to read about first, so my eyes were drawn to the infographic as a mechanism to summarise the narrative. And then start the main article.

## HOW DID YOU FEEL?

The photograph of the biker emphasised the personal recount – the storytelling of the piece the data. The visualisation shows the journey of one blood biker and that personalisation helps the storytelling. It gives context and purpose and helps to clarify the print of the article generally.

## WHAT DID YOU THINK OR LEARN?

I wouldn’t change anything about the layout or design. It’s so minimal that it makes it a powerful infographic to understand the job of a blood biker. Adding additional info about the blood being transported would muddy the message. Confirmed first thoughts.

## ANYTHING ELSE TO ADD?

**NAME: Angela**

**DATE: 15/11/14**

# Guardian Infomania - Gogglebox

## WHAT HAPPENED?

Explained before about being a regular Infomania reader, but I’ve never watched Gogglebox so was eager to get a summarised version to keep up with conversations at work and with friends who watch!

## HOW DID YOU FEEL?

I was excited at the opportunity to get up to speed with a topic that I know nothing about other than peers laugh about it! Trusted the information, particularly the numbers as it was in the Guardian. Learnt that 3.2 million people watch it – I’ve been missing out!

## WHAT DID YOU THINK OR LEARN?

Really liked the introductions to the ‘characters’ and particularly enjoyed reading about the surprising facts. Learnt enough to talk about the show, or perhaps have an understanding of the format, which is what I’d hoped to gain. Perhaps I’ll watch an episode next ☺.

## ANYTHING ELSE TO ADD?

**NAME: Angela**

**DATE: 16/11/14**

# Food Trends 2014 Infographic

## WHAT HAPPENED?

I saw this infographic referenced in a blog and loved the layout of it. Really good use of colour and different styles, displaying lots of information but using language which is up to date and relevant to this area.

## HOW DID YOU FEEL?

We love food – watching programmes about cooking, exploring eating places and cooking ourselves so wanted to have a better look at the information and see if it matched my thoughts and opinions. I think I was drawn into further reading when I saw street food, fusion and Japanese food rated highly, so started to trust the data knowing the local impact those food types are having in [City 1]. It’s always the examples that spark a conversation and I want to share that I think are successful. And this was one very engaging and easy to digest. Pardon the pun!

## WHAT DID YOU THINK OR LEARN?

## ANYTHING ELSE TO ADD?

[www.thefoodpeople.co.uk](http://www.thefoodpeople.co.uk)

**NAME: Angela**

**DATE: 17/11/14**

# Thatcher’s Britain from the Guardian

## WHAT HAPPENED?

I was drawn to the image due to the title and the style of the infographic. As a 70’s child I wouldn’t think of the Thatcher years in a way represented visually here. That’s what I liked about it! It was a positive visual for a bleak period.

## HOW DID YOU FEEL?

I was surprised, in a positive way, by the style chosen. That made me look into the information and to each section visualised. It made the viewer remember the impact against many areas rather than just a select few from personal memory. Trusted information from the Guardian.

## WHAT DID YOU THINK OR LEARN?

## ANYTHING ELSE TO ADD?

**NAME: Angela**

**DATE: 18/11/14**

# You Gov Profiler Online

## WHAT HAPPENED?

I received an email with a link to this interactive resource, which I hadn’t seen before. Very quickly I became immersed in the content and the debate and conversations that it started.

## HOW DID YOU FEEL?

I added my recreational activities and at first became annoyed that the demographics and profile were very different to me! An interesting reaction that made me further explore the tool and led me to think it would make a great resource to use at work with students in schools. Great as a ‘context/bias/persuasive’ prompt with digital storytelling. It was really clear and very engaging. Surprising outcomes such as brandy drinks being predominantly retired engineers from the Midlands ☺.

## WHAT DID YOU THINK OR LEARN?

## ANYTHING ELSE TO ADD?

Ballroom dancing and cycling are complementary - it’s official!

**NAME: Angela**

**DATE: 19/11/14**

# Alzheimer’s Society 2014 – Dementia costs UK

## WHAT HAPPENED?

I hadn’t seen the visualisation before but viewed it when I searched for information about Alzheimer for a family member. In particular I was looking for background and info about carers for others. This piece very quickly gave me that overview and the fact that family carers are so commonplace.

## HOW DID YOU FEEL?

It was a reassuring piece given my reason to fact find and I trusted the data due to its source and their specialism.

## WHAT DID YOU THINK OR LEARN?

I could very quickly understand the data and messages due to the layout – fairly sparse and spread out over a number of pages. Each section was clearly visualised, often in a very basic design which was fitting for the priority piece – meaning unimportant messages not be confused by design and no need for interactivity.

## ANYTHING ELSE TO ADD?

**NAME: Angela**

**DATE: 21/11/14**

# Harry Potter Infographic

## WHAT HAPPENED?

I found this online when we were looking for information about Harry Potter for a party my daughter had been invited to. Very quickly we could identify the number of books and films made and see ‘muggle’.

## HOW DID YOU FEEL?

She hasn’t read the books yet! We needed an overview and this infographic was suitable for a wide raging audience including an 8 year old due to its clarity through images, colour and layout. It had a ‘Halloween’ feel which captured the atmosphere and genre of the series.

## WHAT DID YOU THINK OR LEARN?

It confirmed facts that I already knew and introduced new ideas to my daughter, i.e. an all-British cast with such a successful series is to be celebrated!

## ANYTHING ELSE TO ADD?

**NAME: Angela**

**DATE: 22/11/14**

# Strictly stats – Strictly Come Dancing Predicter

## WHAT HAPPENED?

Hadn’t seen this before but it’s a very light hearted visualisation drawing on previous winners of the dancing competition and concluding with huge generalisations.

## HOW DID YOU FEEL?

Very informal and fun, this visual didn’t confirm and statistical traits, but showed some commonalities from past finalists. I didn’t particularly trust the data as I might have been able to draw different conclusions myself with the raw data! So light hearted that the context and storytelling could be skewed with any category.

## WHAT DID YOU THINK OR LEARN?

Interesting anecdotes but nothing new learnt.

## ANYTHING ELSE TO ADD?

**NAME: Angela**

**DATE: 23/11/14**

# 20 books to read before you die

## WHAT HAPPENED?

I discovered this list of books through Amber’s blog, which had been shortlisted for an award. I was intrigued to see how a teenager would visualise the list and how much emphasis on creativity would be factored into the design.

## HOW DID YOU FEEL?

I was particularly interested in why the books had been chosen and the variety of genres selected. The title of the piece was self-explanatory and the design, using the bookshelf, appealing and clear to comprehend. I particularly like the references to the first published dates.

## WHAT DID YOU THINK OR LEARN?

## ANYTHING ELSE TO ADD?

[www.themilelongbookshelf.com](http://www.themilelongbookshelf.com) Amber Kirk-Ford (future 8 finalists)

**NAME: Angela**

**DATE: 24/11/14**

# Smart Citizen Amsterdam

## WHAT HAPPENED?

A visualisation of data in a loose sense but I saw this looking for an output of collected information from this project. It’s also running in Manchester and I’d like to use the devices through an education project with a data emphasis.

## HOW DID YOU FEEL?

It was a clear dashboard to quickly ascertain collected data areas/measures and the size of the projects with sensors across the city.

## WHAT DID YOU THINK OR LEARN?

Clear messaging for the way that data is collected and the type of data rather than learning something new. I reinforced rather than taught new information and I’d use it as a base to take creatively with students.

## ANYTHING ELSE TO ADD?

**NAME: Angela**

**DATE: 27/11/14**

# Population density in the US

## WHAT HAPPENED?

I saw this from a link in an email summary and was intrigued by the headline 47% knowing the vast geographical area.

## HOW DID YOU FEEL?

I was curious to track through some areas of the country that I’d either visited or then suspected would be fairly desolate. Not knowing too much then the text was necessary to get a more comprehensive understanding. It was hard to use in isolation. Isn’t that the whole point?!

## WHAT DID YOU THINK OR LEARN?

The visualisation was harder to interpret than first appeared. Initially I thought that the uninhabited areas were white but actually they were green which was confusing. I’d have preferred a more interactive visualisation to allow me to zoom in and further understand and explore.

## ANYTHING ELSE TO ADD?

This is the first visualisation of the project that’s been so difficult to interpret at first!

**NAME: Angela**

**DATE: 29/11/14**

# Who makes the food we buy from shops

## WHAT HAPPENED?

Saw this through an email link and although it wouldn’t be a normal top choice of topic to discover I was curious about the content I wanted to explore how the major players in the food manufacture world have the industry in an oligopoly whilst it doesn’t feel that way with the ranges in the supermarket.

## HOW DID YOU FEEL?

The use of colour and the blocked approach made it a clear visualisation to scan initially. At first it seemed like lots of text but actually it was an array of logos so easier to digest.

## WHAT DID YOU THINK OR LEARN?

Didn’t realise how vast some of these companies’ ranges were! Had an inkling, though. This was confirming.

## ANYTHING ELSE TO ADD?

**NAME: Angela**

**DATE: 01/12/14**

# UN World Aids Day 2014

## WHAT HAPPENED?

I wanted to view comparative data issued on World Aids Day which highlighted impact of support measures taken over the years.

## HOW DID YOU FEEL?

The UN had a couple of visualisations online but the one I spent time reviewing was based on what happens if we continue now with similar support and how intervention could be accelerated and that impact on helping fight the disease and support people with AIDS.

## WHAT DID YOU THINK OR LEARN?

The mirror image effect helped to show the differences more intervention would make and the language used alongside the diagrams reinforced this. Very clear visualisation.

## ANYTHING ELSE TO ADD?

**NAME: Angela**

**DATE: 02/12/14**

# The Art of the Infographic: The Independent

## WHAT HAPPENED?

Saw this as I was getting a daily update of the news online and its simplicity stood out. Its approach made me consider the context and read around further comments.

## HOW DID YOU FEEL?

My eye was drawn to the 80%/20% split which is a common percentage split in other areas. However, the diagram on its own didn’t give me the information I needed to interpret and understand. I had to take in the title and felt I’d have to dig deeper into research myself to get more context and details. Felt like this was a taster. An indicator, not a full visualisation to convey a full message.

## WHAT DID YOU THINK OR LEARN?

## ANYTHING ELSE TO ADD?

**NAME: Angela**

**DATE: 02/12/14**

# The Independent 100: Cuckoo Migration

## WHAT HAPPENED?

Loved the idea of this visualisation as I saw it on the Independent 100 list. It was the personalisation of a cuckoo’s flight but also that clear visualisation of the flight path. Against the worldwide map the journey and mileage was represented in a way to demonstrate the vast distances.

## HOW DID YOU FEEL?

Felt very positive as it was a light hearted approach to a subject area that I have limited recent insight to (bygone school day tracking!)

## WHAT DID YOU THINK OR LEARN?

Confirmation of time and distance/geographical flights rather than learning anything new.

## ANYTHING ELSE TO ADD?

**NAME: Angela**

**DATE: 03/12/14**

# John Williams Music Scores

## WHAT HAPPENED?

Saw it online as I searched for information about cinematics, and took 5 minutes or so to consider information in the visualisation. I was fascinated by the overview and then by the way of quickly drilling down to specific music facts about certain films. And mostly learning new things!

## HOW DID YOU FEEL?

Loved the way it was condensed onto one page and it ‘did what it said on the tin’. The timeline was helpful to show progression over that period and the awards section on the left hand side was helped by using the awards’ images to distinguish between different bodies of the film world.

## WHAT DID YOU THINK OR LEARN?

Learnt lots!

## ANYTHING ELSE TO ADD?

**NAME: Angela**

**DATE: 04/12/13**

# Most popular books of all time

## WHAT HAPPENED?

We had a family conversation about the world’s most popular books after a recent Harry Potter event, which led to discussion about language, genre and trends. And a Google search!

## HOW DID YOU FEEL?

There were too many facts so it was a little confusing. So much detail and information on the piece meant that I only spent time looking at a couple of examples rather than the whole piece.

## WHAT DID YOU THINK OR LEARN?

I’d liked to have seen an interactive version of this so that I could group genre or author nationality together to reduce the data on the page. Interesting info but the visualisation made it more tricky to understand than had it been a spreadsheet. Felt a bit disappointed as it had so much creative potential.

## ANYTHING ELSE TO ADD?

**NAME: Angela**

**DATE: 05/12/14**

# Stanley Kubrick Infograph - Guardian

## WHAT HAPPENED?

Usual Saturday listing’s magazine in the Guardian, and as I only had a limited overview of the individual I looked at it for about 5 minutes, and went straight to the storytelling detail section.

## HOW DID YOU FEEL?

I liked the clear layout and different styles on one page and as I was curious about ‘fascinating facts’ I went straight to the text-based section with anecdotes.

## WHAT DID YOU THINK OR LEARN?

Really easy to understand.

## ANYTHING ELSE TO ADD?