

CONTENT



WHY VISUALIZE DATA?



MAKING A GOOD INFOGRAPHIC



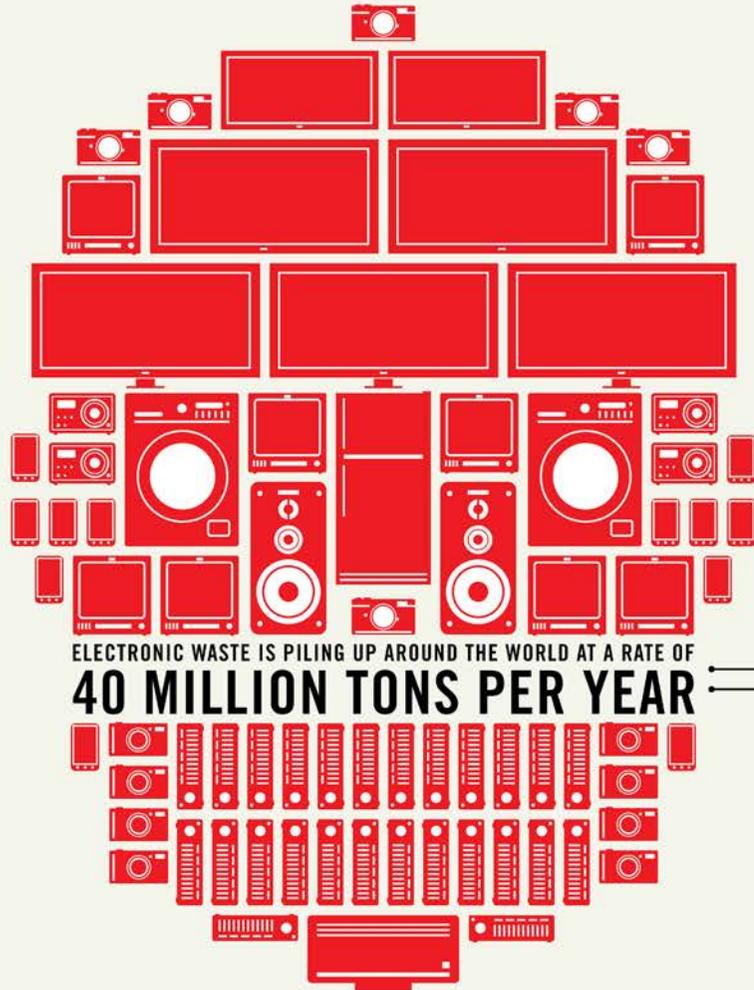
SHARING YOUR MESSAGE



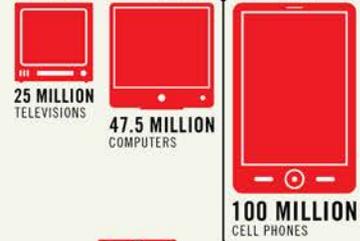
EDITORIAL

THE DIGITAL DUMP

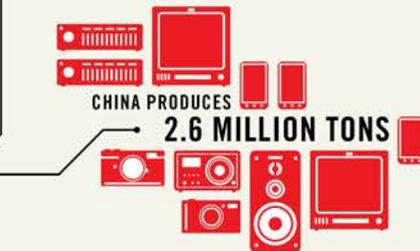
AS TECHNOLOGY ADVANCES AND WE BUILD MORE AND MORE DEVICES, THE NUMBER OF OBSOLETE ELECTRONICS IN NEED OF DISPOSAL IS GROWING AS WELL. THE ISSUE OF GLOBAL E-WASTE IS A MOUNTING CONCERN. AND AS THE PROBLEM PILES UP, MANY COUNTRIES ARE FINDING IT EASIEST TO JUST SHIP THEIR E-WASTE OVERSEAS.



EACH YEAR, THE UNITED STATES THROWS OUT, ON AVERAGE:



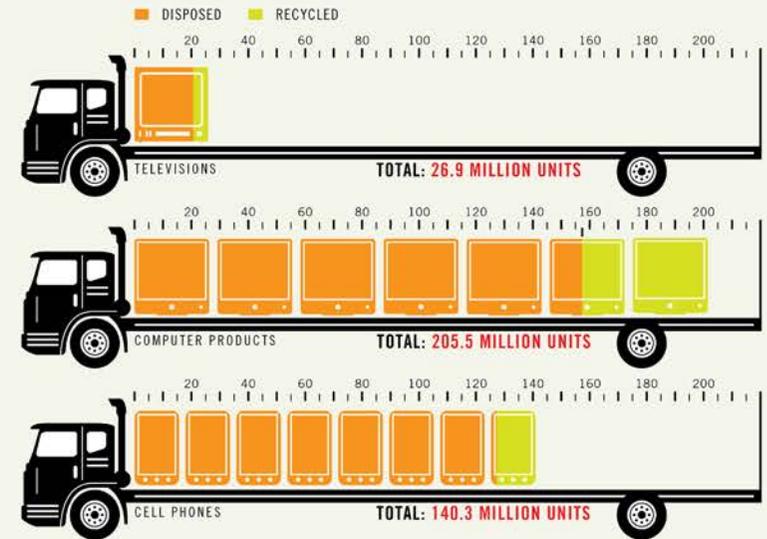
THE UNITED STATES PRODUCES 3.3 MILLION TONS OF E-WASTE IN A YEAR



THE WORLDWIDE MARKET FOR E-WASTE WILL GROW IN THE COMING YEARS



RECYCLING VERSUS DISPOSAL ANNUALLY IN THE UNITED STATES



E-WASTE DESTINATIONS



U.S. HISTORY OF TAXATION ON CIGARETTES

IN BILLIONS OF DOLLARS

STATE TAX COLLECTIONS
FEDERAL TAX COLLECTIONS



TurboTax ✓
Choose Easy.

AVERAGE STATE CIGARETTE TAX RATE

CENTS PER PACK

STACKS OF 25 PENNIES



SOURCE: NOCIGTAX.COM

TurboTax ✓
Choose Easy.

U.S. HISTORICAL RATES OF CIGARETTE CONSUMPTION

NUMBER OF CIGARETTES

2001
425.0 B

2002
426.2 B

2003
404.5 B

2004
395.8 B

2005
387.4 B

2006
383.2 B

2007
372.7 B

2008
353.4 B

2009
334.9 B

2010
307.2 B



SOURCE: CDC.GOV

TurboTax ✓
Choose Easy.

TOP 5 CIGARETTE CONSUMING COUNTRIES

CONSUMED ANNUALLY



SOURCE: NOCIGTAX.COM



U.S. VS. WORLD

TOBACCO CONSUMPTION

IN GREECE THE AVERAGE SMOKER
SMOKES 3,017 CIGARETTES A YEAR.
THAT'S MORE THAN 3 TIMES THE
AMOUNT OF A U.S. SMOKER (1,001).

SOURCE: NOCIGTAX.COM

GREECE
3,017 CIGARETTES

U.S.
1,001 CIGARETTES

TurboTax ✓
Choose Easy.

THE MYSTERIOUS IMAGERY OF The Dollar Bill

There has been intense debate over the decades of the symbolic meaning of the images displayed on the dollar bill. Conspiracy theorists believe the imagery is rooted in Freemasonry, and somehow tied to the exclusive Illuminati who run the world. Others contend that the imagery is strictly American in its nature and represents the foundations of our nation. Here we explain each symbol, showing what it represents for the U.S. as well as its possible ties to Freemasonry.

LAUREL WREATHS represent victory.

OLIVE LEAVES stand for peace.

FRONT

PORTRAIT painted by 18th century portraitist Gilbert Stuart. George Washington was a dedicated Freemason.

THE BALD EAGLE, native to the U.S., is the national bird and symbol.

Some say this little creature is an **OWL**, and others a **SPIDER**. The owl is believed to have ties with Freemasonry because of the owl statue found at Bohemian Grove, a popular summer gathering destination for the rich and powerful men of our country.

"HE HAS FAVORED OUR UNDERTAKING"

The **PYRAMID** is a symbol that represents strength and growth. Notice how there are 13 levels.

The **ALL-SEEING EYE** is the capstone of the pyramid that hovers over the foundation. The eye, traditionally a Masonic symbol, represents a deity watching over the nation. The fact that it's not attached to the rest of the pyramid means that the building of our country is an ongoing work in progress.

BACK

"A NEW ORDER OF THE AGES"

The **UNSUPPORTED SHIELD** denotes independence and self-reliance.

HORIZONTAL STRIPES represent Congress.

OLIVE BRANCH with 13 leaves stands for peace.

Laurel wreaths stand for victory. Olive leaves stand for peace.

In contrast to the olive branch, the **13 ARROWS** represent war.

"ONE FROM MANY" This motto, which first appeared on the Great Seal in 1782, was originally proposed by John Adams, Ben Franklin, and Thomas Jefferson.

Each **STAR** represents one of the original 13 colonies on which our nation was established. Also, connect the stars to make a six-point star, another Freemason symbol.

Some say the 32 feathers represent the 32 degrees in Scottish Rite Masonry.

The 33 feathers may represent the special 33rd degree possible for outstanding service.

9 feathers, one for each degree in York Rite Masonry.

ROMAN NUMERAL XVI for 1776, the year the U.S. was established.

13 VERTICAL STRIPES represent the first 13 colonies established in the U.S.

THE NUMBER 13 is all over the dollar bill. Usually considered an unlucky number, its use on the dollar is meant to represent the 13 colonies established between 1607 and 1733, but may also remind us of the importance of the 13th amendment, which banned slavery.



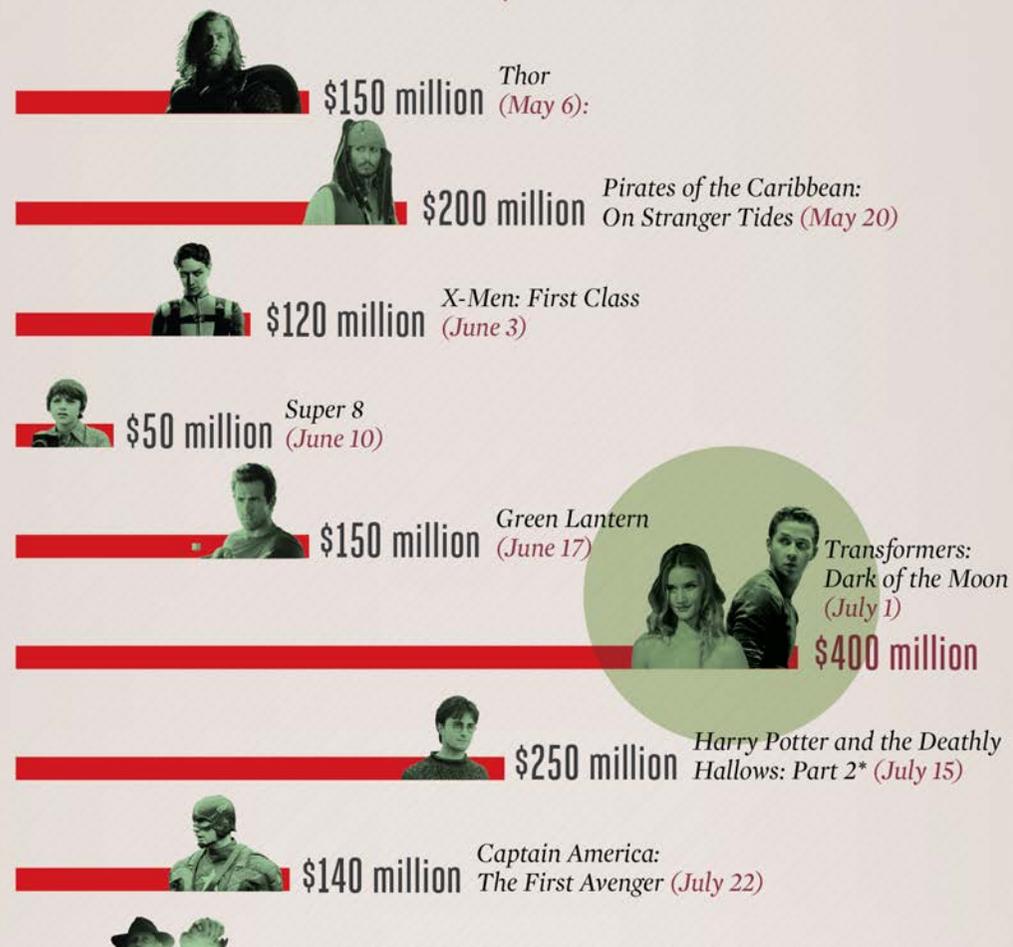
CRUNCHING THE NUMBERS

ON
SUMMER MOVIES 2011

Esquire

COLUMN FIVE

BLOCKBUSTERS BY (RUMORED) BUDGET



HIGHEST NUMBER OF ACTING ROLES



VENN DIAGRAM BREAK! GENRE

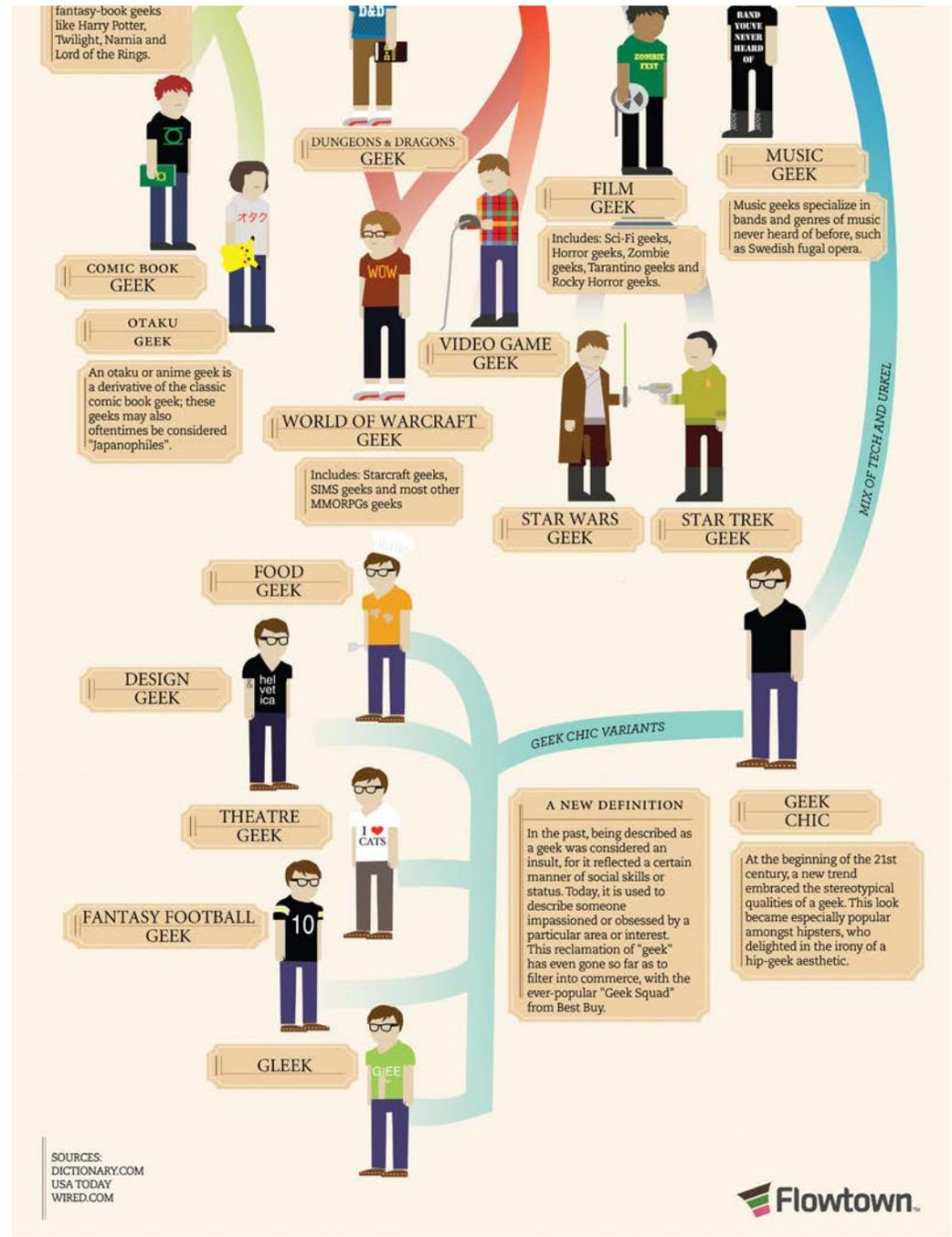
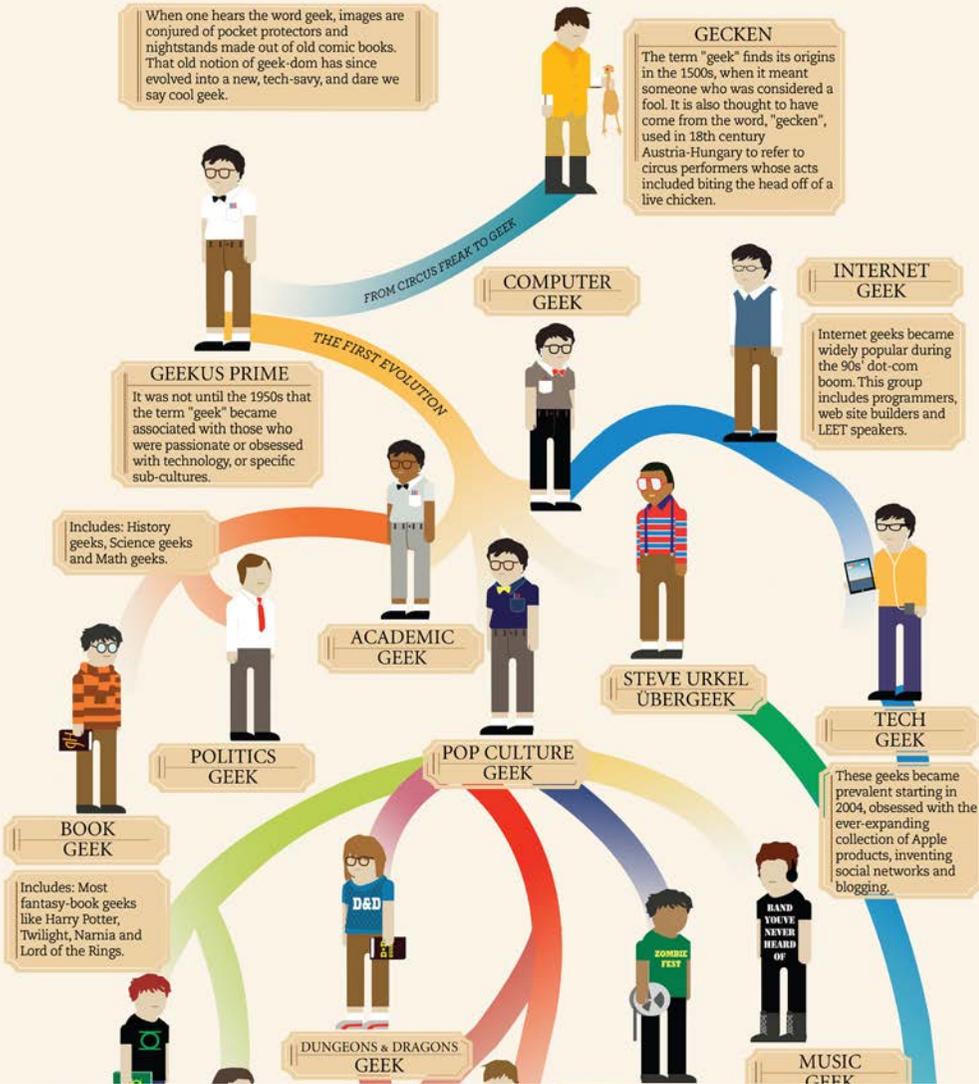
SUPERHERO
MOVIES

ANIMAL-
SIDEDUEDO

ANIMAL
MOVIES

HUMOR

THE EVOLUTION OF THE GEEK



ARE YOU A COMIC-CON DORK?

INCEPTION IN PROGRESS...

ALLERGIC REACTION TO GLUE FROM WOLVERINE BEARD KIT

PRICE PAID FOR "FREE"

LOU FERRIGNO AUTOGRAPH

EVIL VILLAIN SUPERPOWER

SO TERRIFYING, YOU'LL BEG FOR A HIT OF SCARE CROW'S GAS JUST TO EVEN YOU OUT

PROTECTIVE FORCE FIELD
ABLE TO REPEL FEMALE RACE

RAN OUT: HAD FLASHBACK OF "SPICE MONSTER" SEX SCENE

RESIDUUM & TRUFFLE SKINS
ONLY FORM OF CURRENCY LEFT

UNTOUCHABLE ENERGY PACK

INCOMPREHENSIBLE GRAPHIC NOVEL
TAKEN TO AVOID BEAT-DOWN BY OVERBEARING, CREEPY COMIC ARTIST



ORIGINALLY 3 DAY OLD PRETZEL DOG
PURCHASED AT CONVENTION HALL FOR JUST \$19.95

REAL FLESH WOUND
AFTER BEING ATTACKED BY SUITCOTING, IRATE BOOTH CHARACTER WIELDING A NINJA GOLDEN DRAGON SWORD... LEFT IT TO BLEED WITH HOPES TO ATTRACT "TRUE BLOOD" BOOTH-CHICK

♥ JESSICA ♥

MANDATORY ATTENDANCE TO ENSURE PROPER BOARDING OF FLIGHT HOME

DON'T EVER LET THAT DREAM DIE!

PERMANENT BUTT BRUISE FROM SITTING ON CURB DURING 69 HOUR WAIT TO SEE "ECLIPSE"...

WORKING LIGHT SABER CONFISCATED AT CHECK IN

STILL IN SEARCH OF BRAID INSERTION

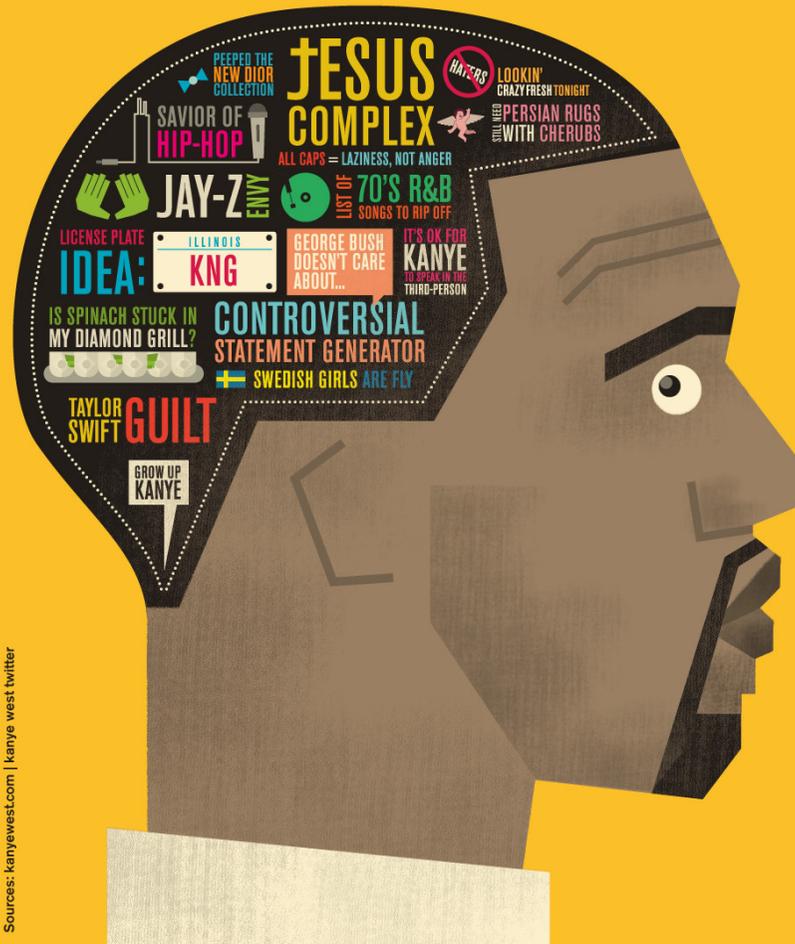
BADASS WEAPON
CAPABLE OF KEEPING BODY UPRIGHT EVEN WHEN STANDING IN ENDLESS LINE FOR:
A. SPECIAL SCREENING OF TRAILER OF UPCOMING "TRON: LEGACY" TRAILER
B. TOILET THAT CAN STILL FLUSH
C. FREE FOAM SQUISHY OF MUSINDEX FITGIRL MR. MUCOUS

ACTUAL HUMAN FEET AFTER WALKING 52 MILES ON CONVENTION FLOOR

INSIDE THE MIND OF

KANYE WEST

With all of his controversial outbursts and larger-than-life ego, it's easy to assume that Kanye West doesn't think before he says anything. Here's what his stream of consciousness would read like if we were able to take a look inside the layers of the brazen rapper's cranium.



Sources: kanyewest.com | kanye west twitter

DO YOU NEED A

SOCIAL MEDIA DETOX?

Most experts agree that social media has revolutionized the way people interact with one another. Yet, for all its benefits, it has a dark side: creeping addictiveness. It often starts at a young age, with nothing more than a harmless, occasional status update. Upon adulthood, however, it explodes into a full-blown debilitating condition: Obsessive "placings" check-ins, "likes," and improper acronym use abound. Think you've experienced any of the above? Below are the signs and symptoms that you might be in need of a social media detox.



Symptom 1 TWEET SPEAK



4 When co-workers ask what you did over the weekend, your replies come in the form of 140 characters or less. In fact, you find talking at any length greater than 140 characters to be both weird and boring.

Symptom 4 LOL-TISMS



4 In real-life conversations, when something is particularly funny, you often begin "LOL-ing" uncontrollably. No, not just laughing at loud, but literally spelling out the letters "L-O-L" in order to demonstrate your enjoyment of the joke. Terminal symptoms often include the persistent use of "ROFL," "LMFAO," "Lolerskating," and "ROFLcopter."

Symptom 3 THUMBS-UP PARALYSIS



2 When you experience approval, or some kind of enjoyment in life, your thumb automatically extends into an upright position. This condition becomes particularly acute when you engage in a "liking" rampage on Facebook.

Symptom 3 RETWEET DEPRESSION



3 You are often thrown into bouts of manic depression when you discover that your tweets have not been re-tweeted enough. This depression often deepens when you find that your Tumblr posts have not been re-blogged, or your Facebook status updates have not been liked.

Symptom 5 ACCOUNT HOARDING



5 Social media addicts are often prolific hoarders. While most hoarders hold onto boxes full of unusable garbage, social media hoarders hold onto accounts from social networking sites that have long lost their popularity. They refuse to give up on the

Symptom 6 SUPREME MAYOR



6 You have strived mightily, and consequently achieved mayership of over 30 different locations. You've even altered your daily route so that you can check-in as often as possible in as many different locations as possible. You've also inevitably

Symptom 7 FAKE FARMER



7 The line between "reality" and "social media reality" often becomes blurred. Just because you are one of the top farmers on Farmville doesn't mean that your plans to start your own farm will go over too well—mostly due to the fact that 90% of your time is



2 When you experience approval, or some kind of enjoyment in life, your thumb automatically extends into an upright position. This condition becomes particularly acute when you engage in a "liking" rampage on Facebook.



3 You are often thrown into bouts of manic depression when you discover that your tweets have not been re-tweeted enough. This depression often deepens when you find that your Tumblr posts have not been re-blogged, or your Facebook status updates have not been liked.



4 In real-life conversations, when something is particularly funny, you often begin "LOL-ing" uncontrollably. No, not just laughing at loud, but literally spelling out the letters "L-O-L" in order to demonstrate your enjoyment of the joke. Terminal symptoms often include the persistent use of "ROFL," "LMFAO," "Lolerskating," and "ROFLcopter."

Symptom 5 ACCOUNT HOARDING



5 Social media addicts are often prolific hoarders. While most hoarders hold onto boxes full of unusable garbage, social media hoarders hold onto accounts from social networking sites that have long lost their popularity. They refuse to give up on the infinitesimal chance that they may become popular again.

Symptom 6 SUPREME MAYOR



6 You have strived mightily, and consequently achieved mayership of over 30 different locations. You've even altered your daily route so that you can check-in as often as possible in as many different locations as possible. You've also inevitably been removed by security on more than one occasion for frequent lettering.

Symptom 7 FAKE FARMER



7 The line between "reality" and "social media reality" often becomes blurred. Just because you are one of the top farmers on Farmville doesn't mean that your plans to start your own farm will go over too well—mostly due to the fact that 90% of your time is spent on the internet and not outdoors.

Symptom 8 AHAD SYNDROME



8 You are often thrown into a seething, uncontrollable rage when one or more of your frequented social networks is down. You exhibit Captain Jack-like tendencies when the infamous Fall Whale appears, and then yell at the girl at the Genius Bar for not moving fast enough when removing the harpoon you put through your MacBook Pro.

Symptom 9 DEVICE OBSESSION



9 You have spent most of your income on multiple devices that automatically update all of your social networks while simultaneously registering for new ones fresh out of SXSW Interactive. You would have gone there yourself, but that would have meant time away from your intricately-crafted social media hub.

Symptom 10 OFFLINE COMPLEX



10 On the off-chance that you leave behind your iPhone, iPad, laptop, Droid, or any other mobile device, your lack of constant interaction with social media causes you to slip into a paranoid psychosis. The world begins to close in on you, and you seek the only refuge you can—your trusty Reddit mask.

Rejected Ad Campaigns OF THE COAL INDUSTRY

Don Draper himself would be hard pressed to put a positive spin on the United States' single largest source of carbon emissions. In fact, for every savvy semantic sleight of hand like "clean coal" there are a hundred concepts in the trash can. Here are some that didn't quite make it to market.

Santa Claus PRO-COAL SINCE 1776*



"If you hate coal, it means you hate Santa. And America."

SEE Beautiful APPALACHIA

IT'S NOT MOUNTAINTOP REMOVAL

IT'S 360-DEGREE vista enhancement!



IT'S SO DIRTY!



HALLOWEEN DISCOUNTERS NEW COSTUME! Trapped Chilean Miner



FREE HEADLAMP & POWERBAR WITH EVERY PURCHASE.

ibreathe

PERSONAL, PORTABLE COAL SCRUBBING DEVICE

- New thinner, lighter mouthguard design
- Bluetooth integration
- Supporting app shows avoided particulate matter

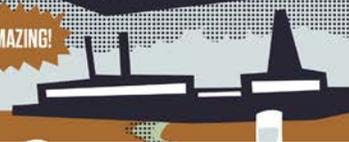
More cost effective than industry regulation!



Visit Rustic Montana

Sure, soon it will be a scorched landscape akin to a Hellmouth, but it'll make the state a motherlode of money!

ASTHMazing!



Yes, coal is dirty.
Just like you,
naughty girl!

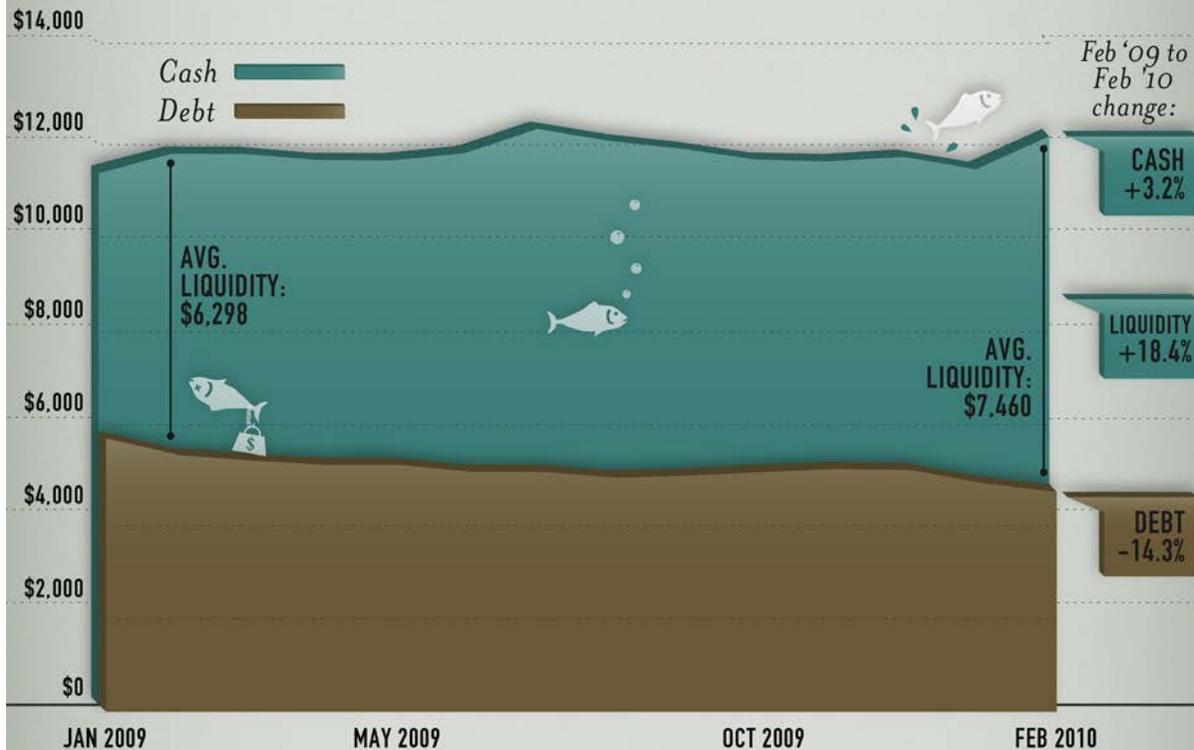
PROPRIETARY DATA



COMING UP FOR AIR



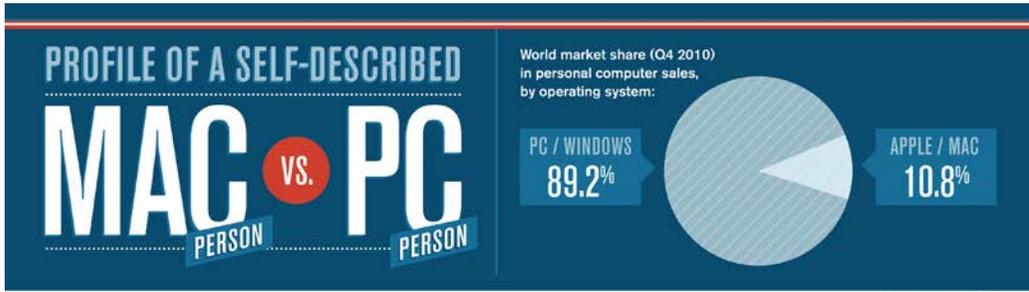
How Americans are Finally Getting on Top of Their Finances



Investment Assets:



Source: mint.com



A LITTLE INTRODUCTION

The following is one of 2,000 "Teach Hunch About You" questions that Hunch users can answer at their leisure as they use Hunch.com.

ARE YOU A MAC PERSON OR A PC PERSON?



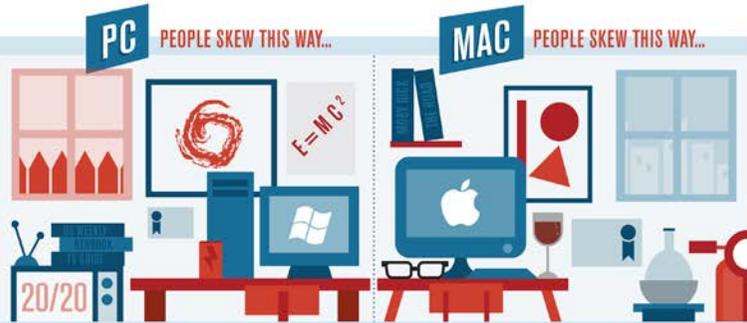
Among 388,315 Hunch users answering this question, responses are as follows:



DIFFERENCES IN SELF-IDENTIFIED PC & MAC PEOPLE

AMONG HUNCH USERS,

Hunch then crossed those responses with answers from dozens of other questions among its 2,000-strong "Teach Hunch About You" question pool. Findings follow:



CORE DEMOGRAPHICS

PC people are 22% more likely than Mac people to be ages 35-49.

22% more likely than PC people to be ages 18-34.

36% of PC people are liberal.

58% of Mac people are liberal.

PC people are 18% more likely to live in the suburbs and 21% live in a rural area.

52% of Mac people live in a city.

FASHION, TASTE, & AESTHETICS	<p>PC people are 21% more likely than Mac people to prefer impressionist art.</p>	<p>Mac people prefer modern art and are design enthusiasts.</p>
	<p>71% of PC people identify their styles as casual and trending toward jeans.</p>	<p>18% and 14% of Mac people describe their style as designer/chic/upscale and unique/retro, respectively.</p>
FOOD & DRINK	<p>69% of PC people would rather ride a Harley than a Vespa.</p>	<p>52% of Mac users would go for the Vespa.</p>
	<p>PC people are 10% more likely than Mac people to snack on something sweet.</p>	<p>Mac people are 7% more likely than PC people to snack on salty chips and the like.</p>
	<p>Mac people are 80% more likely than PC people to be vegetarian.</p>	<p>PC people most prefer McDonald's fries (34%) followed by steak fries (22%).</p>
	<p>Mac people most prefer bistro-type fries (40%) followed by McDonald's fries (24%).</p>	<p>Soft Drinks: Pepsi Jolt Cola Orange Crush</p>
	<p>Sandwiches: Tuna Fish Hero Patty Melt</p>	<p>Cocktails: Strawberry Daiquiri Irish Coffee Screaming Orgasm</p>
	<p>Wines: California-Style Chardonnay White Zinfandel Pinot Grigio</p>	<p>San Pellegrino Limonata Boylan's Root Beer</p>
TECHNOLOGY	<p>PC people are 43% more likely to say talking about computers is akin to "struggling with a foreign language."</p>	<p>Mac people are 21% more likely than PC people to consider themselves computer-savvy gearheads.</p>
	<p>PC people are 36% more likely than Mac people to be later adopters.</p>	<p>43% of Mac people consider themselves early adopters.</p>
MEDIA	<p>42% of PC people would opt for The New York Times over USA Today.</p>	<p>69% of Mac people would opt for The Times.</p>
	<p>PC people are split between The Office and South Park.</p>	<p>Mac people consider The Office the funniest TV show.</p>
	<p>PC people are 74% more likely than Mac people to prefer Hollywood films.</p>	<p>Mac people are 95% more likely to prefer indie films.</p>

NEWS



OBAMA VS. PERRY ON ENERGY

A QUICK LOOK AT THEIR ENERGY RECORDS



AS THE RACE FOR 2012 HEATS UP, SO DOES THE DEBATE OVER ENERGY IN AMERICA. SO HOW DO THE RIGHT AND LEFT STACK UP? WE TAKE A LOOK AT GOV. RICK PERRY AND PRESIDENT BARACK OBAMA'S STANCES ON SEVERAL ENERGY ISSUES.



PRESIDENT
BARACK OBAMA

Known for aggressive clean energy goals.

Includes nuclear power and natural gas as "clean energy."

Emphasizes strong job growth in clean energy sector.

OVERRIDING THEMES



GOVERNOR
RICK PERRY

Emphasizes energy diversification.

Rails against federal oversight.

Fossil fuel industries are fans of him.

Fairly pro-natural gas, especially for transportation.



Recently formed a panel to identify ways to improve the safety and environmental impact of fracking.



Sees natural gas as a part of meeting energy goals by 2035, but has noted concerns about pollution.



Strong supporter of fracking.



Presided over a natural gas boom in Texas, with state production increasing 28 percent between 2000 and 2010.



Signed a bill requiring disclosure of chemicals used in fracking.



Highlights clean energy's ability to create jobs and stimulate the U.S. economy.

Has backed commercial-scale solar projects on public lands.



Has budgeted billions for carbon emissions storage technology—seen as key to "clean coal."

Track record of being tough on coal fired plant emissions, but recently repealed one key EPA regulation on smog, saying it created too heavy a financial burden for industry.



Unveiled a plan to cut America's oil imports by a third within a decade.



Proposed Keystone Pipeline considered a key environmental test.

Believes cutting dependence on foreign oil is a matter of national security.



New wind power projects will add \$5 a month to Texans' electric bills.

Has not supported non-wind renewables, like solar.



Supports and believes in the concept of "clean coal."



Issued executive order for rapid approval of coal plant permits.



Has maintained Texas' low-tax, low-regulation environment for oil.



Called for end to Obama's moratorium on new deepwater drilling projects.



As we recover from this recession, the transition to clean energy has the potential to grow our economy and create millions of jobs—but only if we accelerate that transition. Only if we seize the moment.



Truth of the matter is, America needs all the innovation we can muster to reduce our dependency on foreign sources of energy. And again, our combination of job creation and improved air quality here in Texas proves that there's a way it can be done, the Texas way.



QUOTABLE

SOURCES: NEW YORK TIMES, BUSINESS INSIDER, ISSUES2000.ORG, WHITEHOUSE.GOV, GOVERNOR.STATE.TX.US, REUTERS, THE WASHINGTON TIMES, CHANGE.GOV, U.S. NEWS

One Block Off the Grid
GROUP DISCOUNTS ON SOLAR
HTTP://1BLOCK.ORG

ODE TO STEVE JOBS



"Real Artists Ship"

APRIL 1, 1976 | Apple Computer founded

It's rumored that name was chosen because it alphabetically came before Atari, at which cofounders Steve Jobs and Steve Wozniak previously worked.



JULY 1976 | First Apple computer, Apple I, released



Apple I was priced at \$666.66 because Steve Jobs and Steve Wozniak liked the digit repetition.

APRIL 17, 1977 | Apple introduces Apple II

"My dream of the Apple II was to sell the first real packaged computer."

- Jobs on the design of the Apple II, which was inspired by kitchen appliances on display in Macy's



1983 | "Do you want to spend the rest of your life selling sugared water or do you want a chance to change the world?"

- Pitch Jobs used to bring PepsiCo president John Sculley over to Apple

JANUARY 24, 1984 | Macintosh computer introduced



"Was George Orwell right about 1984?"

- Before previewing the famous 1984-inspired Macintosh commercial challenging IBM

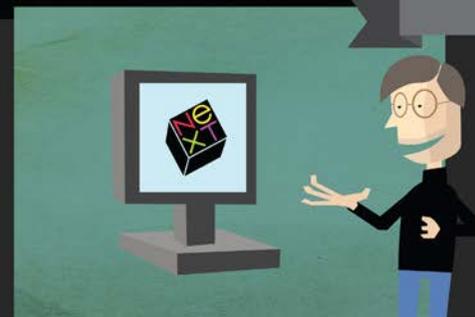
SEPT 17, 1985 | Jobs ousted from Apple, founds NeXT

"It is hard to think that a \$2 billion company with 4,300-plus people couldn't compete with six people in blue jeans."

- On Apple's lawsuit against NeXT



1988 | NeXT introduces first computer

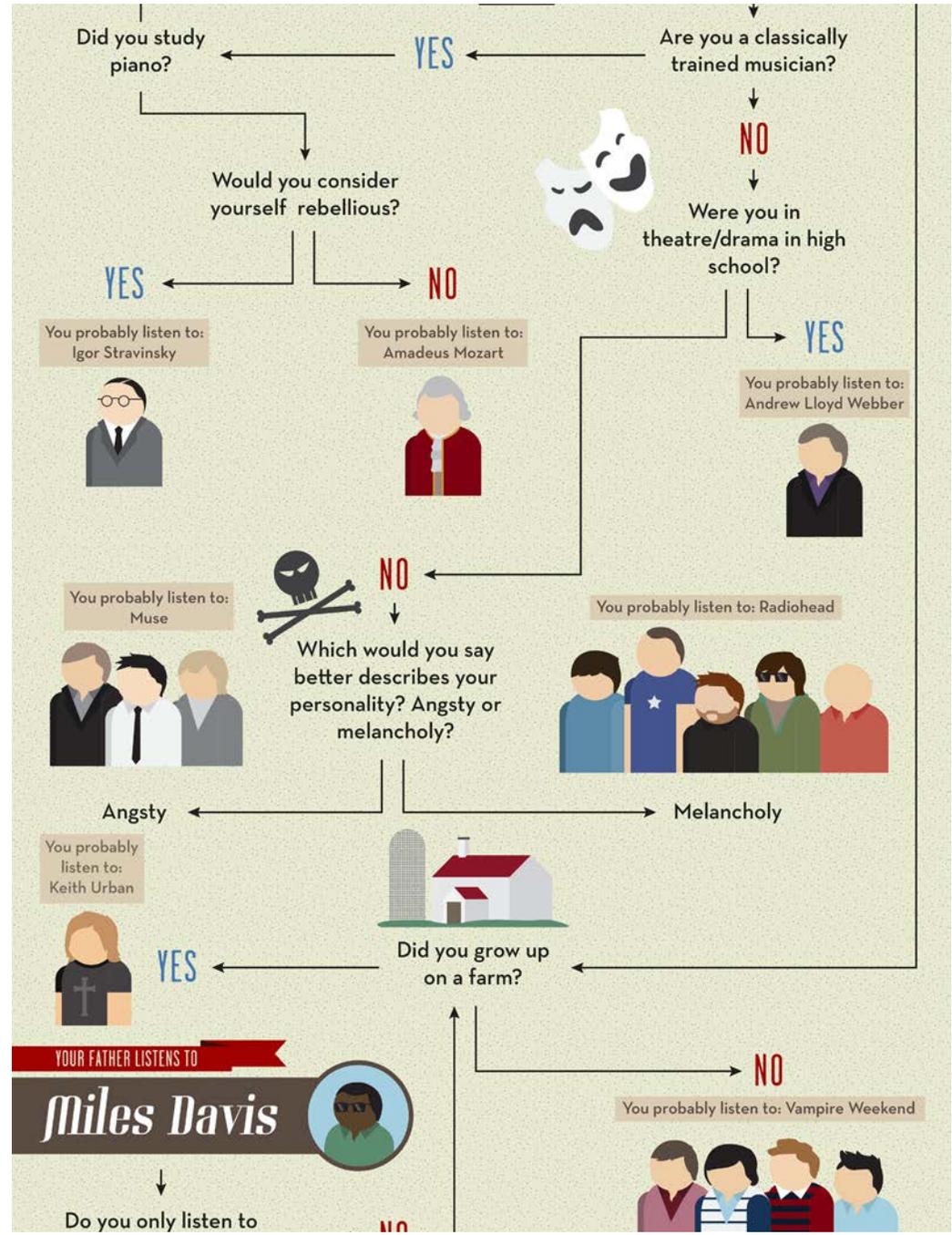
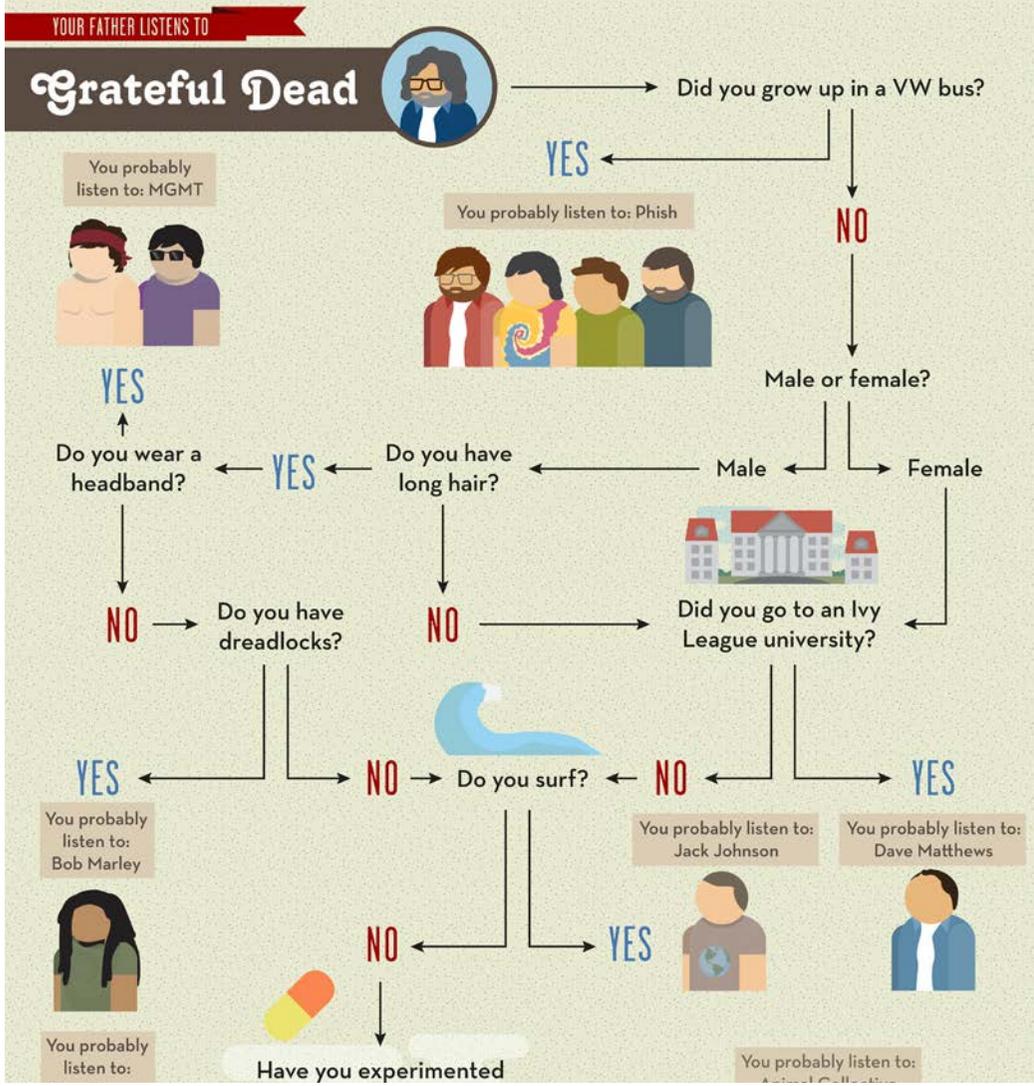


"It'll make your jaw drop."

PROCESS

HOW YOUR FATHER'S FAVORITE MUSIC

Indicates What You Listen to Today





DATA VISUALIZATION

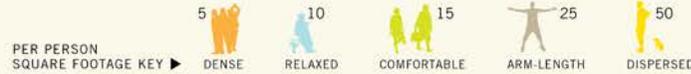
RALLY CAPITOL

From protests to rallies, marching on Washington has historically been an indicator of the nation's political attitudes. However, the end of official crowd counting in 1995 has made finding accurate attendance figures for these marches increasingly difficult, because numbers vary greatly among different sources. The blog Death by Media performed an in-depth analysis of aerial photos of this September's Tea Party Rally. Using those numbers, we can see the difference between the probable attendance (using varied densities by area) and the maximum possible attendance (one person per five square feet) of marches on the Mall. Here, we explore the discrepancies in reporting on major Capitol marches and rallies and the feasibility of the numbers claimed.

SOURCES:
 deathbymedia.wordpress.com
 washingtonpost.com
 indybay.org
 time.com

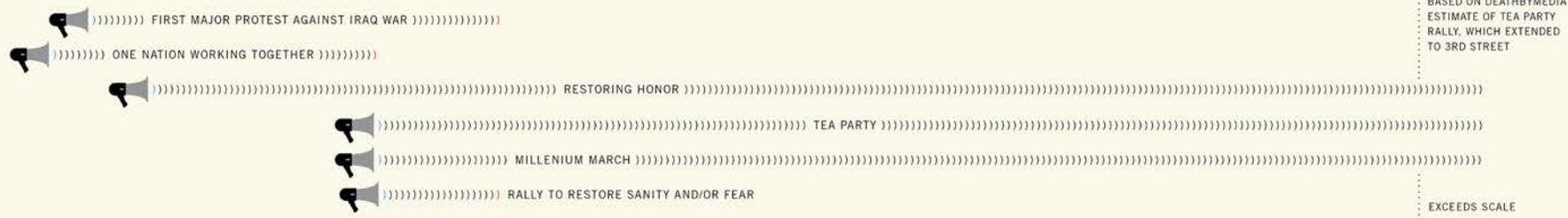
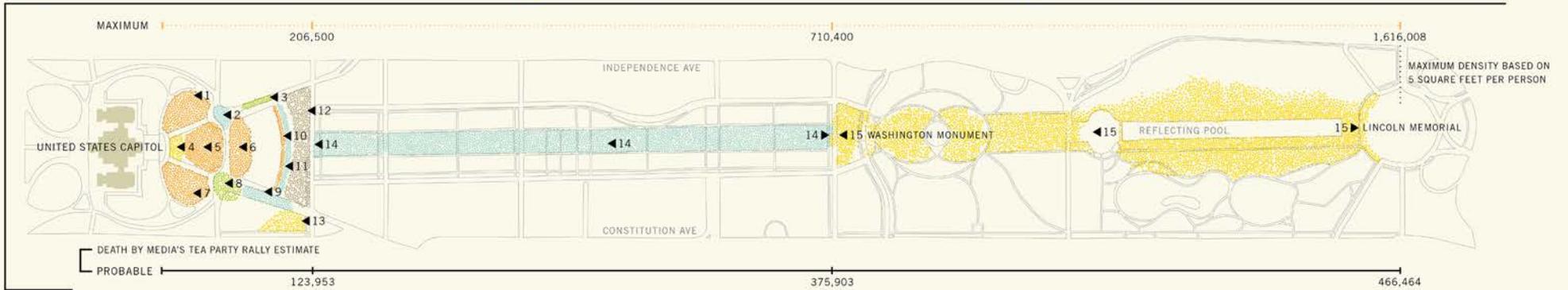
FORMULA FOR PROBABLE CAPACITY

$$\sum \frac{\text{TOTAL AREA OF SECTION}}{\text{ESTIMATED AVERAGE DENSITY (SQUARE FEET PER PERSON)}}$$



LANDMARKS | AREA (SQUARE FEET) | PROBABLE CAPACITY | MAXIMUM CAPACITY

1 ▶ Eastern Lawn	113,000	22,600	22,600	6 ▶ East Capitol Circle & Grant Memorial	72,000	14,400	14,400	11 ▶ Reflecting Pool Perimeter	77,000	7,700	15,400
2 ▶ Garfield Circle	82,000	8,200	16,400	7 ▶ Western Lawn	108,000	21,600	21,600	12 ▶ 3rd St	136,000	5,440	27,200
3 ▶ Maryland Ave Parking Lot	20,000	1,333	4,000	8 ▶ Peace Circle & Constitution Ave	153,000	10,200	30,600	13 ▶ 3rd St & Constitution Ave	78,000	1,560	15,600
4 ▶ Podium & Buffer Zone	21,000	420	4,200	9 ▶ Pennsylvania Ave Parking Lot	40,000	4,000	8,000	14 ▶ National Mall (3rd St. to 14th St.)	2,519,502	251,950	503,900
5 ▶ Front Lawn	125,000	25,000	25,000	10 ▶ Reflecting Pool Margin	7,500	1,500	1,500	15 ▶ 14th St. to Lincoln Memorial	4,528,044	90,561	905,608



CROWD ESTIMATE KEY
) LOW
) HIGH

MARCHES

04.30.2000 MILLENNIUM MARCH 200,000 - 1,000,000 To raise awareness on LGBT issues and rights Reported by: Gbtq.com , San Francisco Chronicle	10.26.2002 FIRST MAJOR PROTEST AGAINST IRAQ WAR 40,000 - 250,000 Against war in Iraq Reported by: March Organizers	09.12.2009 TEA PARTY 200,000 - 1,500,000 Against Obama administration's policies Reported by: Huffington Post , Associated Press , Freedom Works , The Daily Mail	08.28.2010 RESTORING HONOR 87,000 - 500,000 Organized by Glenn Beck in reaction to Obama administration policies Reported by: CBS News , Washington Post , Glenn Beck , Associated Press	10.02.2010 ONE NATION WORKING TOGETHER 10,000 - 200,000 Immigration and financial reform Reported by: Reason.com , Fox News , March Organizers	10.30.2010 RALLY TO RESTORE SANITY AND/OR FEAR 215,000 - 250,000 A joint rally, between Jon Stewart's Rally to Restore Sanity and Stephen Colbert's satirical counterpart, the March to Keep Fear Alive Reported by: CBS News , CTV
--	--	---	--	--	---

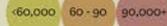
a collaboration between GOOD and COLUMN FIVE

HOLIDAY HOLD-UPS

TRAVEL DELAYS AT THE NATION'S BIGGEST AIRPORTS

Navigating the landscape of holiday travel can be challenging at best and nightmarish at worst. Based on last year's numbers, here's a look at the volume of traffic and delays at some of the busiest hubs around the country during the holiday season.

AVERAGE SEATS DEPARTING



SIZE INDICATES TOTAL DELAY MINUTES

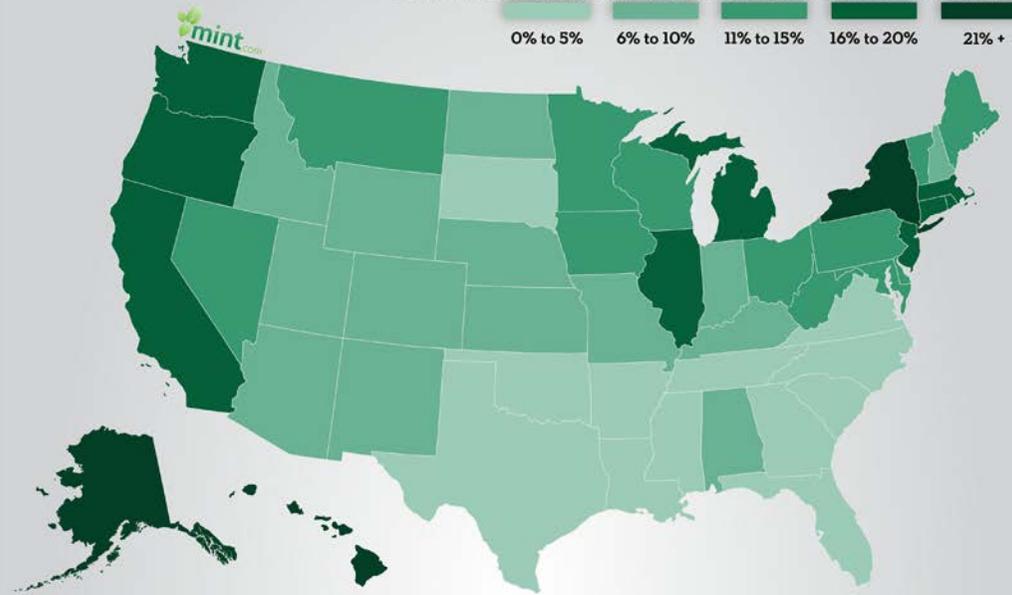
STRIPED INDICATES AHEAD OF SCHEDULE



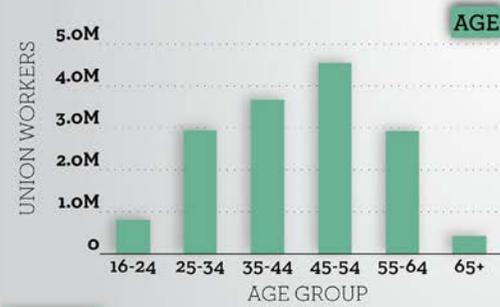
Sources: Flight Explorer and Sabre Airport Data Intelligence

THE STATE OF THE UNIONS

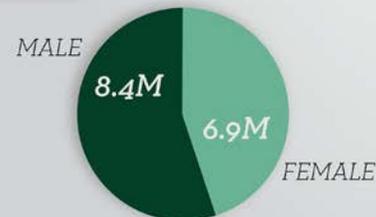
MEMBERS OF UNIONS AS PERCENT OF TOTAL EMPLOYED



WHO ARE UNION MEMBERS?



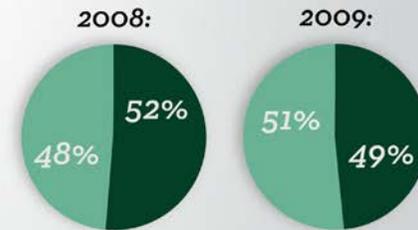
GENDER



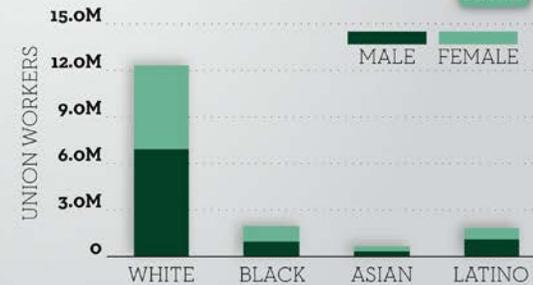
SOURCE: U.S. BUREAU OF LABOR STATISTICS

UNION JOBS:

PUBLIC vs. PRIVATE SECTOR



RACE



THE MONEY CHASE

The 12 States of America

SINCE 1980, INCOME INEQUALITY HAS FRACTURED THE NATION.
 By Dante Chinni and James Gimpel
 Graphic by Column Five Media

MOST STORIES ABOUT inequality in America miss an important point: rising disparities are not just about investment bankers versus auto workers. They're about entire communities of "winners" and "losers." And as these communities continue to diverge, the idea of "an American economy" increasingly looks like an anachronism.

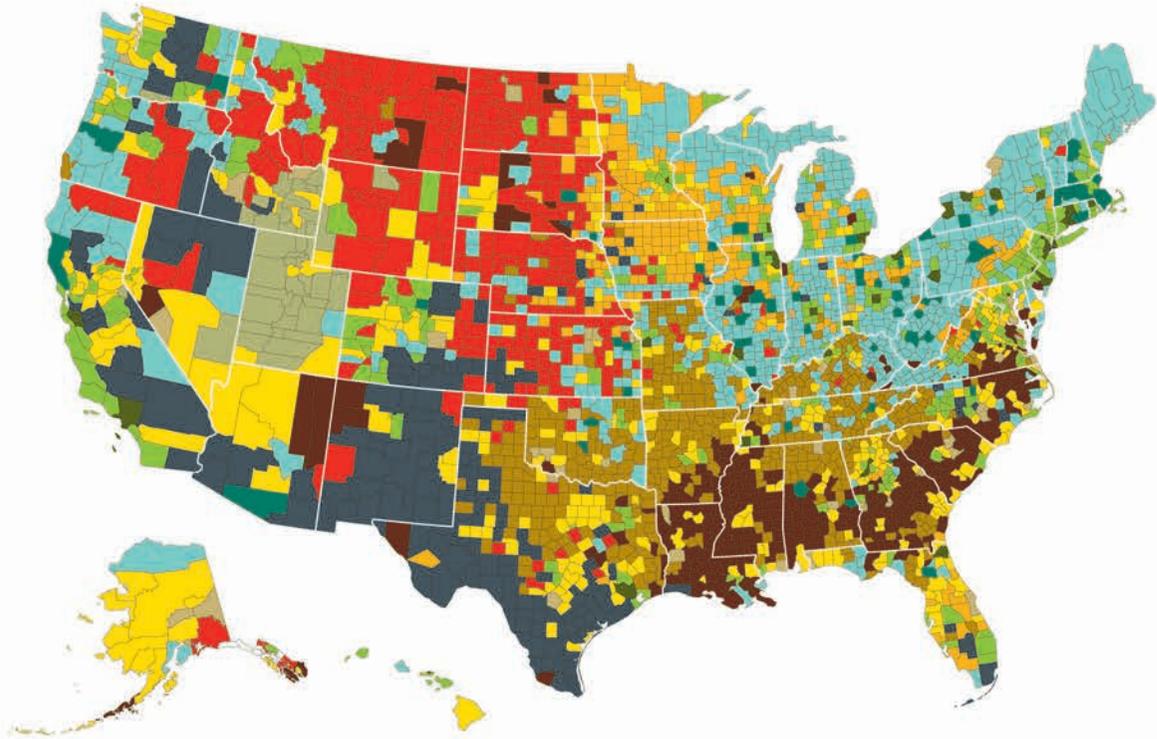
For our book, *Our Patchwork Nation*, we analyzed reams of demographic, economic, cultural, and political data to break the nation's 3,141 counties into 12 statistically distinct "types of place." When we look at family income over the past 30 years through that prism, the full picture of the income divide becomes clearer—and much starker.

Seven of our 12 county-types saw their median family incomes fall between 1980 and 2010. "Immigration Nation" counties fared the worst (dropping by about \$3,900), as Latino immigrants, many with few skills and

little education, became larger parts of the population. The "Service Worker Centers" also saw steep declines. As manufacturing dries up, these places increasingly rely on local businesses' trading money with each other, and not creating new wealth.

Leading in growth were the wealthy, educated "Monied Burbs." These counties saw a \$3,700 increase in income, as white-collar positions bloomed in suburban office parks. Income in the "Industrial Metropolises" also rose, by about \$2,300, driven in part by gentrification, but also by increased wealth in inner-ring suburbs filled with CEOs.

These communities experience very different realities, and national economic policy is generally too blunt a tool to solve their nuanced problems: promoting hi-tech industries with tax breaks, as many economists recommend, may create engineering jobs at Apple HQ in Cupertino—but remember that your iPad is manufactured in China. How does one bring blue-collar



THE 12 STATES: MEDIAN HOUSEHOLD INCOMES COMPARED



1

WHY VISUALIZE DATA?





“...THE HUMAN VISUAL SYSTEM IS A PATTERN SEEKER OF ENORMOUS POWER AND SUBTLETY.
THE EYE AND THE VISUAL CORTEX OF THE BRAIN FORM A MASSIVELY PARALLEL PROCESSOR THAT
PROVIDES THE HIGHEST-BANDWIDTH CHANNEL INTO HUMAN COGNITIVE CENTERS.”

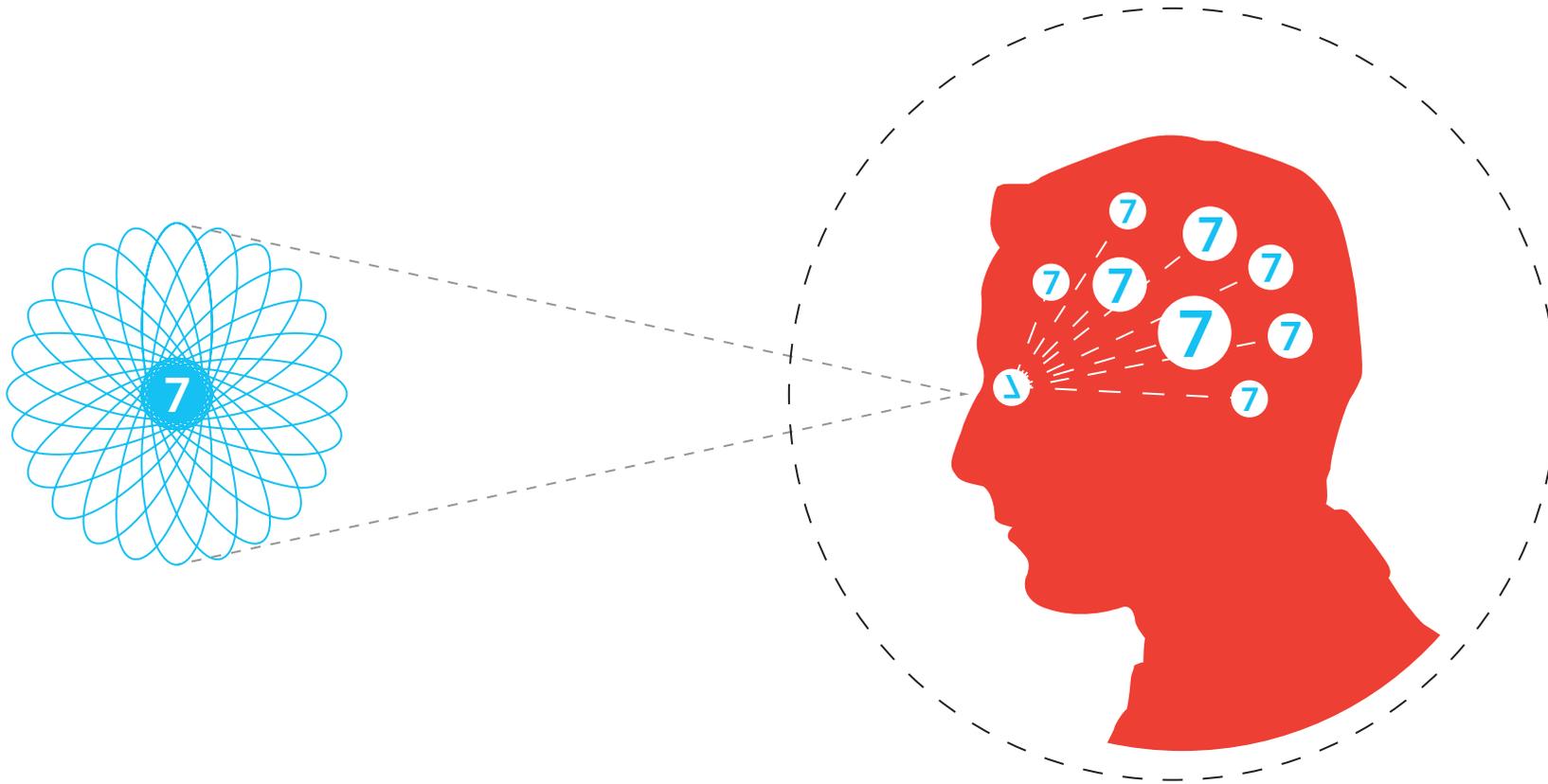


COLIN WARE

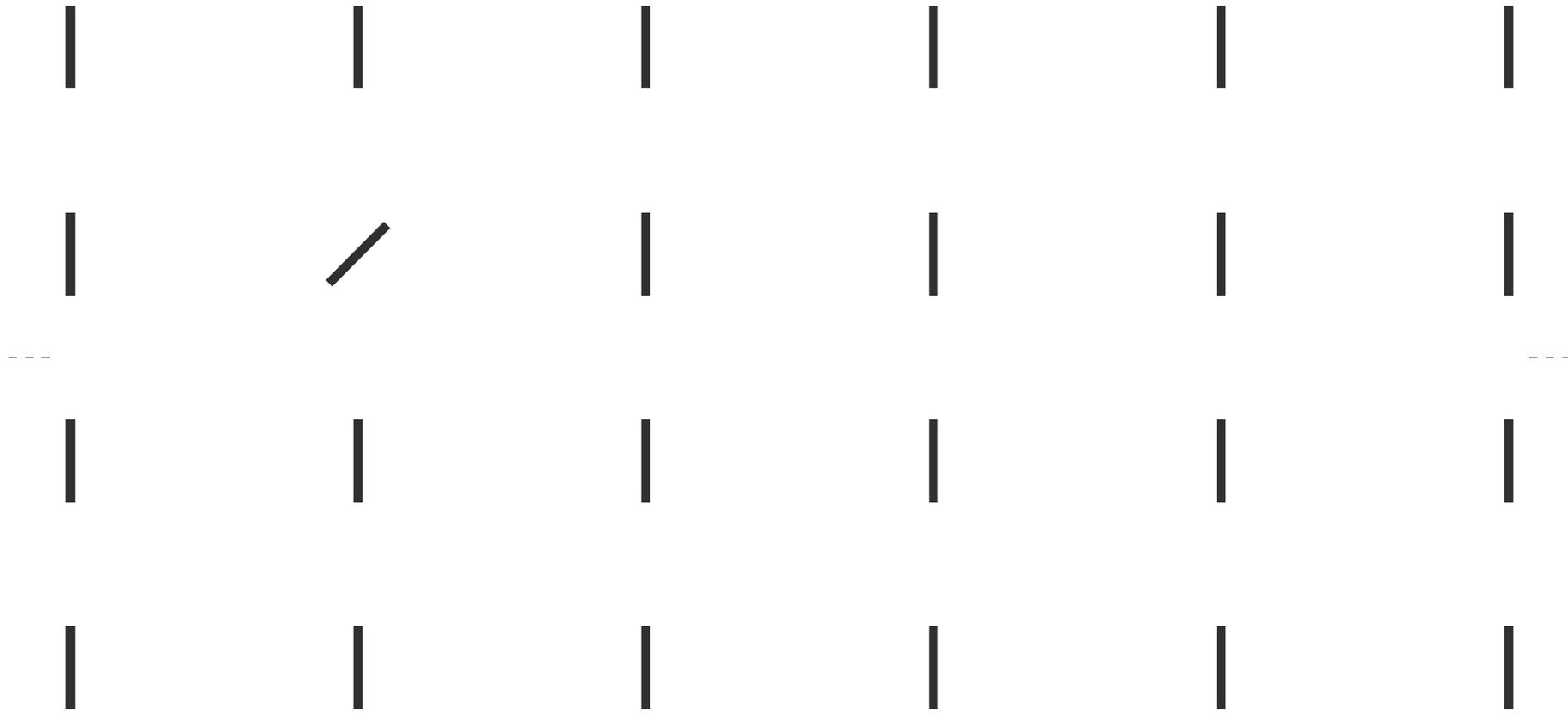
In Information Visualization:

Perception For Design

PREATTENTIVE PROCESSING

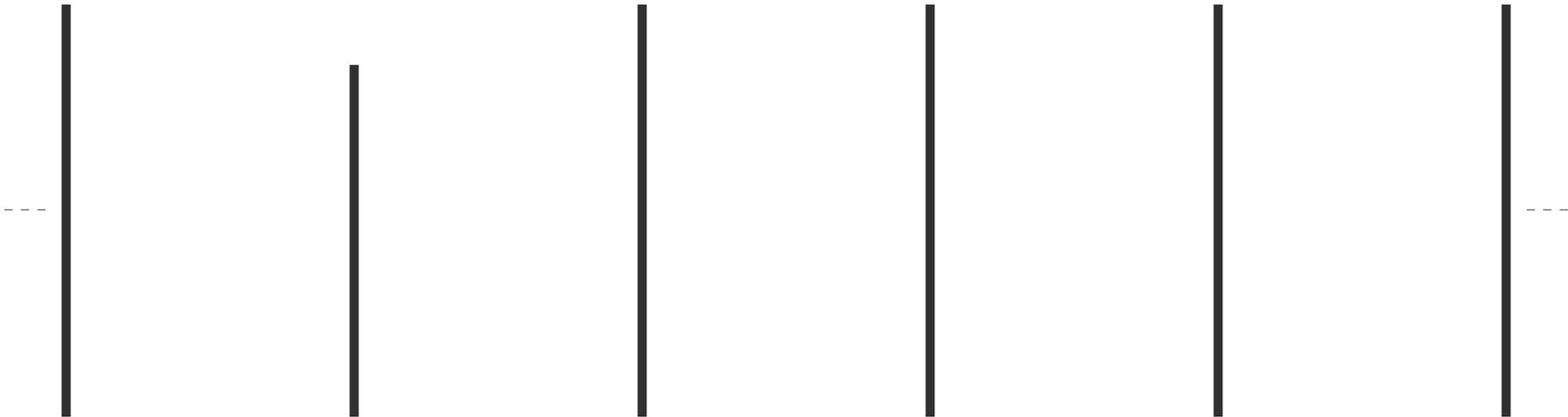


PRE-ATTENTIVE ATTRIBUTES



FORM
ORIENTATION

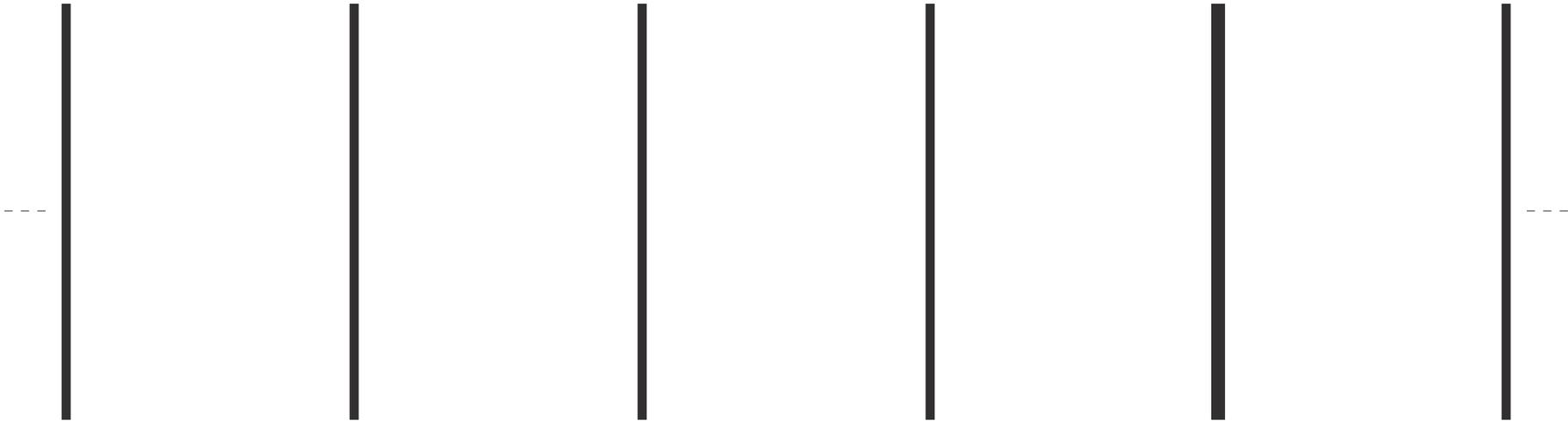
PRE-ATTENTIVE ATTRIBUTES



FORM

LINE LENGTH

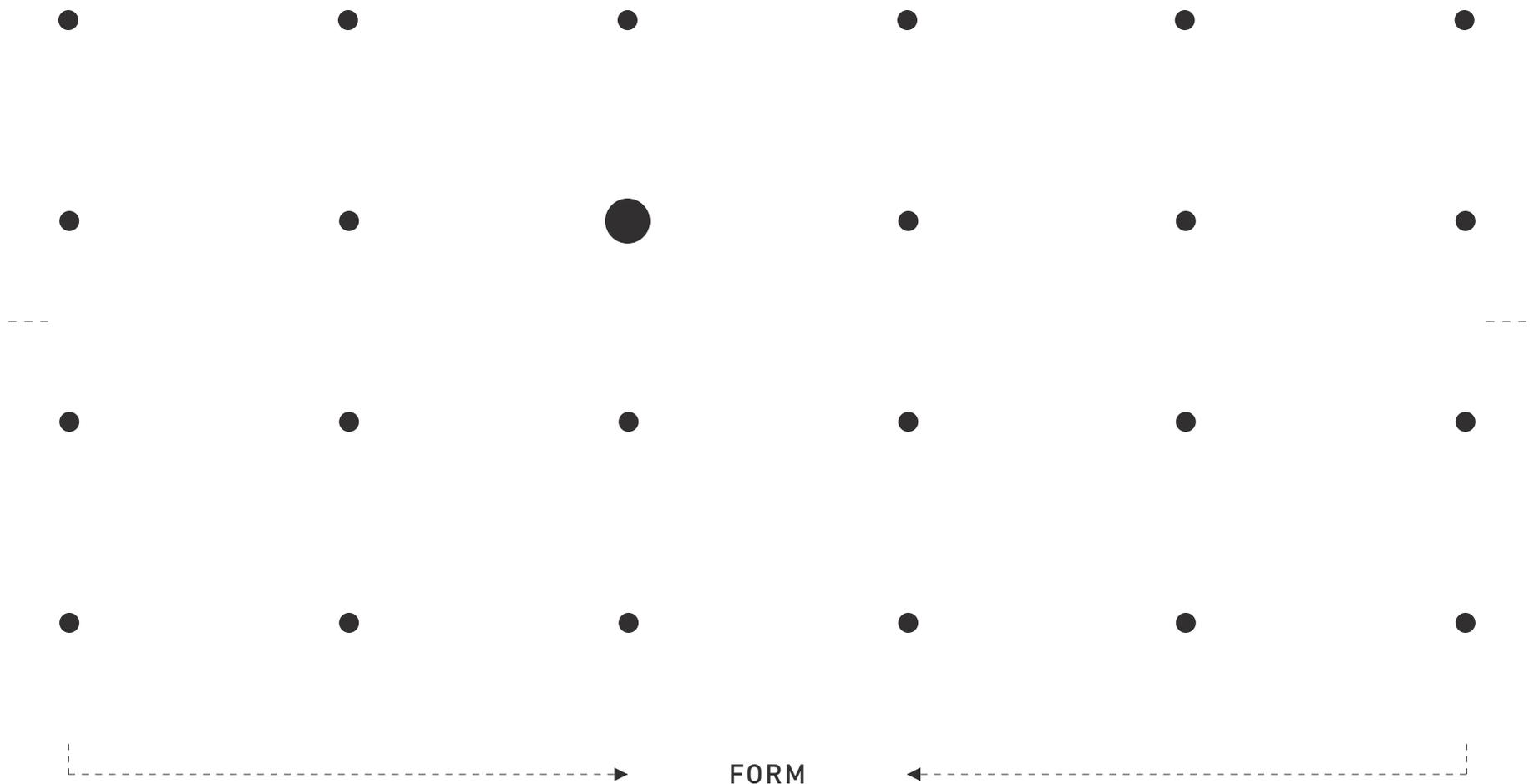
PRE-ATTENTIVE ATTRIBUTES



FORM

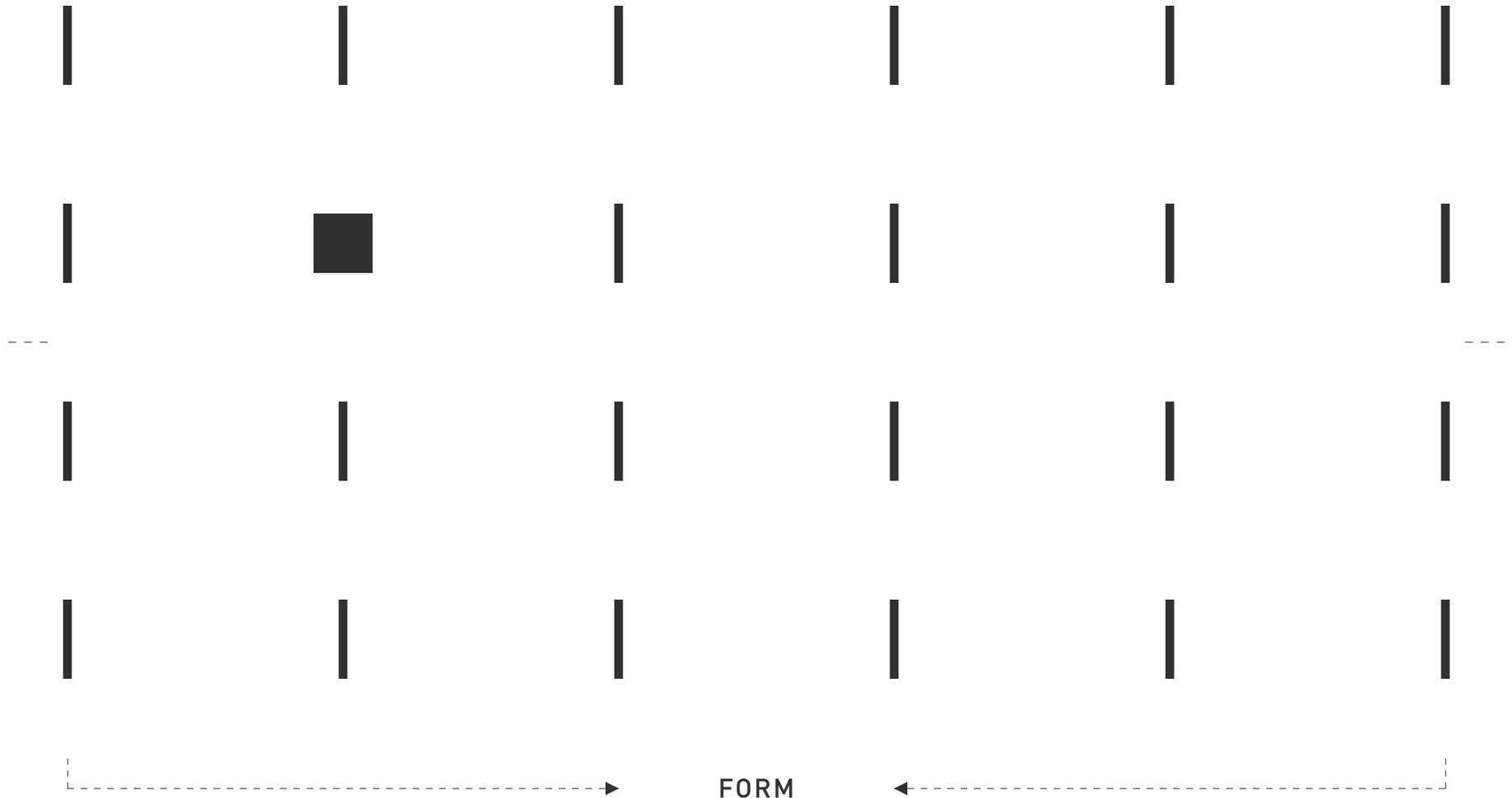
LINE WIDTH

PRE-ATTENTIVE ATTRIBUTES



FORM
SIZE

PRE-ATTENTIVE ATTRIBUTES



FORM

SHAPE

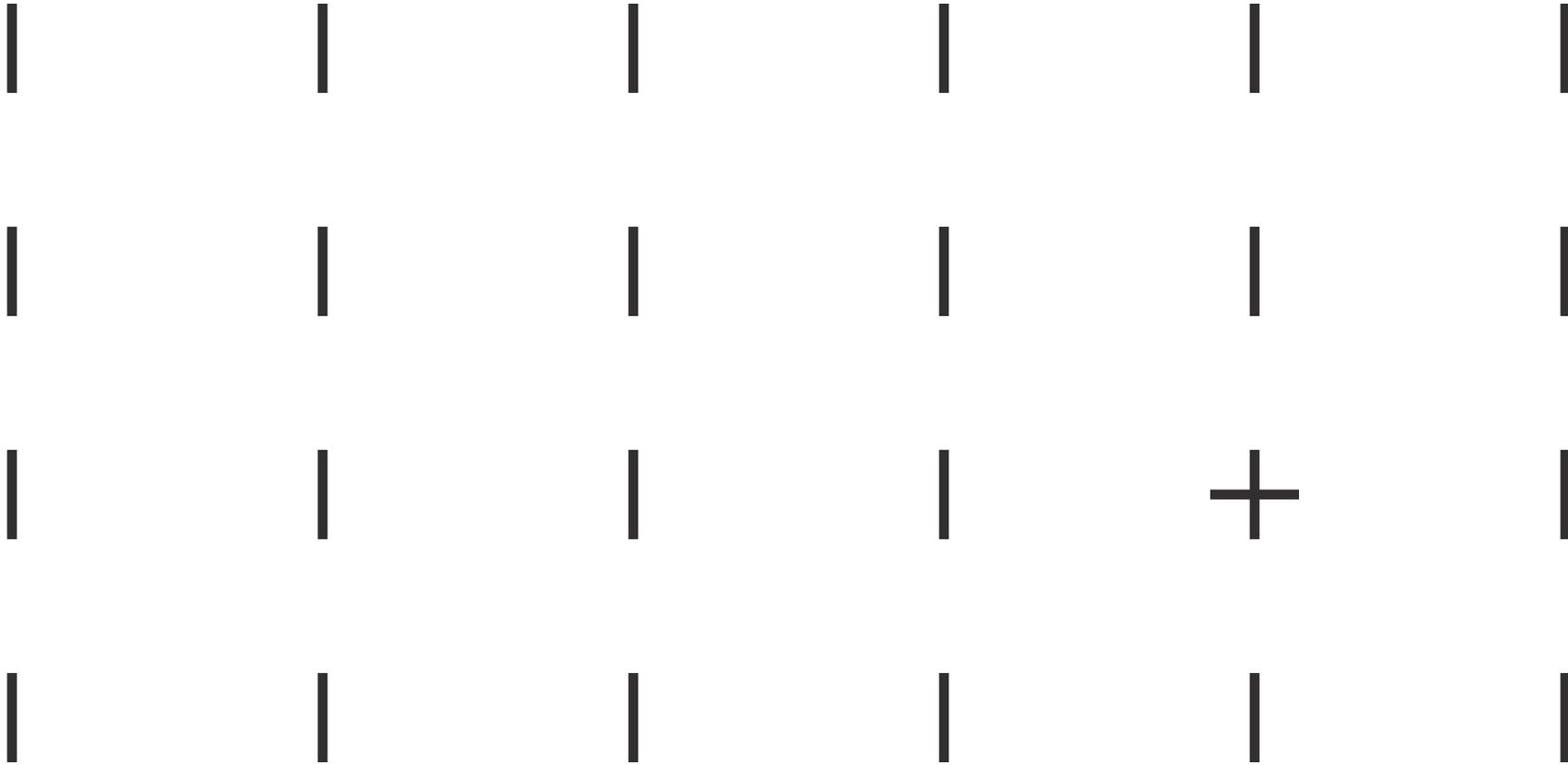
PRE-ATTENTIVE ATTRIBUTES



FORM

CURVATURE

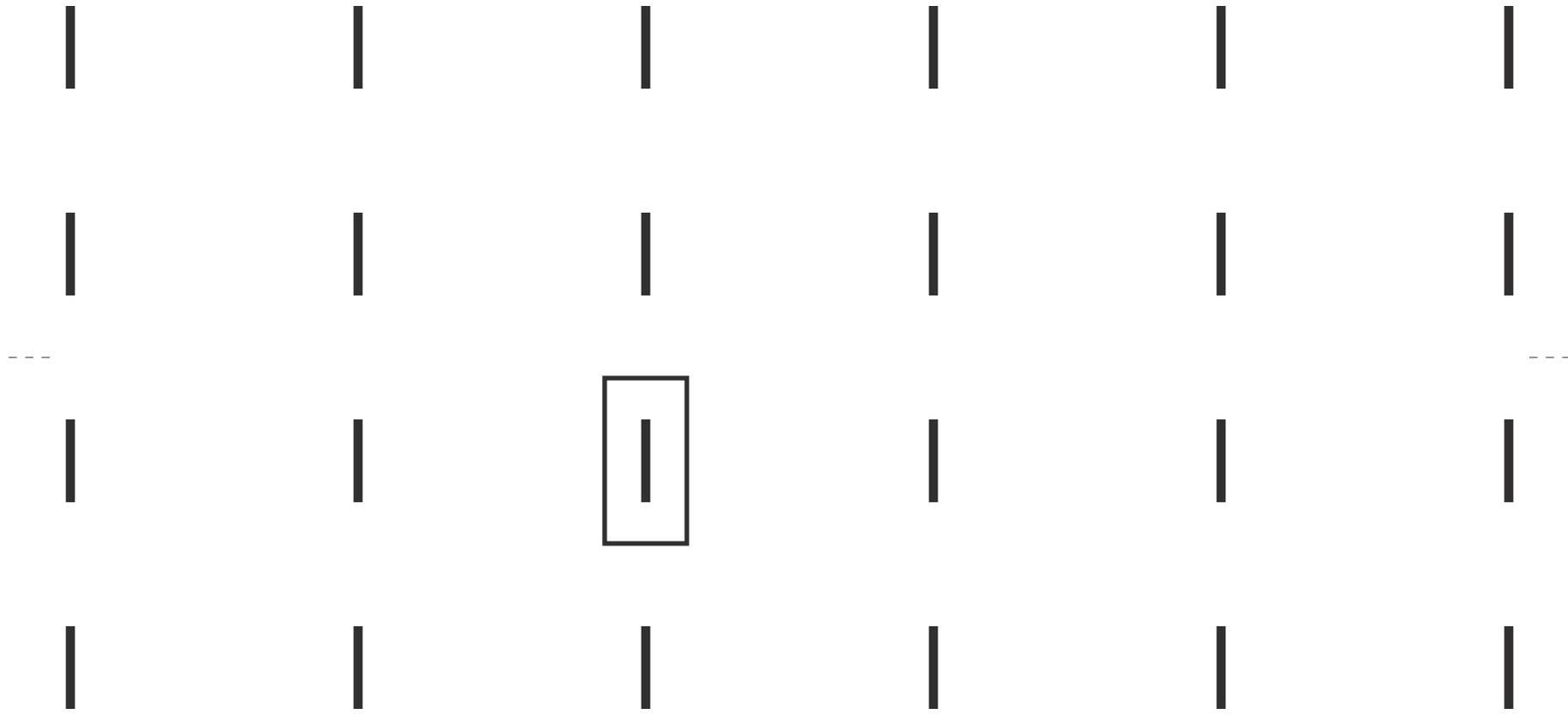
PRE-ATTENTIVE ATTRIBUTES



FORM

ADDED MARKS

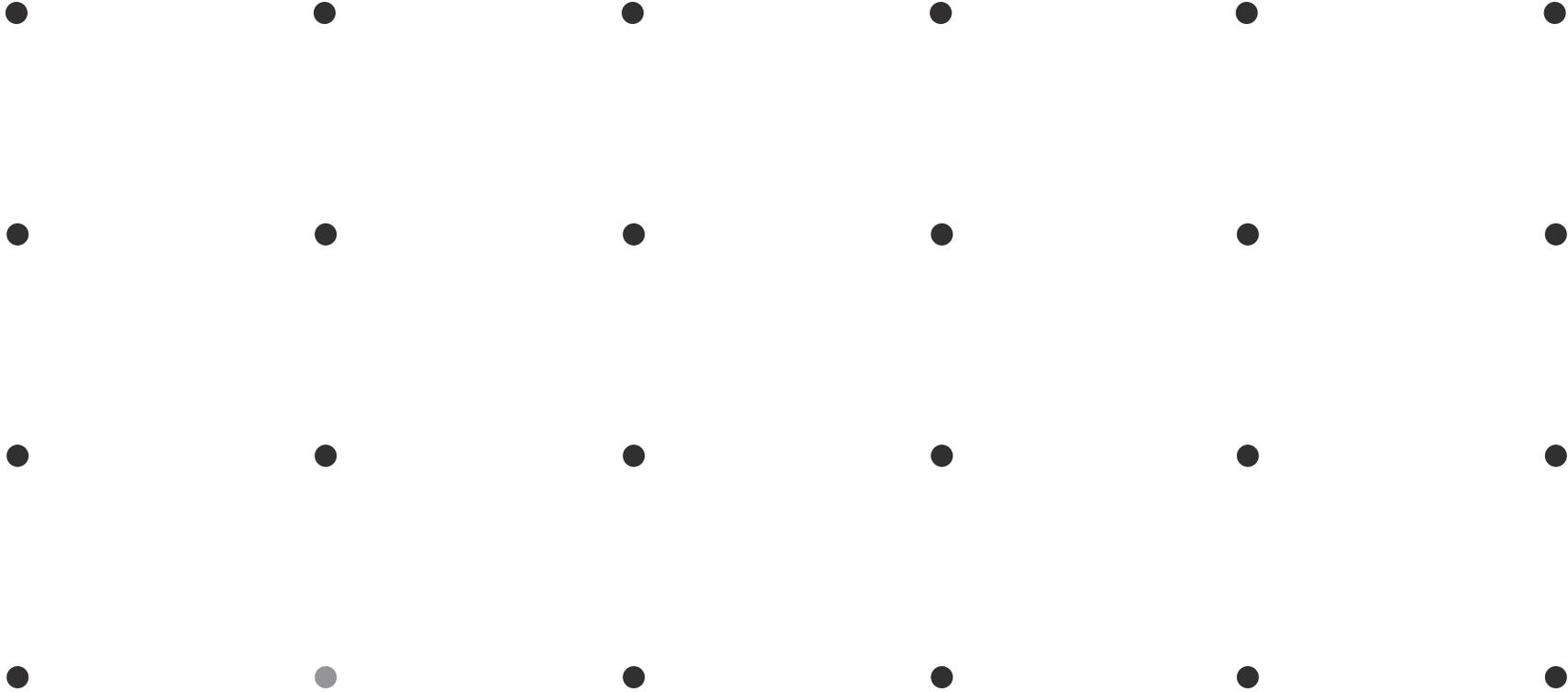
PRE-ATTENTIVE ATTRIBUTES



FORM

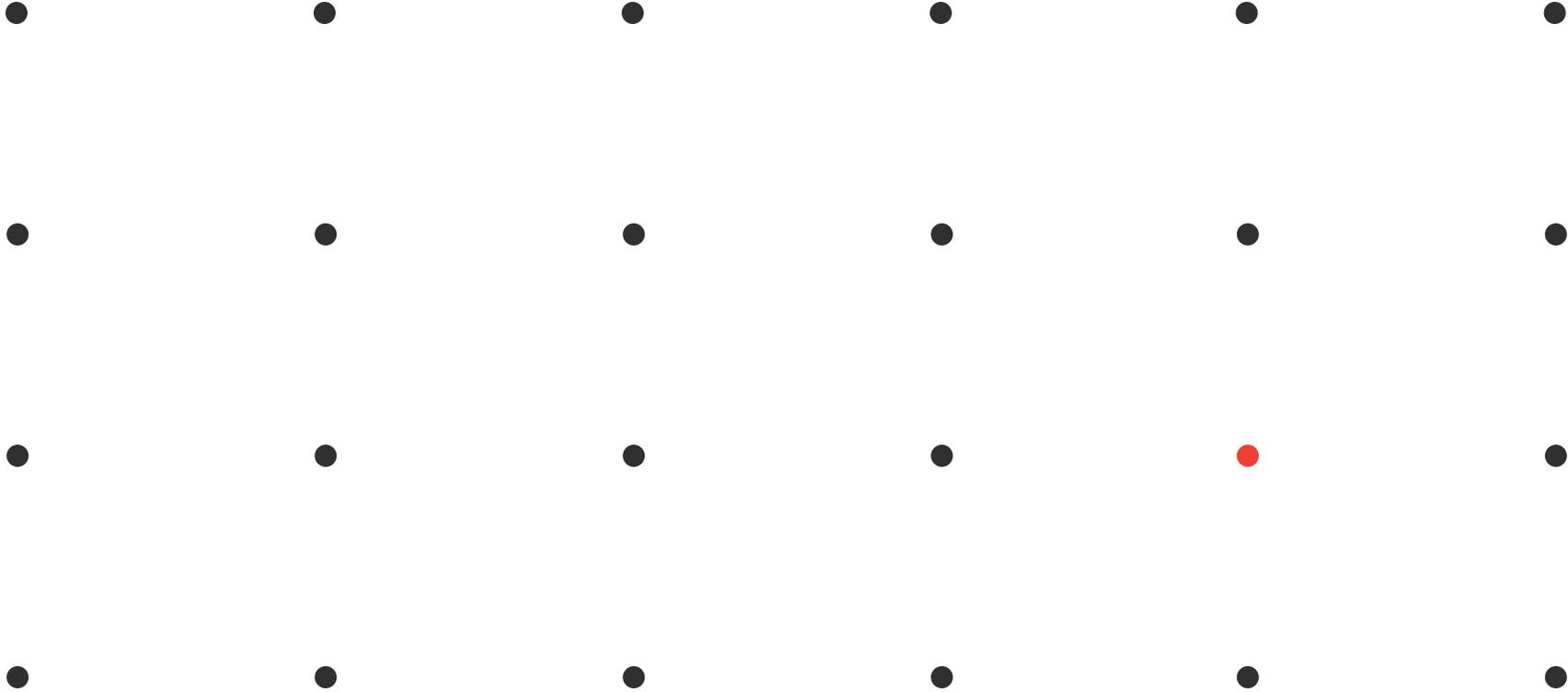
ENCLOSURE

PRE-ATTENTIVE ATTRIBUTES



COLOR
INTENSITY

PRE-ATTENTIVE ATTRIBUTES



COLOR

HUE

PRE-ATTENTIVE ATTRIBUTES



SPATIAL POSITION

2-D POSITION

VISUAL LEARNING

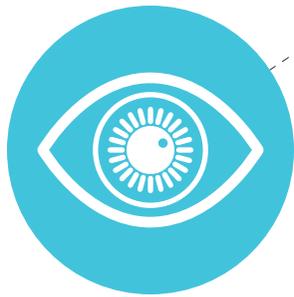


**“WHEN COMPARED TO OUR OTHER SENSES (HEARING, SMELL, TASTE, AND TOUCH),
WHICH ARE LIKE NARROW ALLEYWAYS PAVED IN COBBLESTONES, VISION IS LIKE A SUPERHIGHWAY.”**

STEPHEN FEW

Tapping The Power Of Visual Perception

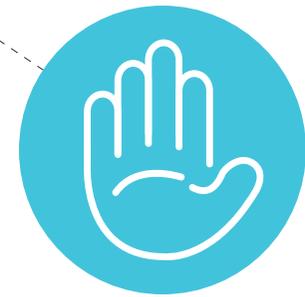
FLEMING'S VAK/VARK MODEL



VISUAL
LEARNERS



AUDIOTORY
LEARNERS



KINESTHETIC OR TACTILE
LEARNERS

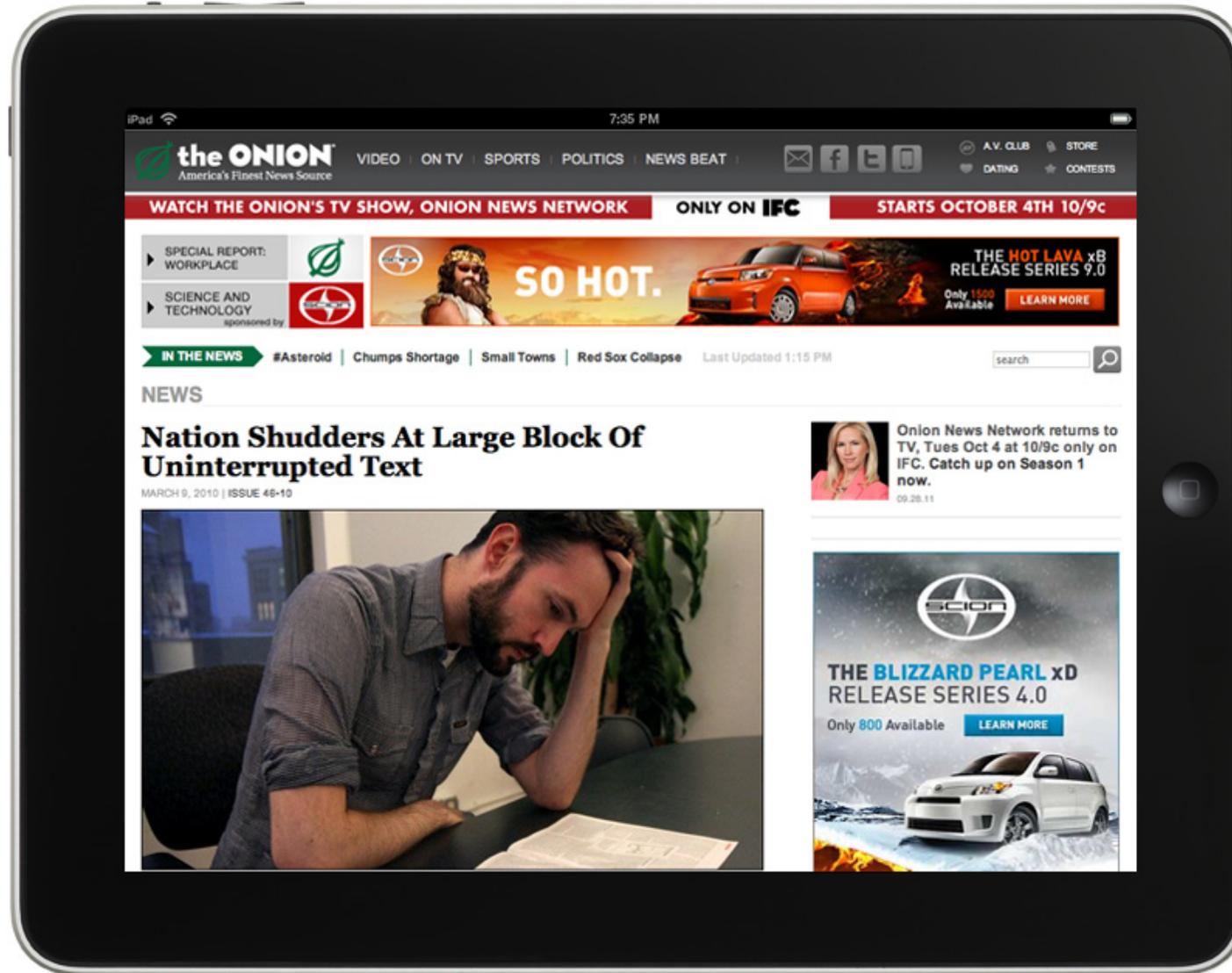


“VISUAL DISPLAYS RICH WITH DATA ARE NOT ONLY AN APPROPRIATE AND PROPER COMPLEMENT
TO HUMAN CAPABILITIES, BUT ALSO SUCH DESIGNS ARE FREQUENTLY OPTIMAL.”



EDWARD R. TUFTE

EASE OF DIGESTION



SHARE-ABILITY OF FORMAT

IMAGE

VS.

TEXT POST



World

French arms sales to Libya in breach of UN resolution - Lavrov
Topic: International sanctions against Gaddafi regime

Russia on facebook
Let's say [Like](#) to our page

Russia Profile

- Do Xenophobic Attitudes in Russia Lead to Ethnic Conflict?
- Sberbank's Tough Fight Against Fraud.
- Big Changes Follow Yet Another Plane Crash
- Rising Poverty in Russia

External partners

- Notes in Russia
- Appetizing Atrocity
- Against
- The Cat In The Box Is Go Surprise You
- Cooler Tattoo Ever
- Other

Related News

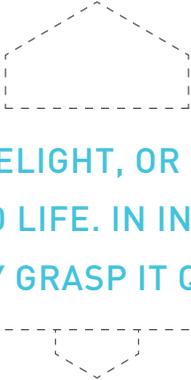
- AU condemns French arms drop to Libyan rebels - media
- Russia may work with UN, AU on Libyan crisis solution - envoy
- Libya to prosecute NATO in international courts
- House votes against U.S. military campaign in Libya

Multimedia
Libya: Confrontation on the ground.

3

MAKING A GOOD INFOGRAPHIC





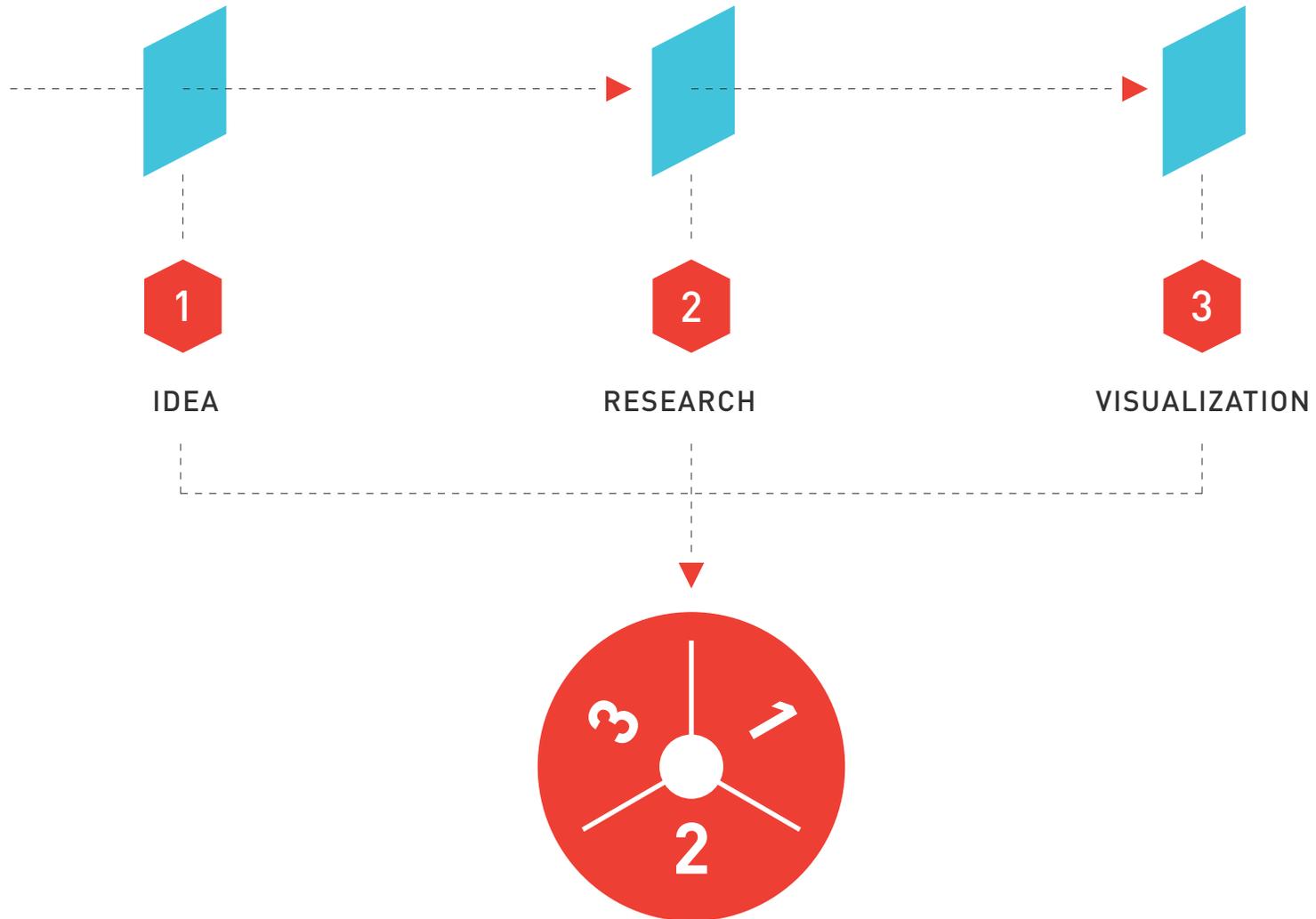
**“THE AIM OF THE POET IS TO INFORM OR DELIGHT, OR TO COMBINE TOGETHER, IN WHAT HE SAYS,
BOTH PLEASURE AND APPLICABILITY TO LIFE. IN INSTRUCTING, BE BRIEF IN WHAT YOU SAY
IN ORDER THAT YOUR READERS MAY GRASP IT QUICKLY AND RETAIN IT FAITHFULLY.**

HORACE

The Art Of Poetry An Epistle To The Pisos

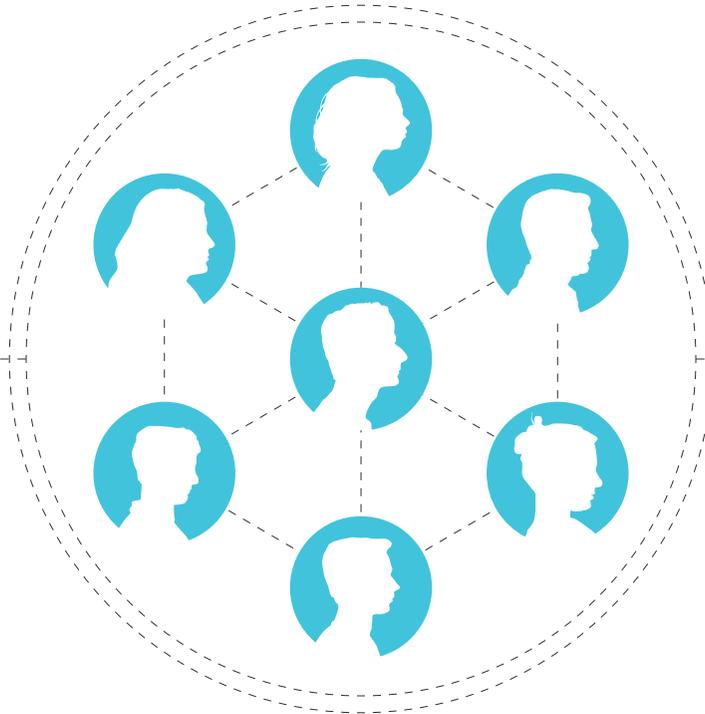


ELEMENTS



IDEA

WORK IN A GROUP



TO CONCEPT

DATA SOURCES



DATA.UN.ORG



HARRISINTERACTIVE.COM



OECD.ORG



DATA.GOV



PEWRESEARCH.ORG



IRS.GOV



NIELSEN.COM



SBA.GOV

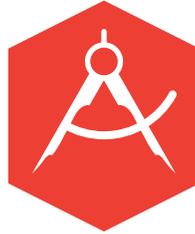


GALLUP.COM

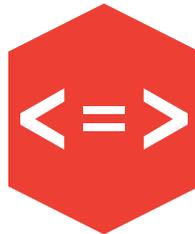


CENSUS.GOV

RESEARCH



FIND AN INTERESTING AND COMPELLING ANGLE

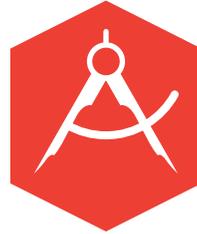


LESS IS MORE WITH VISUALS

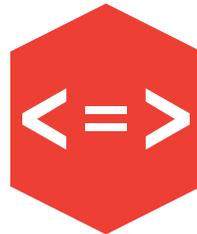


BE OBJECTIVE WITH DATA

RESEARCH



FIND AN INTERESTING AND COMPELLING ANGLE

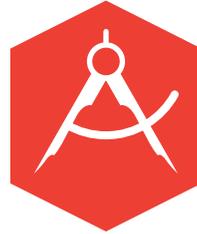


LESS IS MORE WITH VISUALS

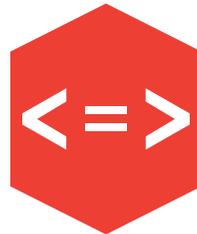


BE OBJECTIVE WITH DATA

RESEARCH



FIND AN INTERESTING AND COMPELLING ANGLE



LESS IS MORE WITH VISUALS



BE OBJECTIVE WITH DATA



VISUALIZATION



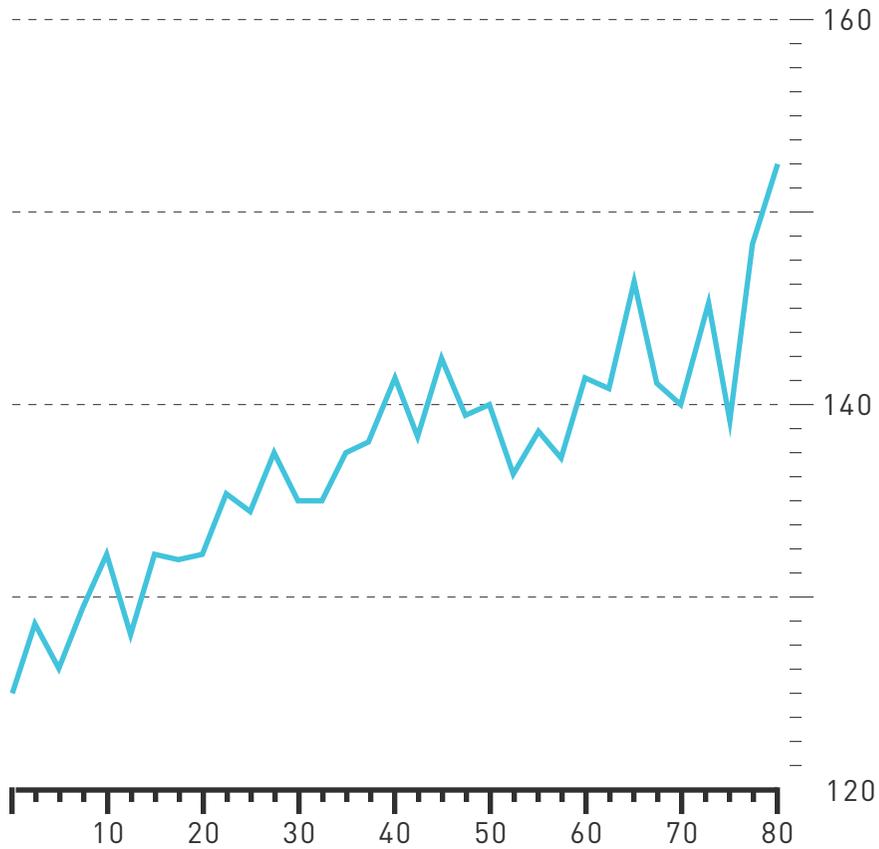
**“THERE IS VIRTUALLY UNLIMITED FREEDOM IN HOW WE REPRESENT DATA.
THE DIFFICULT QUESTION IS HOW BEST TO REPRESENT IT.”**



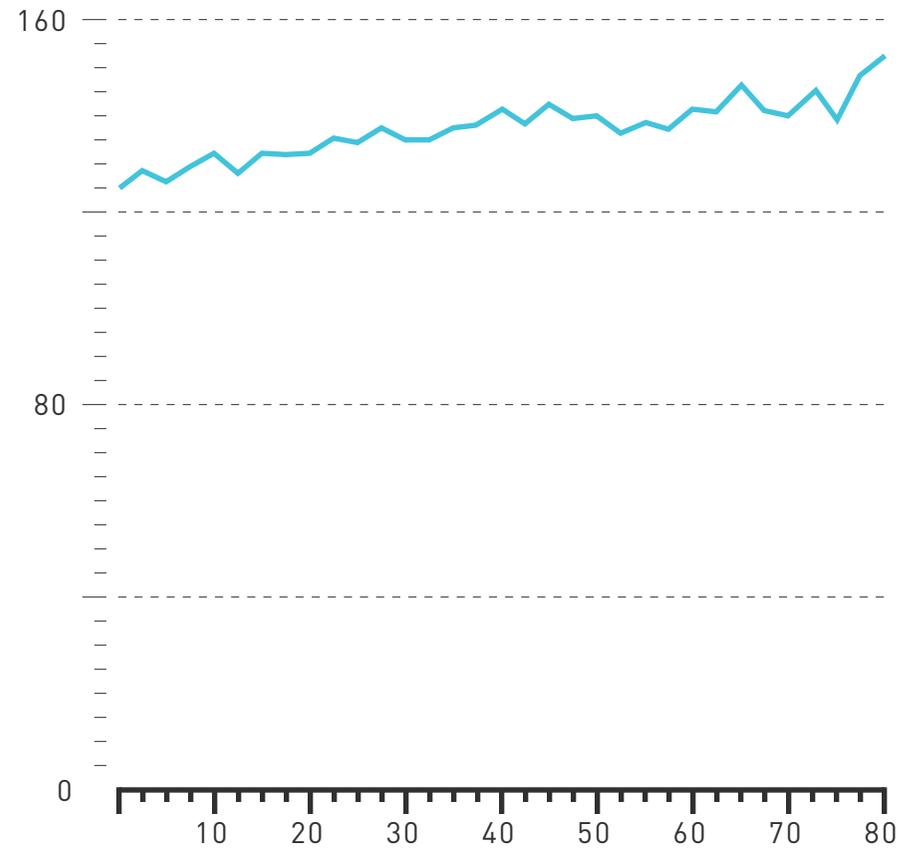
WILLIAM WRIGHT

IN THE RESEARCH REPORT “INFORMATION ANIMATION APPLICATIONS IN THE CAPITAL MARKETS”

SHOW DATA WITH INTEGRITY



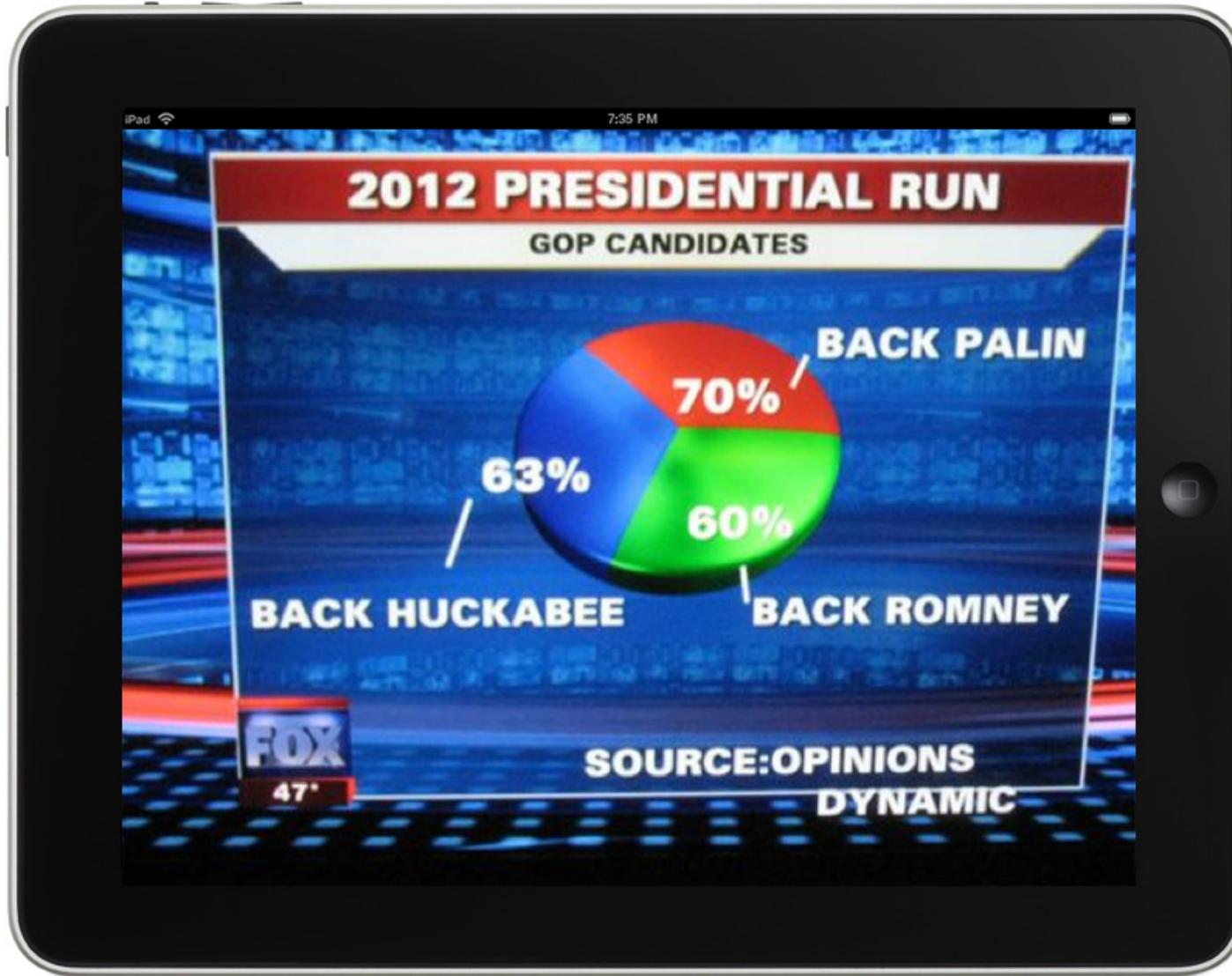
BAD EXAMPLE



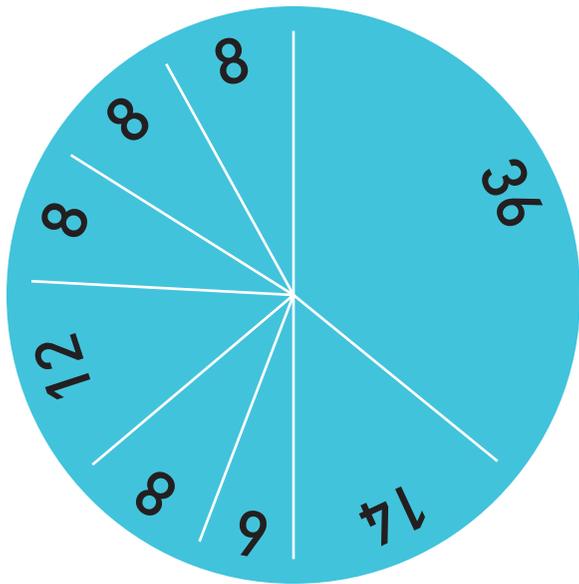
SCALE ISSUE

GOOD EXAMPLE

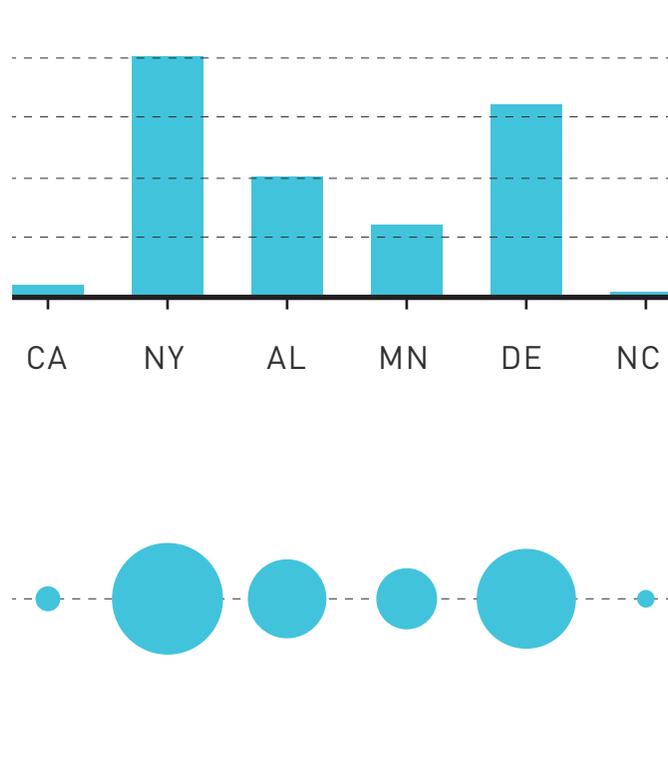
USE THE RIGHT METHOD



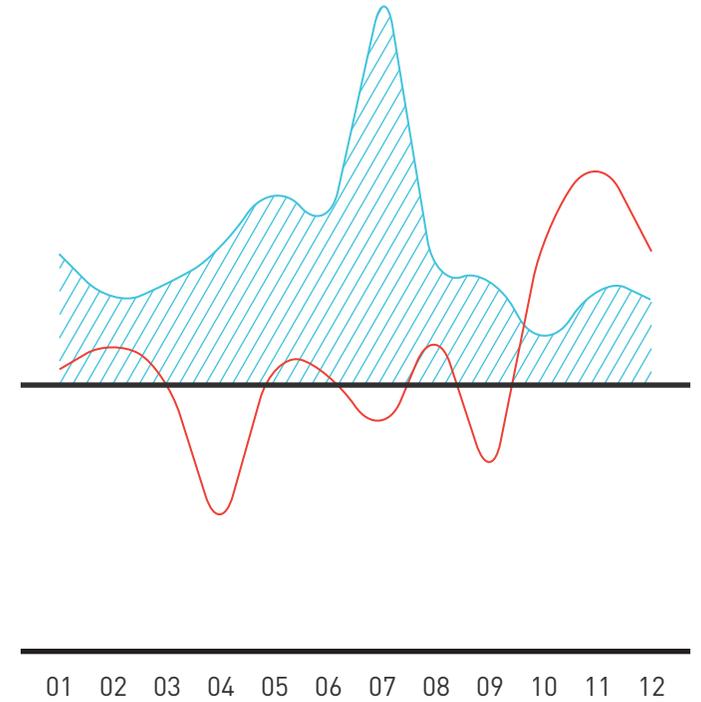
CHOOSING GRAPH TYPE



PARTS OF A WHOLE

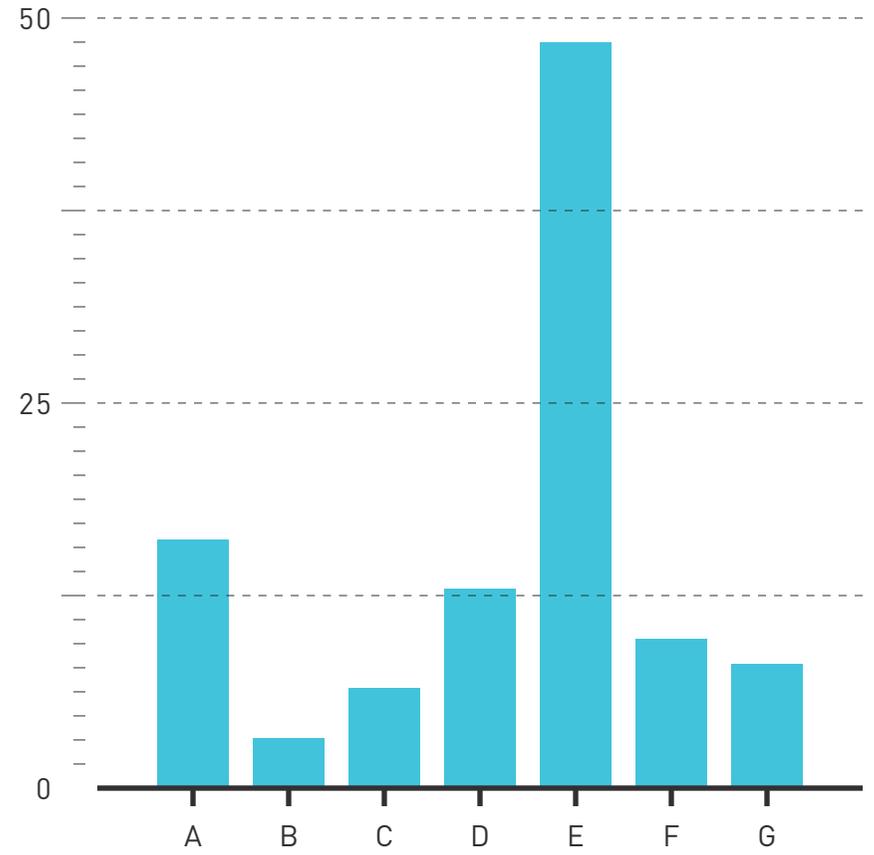
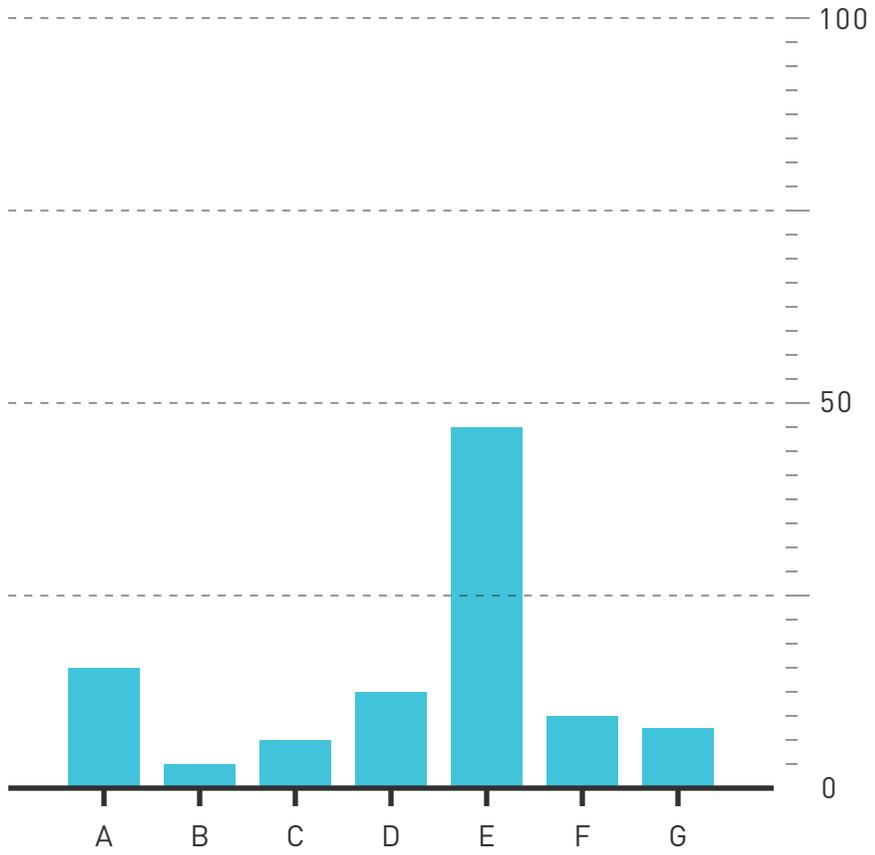


LINEAR VS. AREA



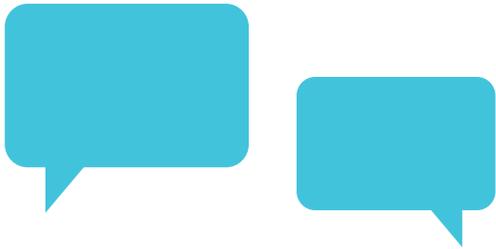
CHRONOLOGY

SHOW DATA WITH INTEGRITY

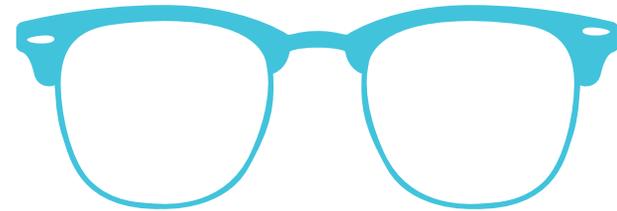


SCALE

DESIGN



GOOD DESIGN IS ENGAGING



ADD CLARITY, NOT CONFUSION

2

SHARING YOUR MESSAGE





“PERHAPS MOST OF ALL, READERS WANTED TO SHARE ARTICLES THAT INSPIRED AWE, AN EMOTION THAT THE RESEARCHERS INVESTIGATED AFTER NOTICING HOW MANY SCIENCE ARTICLES MADE THE LIST. IN GENERAL, THEY FOUND, 20 PERCENT OF ARTICLES THAT APPEARED ON THE TIMES HOME PAGE MADE THE LIST, BUT THE RATE ROSE TO 30 PERCENT FOR SCIENCE ARTICLES, INCLUDING ONES WITH HEADLINES LIKE “THE PROMISE AND POWER OF RNA.”



JOHN TIERNEY

“WILL YOU BE E-MAILING THIS COLUMN? IT’S AWESOME”

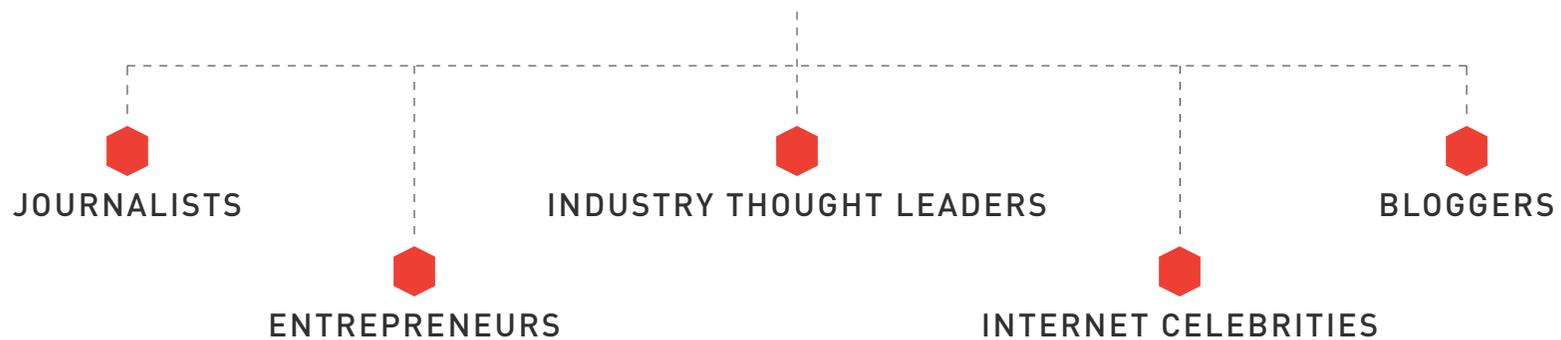
BUILDING AND NURTURING RELATIONSHIPS



SOCIAL CAPITAL

HELP OTHER PEOPLE FIRST, DON'T DEMAND RECIPROCATION.
GENUINELY HELPING PEOPLE BUILDS GOODWILL TOWARDS YOU AND YOUR BRAND.

INFLUENCERS



SOCIAL SEEDING



SOCIAL NEWS CHANNELS

BREAKING NEWS

NAMESAKE INFOGRAPHIC NAMESAKE.COM

BRINGING DOWN BIN LADEN

After the gunfire, U.S. forces swept the fortified compound in Pakistan and left with a trove of hard drives, DVDs and other documents that officials said the CIA was already poring over. The hope: clues leading to his presumed successor, al-Qaeda No. 2 Ayman al-Zawahiri.

PRE-OPERATION TIMELINE

AUGUST 2010

President briefed on possible lead on bin Laden's location. Residence of courier with close ties to bin Laden is found in Abbottabad, Pakistan.

SEPTEMBER 2010

CIA works with President on set of assessments leading to the conclusion that bin Laden is possibly in the mansion at Abbottabad.

MARCH 14—APRIL 28

Obama holds five National Security Council (NSC) meetings for the development of a plan to 'bring bin Laden to justice.'

APRIL

Believing the intelligence to be credible enough, President initiates military preparations.

8:20 AM ON 4/29/11

Obama gives final order to pursue the operation before flying to Alabama.

MAY 1ST OPERATION

(Eastern Time)

2:00 PM

Obama has final meeting with advisors and signs 'kill order'.

2:30 PM

US Navy SEALs depart Ghazi Airbase for Islamabad to launch operation Sunday morning.

3:10-3:15 PM

Choppers circle Abbottabad several times before engaging.

3:15 PM

With President Obama and team watching live, via Predator drone feed, Navy SEALs raid and sweep the compound.

3:50 PM

President Obama receives news of tentative ID confirmation. Proceed to DNA match (99%) against bin Laden family members.

4:00 PM

Downed helicopter destroyed by US forces in "window-shattering explosion".

10:30 PM

Obama announces Osama bin Laden's death to the world.

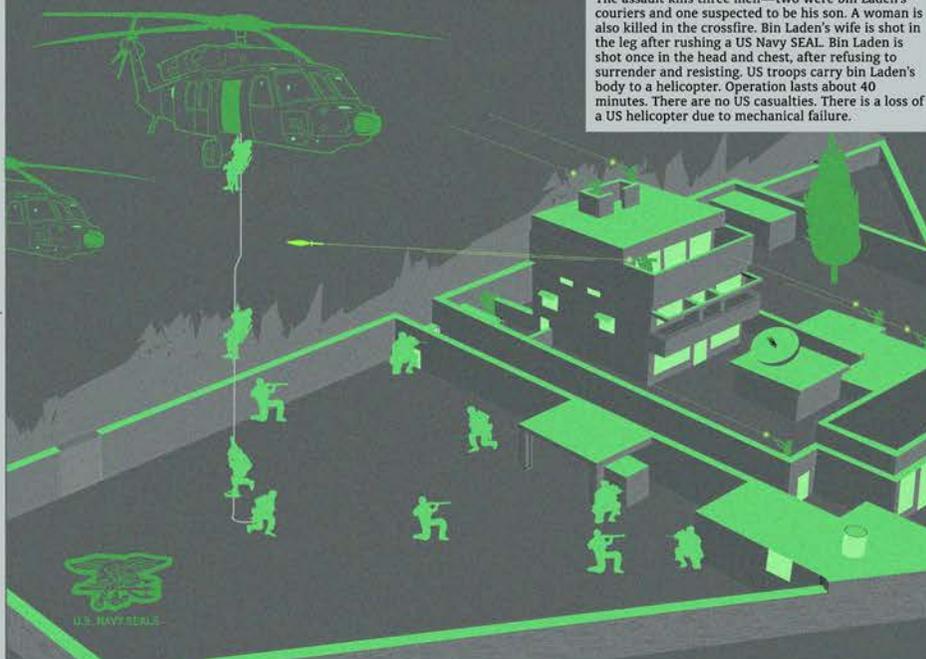
1:10 AM

Burial preparations begin.

3:30 AM

Osama buried in the North Arabian Sea from the USS Carl-Vinson.

OSAMA BIN LADEN'S COMPOUND ABBOTTABAD, PAKISTAN



The assault kills three men—two were bin Laden's couriers and one suspected to be his son. A woman is also killed in the crossfire. Bin Laden's wife is shot in the leg after rushing a US Navy SEAL. Bin Laden is shot once in the head and chest, after refusing to surrender and resisting. US troops carry bin Laden's body to a helicopter. Operation lasts about 40 minutes. There are no US casualties. There is a loss of a US helicopter due to mechanical failure.

TWEETS IN THE NIGHT

Twitter user Sohaib Athar, a 33-year old IT consultant and resident of Abbottabad unknowingly tweeted the operation as it unfolded:

@ReallyVirtual (Eastern Time)

Helicopter hovering above Abbottabad at 1AM (is a rare event). 3:08pm EST

Go away helicopter - before I take out my giant swatter :-/ 3:15pm EST

The Abbottabad helicopter/UFO was shot down near the Bilal Town area, and there's report of a flash. People saying it could be a drone. 3:22pm EST

And now, a plane flying over Abbottabad... 3:44pm EST

I guess Abbottabad is going to get as crowded as the Lahore that I left behind for some peace and quiet. *sigh* 4:10pm EST

Interesting rumors in the otherwise uneventful Abbottabad air today 6:39pm EST

Uh oh, now I'm the guy who liveblogged the Osama raid without knowing it. 11:41pm EST

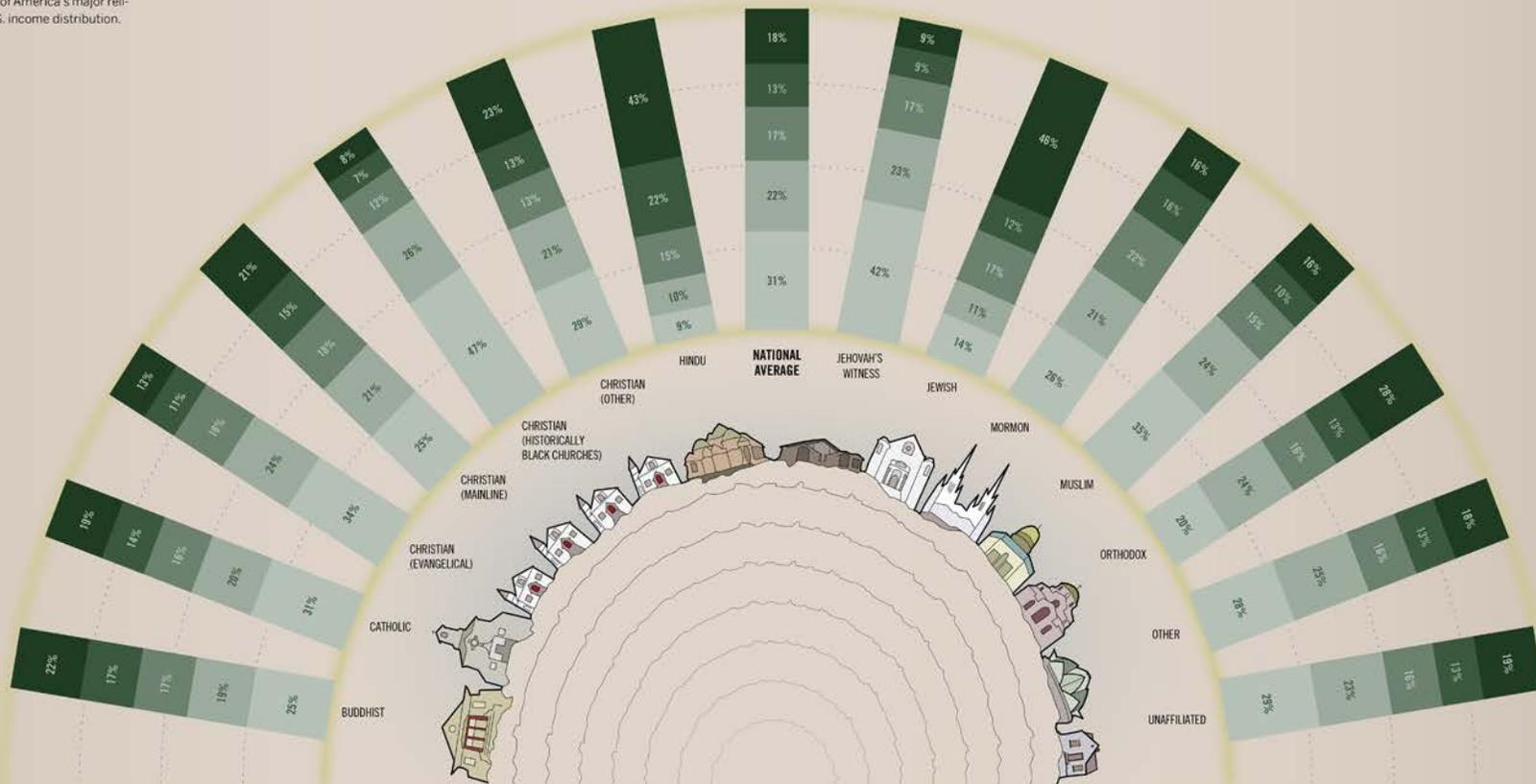


THE ALMIGHTY DOLLAR

MAPPING DISTRIBUTION OF INCOME BY RELIGIOUS BELIEF

It's no secret that the distribution of wealth is inequitable in the United States across racial, regional, and socio-economic groups. But there is a distinct variance among and within America's faiths as well. Displayed below are the income levels of America's major religious groups, as compared to the average U.S. income distribution.

INCOME BRACKETS:



A COLLABORATION BETWEEN GOOD AND COLUMN FIVE.

SOURCE: THE PEW FORUM

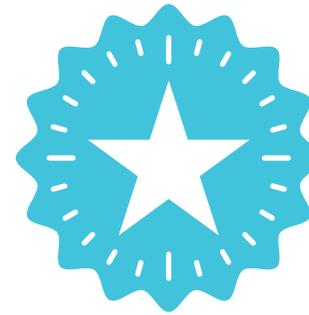
SOCIAL SEEDING

QUANTITY



VERSUS

OF



QUALITY



SHARES

MEDIA OUTREACH

1 GO STRAIGHT TO THE SOURCE (JOURNALIST)

BE BRIEF 2

3 DON'T PUSH

RESPECT JOURNALIST'S INTEGRITY 4

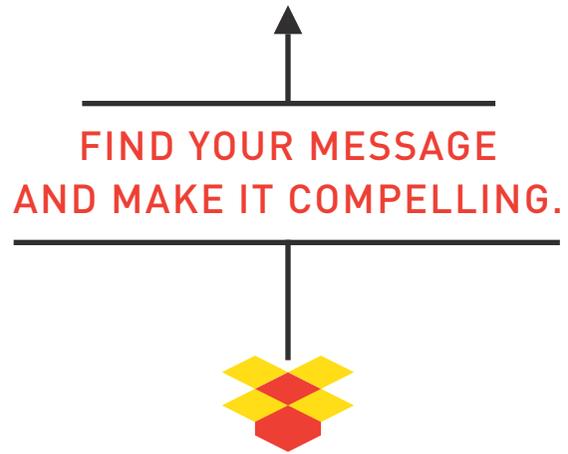
5 SOCIAL RE-SEEDING

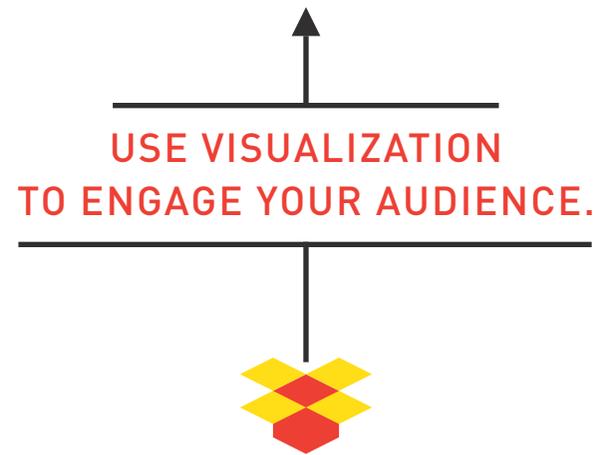
THE POWER OF SOMEONE ELSE'S VOICE 6

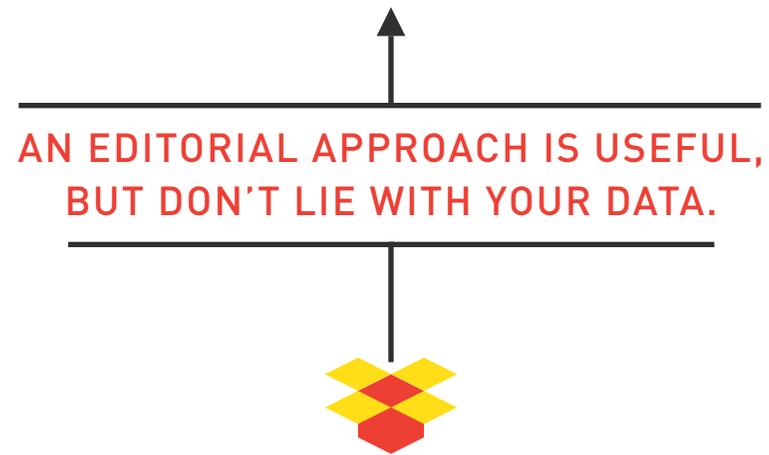


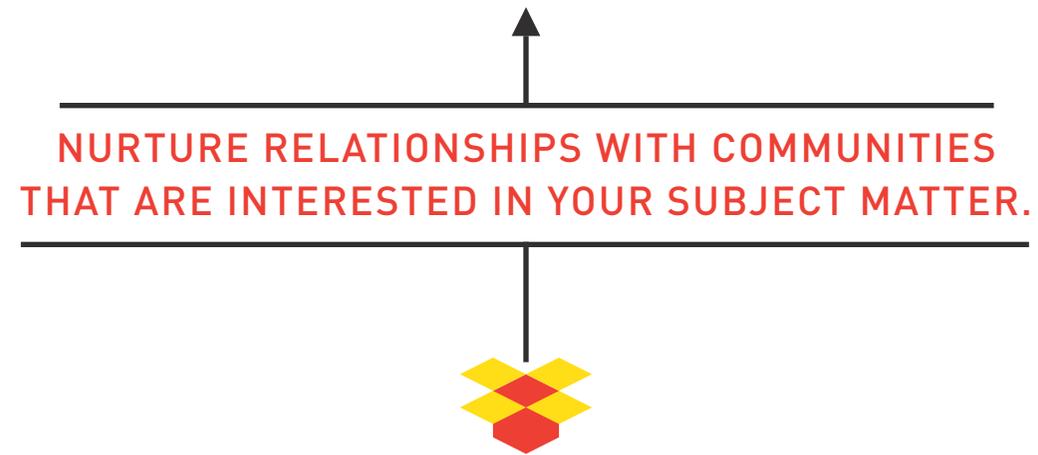


HARNESSING THE POWER OF DATA









COLUMN  FIVE