Communicating Impact Using Data Visualizations

Research and Publication Basics

Part 5

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Hosted by ALCTS, the Association for Library Collections and Technical Services
What is data visualization?
Information interpreted or presented through illustration
The Plan

- Data Graphic v. Infographic
- Data Visualization Tools
- Design Best Practices
- AMPS Test
The Plan

- Data Graphic v. Infographic
- Data Visualization Tools
- Design Best Practices
- AMPS Test
<table>
<thead>
<tr>
<th>RECORD # (BIBLIO)</th>
<th>RECORD # (Item)</th>
<th>TITLE</th>
<th>CALL # (Item)</th>
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</table>
Emphasis on interpretation of data
Data Graphics Take Many Shapes

Circulating Items by Location

- Stacks - 2nd floor South: 7089
- Stacks - 3rd floor South: 4119
- Stacks - 3rd floor North: 2530
- Fine Arts: 1713
- SCA - Archives: 1461
- BARN - 1st floor - books: 965
- Course Reserves: 627
- Media Collections: 378
- New Book Lounge: 328
- BARN - 2nd floor - Journals: 236
- Schockmel Reading Lounge: 229
- Art Book Room: 95
- Government Documents: 88
- Circulation Desk: 83
- 44
Data Graphics Take Many Shapes
Data Graphics Take Many Shapes

Circulating Items By Location

- Stacks - 2nd floor South: 35%
- Stacks - 3rd floor South: 21%
- Stacks - 3rd floor North: 13%
- Fine Arts: 9%
- Stacks - 4th floor North: 7%
- SCA - Archives: 5%
- BARN - 1st floor - books: 3%
- Course Reserves: 2%
- Media Collections: 2%
- New Book Lounge: 1%
- Other: 2%
- BARN - 2nd floor - Journals: 1%
- Schockmel Reading Lounge: 1%
- Art Book Room: 0%
- Government Documents: 0%
- Circulation Desk: 0%
Consider the Stakeholder

CIRCULATING ITEMS BY LOCATION

- Stacks - 3rd floor South
- Stacks - 3rd floor North
- Fine Arts
- Stacks - 4th floor North
- SCA - Archives
- BARN - 2nd floor - Journals
- Schockmel Reading Lounge
- United States Government Publications
- Circulation Desk

Stakeholder considerations:
- Easiest to understand
- Time to process/interpret
- Context needed
- Medium for presentation
Infographic

Emphasis on presentation of data

Most Popular Locations For Materials

- Lower Level
  - Government Documents
  - Fine Arts Collection
  - Art Book Room
- 1st Floor
  - Library
  - General Resources
- 2nd Floor
  - Special Collections & Archives
- 3rd Floor
  - Media Center
  - Maker Lab
- 4th Floor
  - Media Lab
  - Studio 10

Created by Andrea Payant
Constructing narrative from multiple data points
Data Visualization

Data Graphics
- Presented as charts, graphics, or schematics
- Requires audience to have some contextual knowledge
- Requires audience to interpret the illustration
- Are used to analyze or understand data

Infographics
- Presented as icons, or short specific pieces of information
- Usually does not require audience to have added contextual knowledge
- Should need **minimal** interpretation of illustrations
- Are used in narrative form
The Plan

- Data Graphic v. Infographic
- Data Visualization Tools
- Design Best Practices
- AMPS Test
Retooling Your Story: Using Visualizations to Demonstrate Impact

Tools and Options for Visualizations
Data Analysis Tools
Infographic Tools
Data Analysis with Google Sheets Step-By-Step Instructions
Infographic Creation with Visme Step-By-Step Instructions

Rubrics for Visualization Tools
Step by step guidelines for
  - Google Sheets
  - Visme

https://digitalcommons.usu.edu/lib_present/122/
## Data Analysis Tools

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<th>Excellent documentation</th>
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Ratings (based on free options) = ★
- Free = ✅
- Paid = ☐
- Not Available = blank

Created using Visme 2018
Indian slavery in colonial times within the present limits of the United States / by Almon Wheeler Lauber.
### 2018 Circulating Material

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**Sheet1: B.B.**

Create pivot table

Data range: Sheet1:B.B

Insert to:
- New sheet
- Existing sheet

Create

Cancel
# Google Sheets

## Pivot Tables

The image shows a Google Sheets workbook with a pivot table. The pivot table is set up with the following structure:

**Columns:**
- LOCATION
- SUM of TOTAL CHKOUT

**Rows:**
- acirc
- agov
- aimc
- ares
- asah
- asaho
- asart
- asip
- asqr
- assz
- gmic
- iabbr
- ibcol
- ibks
- ifolk
- ifnl
- imamu
- imed
- iover

**Values:**
- SUM

The pivot table is currently set to display the sum of total checkouts for different locations.
Google Sheets
Sorting and Filtering

CALL #(Item)

Sort range from D2 to E24

- Data has header row
- Sort by Column E: A → Z, Z → A

Add another sort column
Cancel Sort
**Google Sheets**

**Charts**

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**Chart Details**

- **Chart Type**: Column chart
- **Stacking**: None
- **Data Range**: D2:E24

**Add Series**
Google Sheets
Mapping
Google Sheets

Mapping
Google Sheets

Add-ons

- **App Sheet**: Use data from the spreadsheet to populate customizable apps
- **Awesome Table**: Customize a view for sorting and filtering data
- **Forms**: Create surveys or forms that import into spreadsheet
- **Geocode by Awesome Table**: Code geographic information and plot on a map, includes filter table
- **Import.io**: Pull tables from other websites into spreadsheet
- **Power Tools**: Robust data cleanup tools
- **Supermetrics**: Pull specific data from Google Analytics (+ other) into spreadsheet on a routine
- **Translate My Sheet**: Translate text
- **Twitter Archivers**: Search for and collect Tweets based on a variety of search parameters
Questions so far?
# Visualization Tools

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**Note**
- Photo editing
- Multi-page graphics for free
- View/use community infographics
- Analytics
- Locking option for individual elements
- Must pay to save graphics in the cloud
- Interactive integrations
- Change theme colors with one click
- Primary function is to create resumes

**Ratings (based on free options)**
- Free = ☑
- Paid = ☑
- Not Available = blank

**Other visualization tools:**
- Lucidchart and draw.io (workflows and process mapping)
- Storymaps and myHistro (timelines and maps)

**Created using Visme 2018**
Visme
Infographics
Visme
Categories of Templates

What would you like to create today?

- Presentations
- Infographics
- Documents
- Printables
- Web Graphics
- Social Graphics
- Custom Size

Featured

Blank Template
Build your own custom infographic
Get Started

THE HISTORY OF
COMPANY NAME

10 FUN & AFFORDABLE Gift for Your Business Clients
01 Collapsible pen
02 5-in-1 pen set and stylus
03 Personalized coffee mugs

FOUR PHASE PROCESS

A Historical Timeline

Pie Chart: Worldwide Combined Browser Market Share

WORLDWIDE COMBINED BROWSER MARKET SHARE

2015
MARB

SOURCES
http://telerikhelper.net/2012/09/chart-types-supported-by-radhtmlchart-for-asp-net-ajax/

CREATED BY
Your Name/Company Name

Visme
Sample Templates
OVER THE PAST YEAR,

3,050

GROWTH IN POPULATION

SIMPLE IS BEST

PROFIT
$10 Billion

45%

50%

1 in 100
Visme
Plug and Play Features
Visme
Plug and Play Features
Questions so far?
The Plan

- Data Graphic v. Infographic
- Data Visualization Tools
- Design Best Practices
- AMPS Test
WHAT AMPS up your Design?

AUDIENCE
Keep a specific target audience in mind

PLATFORMS
Design for the best display in each environment

MESSAGING
Focus on the most important information

SIMPLICITY
Use blank space, little text, and visible color schemes

Icons by Emily van den Heever and Freepik
### Audience
1. Who is the visualization intended for?
2. What information do they need to know?
3. What is their experience?
4. How much time will they invest in your visualization?
5. What do they need to do with the information?

### Messaging
1. Design for a specific audience, never for general audiences
2. Focus on the most important take-aways
3. Include contextual information they need to know
4. Match the graphic, format, and medium to the time they will invest
5. Clearly explain what they should do with the information
Circulating Items by Location

- Clearly label content
- Focus on the most important points to convey
- Don’t include all data points, unless necessary
- Can expect audience to do more of the interpretation
Audience and Messaging
Infographic Takeaways

- Think like your audience
- State purpose clearly
  - Less than 15 seconds to convey a message
- Focus on only the most important takeaways
- Pre-test messaging wherever possible
**Platforms**

1. Determine the best distribution platform for your audience
2. Design for the limitations and strengths of that platform
3. Consider how, or if, you would like the visualization shared

**Simplicity**

1. Use simple color schemes, consistent fonts and icon types
2. Simplify or minimize text
3. Use icons to relay information
4. Use the most recognizable icons or images for your audience
5. Consider the time limitations for your audience
Platforms and Simplicity
Data Graphic Takeaways

Circulating Items by Location

- Use consistent, visible color schemes
- Use legible font
- Choose shapes and graphs that best reflect the data
- Typically viewed or shared via print, so increase text size
Platforms and Simplicity
Infographic Takeaways

- May be too long for computer screen or mobile devices
- Key points presented in the boldest colors
- Color scheme is simple and visible
- Icons are relatively easy to understand
- Information flows from one element to another
- Avoids “too much” (too many colors, too many images, too much data)
The Plan

- Data Graphic v. Infographic
- Data Visualization Tools
- Design Best Practices
- AMPS Test
SPECIAL PROJECTS AND ON-GOING PROCESSES

The following section will outline some of the specific projects that the CMS unit worked on in 2017. Many of the projects will be on-going into 2018 and beyond.

Jazz CD Collection

 Reported by Spencer Tart

In the fall of 2016 the library received a gift of 546 Jazz CDs from a donors Grayson and Janet Osborne. CMS student catalogers Spencer Peterson, Allison Larsen, and Bryn Larsen were trained by Spencer Tart to do the copy cataloging and processing for this collection. Spencer Tart completed all of the complex copy cataloging for this collection. This project was completed in the Fall of 2017.

EAD Cleanup

 Reported by Spencer Tart and Sara Skindelien

In July of 2017, Spencer Tart and Sara Skindelien began the cleanup of Folk Collection EAD finding aids (a total of 66) in preparation for the eventual upload into ArchivesSpace. Various elements and content were updated or revised to reflect Archives West and ArchivesSpace best practices. The project's next step will involve an evaluation of DACS compliancy and inventory hierarchy structure to determine which Folk finding aids are ready to be uploaded.
Cataloing & Metadata Services

2017 Highlights

SPECIAL PROJECTS AND ON-GOING PROCESSES

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Audience: Colleagues and administrators

Message: Highlights and achievements

Platforms: Print or PDF distributed via email

Simplicity: Color scheme is consistent, could use more space + better alignment of icons/text
AMPS Test: Messaging

Average Staffing Levels in Doctoral Institution Cataloging Units

Staff Levels

- Professional (3.25) (33%)
- Para-Professional (4.75) (48%)
- Hourly (2) (20%)

Respondents answered questions regarding the type of institution and the cataloging unit staffing levels at the professional, para-professional and hourly level.* This is the average staffing reported for the 222 respondents from doctoral institutions.

Overall staffing**

- Professional (3.25 staff)
- Para-Professional (4.75 staff)
- Hourly (2 staff)

SOURCES

* Positions defined as:
- Professional would include any position, regardless of faculty status, where an MLS/MLIS or equivalent degree is required for the position.
- Para-professional would include any salaried position where an MLS/MLIS or equivalent degree is not required for the position, although the employee may have one.
- Hourly staff members would include any non-salaried, non-benefited position where an MLS/MLIS or equivalent degree is not required for the position, although the employee may have one.

** Rounded to the nearest quarter
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**Rounded to the nearest quarter**
**Audience:** Library colleagues and administration

**Message:** Look at all the amazing things catalogers do!

**Platforms:** Difficult to print or post online and still see all together

**Simplicity:** Lots of white space and icons, text is minimized, layout flows well
AMPS Test: Simplicity

Actual Frequency of Interaction by Department

Survey Respondents' Expected Frequency of Interaction

Pie graphs represent percentage of survey respondents who reported that their interactions were daily, weekly, monthly, or intermittent, broken down by library unit.
Audience: Publication readers

Message: “Actual” versus “expected” comparison. Could be highlighted more clearly

Platforms: Intended for print publication, needs to be larger to read

Simplicity: Simple color scheme, but complex data comparison

**AMPS Test:** Simplicity

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**Actual Frequency of Interaction by Department**

- Administration
- Systems
- USU Eastern Libraries
- Circulation and Library Media Collections and Reserves
- Reference and Instruction
- Digital Initiatives
- Government Documents
- Special Collections and Archives and Art Book Room
- Acquisitions
- Collection Development
- Resource Sharing and Document Deliver

**Survey Respondents' Expected Frequency of Interaction**

Pie graphs represent percentage of survey respondents who reported that their interactions were daily, weekly, monthly, or intermittent, broken down by library unit.
➢ Think like your audience
➢ Create a succinct message
➢ Plan for platform constraints
➢ Use simple designs

You can do this!
Resources


Questions?

Thank you!

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Hosted by ALCTS, the Association for Library Collections and Technical Services