



affect

PR News: Big 4 Social Media Summit

# Break From the Pack with Data Visualization & Infographics

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*#social16*

Sandra Fathi  
President, Affect  
sfathi@affect.com  
www.affect.com

@sandrafathi  
Slideshare.net/sfathi

1. Data Goals: Scientific Research or Headlines
2. Finding Diamonds in the Data
3. Meeting Media Expectations
4. Telling a Story or Going on a Journey

## “Pure Science”

Explaining the world around us and trying to understand how it operates

Looking for answers to specific questions that help humanity

The purpose of research is really an ongoing process of correcting and refining hypotheses, which should lead to the acceptance of certain scientific truths

*Source: Explorable.com*

## “Public Relations”

A strategic communication process that builds mutually beneficial relationships between organizations and their publics

Researching, conducting and evaluating programs of action and communication to achieve the informed public understanding necessary to the success of an organization's aims

Planning and implementing the organization's efforts to influence or change public policy.

*Source: PRSA.org*

## Scientific Approach:

What is the status of water in the glass?

## PR Approach:

How can I prove the glass is half full?



# DATA VISUALIZATION & INFOGRAPHICS

Scientific Approach	PR Approach
How do you perceive the glass?	Is the glass half-full?
<ul style="list-style-type: none"><li>__ Full</li><li>__ Half-Full</li><li>__ Half-Empty</li><li>__ Empty</li></ul>	<ul style="list-style-type: none"><li>__ Strongly Agree</li><li>__ Agree</li><li>__ Neutral</li><li>__ Disagree</li><li>__ Strongly Disagree</li></ul>

# DATA VISUALIZATION & INFOGRAPHICS

Scientific Approach	PR Approach
How do you perceive the glass?	Is the glass half-full?
<ul style="list-style-type: none"><li>__ Full</li><li>50% Half-Full</li><li>50% Half-Empty</li><li>__ Empty</li></ul>	<ul style="list-style-type: none"><li>50% Strongly Agree</li><li>50% Agree</li><li>__ Neutral</li><li>__ Disagree</li><li>__ Strongly Disagree</li></ul>

50% of People Say  
Glass is Half-Full

100% of People Say  
Glass is Half-Full



## Response Bias:

A wide range of cognitive biases that influence the responses of participants away from accurate or truthful responses

- Phrasing of a question
- Demeanor of researcher
- Experiment/survey structure
- Compliance/desired outcome

# RESPONSE BIAS

1. How tall are you?
2. How much do you weigh?
3. How many sexual partners have you had?
4. Do you floss on a regular basis?

# POLLING & SURVEYS: MISLEADING RESULTS

1. Leading questions
2. Question order
3. Non-exclusive responses, missing options  
forced answers
4. Ignoring the margin of error
5. Random sample or fish in a barrel
6. Unbalanced scale

## Elicit an Emotional Response



Like



Love



Haha



Yay



Wow



Sad

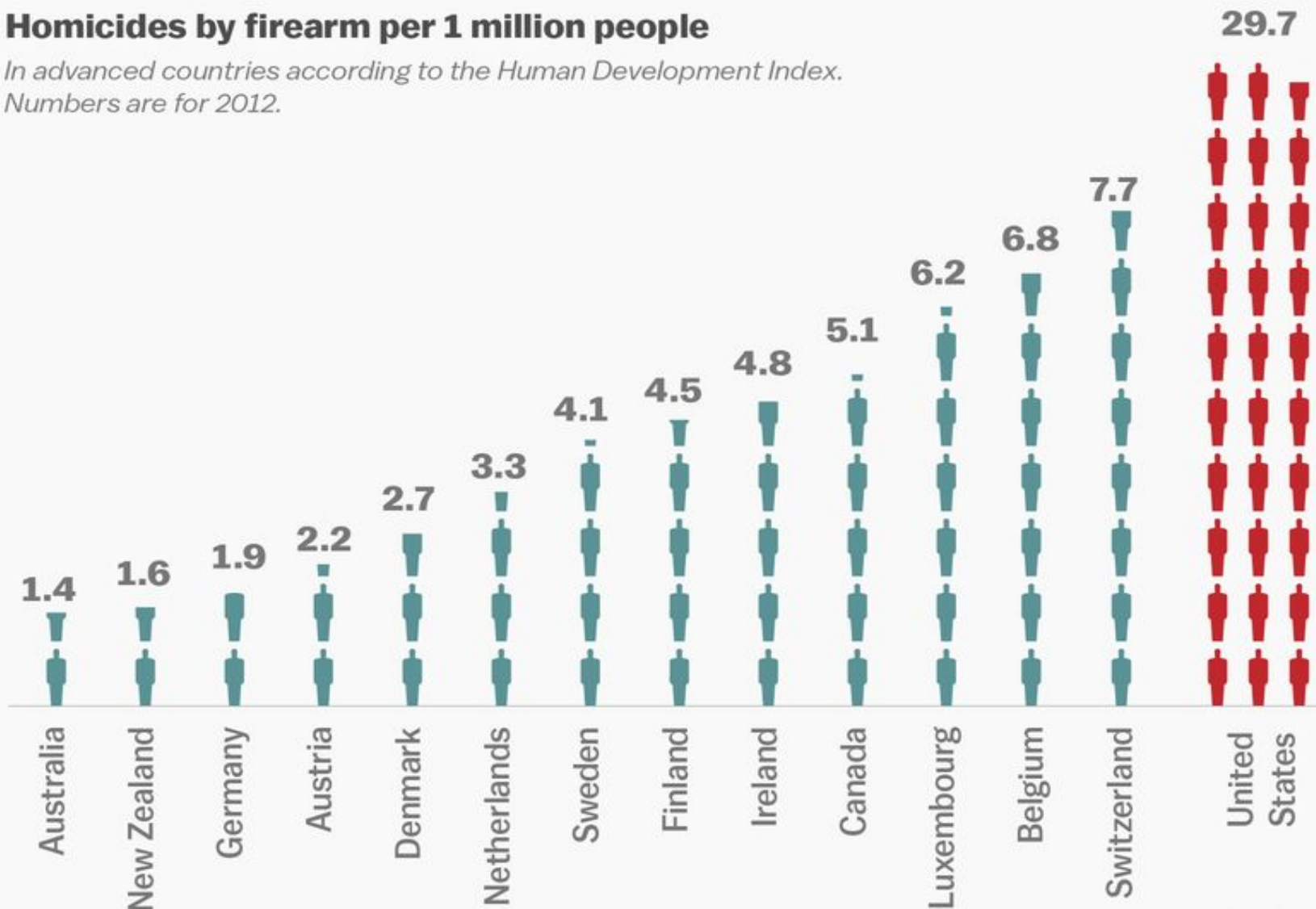


Angry

# VOX: AMERICA'S GUN PROBLEM, EXPLAINED

## Homicides by firearm per 1 million people

*In advanced countries according to the Human Development Index.  
Numbers are for 2012.*



SOURCE: UNODC, Small Arms Survey, via The Guardian.

# GENDER WAGE GAP

MAN  
WHITE

WOMAN  
ASIAN

WHITE

BLACK HISPANIC



WHITE MAN

ASIAN WOMAN

WHITE WOMAN

AFRICAN-AMERICAN WOMAN

HISPANIC WOMAN

\$1.00

\$0.94

\$0.82

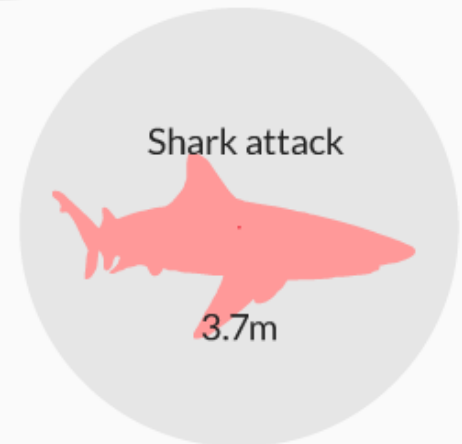
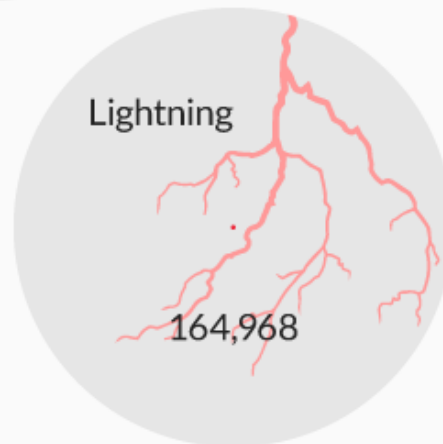
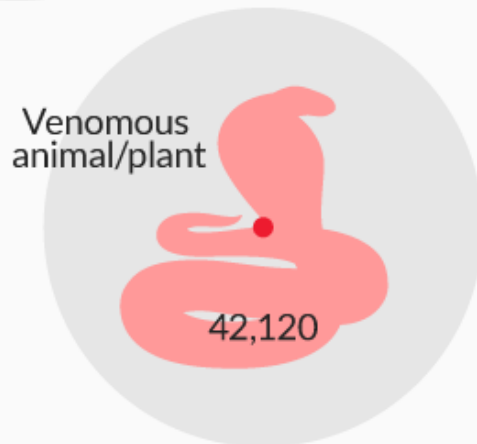
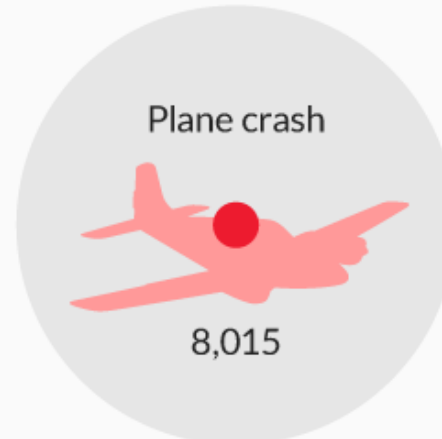
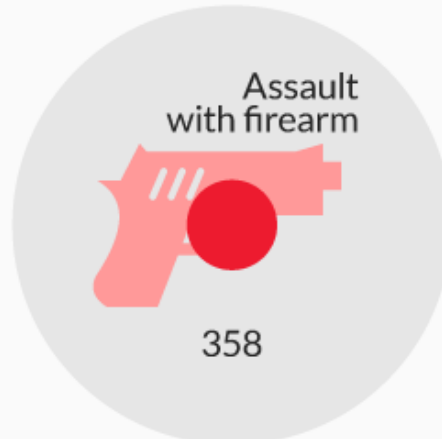
\$0.68

\$0.61

SOURCE: The BLS (2014). Also cited in the Institute for Women's Policy Research Fact Sheet "The Gender Wage Gap: 2014"

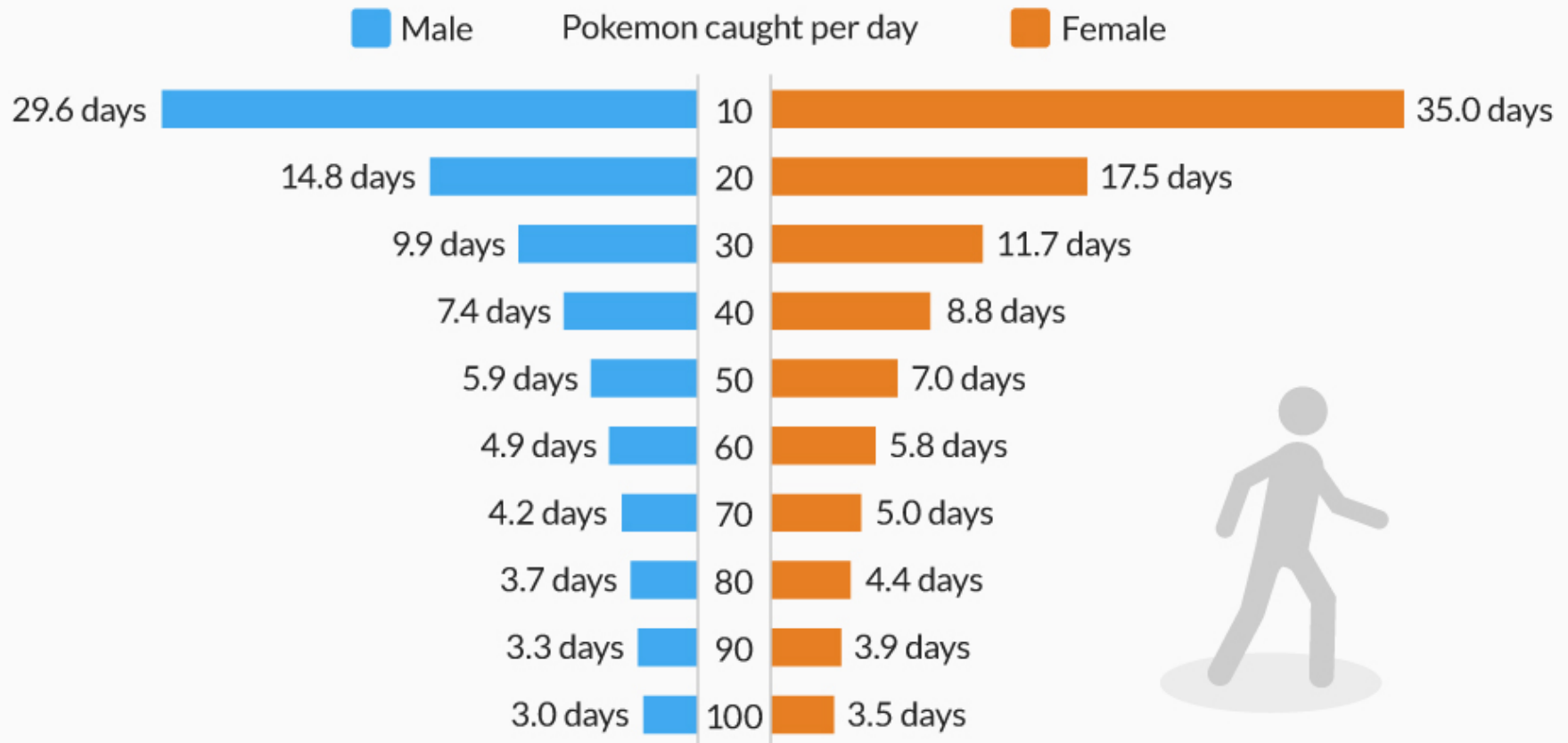
## Your chances of dying in a plane crash are slim

Odds of dying in selected events in the United States: 1 in...



## Pokémon Go could help you lose weight

Number of days to lose a pound of weight based on Pokémon caught per day



\* Based on 1lb being equivalent to 3500 calories burnt. Also based on 10 Pokémon per mile. Pokémon density may vary.



# MEETING MEDIA EXPECTATIONS

1. Statistical Significance
2. Exclusivity
3. Objectivity
4. Methodology
5. Access to Raw Data
6. Opinion/Analysis

RISK & COMPLIANCE JOURNAL.

## **Survey Roundup: Companies Lagging on Training Directors**

- 644 Ethics and compliance professionals

RISK & COMPLIANCE JOURNAL.

## **Survey Roundup: Brexit Caught Many Companies Unprepared**

- 600 Corporate Executives

RISK & COMPLIANCE JOURNAL.

## **Survey Roundup: Good Luck Getting All Your Money**

- 200 Lawyers, in-house counsel and corporate executives

RISK & COMPLIANCE JOURNAL.

## **Survey Roundup: Getting a Handle on the Cyber Situation**

- 354 Board directors and general counsel

1. Methodology Matters – No Survey Monkey or self-administered surveys
2. Accepts Reputable/Objective Partners – Analyst firms, renown research firms
3. Quotes Public, Government or Association Sources
4. Prefers its Own Research
5. Larger Data Pools (500+)
6. Examines Raw Data

## MEDICAL BENEFITS OF DENTAL FLOSS UNPROVEN

Links to research study abstracts:

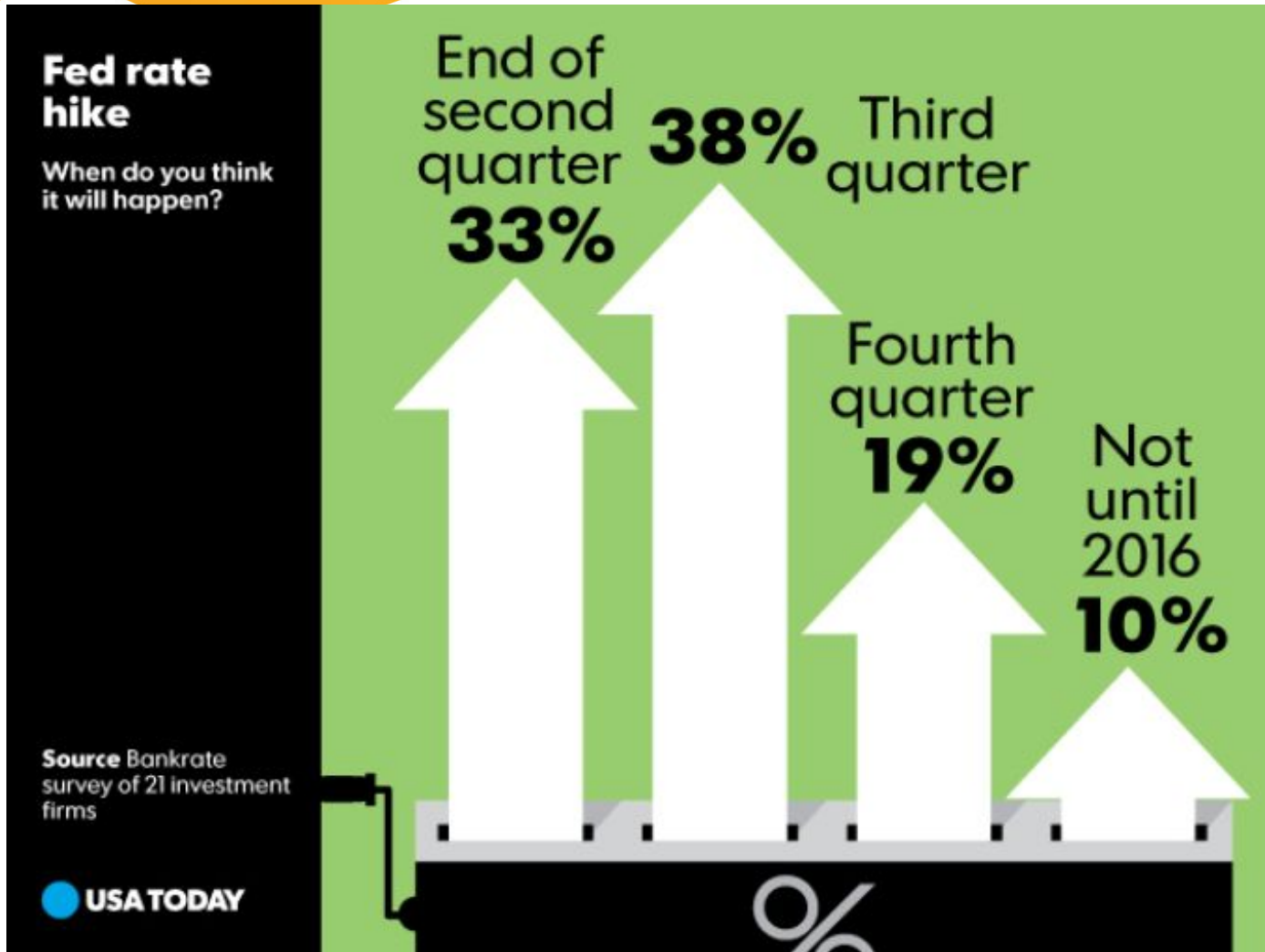
<http://jdr.sagepub.com/cgi/content/abstract/85/4/298>

<http://www.ncbi.nlm.nih.gov/pubmed/19138178>

<http://www.ncbi.nlm.nih.gov/pubmed/22161438>

<http://www.ncbi.nlm.nih.gov/pubmed/25581718>

<http://onlinelibrary.wiley.com/doi/10.1111/jcpe.12366/pdf>



## Walking while talking

Talking on smart-phones can be a distraction. Percentage of respondents who have:

Source Wireless carrier U.S. Cellular online survey of 738 smart-phone owners



Had someone walk into them  
**36%**

Walked into someone and/or something  
**23%**





# 29 Lesbians Reveal the Hottest Qualities a Woman Can Have



Sample Size: 29

# A New Survey Says the World's Sexiest People Are Armenian Women and Irish Men

Sample Size:  
110,000



# TELLING A STORY, GOING ON A JOURNEY

- Know Your Target – Who is your target audience? (Reader and outlet)
- Keep It Simple - Communicate more, in less time, with less effort
- Create a Storyline – Where are you taking the reader? Begin with the end in mind.
- Eliminate the Answer Key – no need for translation
- Demonstrate Relationships – Comparison data, comparison visuals

# BEST TOOLS FOR DATA VISUALIZATION & INFOGRAPHICS

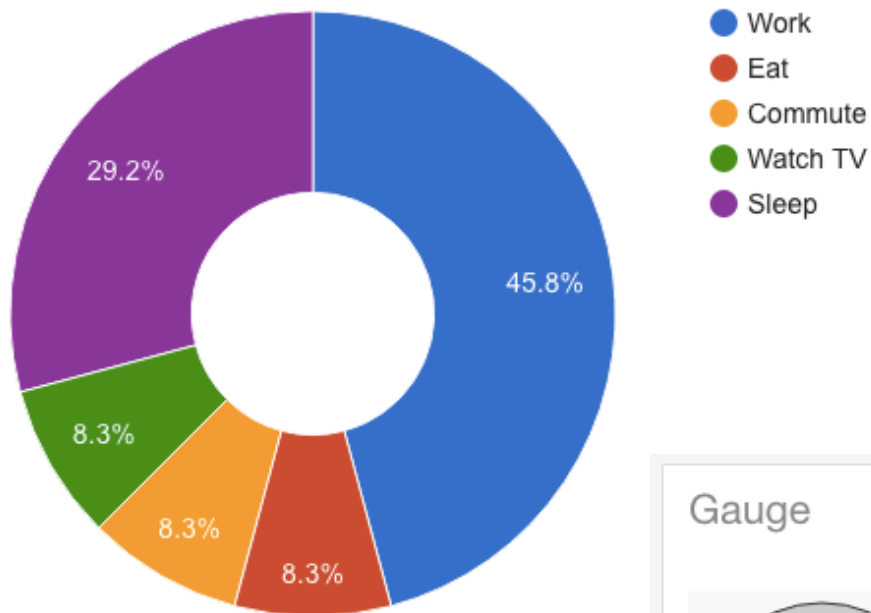
1. Word
2. Excel
3. PowerPoint
4. Variety of free and nearly free tools
5. Custom design



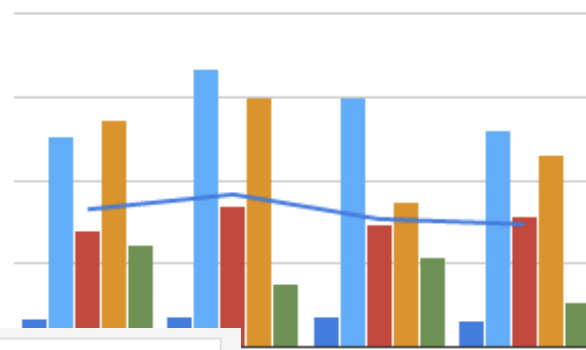
# BEST TOOLS FOR DATA VISUALIZATION & INFOGRAPHICS



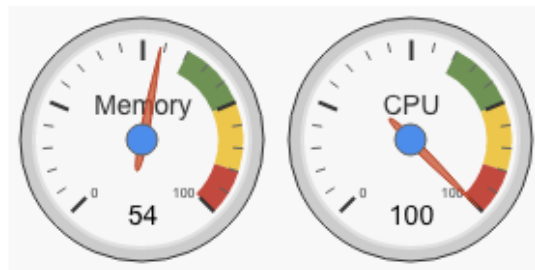
My Daily Activities



Combo Chart



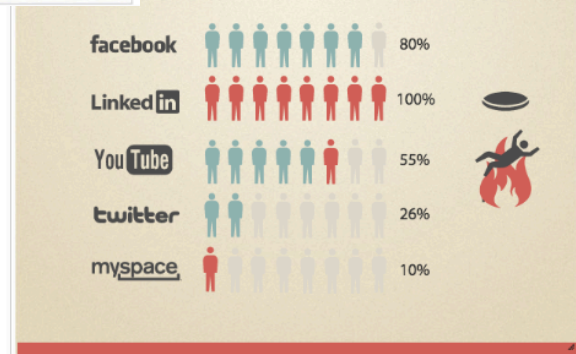
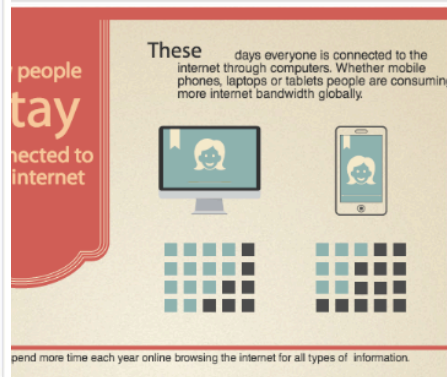
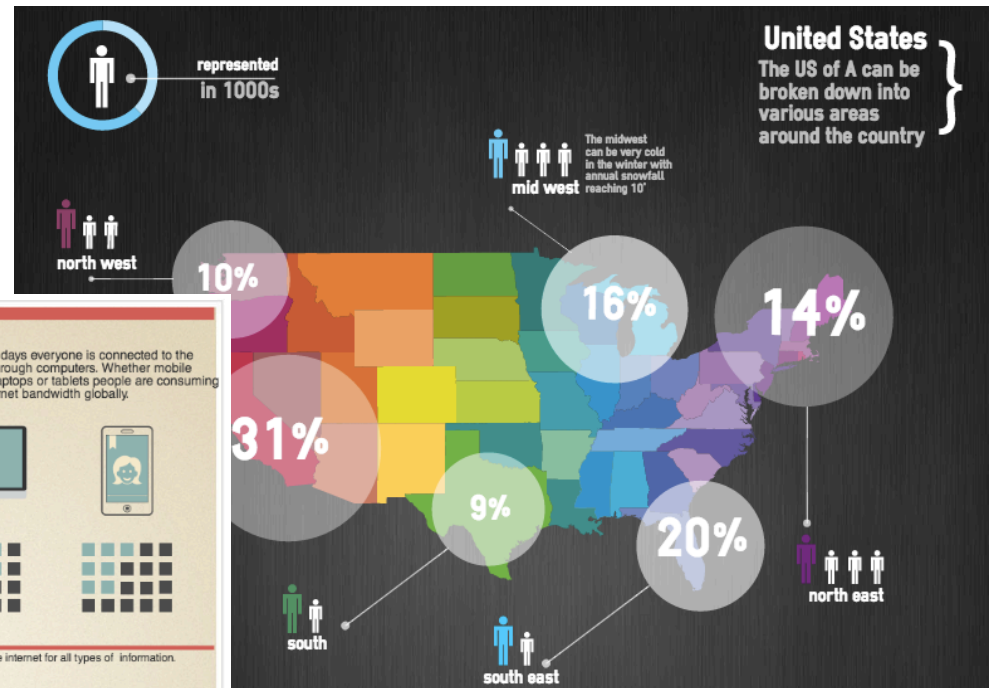
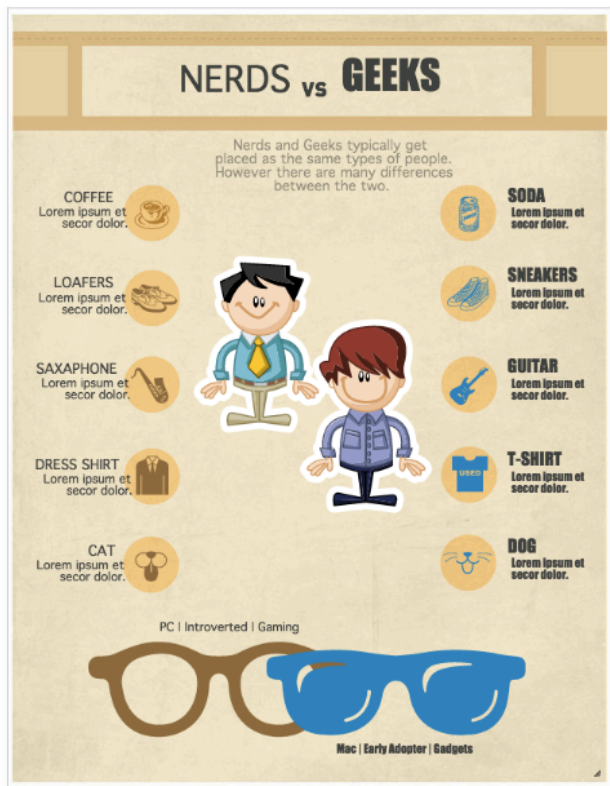
Gauge



# BEST TOOLS FOR DATA VISUALIZATION & INFOGRAPHICS

# easelly

create and share visual ideas online

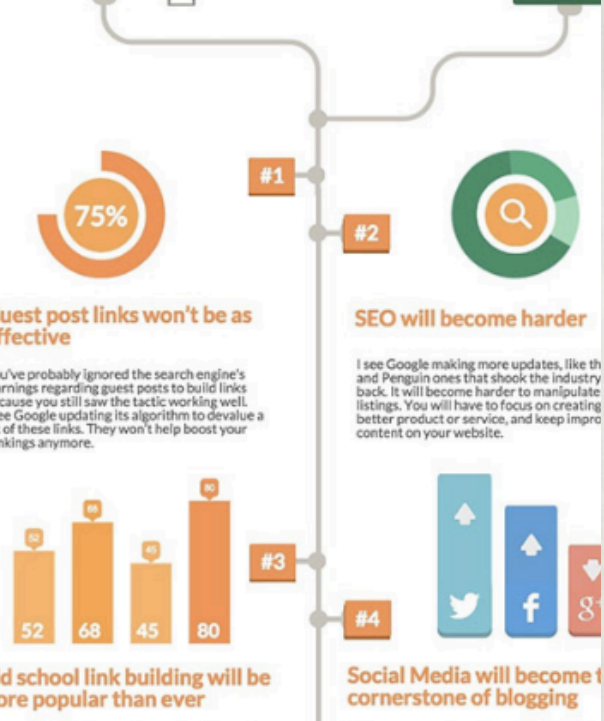


# BEST TOOLS FOR DATA VISUALIZATION & INFOGRAPHICS



## MARKETING PREDICTIONS

You should prepare for in 2015



The Austin 100 :: A SXSW 2014 Mix :: What's hot today?

## SXSW NEWS TODAY

March 7, 2014 Written by: John Doe

### The food, drinks, swags, musics and shows at SXSW14

Kick-off your SXSW by breaking bread with your fellow registrants at one of our special welcome events. Enjoy food and drink, plan your week, find out about the hidden gems of SXSW while you network and relax with friends, old and new.

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#### ACCESSIBILITY TRANSPORTATION INFORMATION

This year, shuttles will be provided by TMS Shuttles. TMS Shuttles have a number of wheelchair accessible shuttles in their fleet.

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#### PATRONS WHO ARE DEAF AND HARD OF HEARING

SXSW has engaged LotuSIGN to provide quality American Sign Language interpreters when needed at our events.

Seating at SXSW events fills up quickly. Any seats saved for interpreter viewing, will only be saved until an event starts, after which seating will be opened up to the general audience on a first-come first-serve basis.

**Ready-to-use Graphics**  
 Editable, ready-made text frames and photo frames that effortlessly combine your text with visuals and photos.

**High-res Downloads**  
 Download your infographics in glorious high definition JPEG, PNG or PDF formats.

**Charts & Maps**  
 Crunch data in style. Import data from a Microsoft Excel file, a Google spreadsheet, or your Survey Monkey account.

**Icons & Images**  
 Library of over 4000 beautifully designed icons and images, all ready at your disposal.

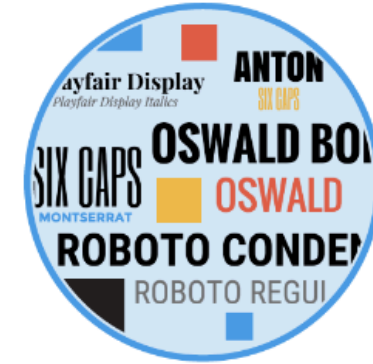
# BEST TOOLS FOR DATA VISUALIZATION & INFOGRAPHICS



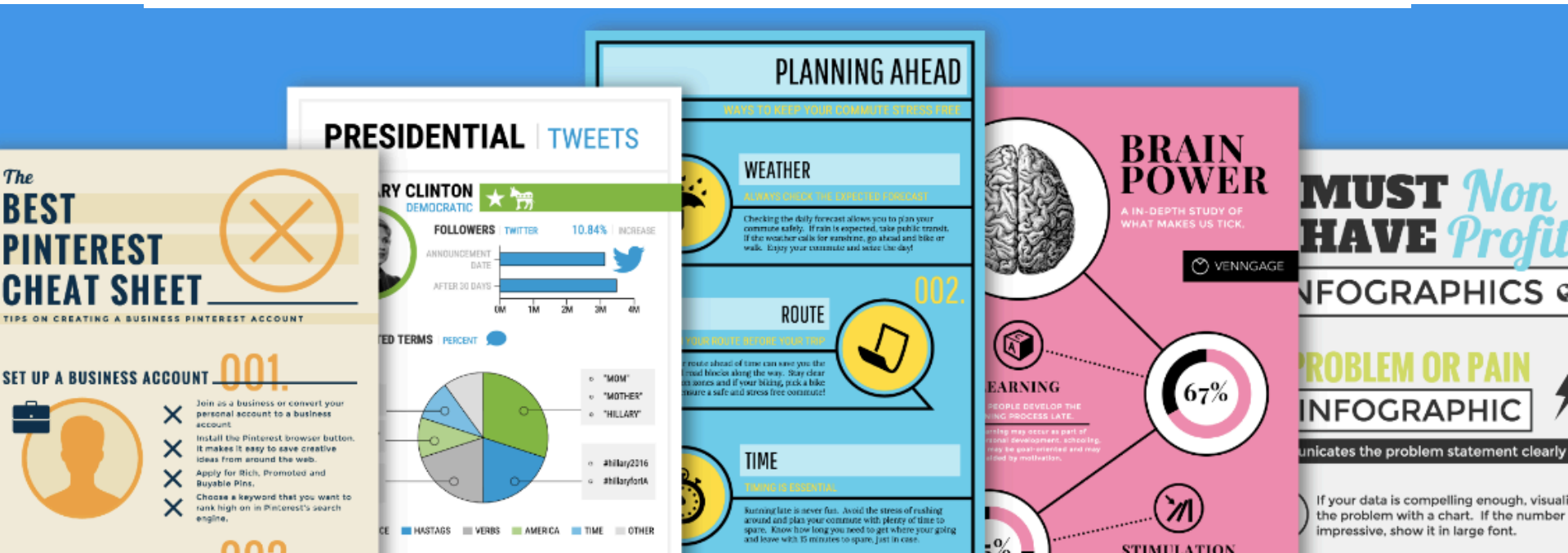
1. Choose a Template



2. Add Charts and Visuals



3. Customize Your Design



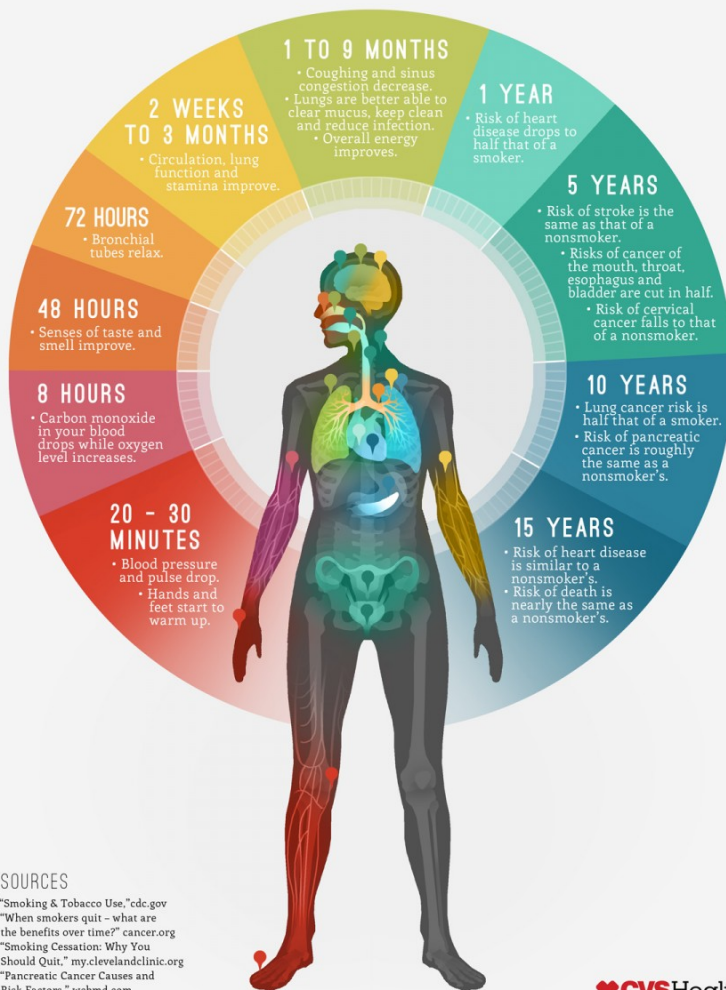


# BEST TOOLS FOR DATA VISUALIZATION & INFOGRAPHICS



## HOW QUITTING SMOKING CHANGES YOUR BODY

Here's what happens to your body after your last cigarette:



### SOURCES

- "Smoking & Tobacco Use," cdc.gov
- "When smokers quit - what are the benefits over time?" cancer.org
- "Smoking Cessation: Why You Should Quit," my.clevelandclinic.org
- "Pancreatic Cancer Causes and Risk Factors," webmd.com



## MODERN FAMILY CLEANUP Survey

Dishwasher ownership has more than doubled, but even with modern technology, doing the dishes is still a chore. OurClean™ Dishwasher Detergent took a look at the evolution of dishwashing to uncover how behaviors and attitudes stack up between the genders and the generations. Here's the dish...



Americans are diligent about washing dishes, with nearly **8 in 10** washing dishes at least once per day.



Americans spend an average of **23 minutes per day** washing dishes... This adds up to about **5.8 days per year!**



**22%** cite "doing dishes" among their least favorite chores and **7% wish there were an easier solution** to washing dishes.

**86%** of Americans feel dishwashing should be a shared household responsibility, but only **7%** say that it currently is.



### WHEN IT COMES TO HELPING AROUND THE HOUSE



**Nearly 8 in 10** women say that their partner would help take care of the dishes every day.



**79%** of women in relationships say that coming home to a sink full of dishes spoils the mood, **70%** of men agree.



**83%** of men in relationships say that their partner is good at doing the dishes -



- but only **69%** of women in relationships see the same.



**44%** of women in relationships say that their partner avoids doing the dishes at all costs.



**29%** of men said the same.

### DISHWASHING: THEN VS. NOW



**4 in 10** Americans feel that their family today washes dishes more efficiently than when they were children.



**21%** of Americans said that washing the dishes was a shared responsibility when they were growing up.



**89%** of parents said they still chores around the house to kids, but only **76%** of parents say their kids do chores today.

### DISHWASHING HABITS

**Nearly 2 in 5** of dishwasher owners find that dishes are not getting clean the first time.



**91%** of Americans agree that the idea of a one-step clean is appealing.

**Nearly three-quarters** of typically used dishes from the back of the dishwasher to the front.

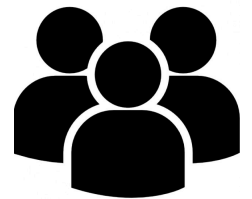
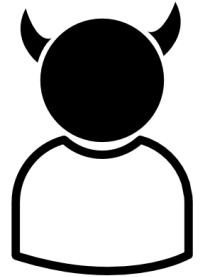


**52%** of typically used dishes from the back of the dishwasher to the front.

#social16

# TAKEAWAYS

1. **Good research is like a good bra:** It's the foundation - looks good, supports your thesis
2. **Devil is in the data:** Grabs your soul, elicits an emotion
3. **Know your audience:** methodology and medium matter to media
4. **Tell a story:** Take the reader on a journey, have a destination



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