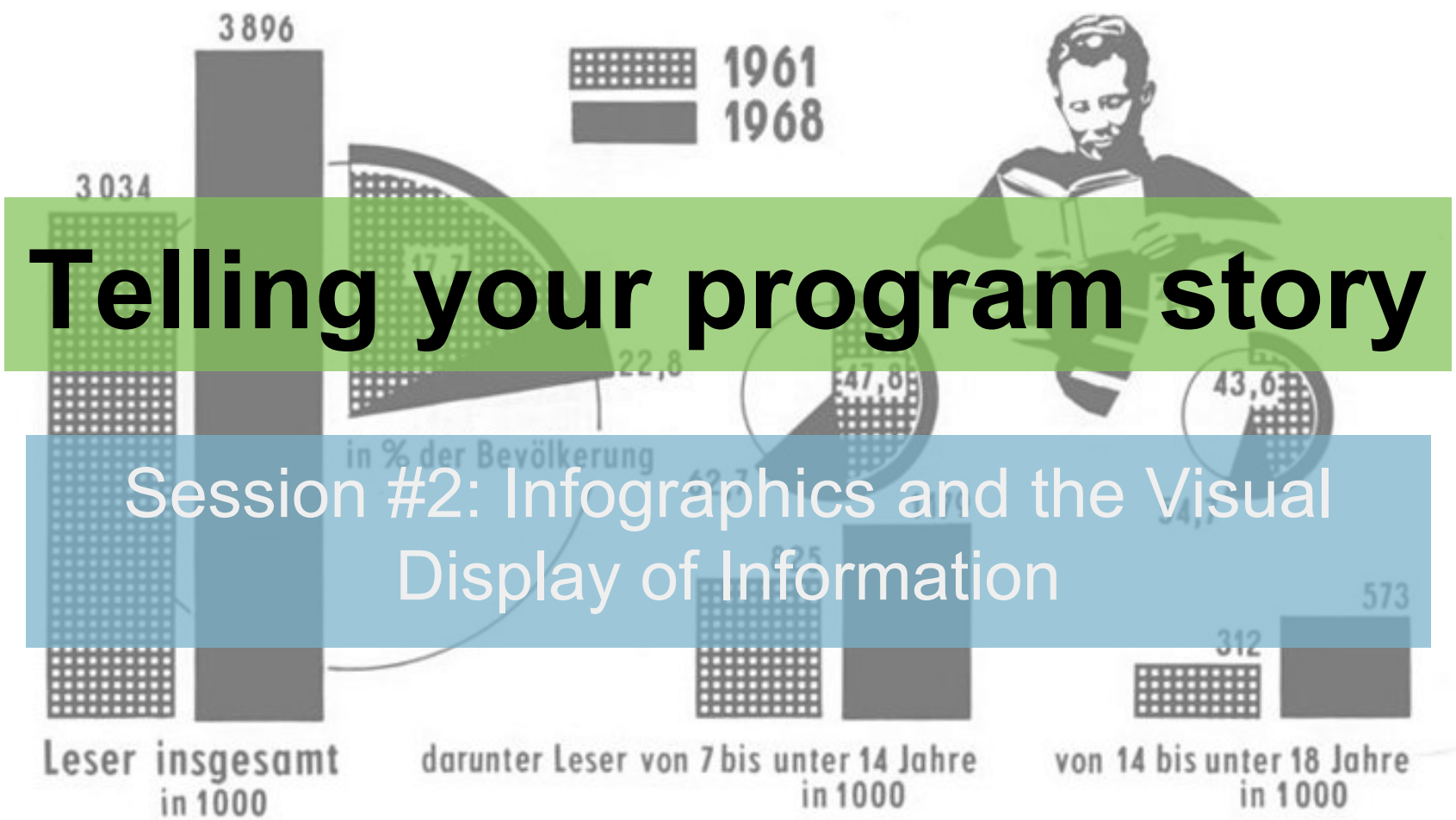


Telling your program story

Session #2: Infographics and the Visual Display of Information



Overview of the series

1: Storytelling strategies for improved reporting

- Report structure
- What questions are useful? What questions are missing?
- Different sources for reporting

2: Infographics and the visual display of information

- How does data and information connect to tell a story?
- Using color coding.
- Use of infographics.
- Find the media to showcase your program.

3: Frame your measures to tell the story you want

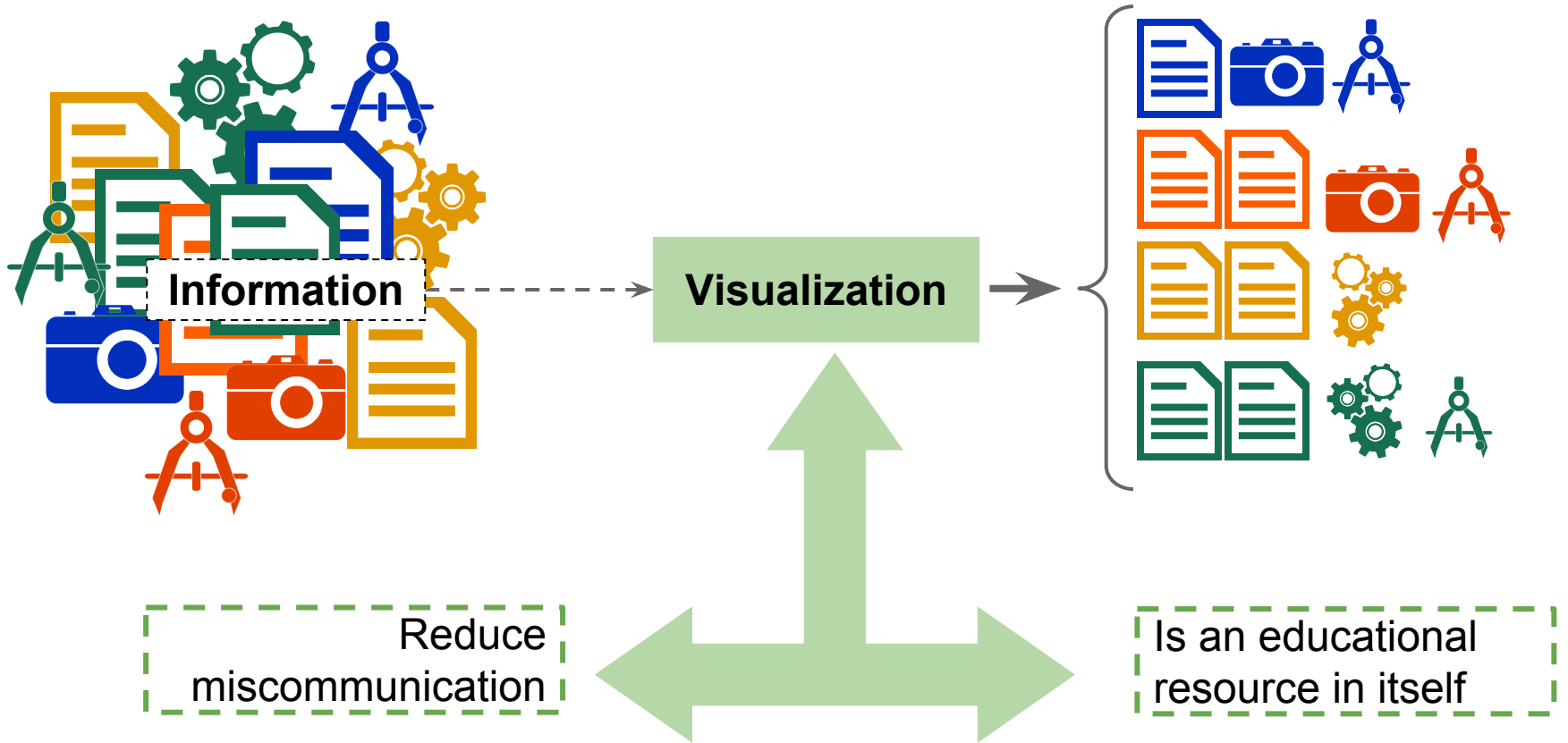
- How to talk about advocacy in the report.
- Why does *this* partnership matter?
- The report as a learning tool. How to articulate it with annual plan and evaluation plan.

Why use visualization?

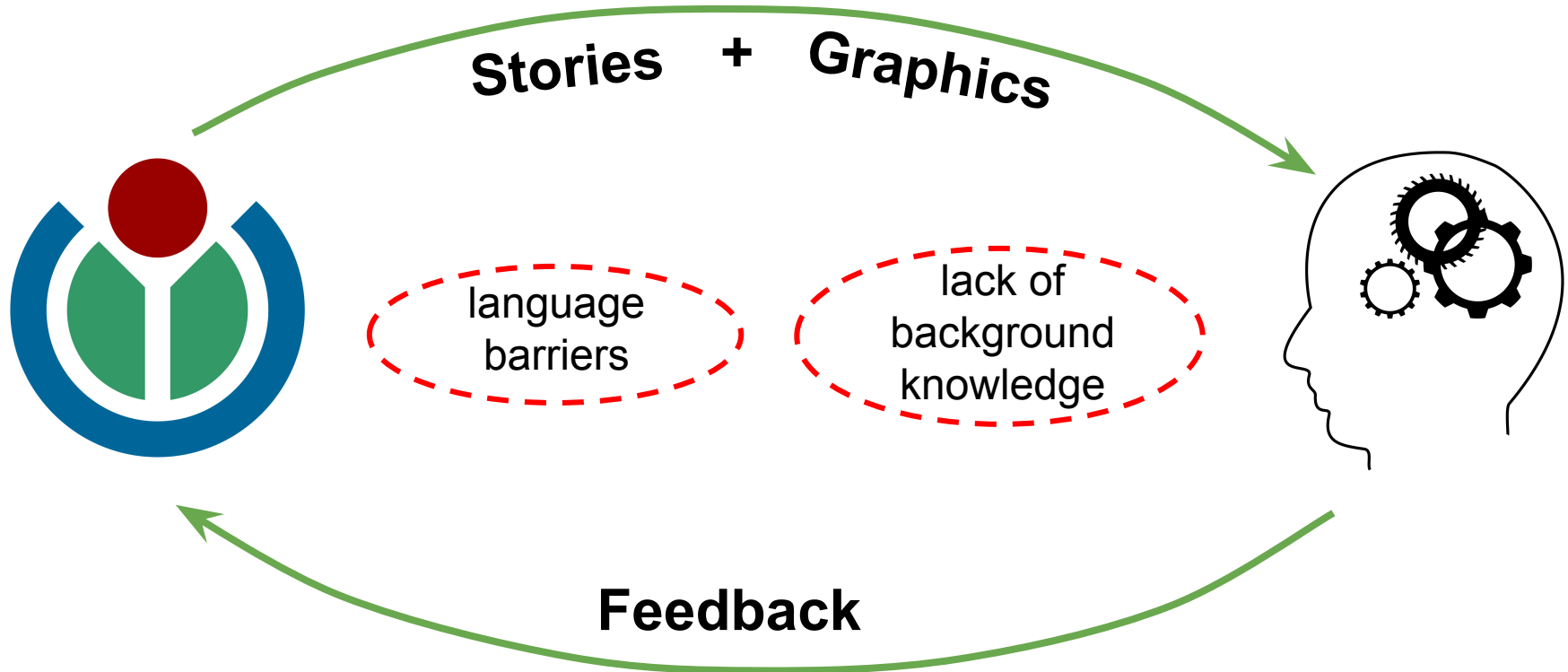
Information can be very **dense** and **complex**.

Visualization may help your audience to **process this information** in an easier way, increasing their ability to **understand and convey your story to others**.

Why use visualization?



Why use visualization?



Know your audience

Good communication design starts with knowing your audience



Infographics = Visual Explanations

Good infographics should *focus on the story*.

They are for *show not tell* a good infographic should:

- Integrate words and pictures in a fluid and dynamic way
- Reveal information otherwise hidden or submerged

Keep it **simple and clear**, a good infographic should:

- Help to understand, find or do something more easily
- Work as stand alone, self-explanatory communication



Data and infographic types

- [Data Visualization \(DataViz\)](#)


illustrates trends and patterns

- [Narrative](#)

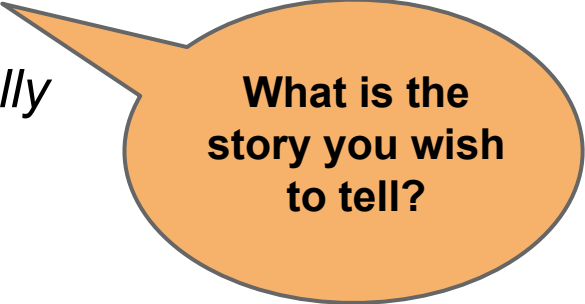
presents a descriptive story, *usually chronologically*

- [Information design](#)

communicates a quick and clear message



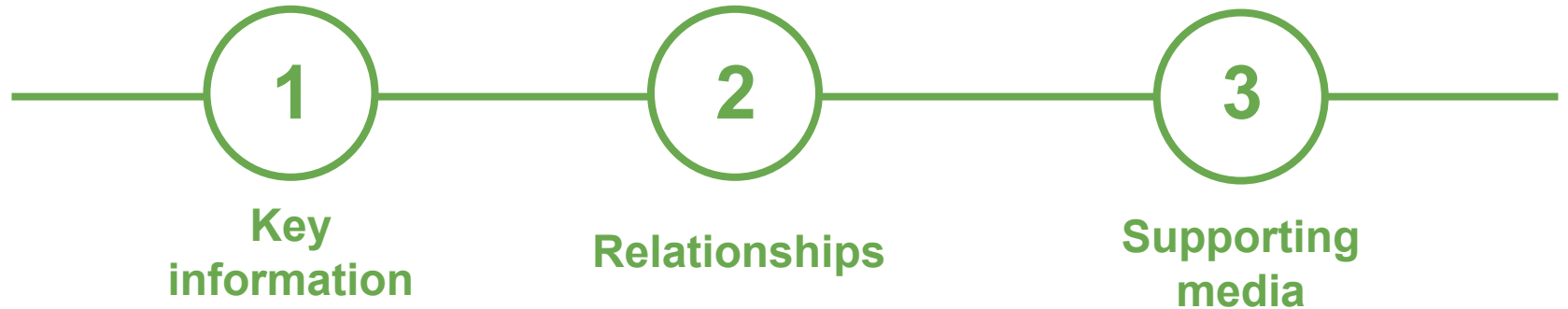
What kind of data do you have?



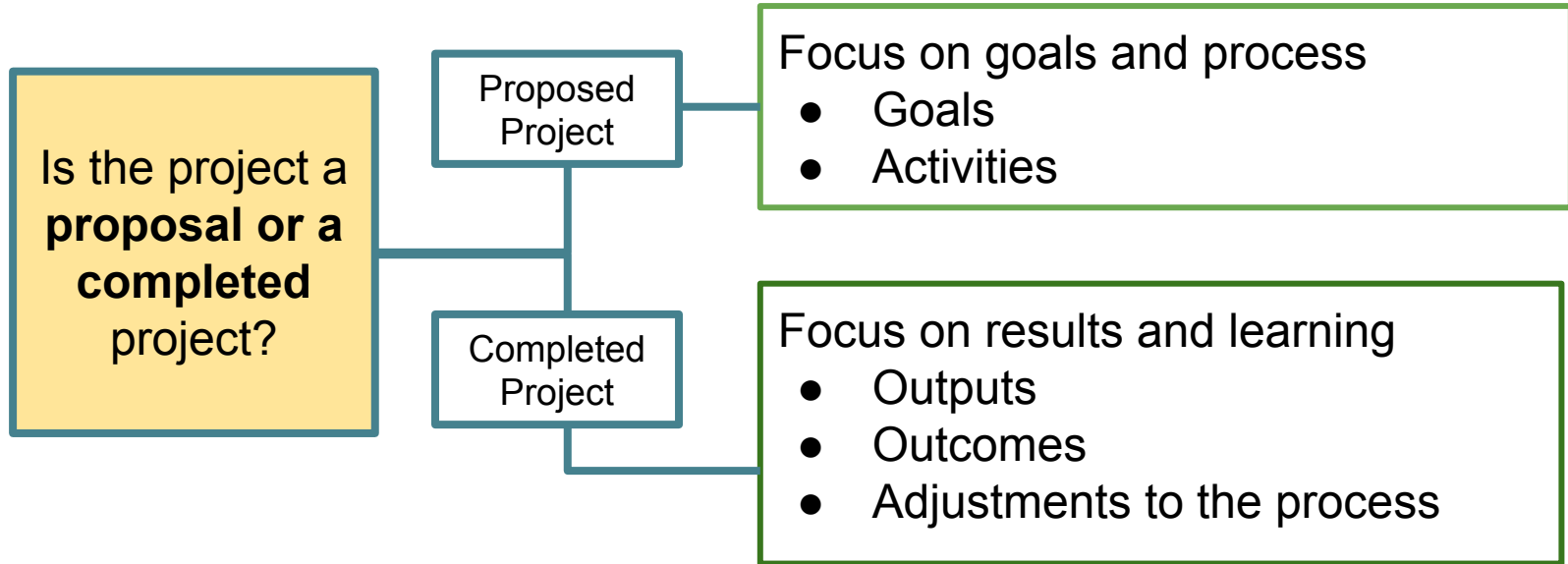
What is the story you wish to tell?

Three steps to visualization prep

Before you start drawing, there are a few steps that will help you see where your graphic is going.



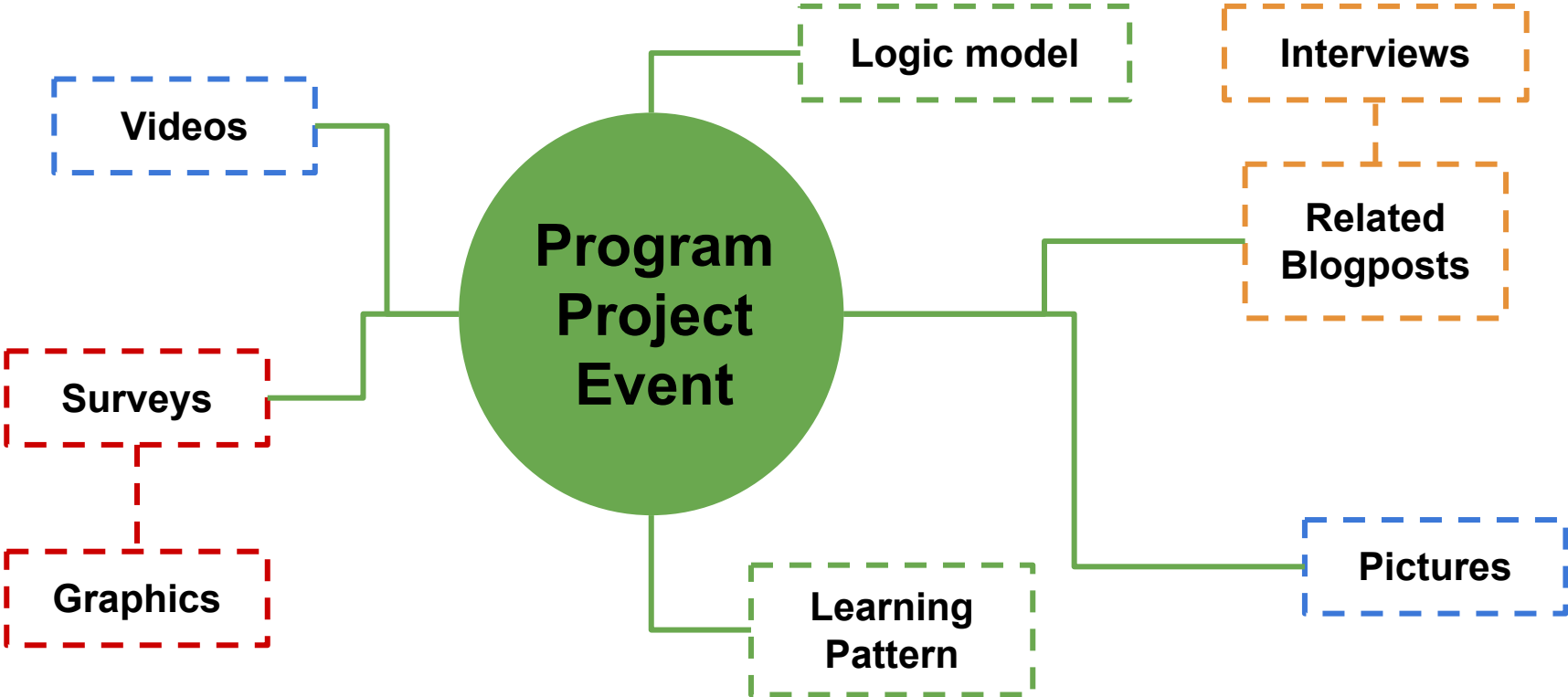
Step 1: Identify key information



Step 2: Determine relationship among pieces of information.

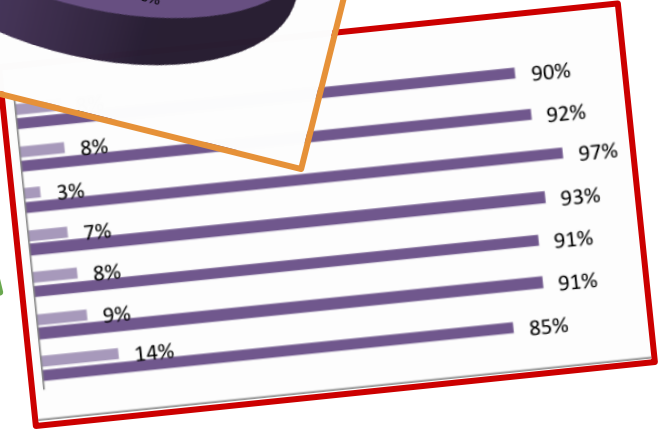
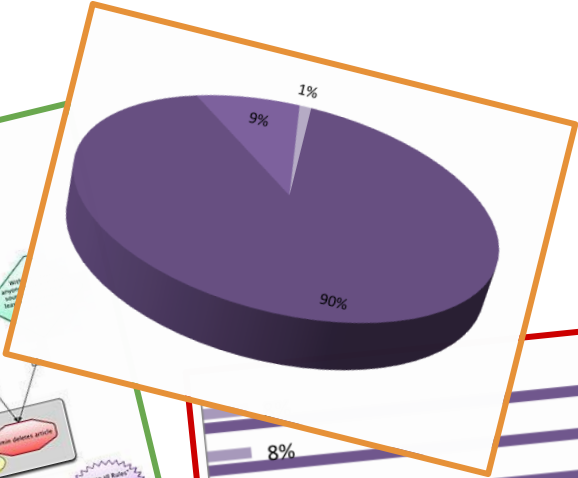
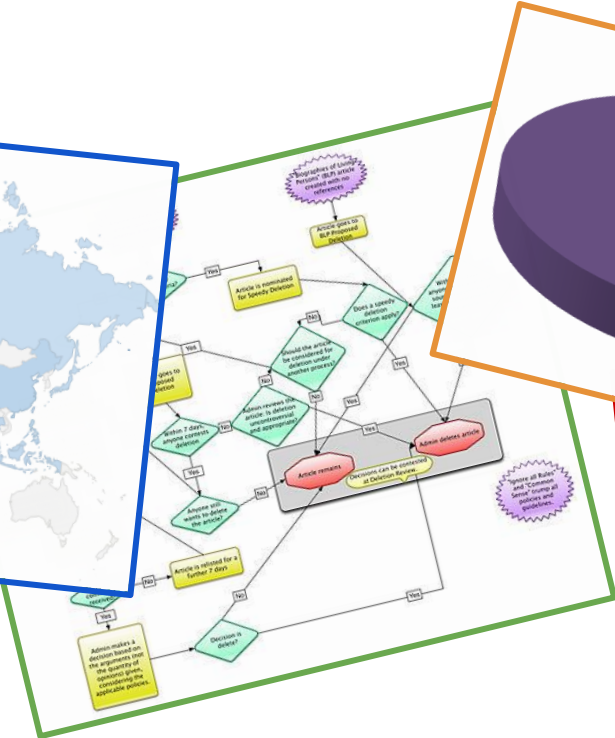
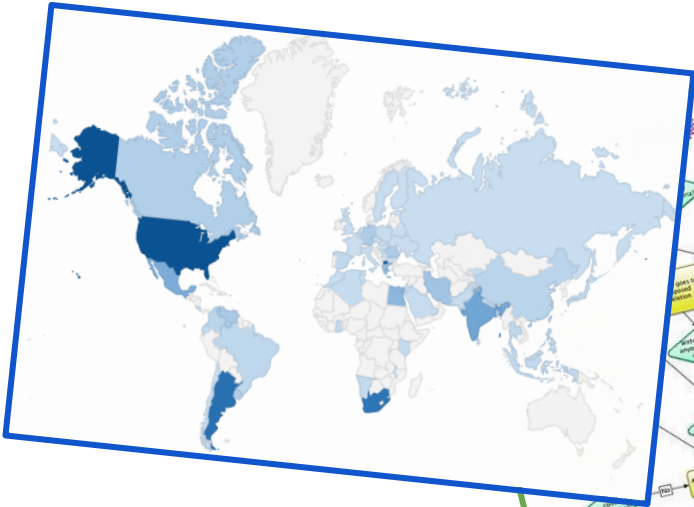


Step 3: Find supporting media and project documentation.



Useful Graphic Types

There are many types of commonly used charts and graphs that are often found in infographics

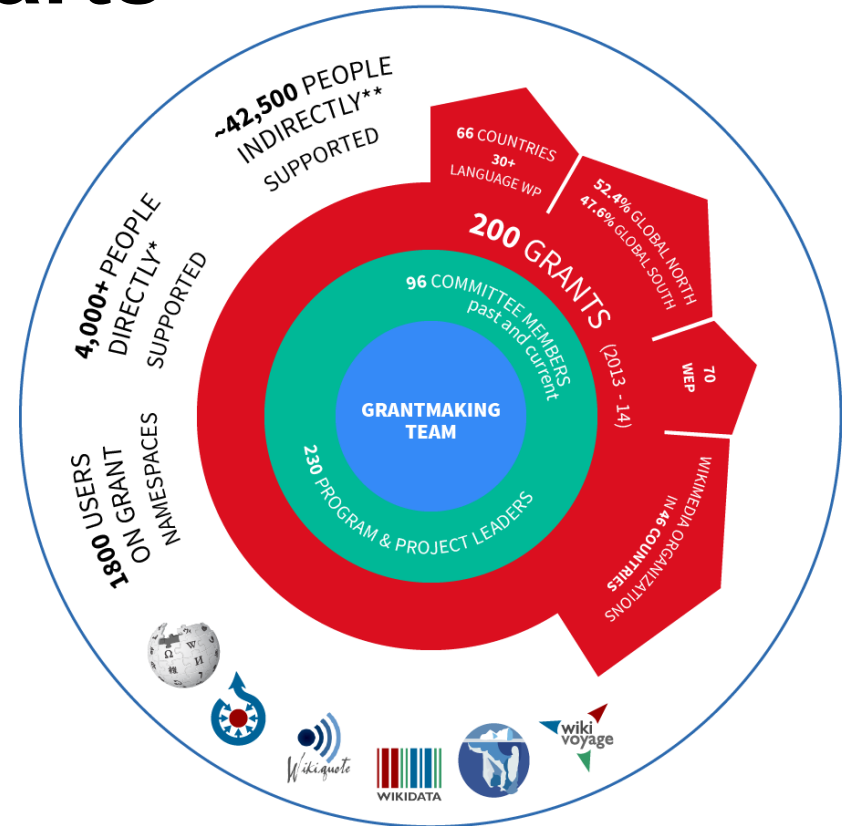


Diagrams and Flowcharts

To explain relationships and processes.

When should I use it?

- To explain the progress of a project
- To describe your organization
- To frame your goals
- To outline a plan



* Directly supported through grants and programs

** Indirectly supported through events by grantee Wikimedia organizations

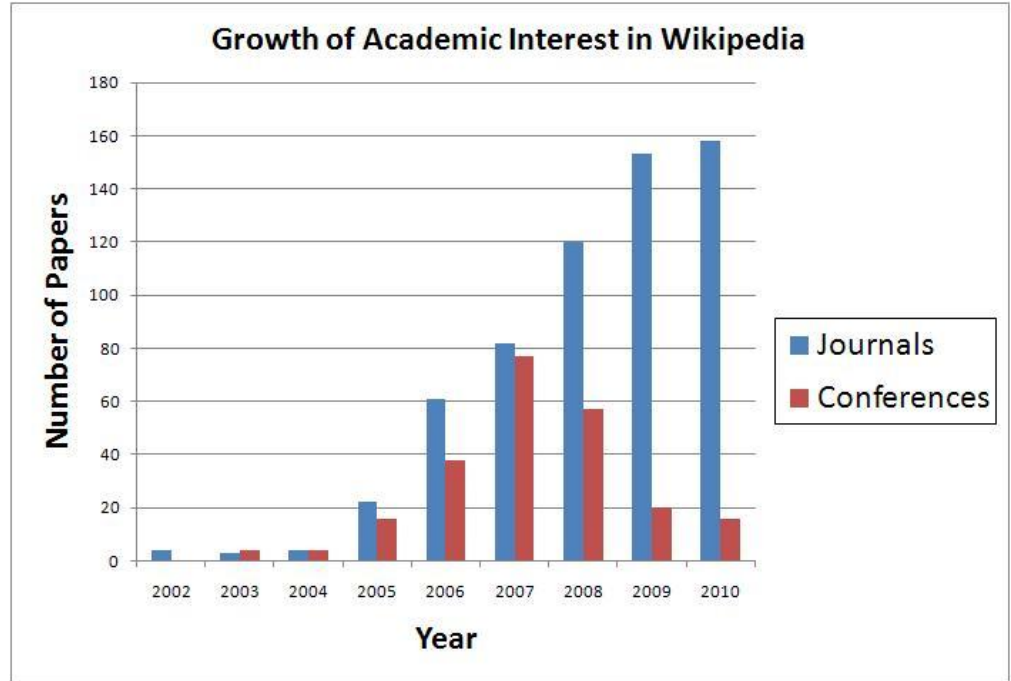
Grantmaking Universe: interlocutors and impact.

Bar Charts

To show quantities and trends over time. Data is represented spatially, to scale.

When should I use a bar chart?

- With quantitative data.
- To compare data between different programs and activities or over time.



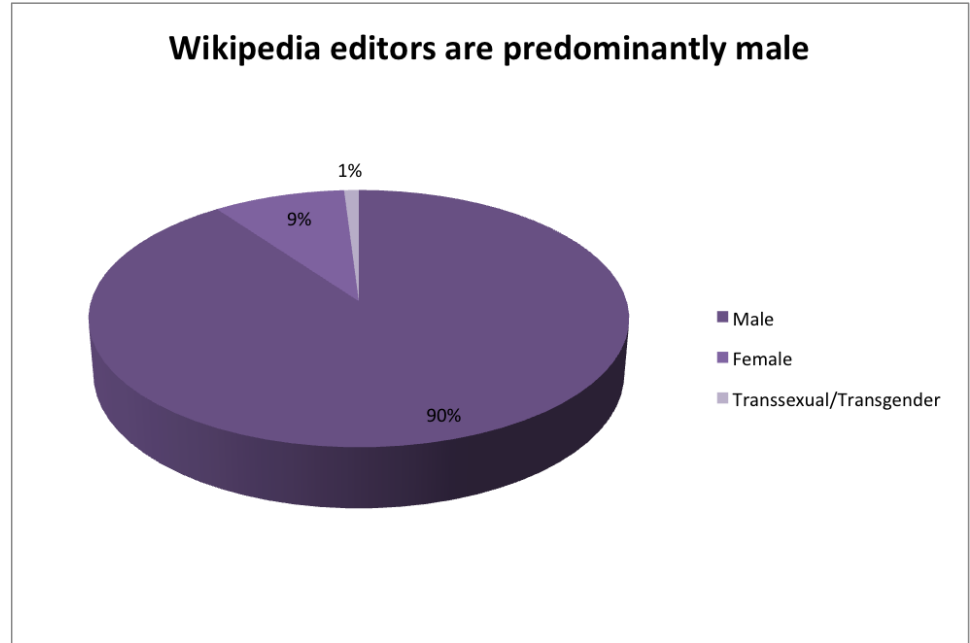
Note: Line graphs are good for time series data too. Instead of bars, you chart each datapoint and then connect each data point over time with a line to illustrate the trend (Sometimes you can also add a trend line to a bar graph to have both).

Pie Charts

To show data splits and small breakout groups within a data point as slices of a round. Data is represented spatially, to scale.

When should I use a pie chart?

- With quantitative data.
- To compare **small** sets of different groups or categories within your data.



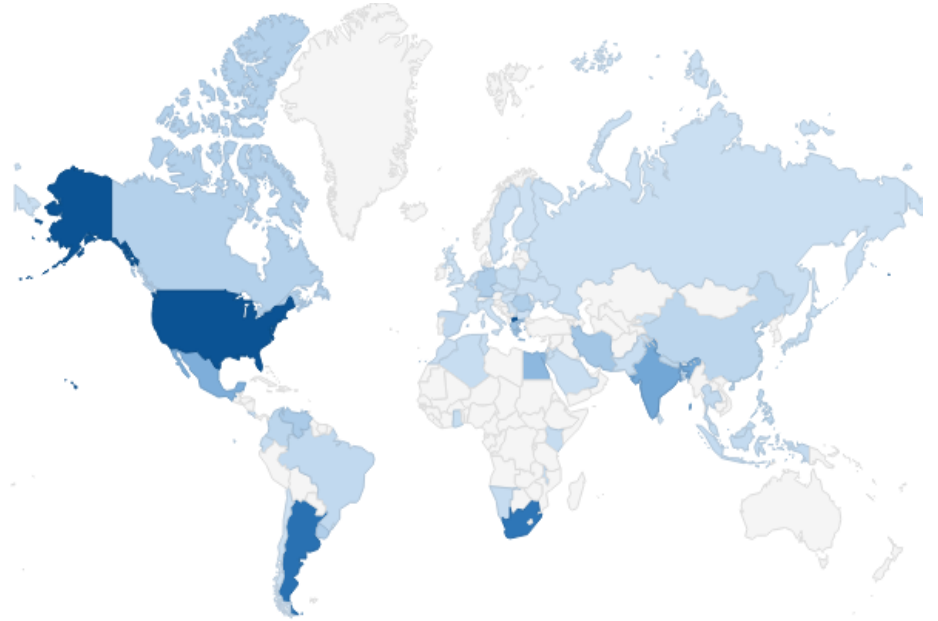
Note: Pie charts are very useful for 2-3 category distinctions, less useful for 4-7, and hardly functional beyond that.

Maps

To illustrate data related to spatial issues.

When to use a map?

- To locate your data
- To see the relation between different countries/cities doing a similar project



Grants awarded in FY 2014. Heat map: darker signifies higher \$ spend.

Color Shading and Callouts

To highlight measures, targets, and outcomes OR distinguish between projects and participants

When to use a color shading and callouts?

- To point out a message buried in a passage of text.
- To point out a result buried in a data table or chart.

	Wikipedia Education Program	Wiki Loves Monuments	Other Photo Events	GLAM Content Release Partnerships	On-wiki Writing Contests	Edit-a-thons	Editing Workshops
Goal	\$ to \$\$\$	\$ to \$\$\$	\$ to \$\$	\$ to \$\$	\$	\$	\$
Adding Content	★	★	★	★	★	★	
Increasing Quality	★	★	★	★	★	★	
Recruiting New Users	★	★	★			★	★
Retaining Users		★	★		★	★	

Note: Darker shading, and larger star size, indicate greater impact observed in goal area. \$=Low, \$\$=Moderate, \$\$\$=High investments reported.

See [this example](#) of stoplight coding for specific targets also

Case study: WMEE Proposal

The goal of the education program is:

to increase the awareness of the younger generation about free culture and free knowledge and to provide them with skills for contributing to Wikimedia projects.

Breaks down key information to highlighted sections.

Means

In order to achieve the goal Wikimedia Eesti will implement following means:

1. Introducing Wikipedia on a wider scale in universities, i.e. introducing Wikimedia related activities to curricula,
2. Organizing training events and workshops as a part of a project on a specific field of study (in year 2015, it is environmental awareness),
3. Creation of a nationwide network of teachers using Wikimedia as a study tool in secondary schools,
4. Increasing the involvement of active Wikipedians in order to ensure the quality and suitability of editing related to the education program.

Objectives

Objectives for the program for the year 2015 are:

1. Having at least **2 courses** in different university departments where contribution to Wikimedia projects forms an essential part of the curriculum.
2. Have at least **15 teachers** from secondary schools integrated to a nationwide network of teachers using Wikimedia as a study tool.
3. Have at least **35 training events and workshops** related to the environmental awareness education project.
4. At least **5 active members** of Estonian Wikipedia community are actively involved in the education program.

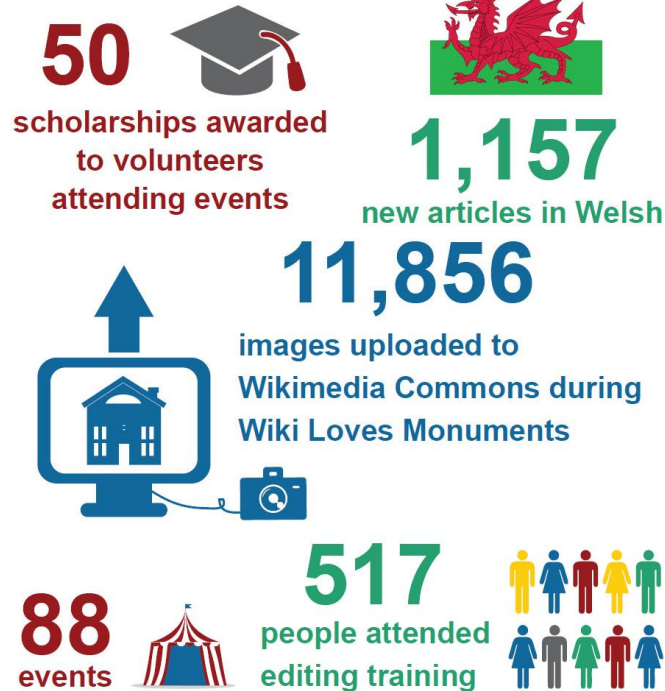
2. How do your program **objectives** focus on the **Wikimedia strategic priorities**?

The strategical goal of the education program is

an increase of number and competence of people contributing to Wikimedia projects, as well as an increase of Wikimedia content quality through involving educated specialists to Wikimedia activities who otherwise would not be aware of or competent enough for Wikimedia

Shading and text callouts help to identify each program and its goals clearly.

Case study: WM UK proposal



Presented as overview and then
with prompts throughout

Consistency with reporting!

A similar version of this graphic is
used in their [Annual](#) and
[Wikimedians in Residence](#)
reporting.

Case study: WMFR Proposal

4. How will your organization measure and report the results of this program?

Breaks down key information into consistent sections.

Links to metric definitions

Impact on the Wikimedia projects

Item	Efficacy		Efficiency		Indicators	Methodology			
	Goals	Results	Means planned	Means used		Tracking tools		Data gathered	
						Framework	Adequacy	Documents	Frequency
Increase in project volume	50,000	-	New actions developed. Partnership building. Continuation of existing projects.	-	Number of contributions in the name space	<ul style="list-style-type: none"> • Template on user pages/listing on project page + Wikiscan • Listing of pages created during the event 	-	-	
Increase in project volume	750	-	Partnerships, public meetings, implementation of new projects	-	Number of New editors (1,1)	Template on user pages/Listing of participants on project page	-	-	
Growth in quality	5 good articles or featured articles	-	Support for partner organizations. Thorough groundwork in this area	-	Quality of content	Growth according to (potential) quality criteria of the Wikimedia project	-	-	
Growth in					Increasing the skills/knowledge of the	Survey at the end of the			Punctual: at the end of the

Other Resources

- [Example A](#): Differentiate Key information from background knowledge.
- [Infographics: The Power of Visual Storytelling](#).
- [User-centered design](#). Presentation by Jonathan Morgan, Jessie Wild-Sneller and Yana Welinder for Wikimania 2014.
- [Infographic icon set](#) on Wikimedia Commons. (Make your own infographics!)
- [Infographics](#) from Learning and Evaluation team on Wikimedia Commons.
- [Inkscape](#). Open source software to create and edit vector graphics.
- [Wordle.net](#). Create your own word clouds!
- [Online guide to making an infographic](#).

Image credits

- Cover: Bundesarchiv, CC-BY-SA. Available on [Commons](#).
- Slide 13 & 16: Wikimedia Blog by Ayush Khanna on [Gender Gap](#), published on April 2012.
- Slide 13: [Flowchart](#) on Deletion process on en.wiki. Featured on [Research Newsletter, July 2011](#).
- Slide 15: [Bar chart](#) on Growth of Academic Interest on Wikipedia. Featured on [The Signpost, June 6, 2011](#).
- Slide 14 & 17: [Grantmaking Universe](#) and Map of Grants Awarded, as seen on [Grantmaking Quarterly Review](#), September 2014.
- Slide 18: Wikimedia programs by goals chart, extracted from [Program Evaluation Report \(beta\) poster](#), presented at Wikimania London.