Charts & Graphs

# Introduction

When you look at a well designed chart or graph you likely didn’t think about what went into its creation. On the other side, there is a good chance that when you look at a spreadsheet of data that the information presented doesn’t mean anything other than a series of categories and numbers. Only when you put the two together can you start to realize how powerful and relevant those numbers really are.

Often, it isn’t enough just to give people information. Our brains don’t work that way, we react based on emotions and how personal stories make us feel.

# Numbers have meaning

See Hans Rosling walk through what in some courses might just be the review of a spreadsheet full of data...

[The best stats you've ever seen | Hans Rosling](http://www.youtube.com/watch?v=hVimVzgtD6w)

# What did you feel?

Did you notice what happened about about the 4:45 minute mark? What happened to Africa in comparison with the rest of the world? Did it affect you in any way?

When most people watch that clip they often feel a sense of sadness about the tragedy. Do you think that those people would have that same emotional response looking at a spreadsheet full of numbers?

What about the section where the audience is laughing? Have you ever heard a group laugh in response to listening to a lecture on a spreadsheet?

But that’s essentially what this is. It’s all about how you present the information to people and how you are making that personal connection to them.

# So how is it done?

Using motion charts, well designed graphs, and infographics are great ways to display your information from spreadsheets.

Data collection is the first step. After you have your data organized you then have some options about how you want to proceed.

How you display your information is the second step. Choose the type that best suits the information you want to convey. Is it synchronous/asynchronous; facilitated; self-paced? All of those factors influence how you will share your information.