

# Navigating Change:

## Community, Exploration & Creation

An Example from Data-Browsers  
- vs. -  
Data, 'Apps', Etc.

# Choices: What can a community do with gov data?

- HHS/CMS/Etc release data  
- *files or data platform*
- ‘Users’ form communities and can:

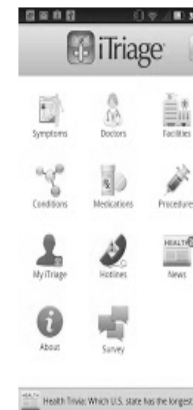
1) Use data or portal directly  
- *need specialized expertise/access (data/stat)*

2) Build Apps  
- *need to be able to develop (tech skills)*

3) Use a data browser



ContractNum	PlanID	SegmentID	ContractYear	OrgName	PlanName
E5088	801	0	2011	Deseret Mutual	Deseret Secure (Employer
SPTaxStatusDesc	PlanType	PlanTypeDesc	CvgGapOfnd	CvgSin Ganancias	
Sin Ganancias	40	Employer/Union Only Direct Contract PFFS	FALSE	0	
WebAddress	PartDWbAdrl	FmilyWbAdrl	PhrmcyWbAdrl	FedApprovalStatus	SF
www.dmba.com				Approved by Medicare	Apr
PlanImportantNote	SPPlanImportantNote	SegmentImportantNote	SPSegmentImportantNote		DE
NetworkEnglish	NetworkSpanish				
1001-1500 physicians and providers.	1001-1500 médicos y proveedores.				
MAPIndicator	PPOIndicator	SNPID	SNPDsc	SPSNPDsc	
TRUE	FALSE	0	Not SNP	No hay planes para necesidades especiales	



## HealthLandscape

an interactive web atlas for healthcare providers, payers, policy makers, and community planners to combine, analyze, and display health information in ways that promote understanding, improve outcomes, and reduce cost of health and healthcare.



# Scale: Where are people using data?

## 1) Data.gov

- *Everything (not just health)*  
*~3k sites linking in*



## 2) Google

- *everything*  
*(data explorer is a fraction, but big #)*  
*~5MM sites linking in*

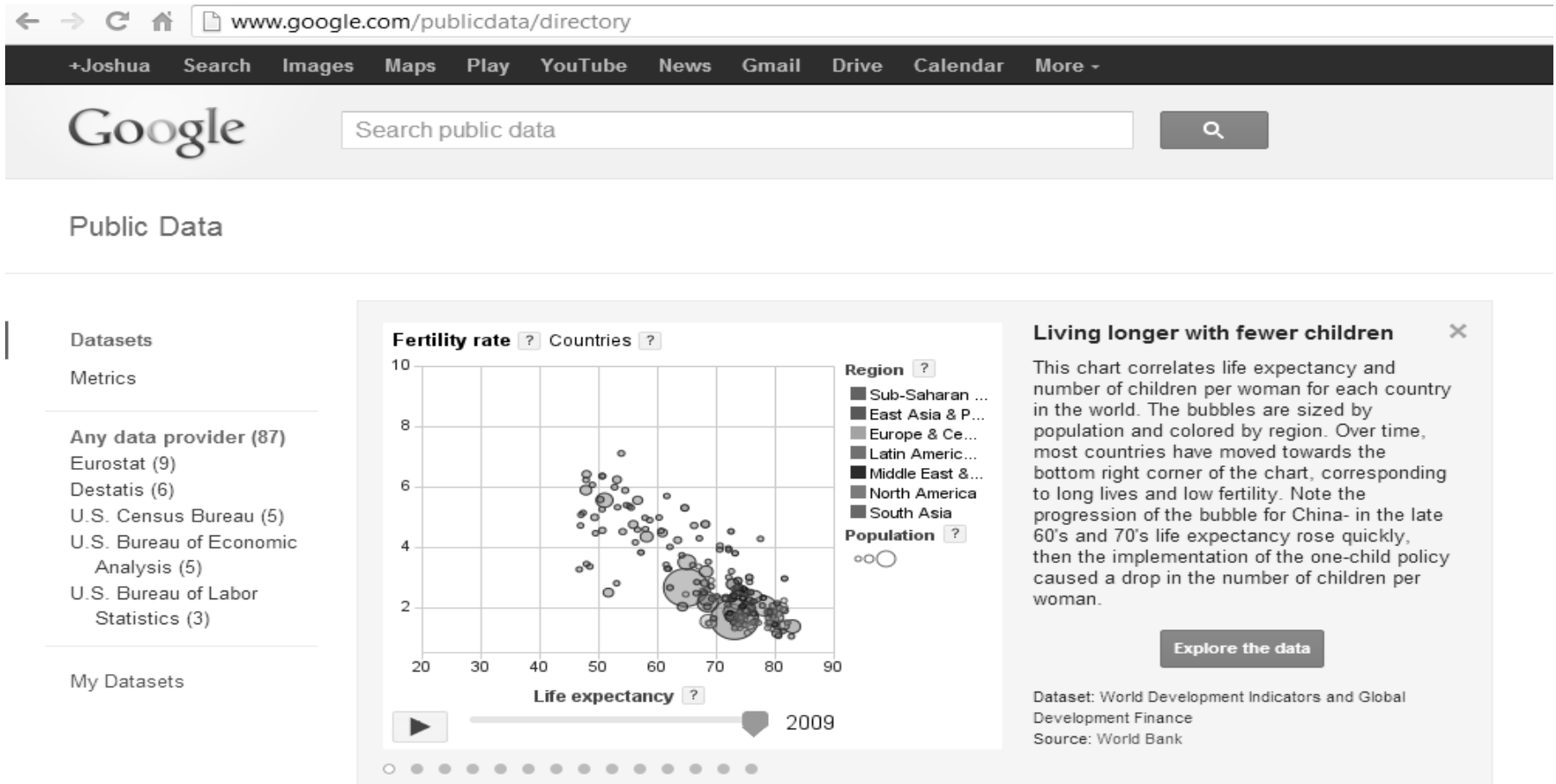


## 3) Big Tech Site on data explorer contest

- *RRW (contest with Tableau Public)*  
*~40k sites linking in*



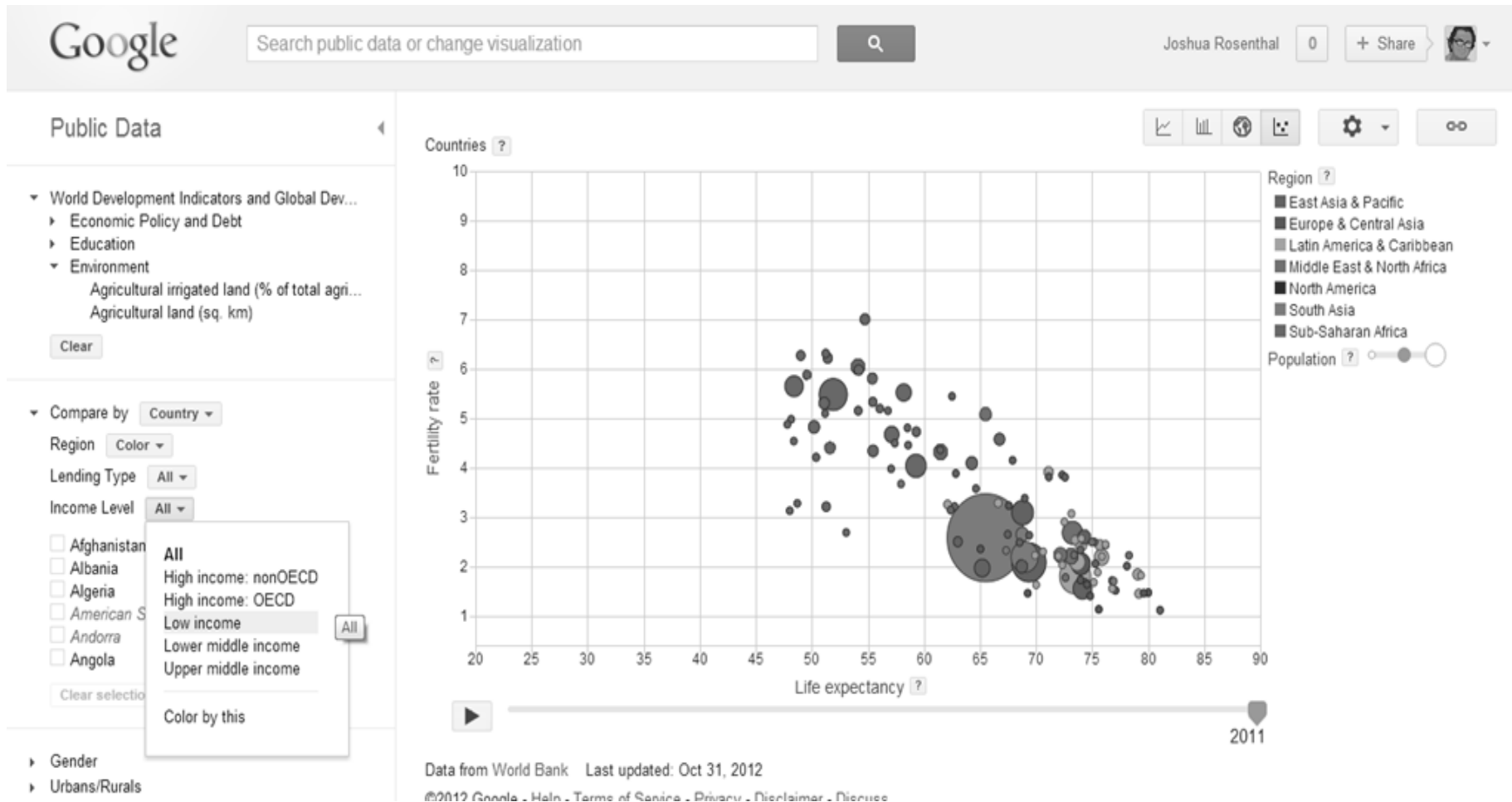
# Sample: Google Public Data Explorer



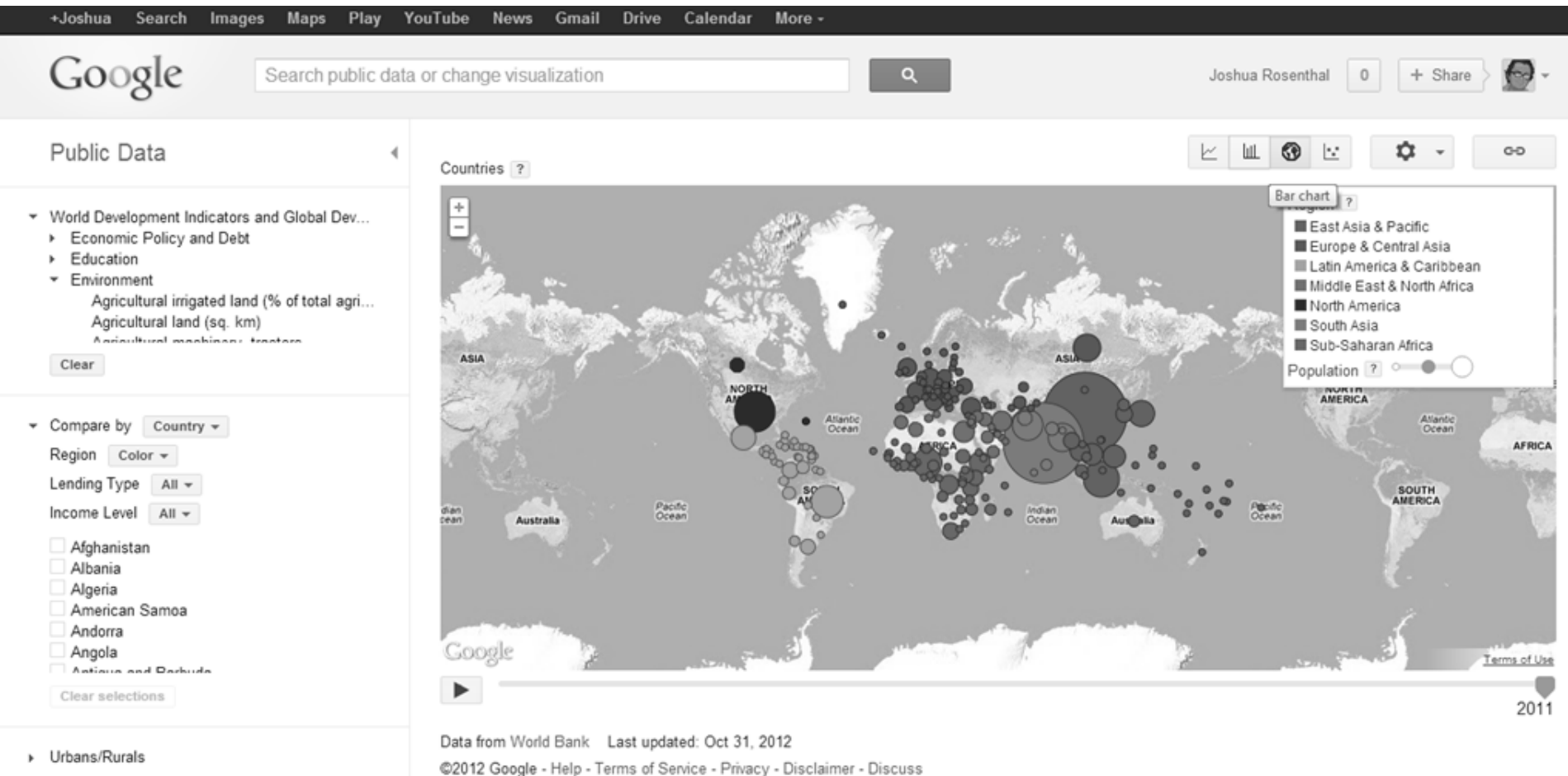
World Development Indicators and Global Development Finance  
World Bank

This dataset contains the World Development Indicators (WDI) and Global Development

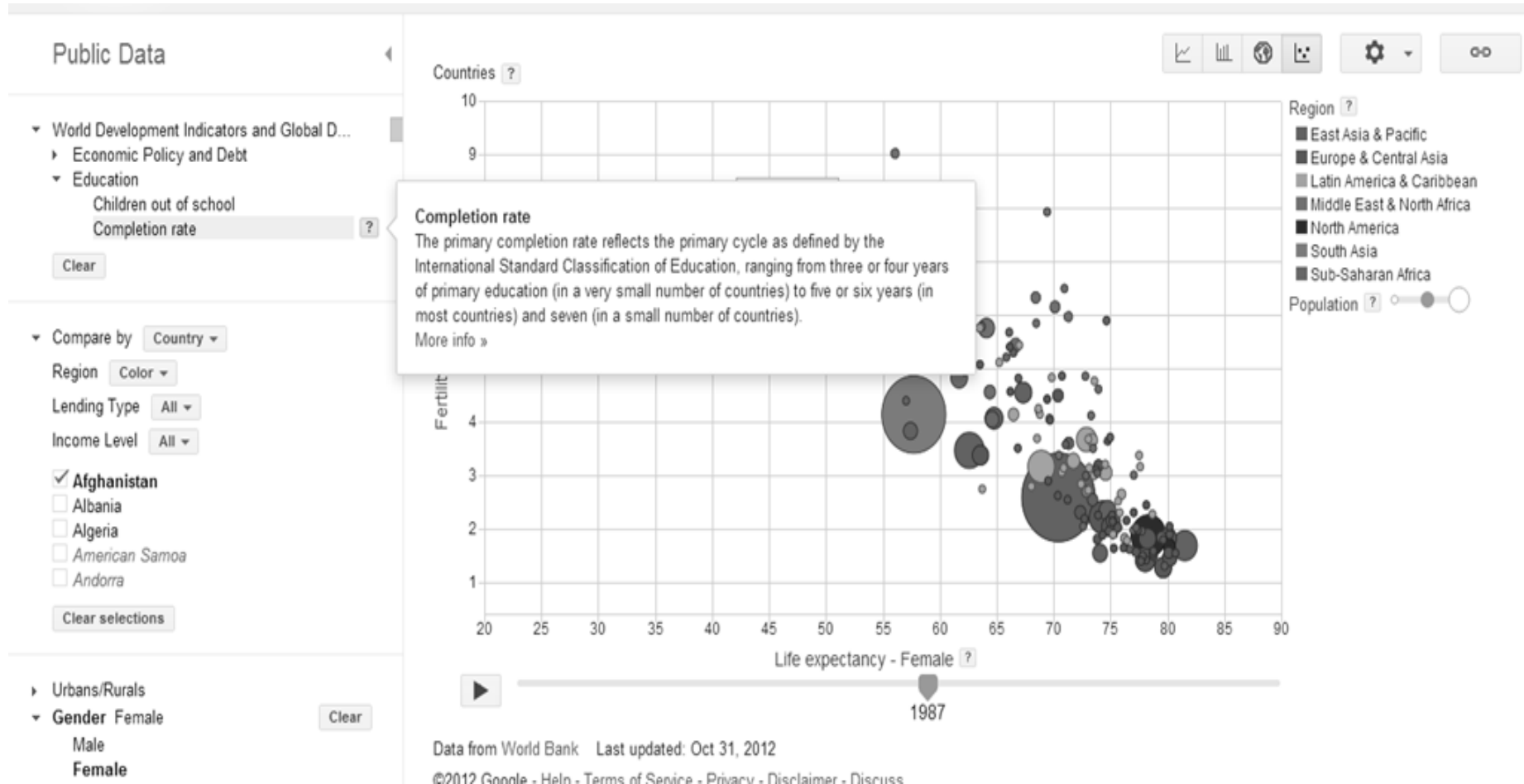
# Taxonomy: Metadata Defined & Structured



# Interactivity: Views & Metadata



# Novice-ability: Simple Terms & Animation



# Sources: Institutions & Topics

## Public Data

▼ Health

ARI treatment (% of children under 5 ...  
Adolescent fertility rate (births per 1,...  
Age dependency ratio  
Birth rate, crude (per 1,000 people)  
Births attended by skilled health staff...  
Children (0-14) living with HIV  
Children with fever receiving antimalar...  
Community health workers (per 1,000...  
Completeness of birth registration  
Completeness of death reporting  
Condom use  
Consumption of iodized salt (% of ho...

Clear

▼ Compare by

Region ▼

☐ East Asia & Pacific  
☐ Europe & Central Asia  
☐ Latin America & Caribbean  
☐ Middle East & North Africa  
☐ North America  
☐ South Asia  
☐ Sub-Saharan Africa

+Joshua Search Images Maps Play YouTube News Gmail Drive Calendar More -

Google

Health

Public Data

Datasets

Metrics

Any data provider (136)  
World Bank (63)  
Destatis (21)  
OECD Factbook 2011 (16)  
World Economic  
Forum (14)  
Human Development  
Report 2011, United  
Nations Development  
Programme (10)

Health expenditure, public (% of total health expenditure)  
World Bank  
Topic: Health  
Public health expenditure consists of recurrent and capital spending from government (central and local) budgets, external borrowings and grants (including ...  
Compare by: Region - Country





Out-of-pocket health expenditure (% of total expenditure on health)  
World Bank  
Topic: Health  
Out of pocket expenditure is any direct outlay by households, including gratuities and in-kind payments, to health practitioners and suppliers of ...  
Compare by: Region - Country


Out-of-pocket health expenditure (% of private expenditure on health)  
World Bank  
Topic: Education  
Out of pocket expenditure is any direct outlay by households, including gratuities and in-kind payments, to health practitioners and suppliers of ...  
Compare by: Region - Country

External resources for health (% of total expenditure on health)  
...



# Analysis Contests: Not Apps or Data


 [www.tableausoftware.com/public/viz-contest](http://www.tableausoftware.com/public/viz-contest)

**ReadWriteWeb** Interactive “Graph” Contest

### The ReadWriteWeb and Tableau Public Challenge

ReadWriteWeb and Tableau Public have teamed up to challenge you to our first interactive “graph” contest. Tableau Public makes it so that anyone can make their blog or website standout with an interactive viz (visualization). The question is...will you be the one who publishes a viz so engaging and so smart that you rock our panel of viz and blogging experts? If you are, you'll win big!

**What you'll win**

 You'll win a free roundtrip trip ticket to San Francisco from anywhere in the U.S. to attend the Web 2.0 EXPO. This includes 3 night's accommodations at a conference hotel, free admission to the conference and **\$500 bucks**. You'll also be the featured guest at our Web 2.0 party May 5, 2010 AND your “viz” will be a featured article on ReadWriteWeb and Tableau Public's site.

**How It Works**  
(Click on the steps to expand and get the details.)

☐ Check the box to view all steps and details.


▶ **Step 1**  
Download the FREE Tableau Public tool

▶ **Step 2**  
Select one of the data sets (one of the four data sets must be used to qualify)


▶ **Step 3**  
Create and publish your “viz” to your blog or website

▼ **Step 4**  
Submit your entry form

Fill out the entry form and submit by March 26, 2010. A panel of judges, comprised of ReadWriteWeb's Marshall Kilpatrick, Tableau Software's Dr. Jock Mackinlay and Perceptual Edge's Stephen Few, will evaluate all submissions based on overall appeal,

  
Data in. Brilliance out.

#### How To: Step-by-Step Video Instructions



#### Browse the Tableau Public Gallery

Looking for ideas? Get inspired. View the Gallery

#### Learn How to Create a “Viz”

See amazing things you can do with Tableau Public. Watch the Videos

#### Get your Questions Answered

See our FAQ's for more information. Read our FAQ's

# Usage: Beyond Health & even Tech

HOME PAGE

TODAY'S PAPER

VIDEO

MOST I


**The New York Times**  
Wednesday, November 14, 2012


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## U.S. Obesity Viz Wins Tableau and ReadWriteWeb Contest for Interactive Graphing


Rina Bongsu-Petersen Wows Judges with Her Interpretation of U.S. Obesity Data











More

## OPEN

**All the Code That's Fit to print!**

October 27, 2008, 2:45 PM 10 Comments

### The New York Times Data Visualization Lab


By MARC FRONS


Almost a year ago, NYTimes.com launched a new platform that gave our readers the ability to post comments on our articles. While hardly a new idea, it was an important step for The Times — a belief that our journalism could be enhanced through the views of our readers. Since then, we've established a vibrant community of thousands of readers who have made thought-provoking, funny, passionate and insightful comments on hundreds of articles and blog posts.


Today, we're taking the next step in reader involvement with the launch of [The New York Times Visualization Lab](#), which allows readers to create compelling interactive charts, graphs, maps and other types of graphical


## ReadWriteWeb and Tableau Announce Winner of Data Visualization Contest

imported\_1 · April 26th, 2010









0

**+tableau+public**

ReadWriteWeb and Tableau are pleased to announce the winner of the Tableau User Generated Graph Contest: Rina Bongsu-Petersen and her interpretation of U.S. obesity data (see below).

The judges - Marshall Kirkpatrick, ReadWriteWeb's co-editor; Stephen Few, a leading data visualization expert; and Jock Mackinlay, Tableau's director of visual analysis - found the entry to be not just a powerful tool, but also an indicator of how easy-to-use data visualization is changing the world.

"This entry was able to provide strong analysis with a view of the data that fits the subject,

# Community: Exploration & 'Authorship'

## Vizza-Palooza

Better visuals for better insights

THURSDAY, APRIL 22, 2010

### Supersized caskets

**NOTE: This viz won the Data Visualization Contest, sponsored by Tableau and ReadWriteWeb. News release.**

Obesity is a prevalent health issue and a growing epidemic in America. If you put it in a broader context, the average obesity rate in the US is the highest in the world (27.2), more than twice the worldwide average (14.1). The airline seats are too small for us, and so do the caskets.

The viz below gives us insights on who is living fit or fat in the US and why. The map shows that there is a regional connection between where we live and the rate of obesity, as the Midwest and South hold the highest obesity rates (represented by the orange colored bubbles). There is also a strong relationship between obesity and diabetes (bubbles that are orange are also larger bubbles).


The low-income family/community have higher prevalence on obesity than those with higher incomes. This is exemplified by the community characteristics chart on the bottom, which shows factors that are positively correlated with low or high obesity rates. The viz shows that those who have low obesity rate usually have higher income and dine in full-service restaurants, while those with higher obesity rates commonly have lower incomes, have limited access to grocery store or

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 [iNEW! Appointment gadget >>](#)

#### ABOUT ME



 Rina

[View my complete profile](#)

#### BLOG ARCHIVE

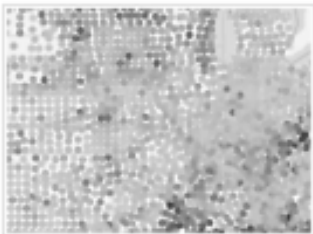
▼ 2010 (2)

► June (1)

► April (1)

#### RECENT COMMENTS

[Jacqueline](#)  
[wrote...](#)  
[Congratulations on](#)



## The Geography of Diabetes

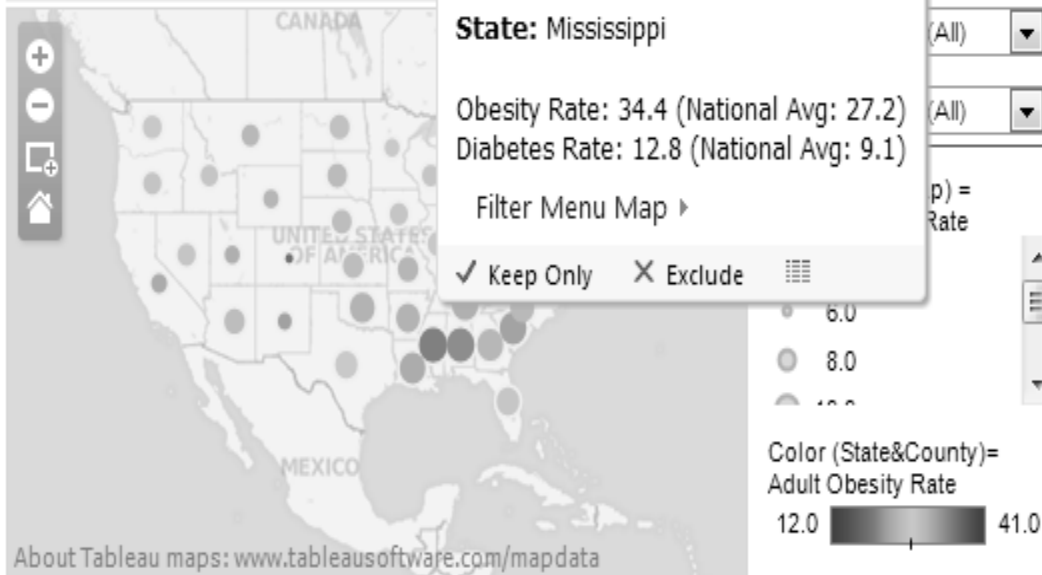
Author: Annette Greiner published on Annette Greiner 

Adult diabetes and obesity are two of the most pressing concerns in America today. Taking the USDA's Activity Rates and Health Living dataset, Annette Greiner has made this in depth visualization to call attention to the problem.

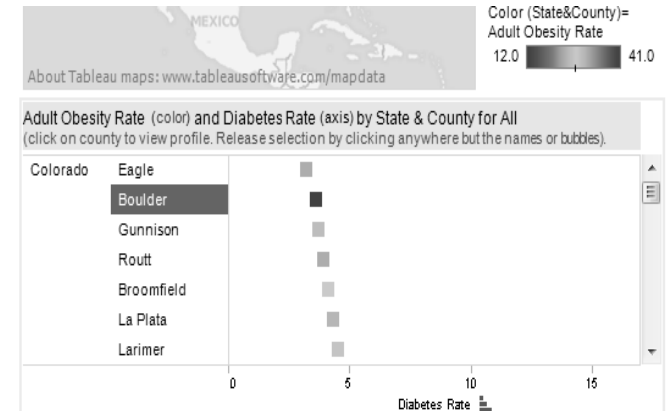
# Interactive Analysis: Diabetes 'Wins'

## Fit & Fat in America (Obesity & Diabetes: Who, Where, Why)

Map of Adult Adult Obesity and Diabetes Rates (click on state to view profile, click outside the US states to release selection)

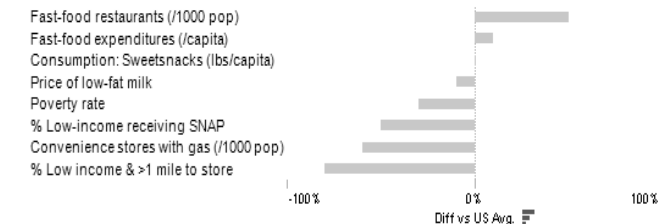


Adult Obesity Rate (color) and Diabetes Rate (axis) by State & County for All  
(click on county to view profile. Release selection by clicking anywhere but the names or bubbles).

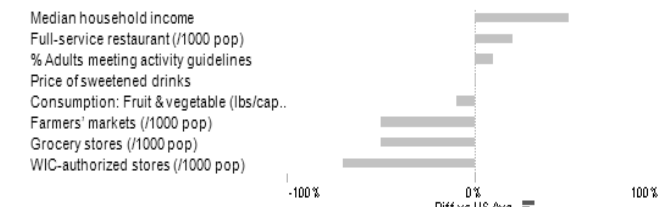


Community Characteristics (compared to US Average)

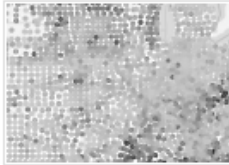
Factors that correlate positively with HIGH Obesity



Factors that correlate positively with LOW Obesity



# Interactive Visualizations: Health is Hot



## The Geography of Diabetes

Author: [Annette Greiner](#) published on [Annette Greiner](#)

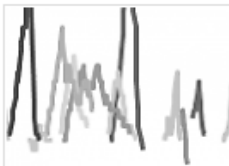
Adult diabetes and obesity are two of the most pressing concerns in America today. Taking the USDA's Activity Rates and Health Living dataset, Annette Greiner has made this in depth visualization to call attention to the problem.



## Contributors to Obesity

Author: [Ross Perez](#) published on [Tableau Software](#)

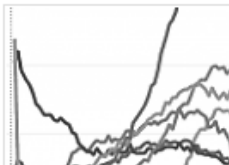
Ever wondered why obesity is such a problem in the United States? This is an interactive visualization which shows the correlation between three activities and obesity by county. Every county in this visualization has obesity rates above the worldwide average.



## Storm Watch

Author: [Marc Reuter](#) published on [Tableau](#)

The hurricane season of 2005 was one of the most dramatic and damaging in the history of the United States. This viz details the lives of every major hurricane that season.



## Healthcare Costs

Author: [Stephen Few](#) published on [Perceptual Edge](#)

In this visualization, Stephen Few helps make sense of healthcare costs.



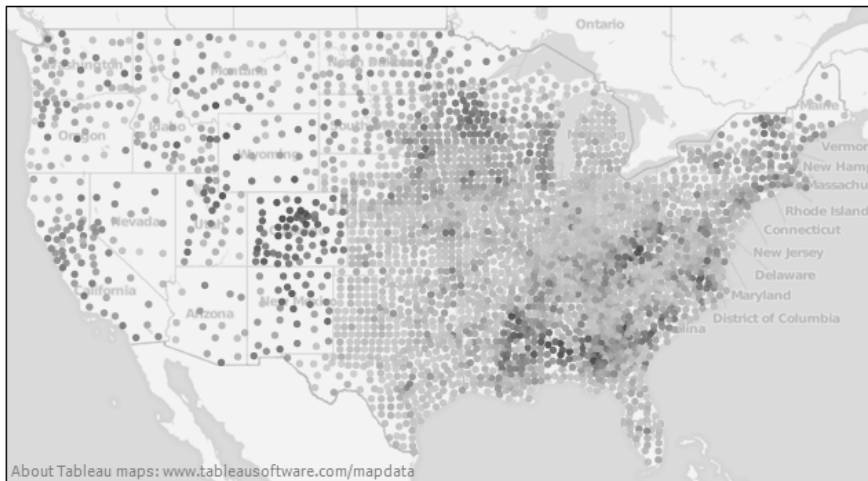
## Neonatal Mortality Worldwide

Author: [Chris Stolte](#) published on [Tableau](#)

With data sourced from UNICEF detailing the health of the world's children, this viz highlights income and health disparities across the globe.

# Sample: Interactive Analysis (Diabetes)

The Geography of Diabetes



% of County Residents with Diabetes  
3.20 17.00

Poverty rate

3.1 54.4

Adult obesity rate

12.5 43.4

% White

2 99.4

Share    



Download

The Geography of Diabetes



% of County Residents with Diabetes  
8.500 17.000

Poverty rate

30.9 54.4

Adult obesity rate

25.3 43.4

% White

2 46.1

# Sample: Interactive Analysis (Healthcare Costs)

## Healthcare Costs

Like 6

Author: Stephen Few published on Perceptual Edge

In this visualization, Stephen Few helps make sense of healthcare costs.

