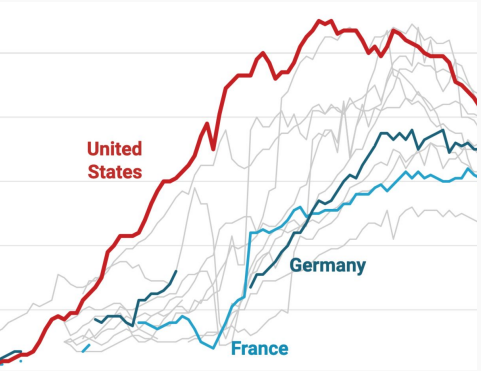
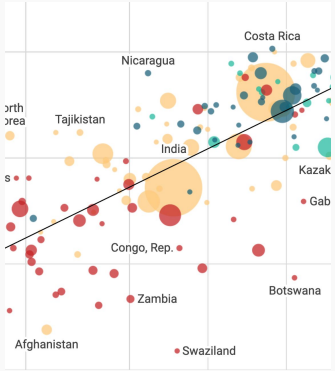
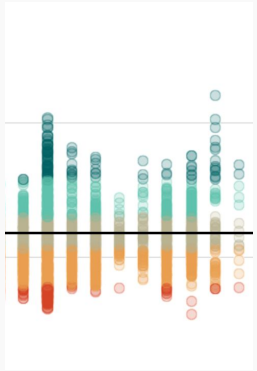
Lisa Charlotte Rost

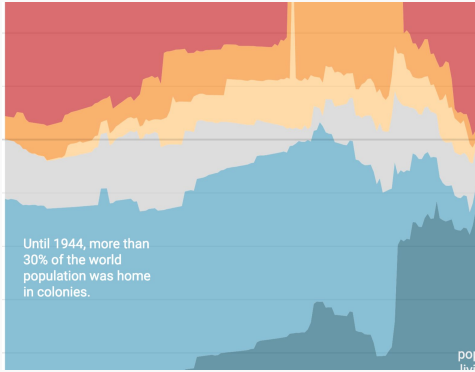
Über die unterschätzte Rolle von Text in journalistischen Datenvisualisierungen

NIAM 2020, Hamburg









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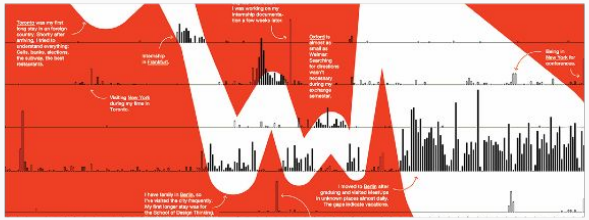

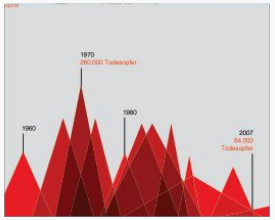

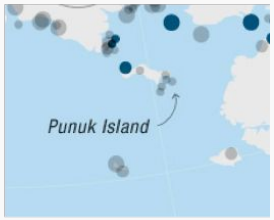

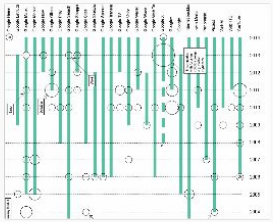

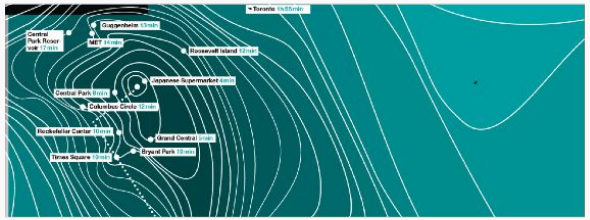

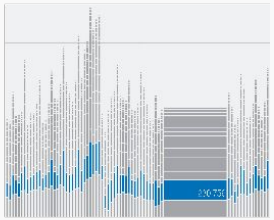

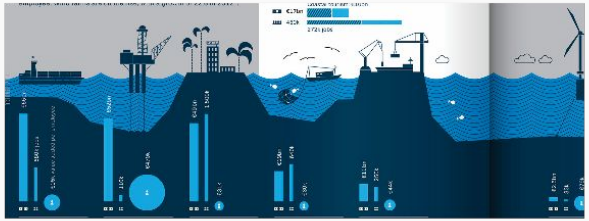

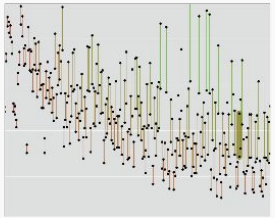

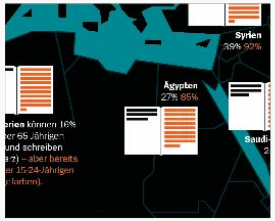

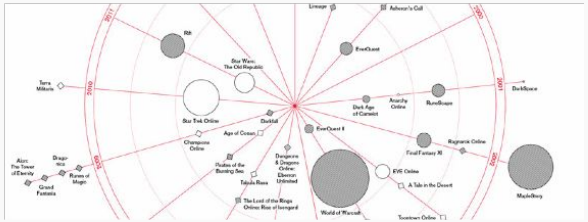

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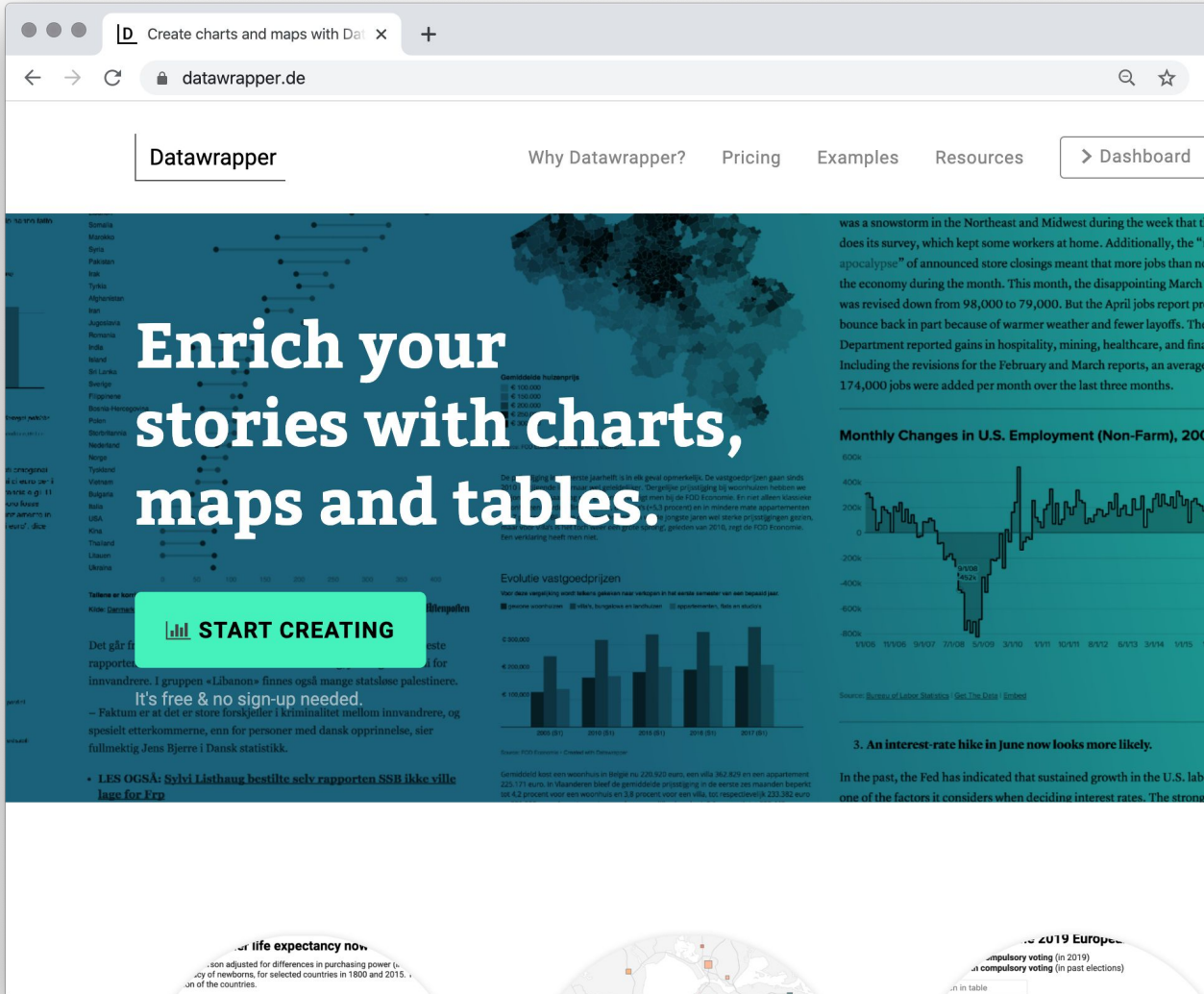
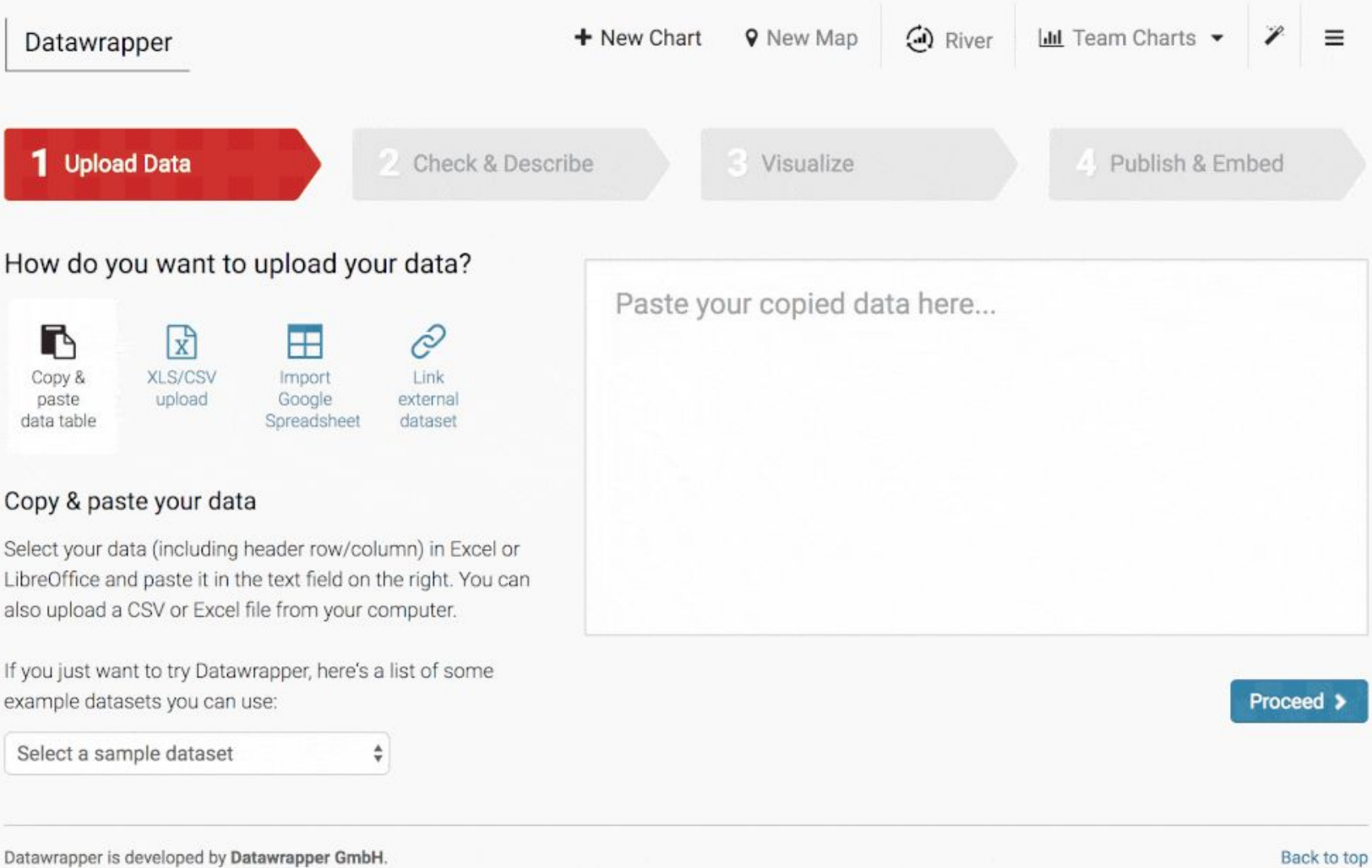
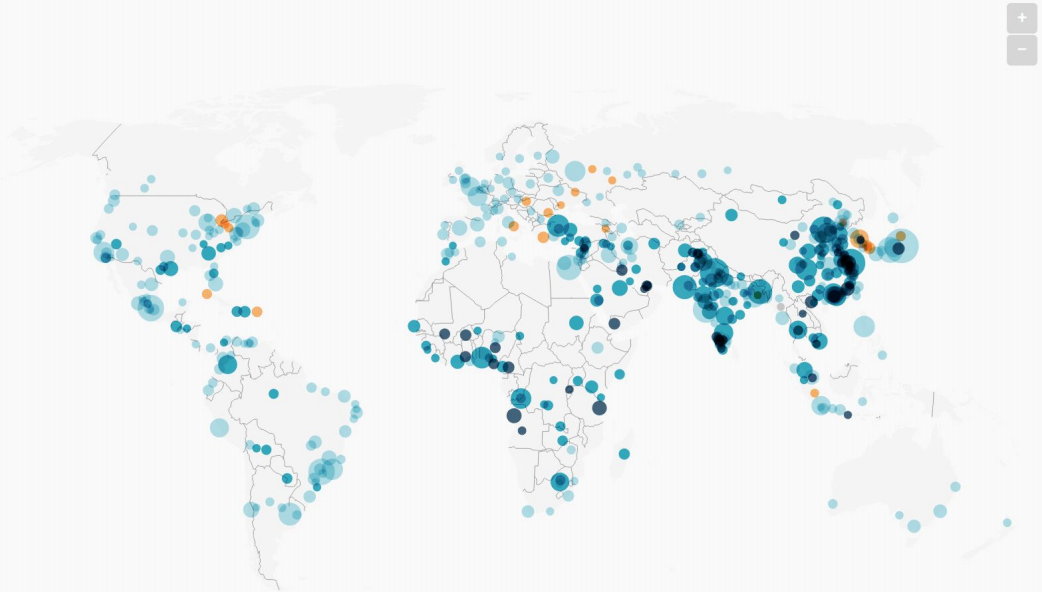
Datawrapper <3




Datawrapper
New Chart
New Map
River
Team Charts
1 Upload Data
2 Check & Describe
3 Visualize
4 Publish & Embed
How do you want to upload your data?
Copy & paste data table
XLS/CSV upload
Import Google Spreadsheet
Link external dataset
Copy & paste your data
Select your data (including header row/column) in Excel or LibreOffice and paste it in the text field on the right. You can also upload a CSV or Excel file from your computer.
If you just want to try Datawrapper, here's a list of some example datasets you can use:
Select a sample dataset
Paste your copied data here...
Proceed
Datawrapper is developed by Datawrapper GmbH.
Back to top

How fast do big cities grow?

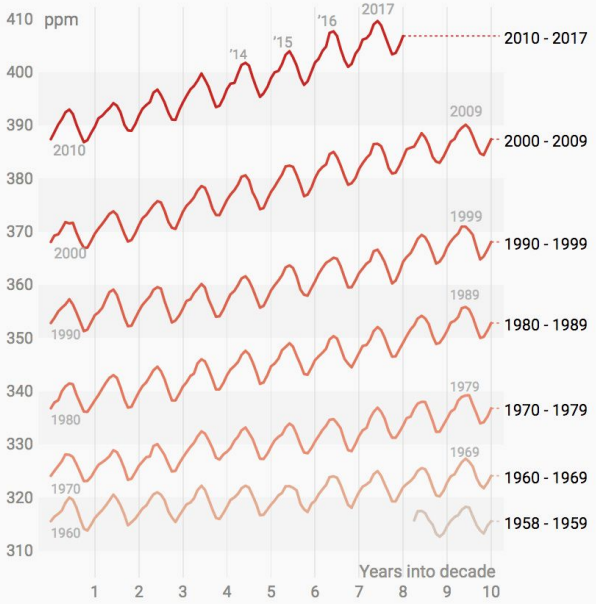
Population of all cities with more than 1 million citizens in 2016, represented by circle size; and average annual rate of population change between 2000 and 2016, represented by circle color: **negative growth** / **0 - 2.5%** / **2.5% - 5%** / **more than 5% population growth.**



Map: Lisa Charlotte Rost • Source: UN Data • Get the data

Carbon Dioxide Concentration By Decade

CO2 concentration in parts per million* (ppm)
Each line represents one decade, from 1958 to 2017.



**The mole fraction of CO2, expressed as parts per million (ppm) is the number of molecules of CO2 in every million molecules of dried air (water vapor removed).*

Chart: Gregor Aisch, Datawrapper • Source: National Oceanic & Atmospheric Adm. (NOAA) • Get the data • Created with Datawrapper

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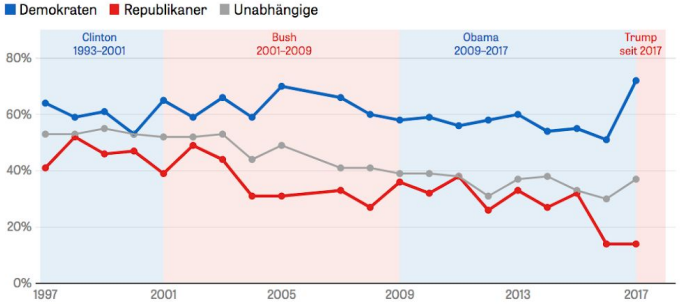
repräsentative Poynter-Media-Trust-Umfrage (Guess & Nyhan & Reifler, 2017). Darin gab zuletzt nur jeder siebte (14 Prozent) Unterstützer der republikanischen Partei an, den Massenmedien zu vertrauen. Diese Menschen billigen zudem deutlich häufiger extreme Behauptungen, in denen Medien der Lüge bezichtigt werden. Mehr als die Hälfte der Befragten (60 Prozent) stimmten der Aussage des Präsidenten zu, Medien seien "Feinde des amerikanischen Volkes".

Fake-News für Republikaner?

»Ich vertraue den Massenmedien!« Wie sehr stimmten US-Amerikaner je nach politischer Richtung dieser Aussage in den vergangenen 20 Jahren zu?



Nie zuvor lagen Anhänger der Demokraten weiter auseinander mit Anhängern der Republikaner als im Jahr 2017.

Quelle: Gallup (Meinungsforschungsinstitut) • Daten

Im Gegensatz dazu gaben 72 Prozent der Demokraten an, den Medien zu vertrauen – ebenfalls ein Rekord. Seit den Terroranschlägen vom 11. September 2001 habe es so eine Unterstützung nicht gegeben, schreiben die Autoren der Studie. Offenbar hoffen Anhänger der Demokraten, dass eine unabhängige Presse den Präsidenten für seine Taten und Entscheidungen verantwortlich macht, gerade in einer Zeit, in der seine republikanische Partei beide Kammern des Kongresses kontrolliert. Dazu passt, dass vor allem die vom Präsidenten verhassten Zeitungen *New York Times* und *Washington Post* im vergangenen Jahr Hunderttausende neue Abonnenten dazugewonnen haben.

zum Freeriden oder Skitourenfahren gehen will, sollte sich auf diese Informationen stützen und braucht die dazu nötige Ausbildung.

ZEIT ONLINE: Werden nicht auch extra Lawinen gesprengt, bevor sie von selbst abbrechen?

Stucki: Ja, auf diese Weise schützen die lokalen Lawinendienste Straßen oder Skipisten. Während solcher Lawinensprengungen werden in Skigebieten Pisten zeitweise gesperrt. Sie werden danach aber wieder freigegeben. Dass der Betrieb in einem ganzen Skigebiet eingestellt wird, kommt eher selten vor, zum Beispiel wenn wegen schlechten Wetters nicht gesprengt werden kann, die Präparation aufgrund von sehr viel Schnee mehr Zeit braucht oder es stürmt. Selbstverständlich sind die Leute gehalten, sich an die Anweisungen der lokalen Behörden zu halten, also zum Beispiel gesperrte Wege nicht zu begehen.

ZEIT ONLINE: Wie können Skifahrer, Snowboarder und Tourengänger, die im freien Gelände unterwegs sind, Unfälle vermeiden?

Lawinentote in den Schweizer Alpen

Häufigkeit von tödlichen Lawinen-Unglücken je nach Region in den Jahren 1997 bis 2017

Quelle: WSL-Institut für Schnee- und Lawinenforschung SLF, Datenbezug: 26.10.2017 • Daten

Stucki: Indem sie sich über die aktuelle Lawinensituation informieren, sich ausbilden lassen und lernen, worauf zu achten ist. Frischen Triebschnee zum Beispiel – Schnee, der vom Wind an eine andere Stelle

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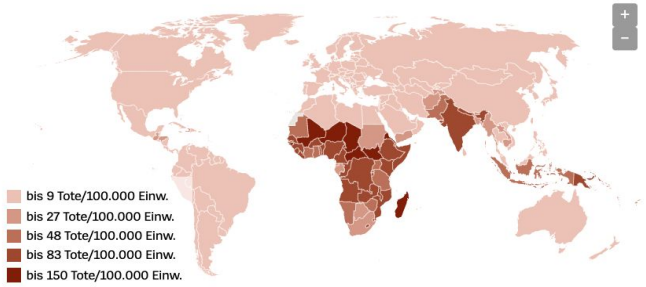
Landwirtschaft. Jeder dritte Job hänge von Wasser ab. Im Umkehrschluss heißt das: Ohne Wasser haben viele Menschen schlicht keinen Job oder keine Ernte.

Gefahr durch unsicheres Wasser

Kochen, persönliche Hygiene, die Wohnung sauber halten und Wäsche waschen: Auch für diese Dinge wird ungefährliches Wasser benötigt. Wo das fehlt, wird gezwungenermaßen verunreinigtes Wasser genutzt. Die Folge: Erkrankungen wie Cholera oder Bilharziose, die im Extremfall zum Tod führen können.

Tote durch verunreinigtes Wasser



Quelle: Universität Washington (Bezugsjahr 2017) DER SPIEGEL

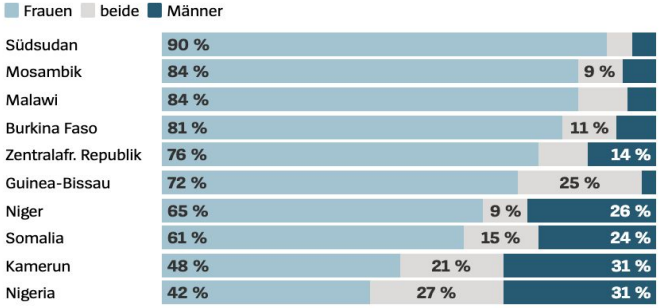
Bei Todesfällen durch verunreinigtes Wasser belegen ausschließlich afrikanische Staaten die oberen Plätze: In der Zentralafrikanischen Republik, dem Tschad, Eritrea und im Südsudan starben 2017 mehr als 100 Personen pro 100.000 Einwohner an verunreinigtem Wasser.

Der weltweite Trend ist zwar rückläufig, doch es gibt eine Ausnahme: die Zentralafrikanische Republik. Dort stieg die Todesrate zwischen 1990 und 2017 um 14 Prozent. Die genauen Ursachen sind unklar, die anhaltende militärische Krise im Land dürfte eine Rolle spielen. Im restlichen Subsahara-Afrika hat sich die Zahl der durch verunreinigtes

Menschen gleich stark trifft: Entwicklungsländer sind stärker betroffen als Industriestaaten, Alte, Kranke und Kinder stärker als gesunde Erwachsene, Landbewohner stärker als Stadtbewohner - und Frauen stärker als Männer. So sind es meist Frauen und Mädchen, die dafür zuständig sind, Wasser aus den Quellen zu holen.

Auf dem Land besorgen oft Frauen das Trinkwasser

Wer ist in ländlichen Haushalten primär für das Wasserholen zuständig?



Quelle: Unicef (Stand 2017) DER SPIEGEL

Eine zweite Dimension der ungleich wirkenden Wasserkrise zeigt sich beim Unterschied zwischen armen und wohlhabenden Menschen: "Slumbewohner müssen sehr viel mehr für einen Liter Wasser zahlen als die Reichen, die 200 Meter weiter leben - obwohl das Wasser dort rund um die Uhr verfügbar ist und eine viel bessere Qualität hat", so Wasserexperte Stefan Uhlenbrook.

In der Zukunft wird sich das Problem der Wasserkrise voraussichtlich noch verschärfen. Dafür gibt es zwei Gründe: Einerseits gibt es schlicht mehr und mehr Menschen auf der Erde - und damit einen höheren Bedarf an Wasser. Seit den Achtzigerjahren steigt der globale Wasserverbrauch jährlich um etwa ein Prozent. Der Anstieg liegt zum Großteil am zunehmenden Wasserbedarf in Entwicklungs- und Schwellenländern, wobei deren Pro-Kopf-Verbrauch immer noch

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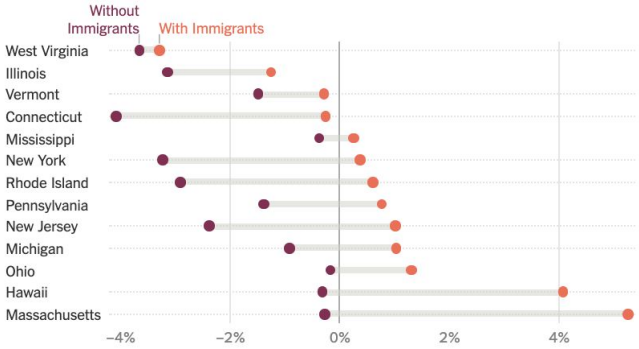
State-by-state population estimates recently released by the Census Bureau make this clear. Four states lost population in the last decade, but nine others would have also shrunk if not for the addition of foreign-born residents.

Population Change, With and Without Immigrants

Four states lost population this past decade, and nine more would have lost population without immigration.



Percent change in population, 2010-2019

Source: U.S. Census Bureau, Population Estimates • By The New York Times

A decade ago, the population picture was more robust. No state showed an overall population decline, and only seven states depended on immigrants for population growth.

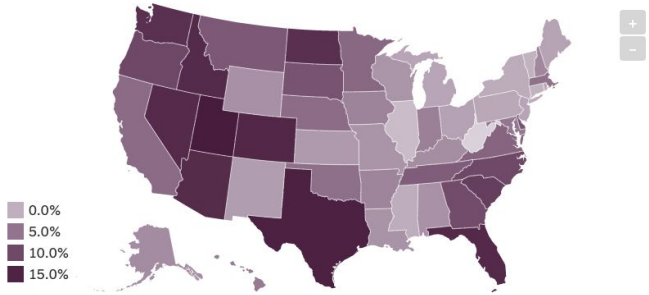
The figures, which are the last major estimates the bureau will release before the 2020 census, separate population change into three major components: natural change, as in births vs. deaths; domestic migration, the movement of Americans between states; and the arrival of immigrants.

The big picture is of a country growing more slowly than it ever has.

others, particularly states that already tend to lose population from migration to other states.

Population Growth by State in the 2010s

The fastest-growing states tended to be in the South and West.



April 1, 2010, to July 1, 2019

Source: Census Bureau • By The New York Times

In Michigan, for example, where 190,000 immigrants arrived, the population over all grew by 100,000, meaning the state would have shrunk without immigration. New Jersey had a net gain of 90,000 residents, bolstered by the addition of nearly 300,000 residents from overseas.

The estimates show that the United States took in more than a million immigrants in both 2015 and 2016, but that the numbers have fallen in the three years since President Trump took office, dipping below 600,000 in 2019.

The four states estimated to have lost population this past decade were West Virginia, Illinois, Connecticut and Vermont.

Population loss directly affects political representation. Seats in the House of Representatives and the Electoral College are tied to the decennial census. If the 2019 estimates are extrapolated one more

Datawrapper-Diagramme auf **nytimes.com**

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votes, who doesn't

ns! Europe had a lot of them this year. We still remember the
n March, the UK and the French election in June and the
n September. And those are just the big ones. Liechtenstein,
ia, Albania, Kosovo, Norway, Malta, Slovenia, Austria, the Czech
eland all had national elections this year, too.

d election year in Europe, I want to take a general look at voter
ontinent. The voter turnout tells us what percentage of the
e allowed to vote) actually turn up to the ballot on election day
fferences are quite stark in European countries:

at latest elections in Europe

ky one. **We're comparing apples with oranges**: The last
ns in European countries happened in different years. Of the six
he highest turnout, only one country voted in 2017.

o compare these values? I think so. **But I took safety measures:**
ding, I chose a choropleth map as my chart type. Why do I
ery measure? Let me explain. Afterwards, I'm very happy to
e it's appropriate and/or sufficient:

ck we realized that choropleth maps are a bit dull because they
ne value. But there is another reason why they shouldn't be the
st choice for all our geographical data: **Choropleth maps are**
r eyes. Humans have a harder time to distinguish different
the different lengths in a simple bar chart.

ok at East Europe. It's all very red there. If the labels weren't
guess which country had a higher turnout at their last
nia or Bulgaria? There's a 3.5%-point difference between the
two countries, but it's hard to spot. Imagine seeing this data
ou wouldn't have any troubles at all to even perceive small 2%-
s.

ived imprecision as an advantage for our imprecise data. In
cision is the main reason why I chose a choropleth map
chart. I want my readers to see a general trend: Nordic
s higher turnout in general than East-European countries; the
our countries surrounding Switzerland is way higher than in
f. But I don't want them to remember later that Bulgaria had a
than Lithuania by exactly 3.5 %-point.

ppy to take advantage of one of the disadvantages of a

Weekly Chart

Columns about bars

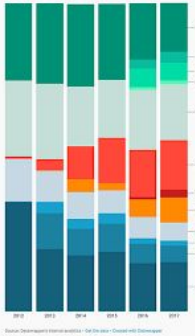
Comparing usage of Datawrapper chart types

It's the last week of the year! We from Datawrapper are looking back on a year of two new hires and one returnee (we're five people now), chart folders, a redesigned landing page, a new home for our blog (you're on it right now!), lots of bug fixes, and four new chart types. If you want to know what the next year will bring for us, head over to Gregor's road map!

Apropos chart types: Last week, Gregor and David pulled some numbers to see how often different chart types have been used since the start of Datawrapper's existence a bit over five years ago. We decided to share these numbers with you:

Chart types: The rise of maps & tables

Usage of Datawrapper chart types of all published charts, 2012-2017



You can clearly see when chart types were introduced. We started with the basics in 2012: tables plus bar, line, pie & column charts. Maps joined in 2014. This year, we released arrow, range, area and scatter plots.

Here are some observations that surprised us:

1. **Tables became big.** We don't know what it is with these tables. We offered them from the beginning, but as opposed to bar and column charts, they grew closer to our users' hearts every year. In 2017, one out of six charts was a table – as many as the classic bar chart and column chart. Do we have an explanation? We have no clue. Do you have one? Let us know in the comments!
2. **A steady quarter of published Datawrapper charts are bar charts – and this never changed.** Last year, we introduced new kinds of bar charts (stacked, split & bullet) and we're happy to see them replacing some of the shares of the classic bar charts. But in total, 25% of charts are still some sort of bar chart. As we can see at the bottom of the chart, the column chart had a different fate. In the beginning it was seen more frequently than the bar chart, but by now the column chart is rarer in the wild than the bar chart.
3. **Fewer pie charts.** Our users have built fewer and fewer pie charts for three years now, even in absolute numbers (they've created more donut charts in absolute numbers, though).

Chart choices

Weekly Chart

Carbon dioxide concentration over time

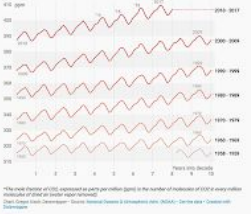
Fitting 6 decades of monthly data into a tiny chart

Hi, Gregor here. Lisa asked me to write this Weekly Chart so she can work on some articles for our Academy (like this one).

This week we're looking into a fascinating monthly timeseries on carbon dioxide concentration in the atmosphere, published by the U.S. National Oceanic and Atmospheric Administration (NOAA).

Carbon Dioxide Concentration By Decade

CO2 concentration in parts per million* (ppm)
Each line represents one decade, from 1958 to 2017.



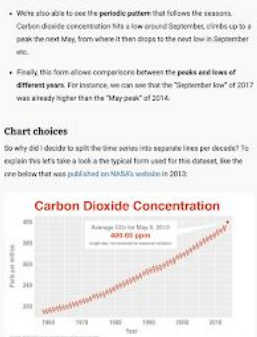
*The mole fraction of CO2, expressed as parts per million (ppm) is the number of molecules of CO2 in every million molecules of dried air (water vapor removed)

The chart shows a couple of things:

- First, we notice that over the last six decades, carbon dioxide concentration has **increased steadily**, which is why the lines stack up nicely in a non-stacked chart type like this.
- And the chart doesn't just show that CO2 concentration is going up, it even reveals that the **pace of the increase is accelerating**, as the vertical space between the decade lines is getting wider and wider.
- We're also able to see the **periodic pattern** that follows the seasons. Carbon dioxide concentration hits a low around September, climbs up to a peak the next May, from where it then drops to the next low in September etc.
- Finally, this form allows comparisons between the **peaks and lows of different years**. For instance, we can see that the "September low" of 2017 was already higher than the "May peak" of 2014.

Chart choices

So why did I decide to split the time series into separate lines per decade? To explain this let's take a look a the typical form used for this dataset, like the one below that was published on NASA's website in 2013:



The problem with this is that it's not very effective to compress almost 60

Weekly Chart

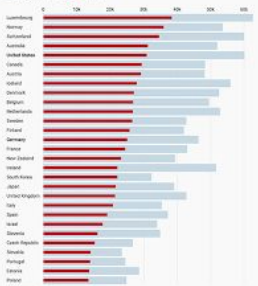
What the difference between mean and median tells us about income inequality

The tale of the seven workers

This week, we'll have a closer look at the concept of *mean* (= average [1]) and *median*. It's a longer Weekly Chart than you're used to, so get ready for the ride:

Average vs median income

Median and mean income between 2012 and 2014 in selected OECD countries, in USD, weighted by the currencies' respective purchasing power (PPP).



Maybe you don't understand what that chart wants to tell you yet. I hope that will be different at the end of this article.

Median vs Mean

The **mean** in this chart answers the question: "If income would be equally distributed to all people, how much would everyone earn?". The **median** answers the question: "What does the person earn who earns exactly more than 50% and less than 50% of the population?"

Let's imagine a country with the beautiful name "Country A". Seven hard workers live in Country A. Person 1 to person 7. Everyone earns exactly 2 Dollars each year (that's ok, because, um...bread only costs 0.00001 Dollars):

How would we calculate the average/mean income from here? Most of us learned that in school: We divide the total income in this country by the number of people:

Mean

How many people exist? **Seven.**
How many Dollars do they all earn together? **14 Dollars.**

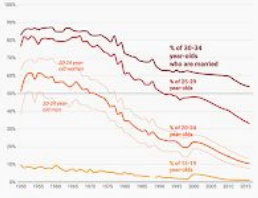
Weekly Chart

Marriage? Maybe later.

Last week, I made a simple chart and a big explainer about the difference between mean and median income, so this week, we'll keep it short. It's our 10th Weekly Chart (!)! And it's about a topic that would have been of more relevance for most of us fifty years ago: Marriage.

In 1971, half of the US population was married by the age of 25. Nowadays, it's just one out of ten.

Share of the married US population in different age groups, 1950-2015. E.g., in 1950, 56% of the people who were between 20 and 24 years old at that time were married. 45 years later, 32% of the people who were between 20 and 24 years old in 2000 were married.



We see that with each older age group, the line goes down more moderately. People marry less those days than 50 years ago, but **what they do even less than marrying in general is marrying early**. In the Fifties and Sixties, everyone got married before they were 30 years old. [Correction: "Everyone" is four in five.] These days, only a third of the US population gets married before they turn 30. But a far bigger share than sixty years ago gets married in their 30s and 40s. When it comes to taking vows, 30 is the new 20.

Chart choices

It's the beauty of charts that they aggregate numbers so much, but it's also their danger. **So I wanted to bring some nuance to the chart.** If and when people marry depends on a lot of factors, e.g. their religion or when they finish their education. A big factor is their gender. As most of us will assume right and as we can see, men marry later in their lives than women. But the nice thing about that exercise of splitting up the average ("% of 20-24-year-olds") into some sub-averages (gender) is that we get another insight out of here. The chart shows nicely that the gender gap has narrowed over the decades. The difference between married 20-24-year-old men and women of the same age becomes smaller the more we get into our current time.

So why did I only show the age groups up to 34-year-olds? Why not show how many of the 40- or 60-year-olds are married? That's because the share of the people who are married actually goes down, the older they become. People divorce or their spouses die. I counted them as "not married" in this chart.

But what's up with those big bumps in the lines, you ask? Unfortunately, I have no idea. I assume that this is more a flaw in the data than a flaw in...life. I took the data from IPUMS, who collected 20 percent samples of census returns of the last decades for us. If you know a better source then this, please let me know!

If you liked these charts, definitely visit Nathan Yau's more personal data-experiences "Percentage of People Who Married, Given Your Age" and "Marrying Age". I see you next week!

Weekly Chart

How good is your English?

There is no perfect chart, just weighted priorities

Last week we looked at marriage, but that actually was an excuse to talk about bringing nuance to a chart. This week's Weekly Chart will be about English skills as measured by EF, but that's actually an excuse to talk about priorities and compromises in chart design:

Do people speak English better or worse compared to five years ago?

EF English Proficiency score in 2012 and 2017 for selected countries. The score is a country average of test scores (from C = worst to 100 = best) from people who take the EF English tests online.

Look, it's our first arrow chart in a Weekly Chart! Why is it an arrow chart? That's why:

Chart choices

I love arrow charts because they are dense. They show you a lot of information at the same time: the state for different categories at two dates, and how these categories changed between these dates. Arrow charts are basically a split bar ("state at two dates") plus a bar chart with positive and negative values ("change between two dates"):

Our arrow chart shows exactly the same information as these two bar charts. Not just that. **Arrow charts connect this information.** We can see the relationship between our three variables (state 2012, state 2017 and change). For example when we look at the selected countries in our chart at the top, we see that the countries with declined English skills had only moderate, low or very low English skills in 2012. None of the countries with strong English speakers worsened in English proficiency. That's something we could not have spotted easily in two separated charts.

So arrow charts are better, right? Because they show more? Well, not necessarily. Arrow charts are **hard as heck to read**. I'm sure it took you at least five seconds to figure out what's going on up there [2]. That makes sense: it just takes longer to read arrow charts with three variables compared to a classic bar chart with just one variable.

There is no perfect chart, just statements we want to make and weighted priorities – priorities for us as chart creators, e.g. grabbing the readers attention, honesty or beauty. In this case, we need to weigh up giving our readers the option to get more complex insights out of the data, and being able to understand the chart faster. The bar chart gives readers fewer insights but is faster to read. The arrow chart gives more insights but is harder to read.

Both are good charts. Which chart we choose says more about our priorities than about whether we're good at creating charts.

Weekly Chart

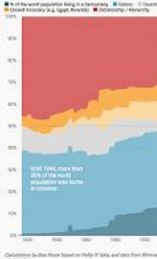
Our world in the

This week I want to use the Weekly Chart to mal
publication I admire massively: Our World in Dat
many of you already know this source, but here's
Max Roser and his team look at the big picture (
to fight the "ignorance about global development
for.

The team gathers a lot of data to show this big p
charting tool for their needs. Here's a chart you
recreated with Datawrapper:

Number of world citizens living under di

The Polity IV score captures the type of political regime for eac
(Autocracy). Regimes that fall into the middle of this spect



I admire their research skills, their great writing
Here's a quote that makes their stance clear:

> The number of people living in extreme pove
> billion in 1990 to 0.7 billion in 2015 (see here
> period was the headline of any newspaper ir
> people in extreme poverty fell by 137,000 si
> despite the fact that — on average — this wo
> headline every single day during these 25 ye

Our World in Data builds a **counterpoint to the u**
headlines. This can give us a more complete pi
grateful for the time we live in. Reading Our Wor
the stars: You zoom out and gain another persp
view of the world more truthful over the few yea

So if you don't know this publication yet, please
articles about various topics (from Diet Compos
Progress and Economic Growth), all of them wi

An added bonus: Everything the team behind Ou
under **Creative Commons**, so I could just copy a
type of the chart up there from one of their artic
so can you.

How I mentioned that you should visit their site
ourworldindata.org and follow @OurWorldInDat
updated about their work.

Worte sind wichtig.

Worte sind wichtig:

– wahrscheinlicher

Worte sind wichtig:

– wahrscheinlicher
– einfacher

Worte sind wichtig:

– wahrscheinlicher
– einfacher
– mehr

Datawrapper

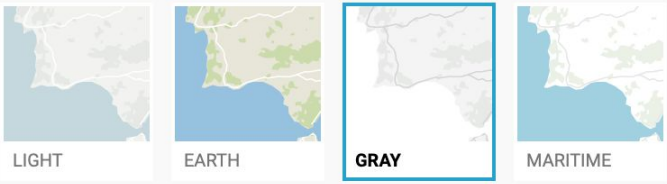
+ New Chart | New Map | New Table | River | Tea

This map is in Academy

1 Add markers | 2 Design map | 3 Annotate | 4 Publish

Map styles

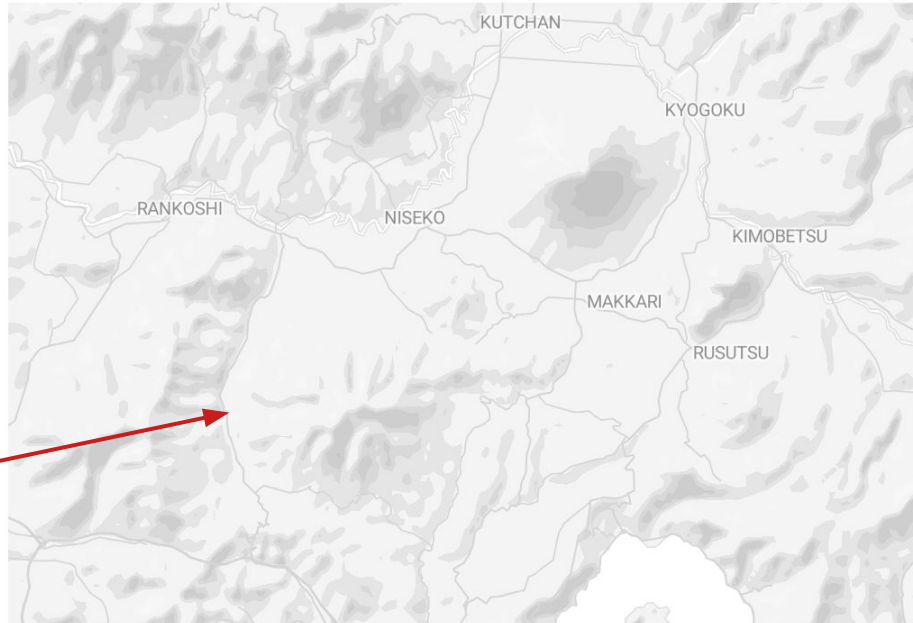
Need help?



- [x] Labels
- [x] Buildings *
- [ ] 3D Buildings *
- [x] Roads
- [x] Urban areas
- [x] Country borders
- [ ] Inner country borders
- [ ] Green areas
- [x] Water
- [x]

* Zoom in to see these features

?



Datawrapper

+ New Chart | New Map | New Table | River | Tea

This map is in Academy

1 Add markers | 2 Design map | 3 Annotate | 4 Publish

Map styles

Need help?

LIGHT | EARTH | **GRAY** | MARITIME

- [x] Labels
- [x] Buildings *
- [ ] 3D Buildings *
- [x] Roads
- [x] Urban areas
- [x] Country borders
- [ ] Inner country borders
- [ ] Green areas
- [x] Water
- [x] Mountains

* Zoom in to see these features

ux writing - Google Search

google.com/search?q=ux+writing&rlz=1C5CHFA_enDE725DE726&oq=ux+writing&aqs=chrome..69i57j69i...

Google

ux writing

UX job UX book

uxplanet.org › the-rise-of-the-ux-writer-8beb836c13f1

The Rise of the UX Writer - UX Planet

Jan 21, 2019 - If you've been paying attention to the biggest UX design trends predicted for 2019 , you'll no doubt have heard about the rise of **UX writing**.

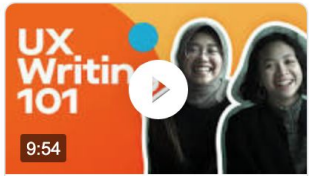
uxdesign.cc › ux-writing-ux-copywriting-content-strategy-and-conten...

UX Writing, UX Copywriting, Content Strategy, and Content ...

Nov 5, 2018 - A **UX writer** is someone who writes for **user experience**. **UX writers** write the words we read or hear when we use a digital product. Their texts must be clear, concise, and useful. Their goal is to help and guide the user.

Videos

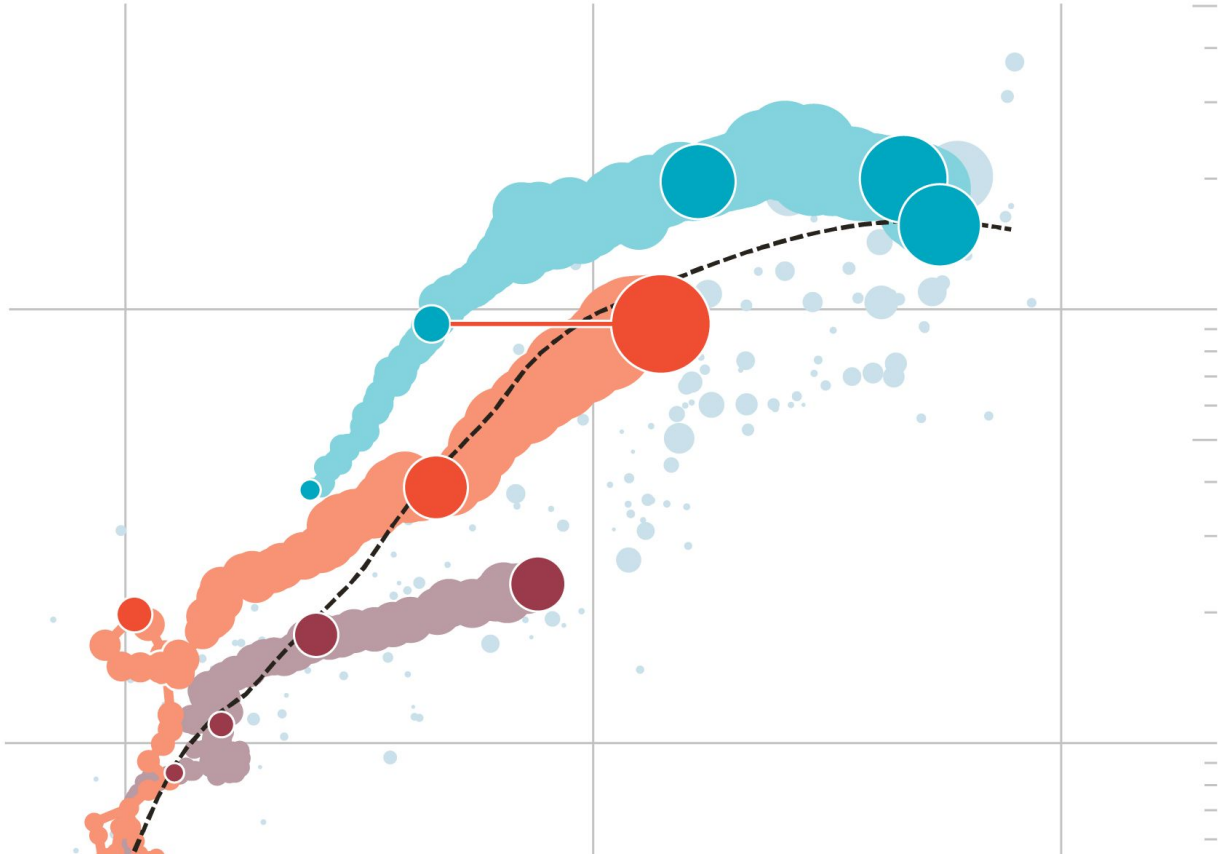
UX Writing in 60 seconds!



UX Writing 101: How to Write for an App

What is UX Writing – with freelance writer Owen Williams

@lisacrost



Not-so-cold comfort, Graphic Detail, The Economist, 2019

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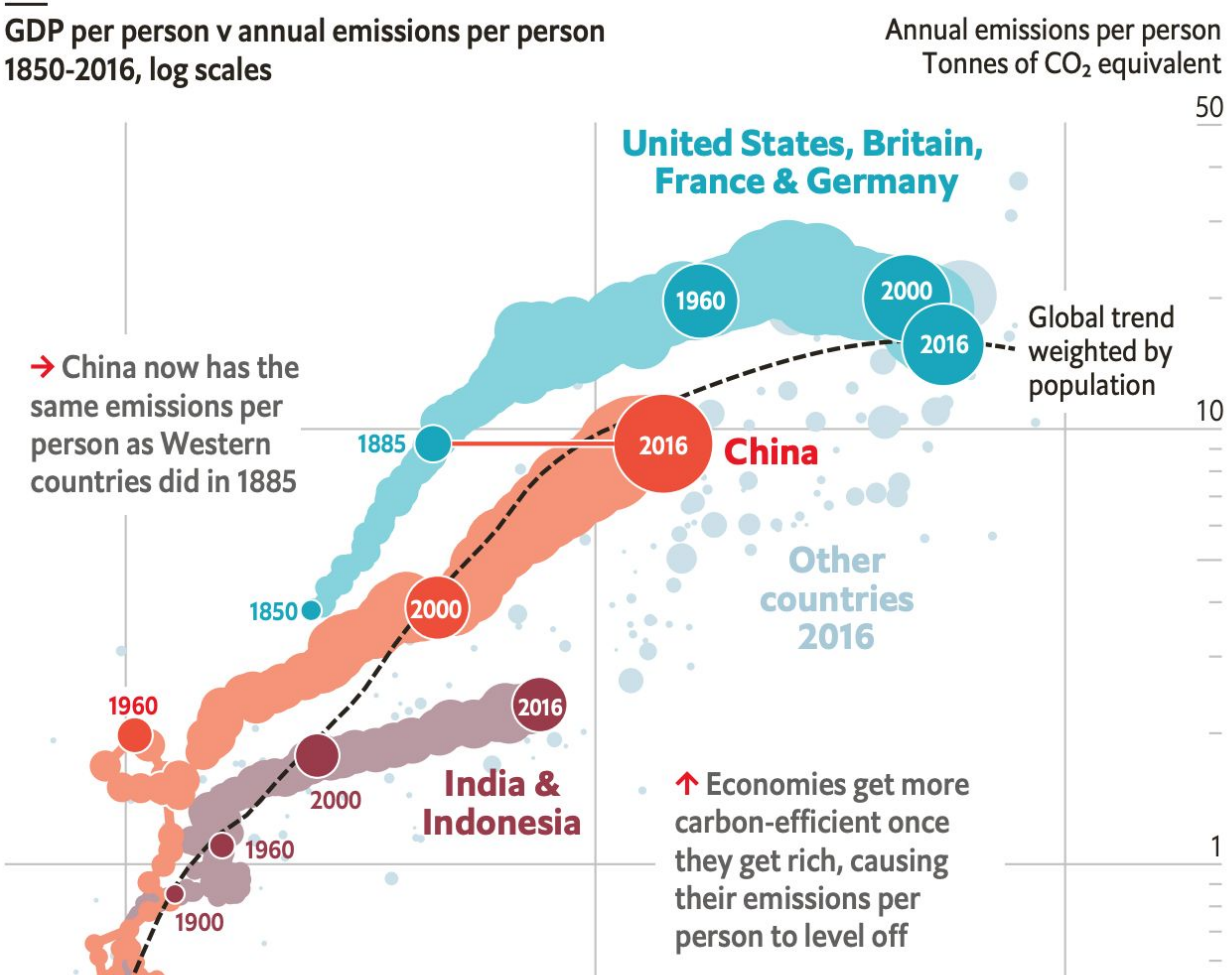

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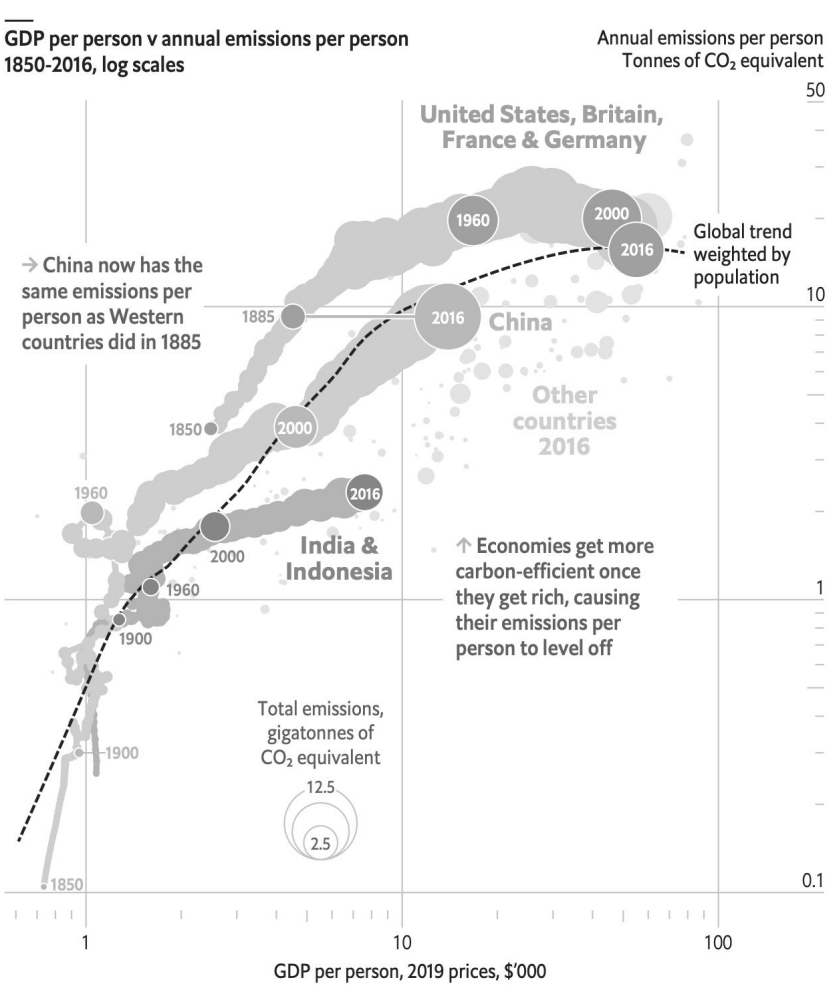

Mögliche Texte in
Datenvisualisierungen

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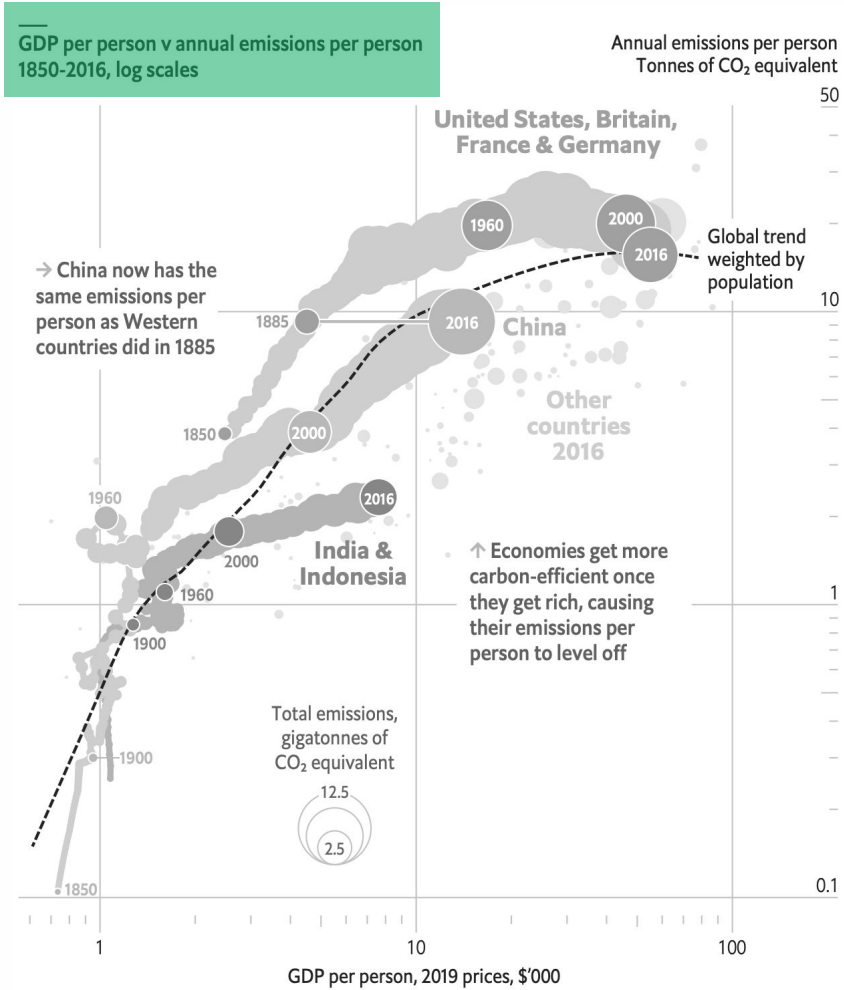
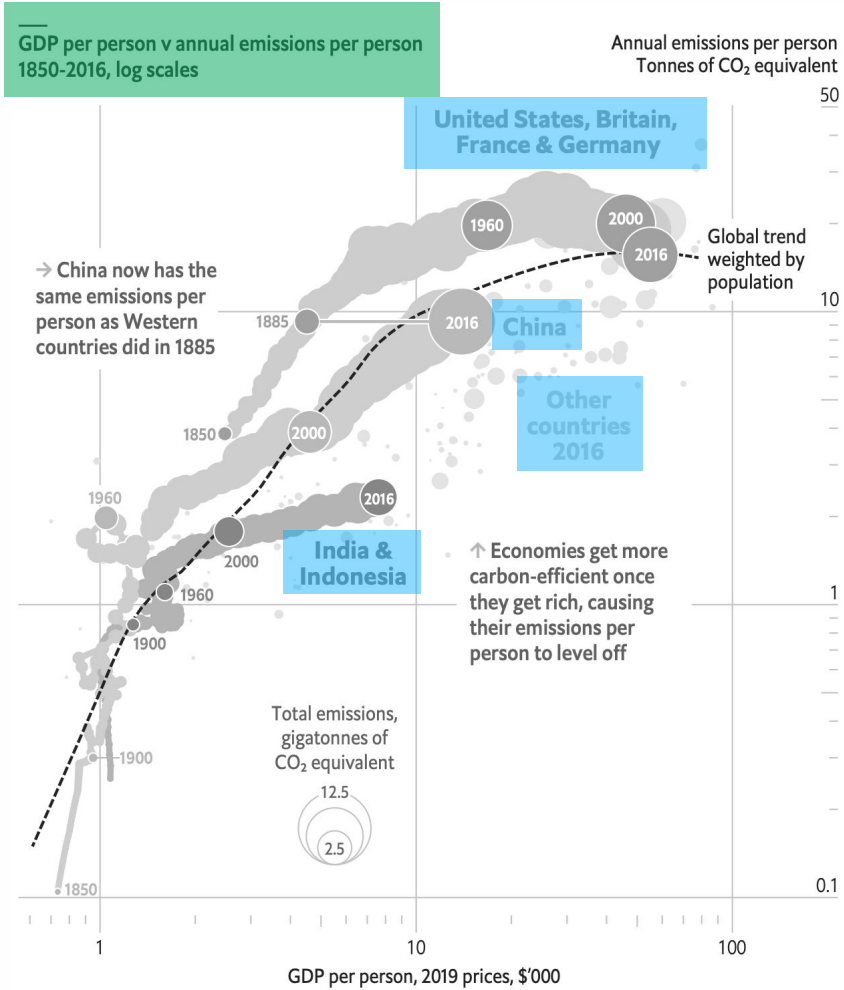


Mögliche Texte in Datenvisualisierungen

Titel



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Titel

Beschriftungen

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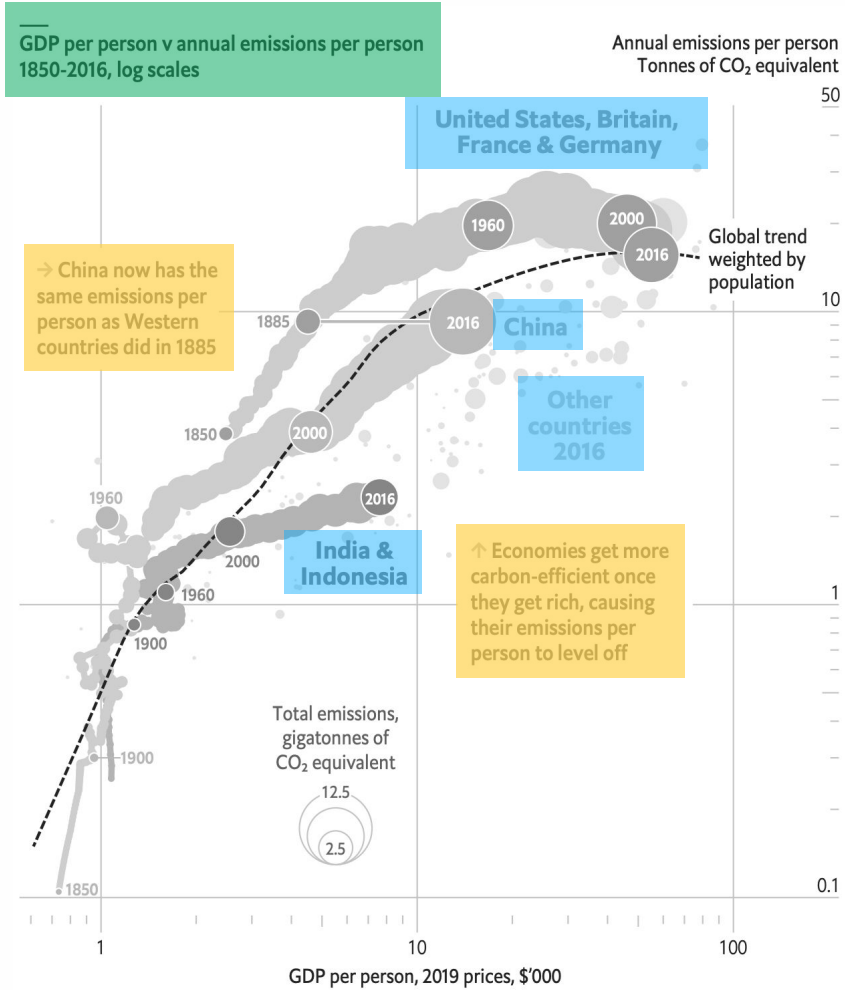

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Erklärungen

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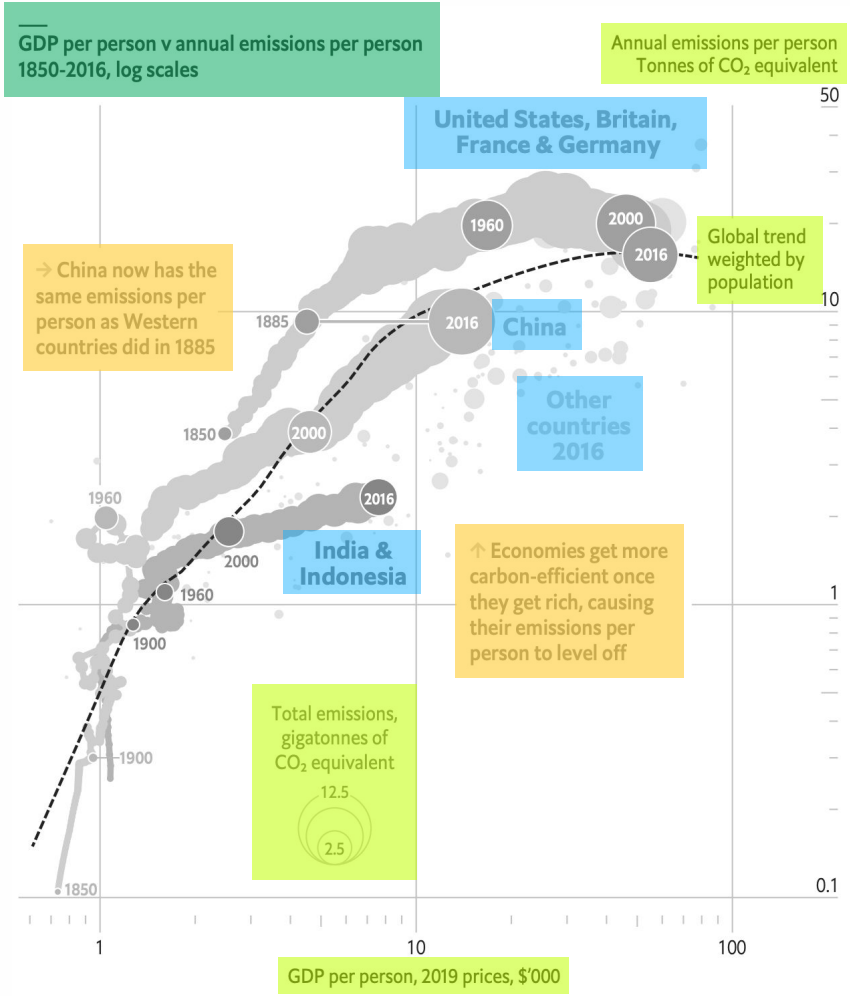

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- Beschriftungen
- Erklärungen
- Achsenbeschreibungen & Legenden

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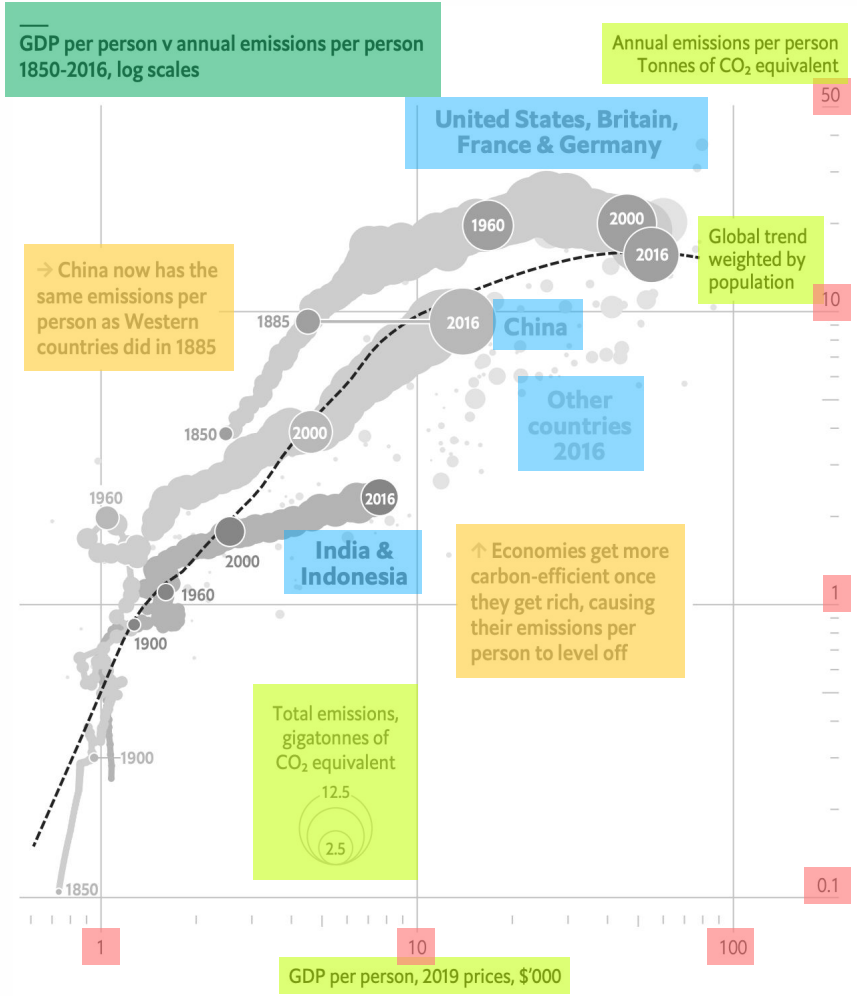

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- Achsenbeschreibungen & Legenden
- Achsenticks

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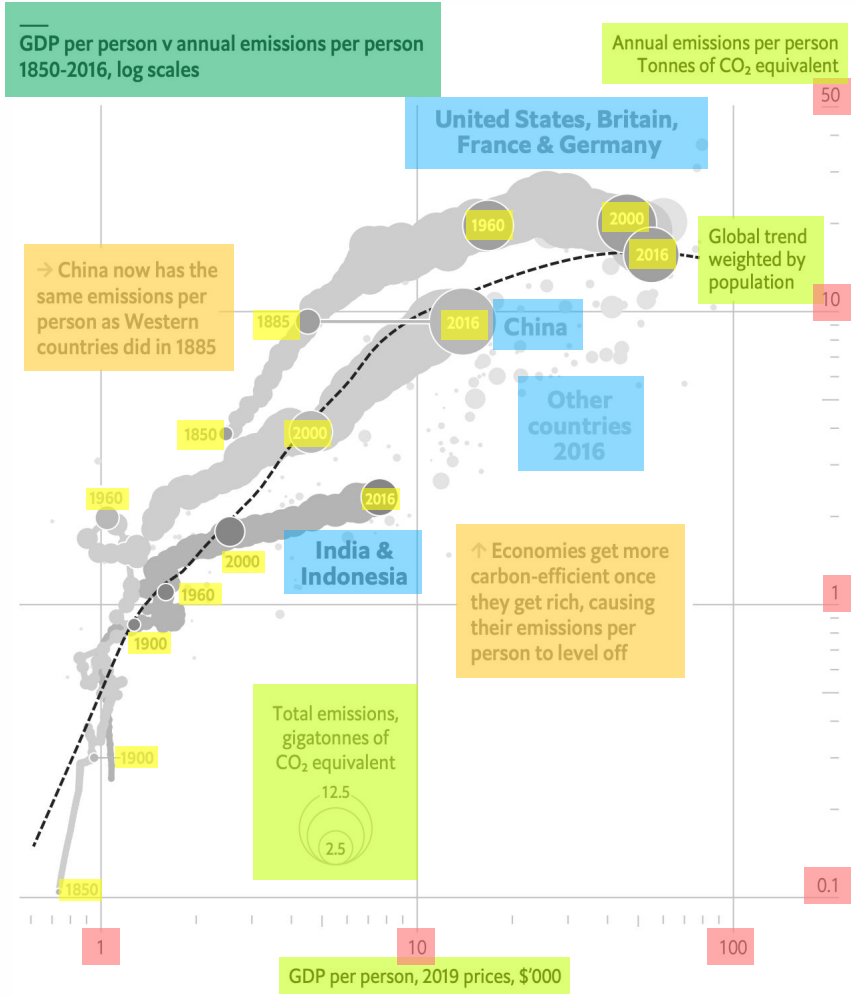

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- Achsenbeschreibungen & Legenden
- Achsenticks
- Werte

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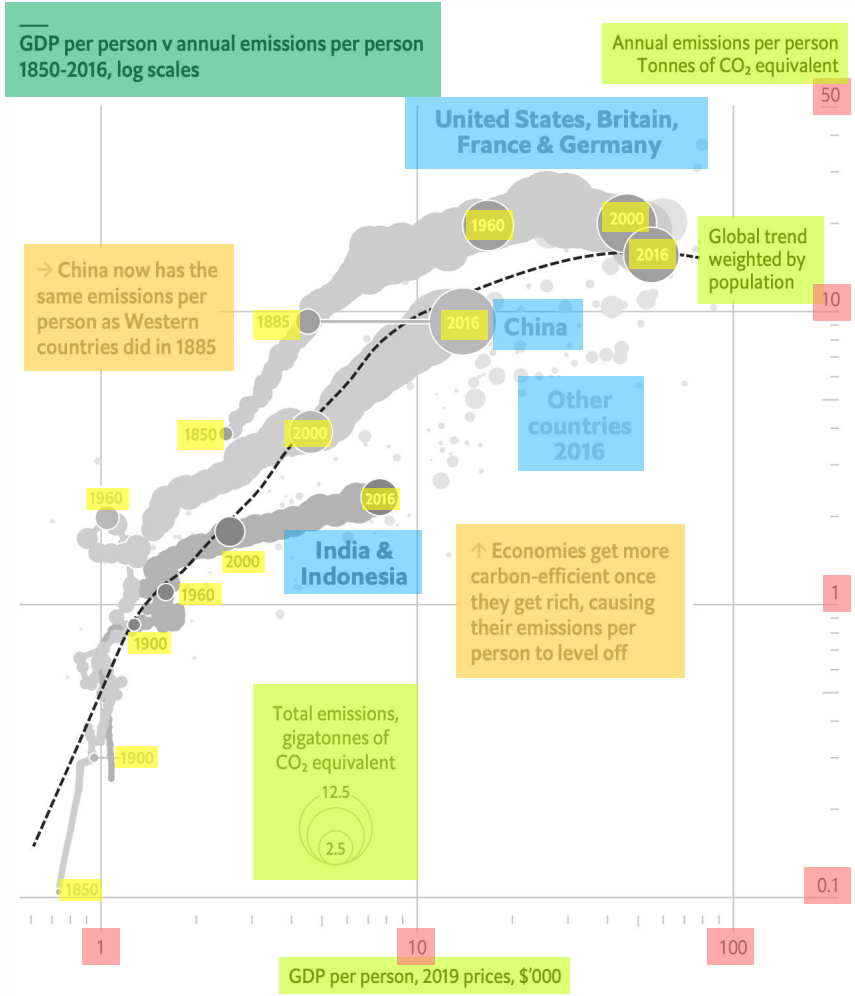

Mögliche Texte in Datenvisualisierungen

- Titel
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- Erklärungen
- Achsenbeschreibungen & Legenden
- Achsenticks
- Werte

Quelle, Byline, ...

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1 **Inhalt**

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2 **Formulierung**

---

3 **Platzierung & Formatierung**

1 Inhalt

2 **Formulierung**

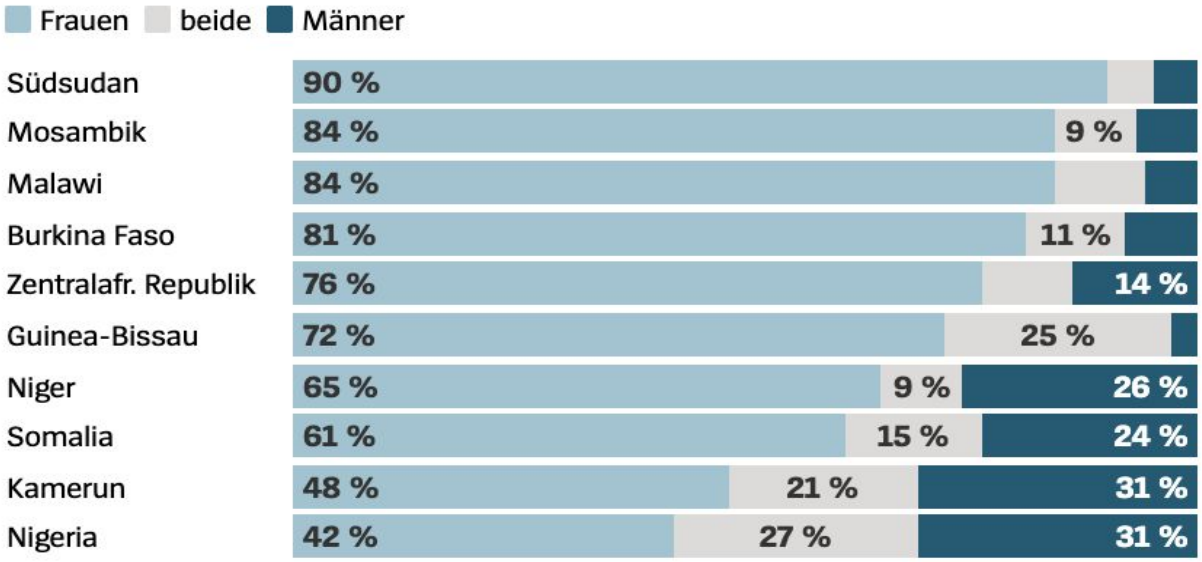
3 **Platzierung & Formatierung**

Alles.

Deine Leser*innen sollen
etwas Bestimmtes sehen?
Zeig drauf.
Buchstabier es aus.

Auf dem Land besorgen oft Frauen das Trinkwasser

Wer ist in ländlichen Haushalten primär für das Wasserholen zuständig?



Quelle: Unicef (Stand 2017)

DER SPIEGEL

1 Inhalt

SPIEGEL, 2019

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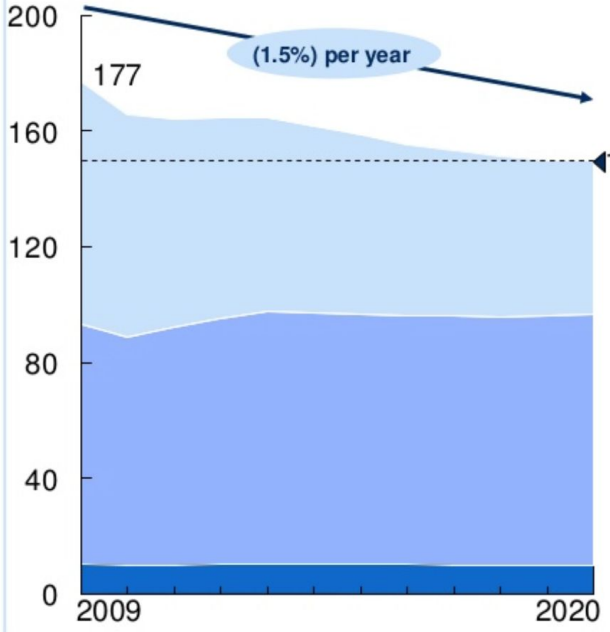
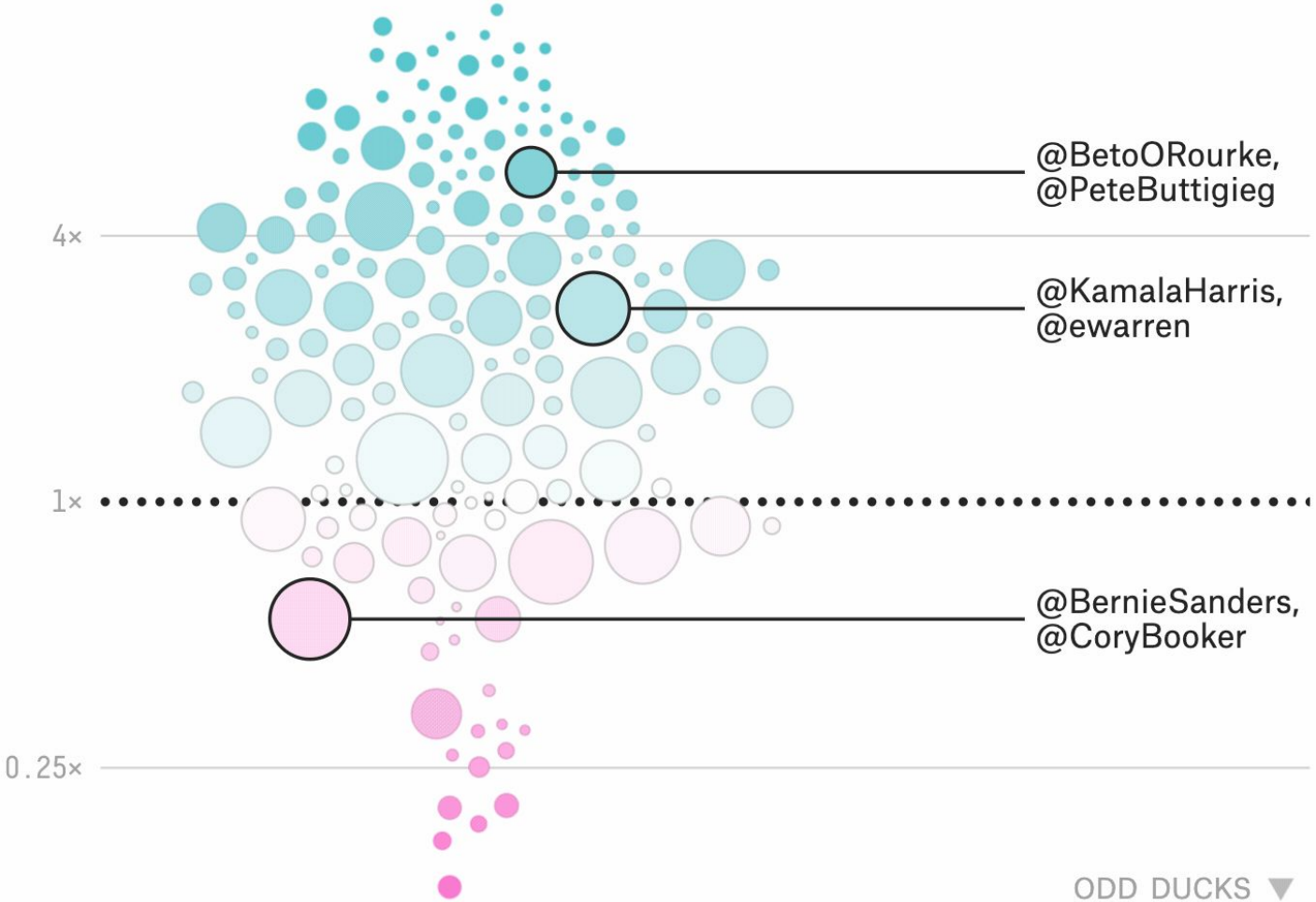
Volume will decline significantly over the next decade driven by a steady decline in First-Class Mail, the most profitable segment

BCG volume forecast

Billions of pieces



	Change in volume 2009-2020	Portion of margin available to cover fixed costs, 2009
First Class	-31 billion	71%
Standard	+4 billion	21%
Other (e.g., packages, periodicals)	<-1 billion	8%



1 Inhalt

Which 2020 Candidates Have The Most In Common ... On Twitter?, FiveThirtyEight, 2019

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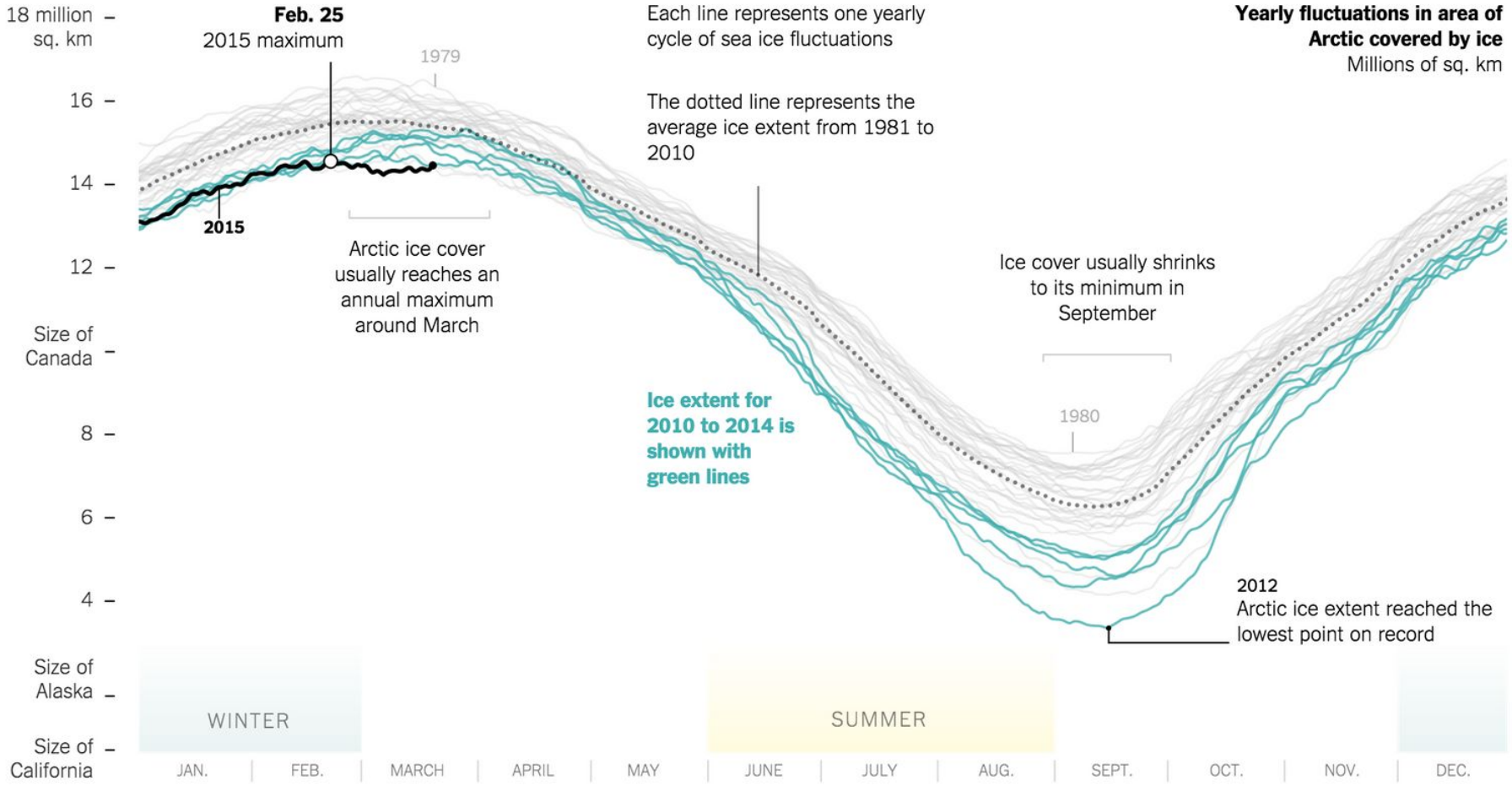
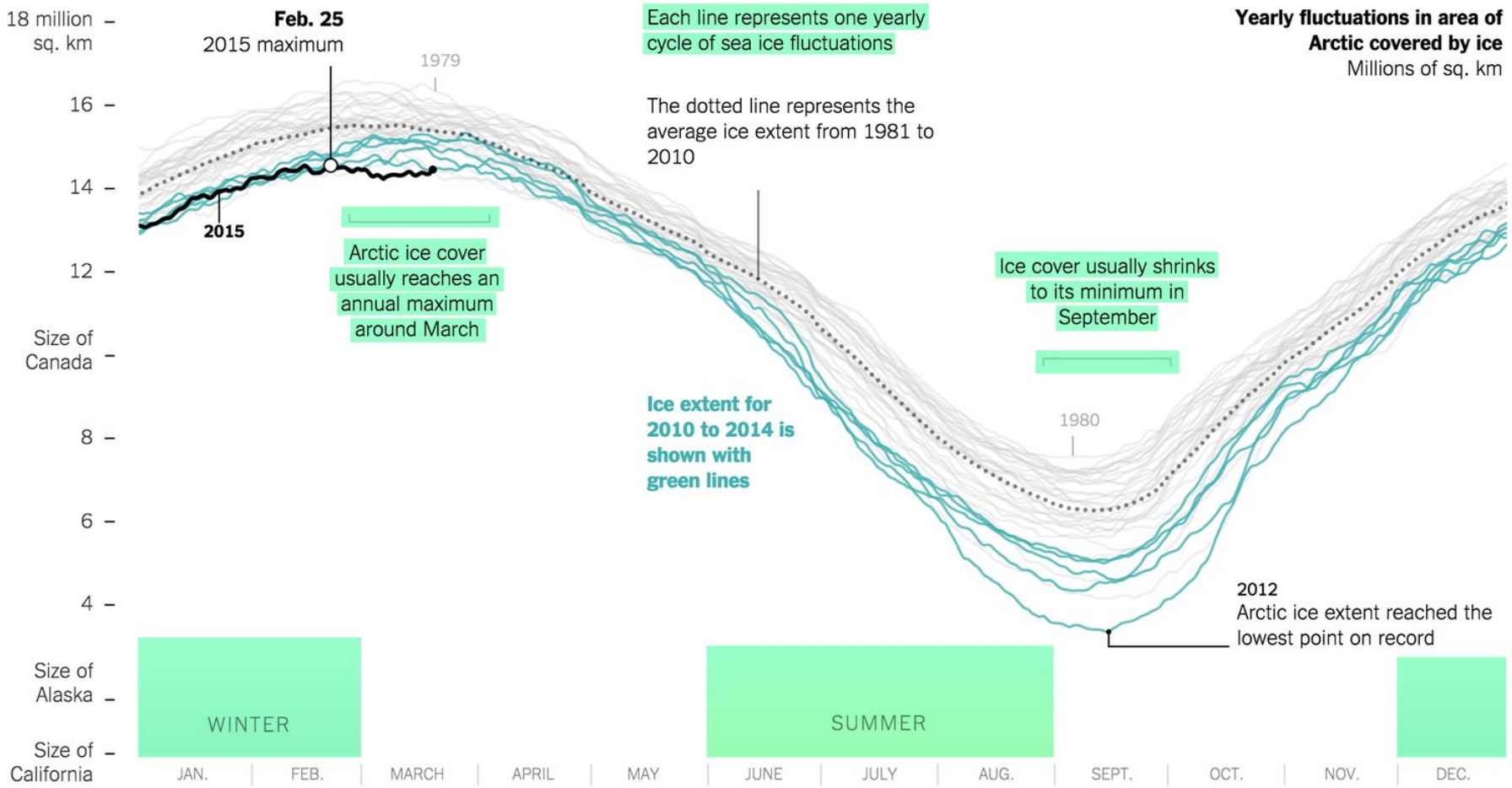

18 million sq. km
16
14
12
Size of Canada
8
6
4
Size of Alaska
Size of California
Feb. 25
2015 maximum
1979
2015
Arctic ice cover usually reaches an annual maximum around March
Each line represents one yearly cycle of sea ice fluctuations
The dotted line represents the average ice extent from 1981 to 2010
Ice extent for 2010 to 2014 is shown with green lines
Ice cover usually shrinks to its minimum in September
1980
2012
Arctic ice extent reached the lowest point on record
Yearly fluctuations in area of Arctic covered by ice
Millions of sq. km
WINTER
SUMMER
JAN.
FEB.
MARCH
APRIL
MAY
JUNE
JULY
AUG.
SEPT.
OCT.
NOV.
DEC.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MAY
JUNE
JULY
AUG.
SEPT.
OCT.
NOV.
DEC.

Sei redundant.

How Britons spend their time at weekends vs weekdays

Share of people doing specific activities during **weekends** vs **weekdays**, by time of day (%)

Source: FT analysis of UK Time Use Survey 2015

© FT

The truth about weekend working, Financial Times, 2020

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How Britons spend their time at weekends vs weekdays

Share of people doing specific activities during **weekends** vs **weekdays**, by time of day (%)

Source: FT analysis of UK Time Use Survey 2015

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The truth about weekend working, Financial Times, 2020

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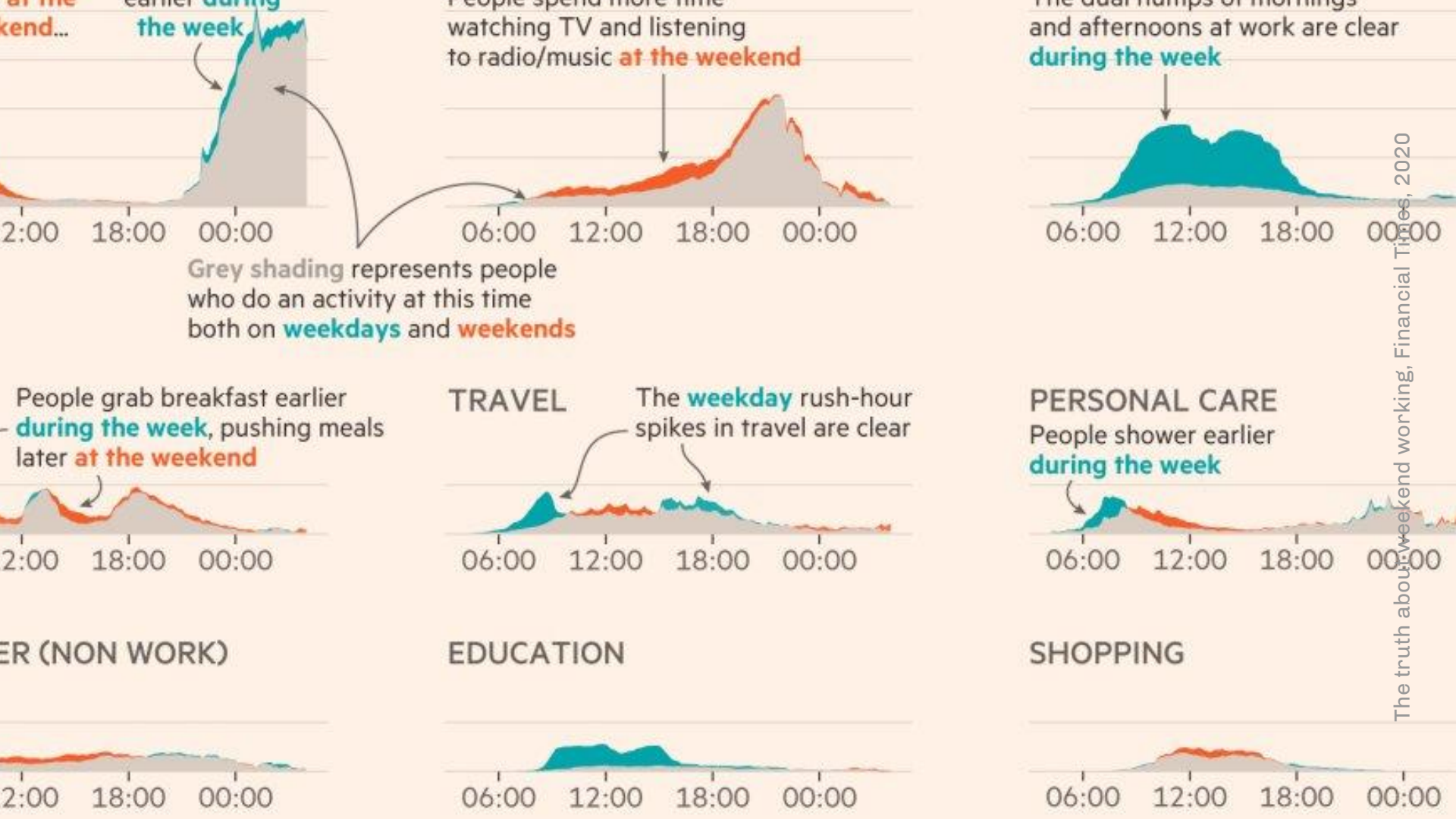

The truth about weekend working, Financial Times, 2020

How Britons spend their time at weekends vs weekdays

Share of people doing specific activities during **weekends** vs **weekdays**, by time of day (%)

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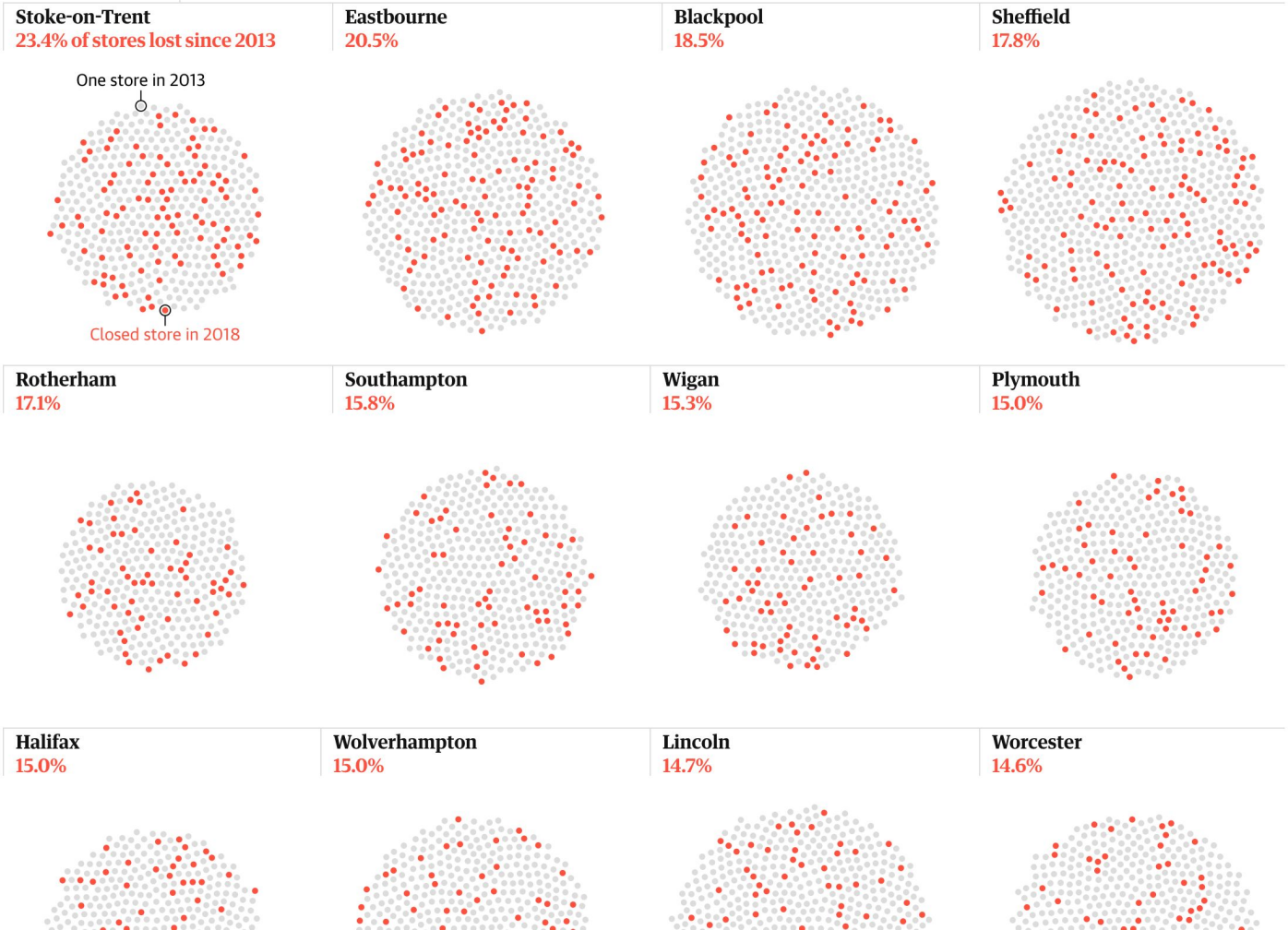

Outlier

High street crisis deepens: 1 in 12 shops closed in five years, The Guardian, 2019

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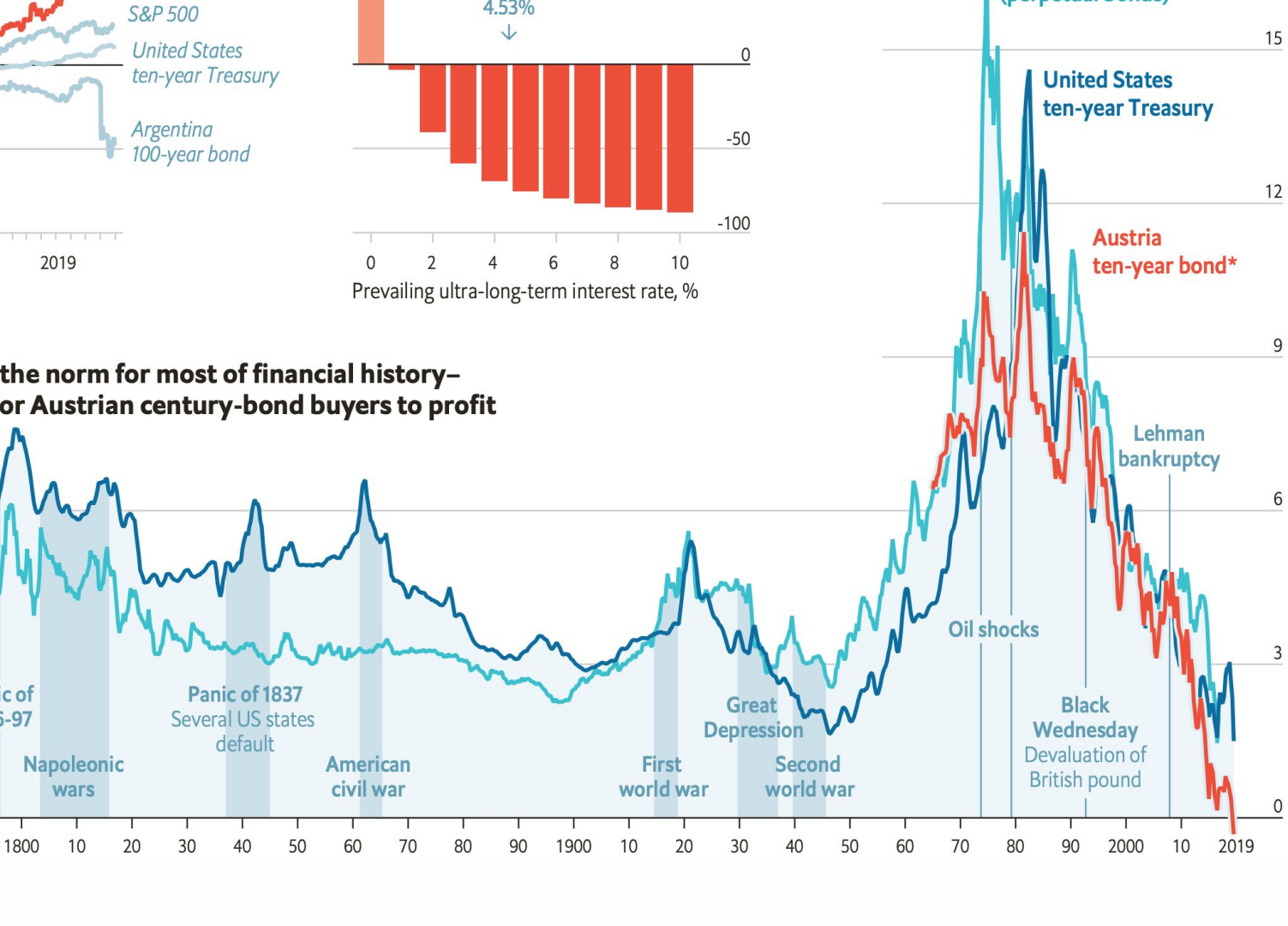
Zeige extra Informationen.

A piece
of wisdom

“**Ich** weiß es ja...”



1 Inhalt

American Economics, Graphic Detail, The Economist, 2019

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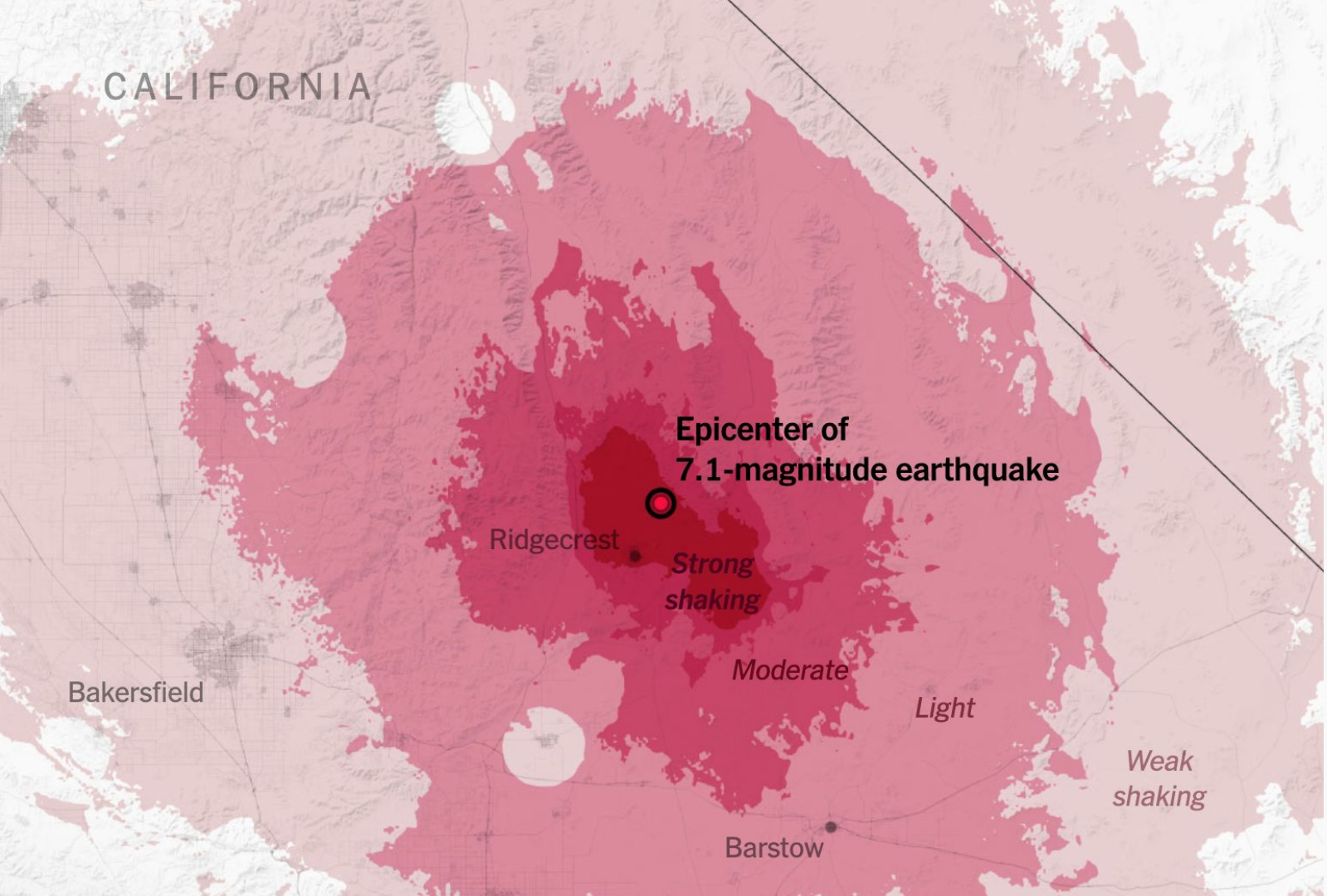

1 Inhalt

How Two Big Earthquakes Triggered 16,000 More in Southern California, New York Times, 2019

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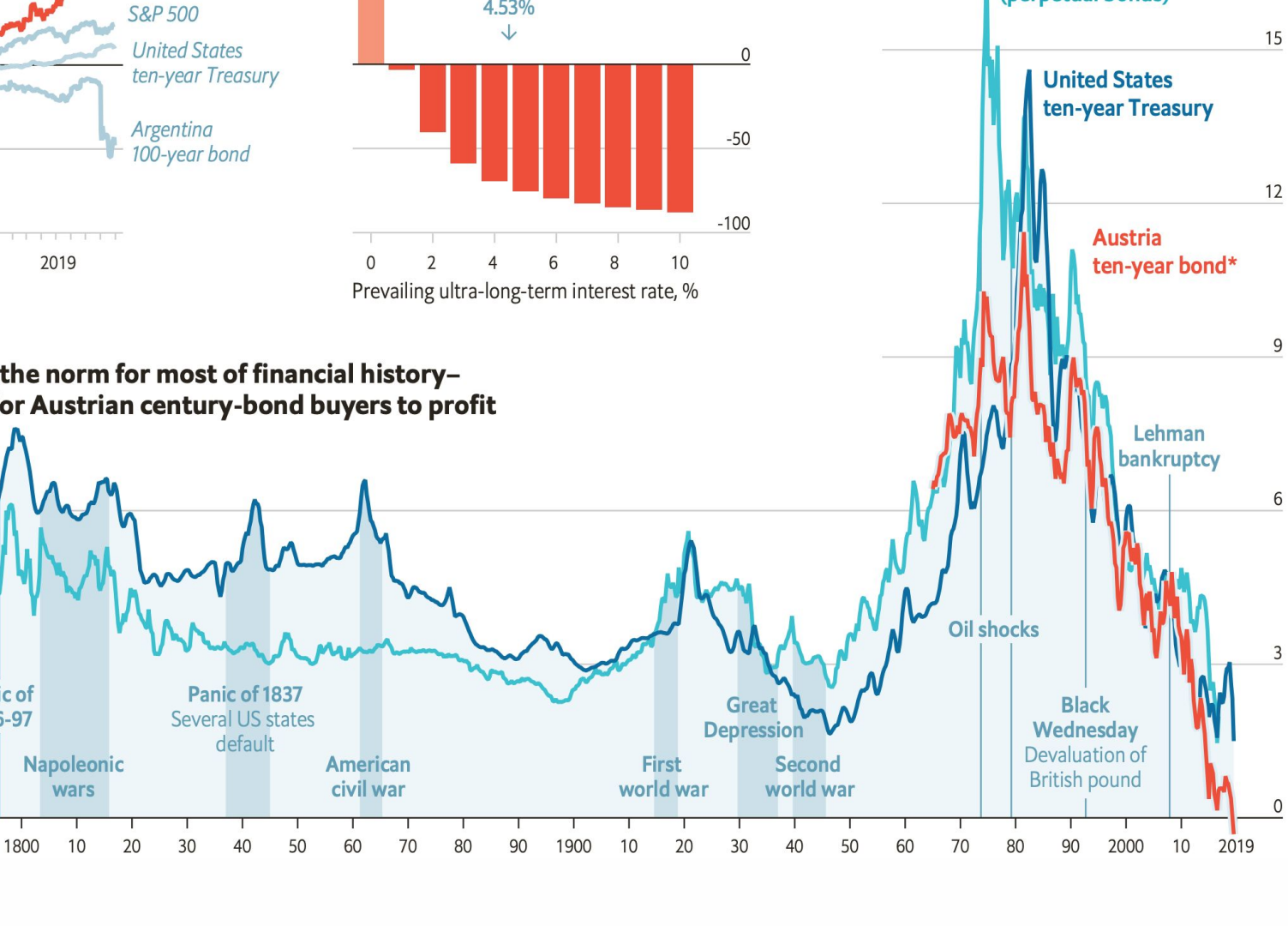

1 Inhalt

American Economics, Graphic Detail, The Economist, 2019

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1 **Inhalt**

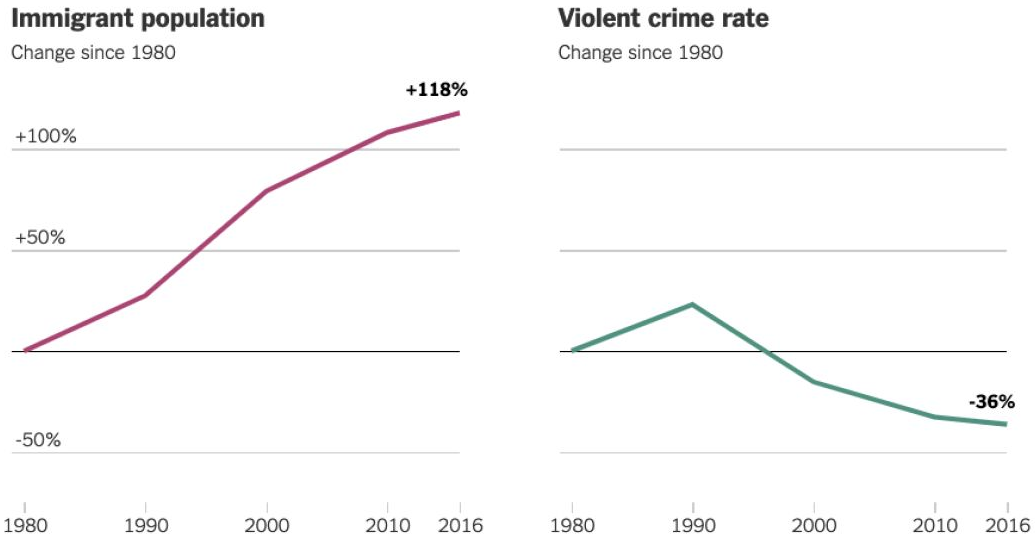
2 Formulierung

3 **Platzierung & Formatierung**

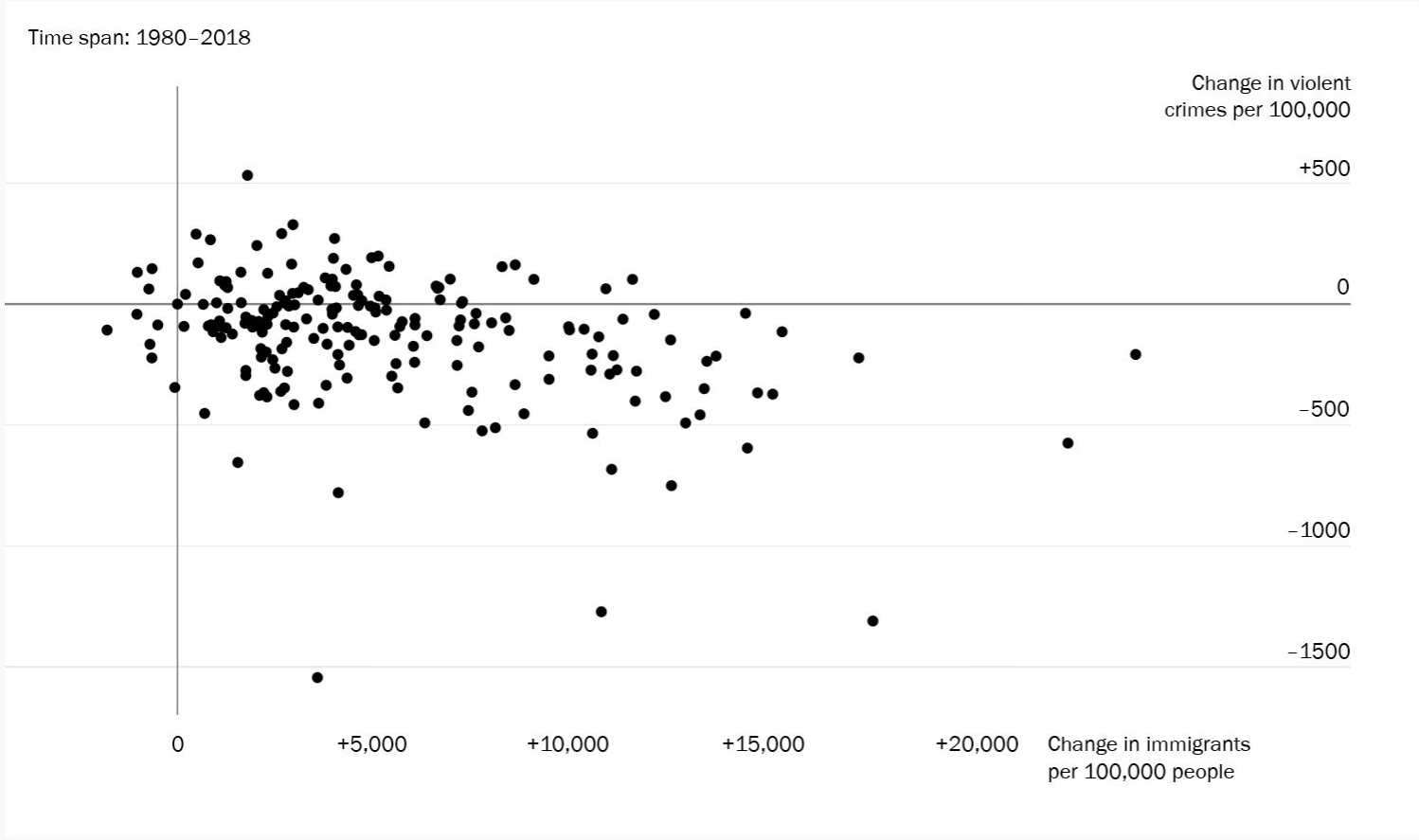
“The Myth of the Criminal Immigrant”, New York Times, 2018

The Myth of the Criminal Immigrant

By ANNA FLAGG MARCH 30, 2018



The Trump administration’s first year of immigration policy has relied on claims that immigrants bring crime into America. President Trump’s latest

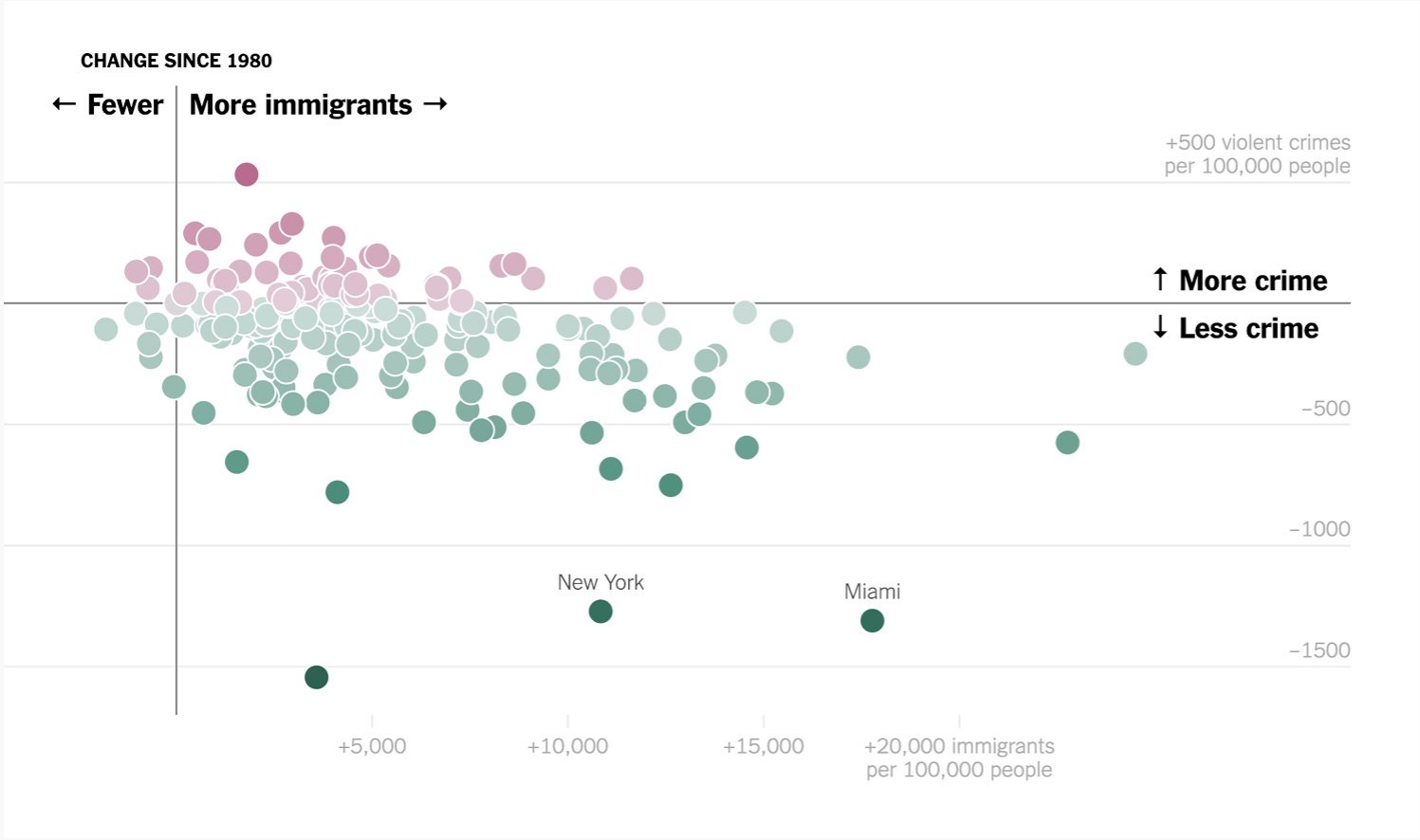


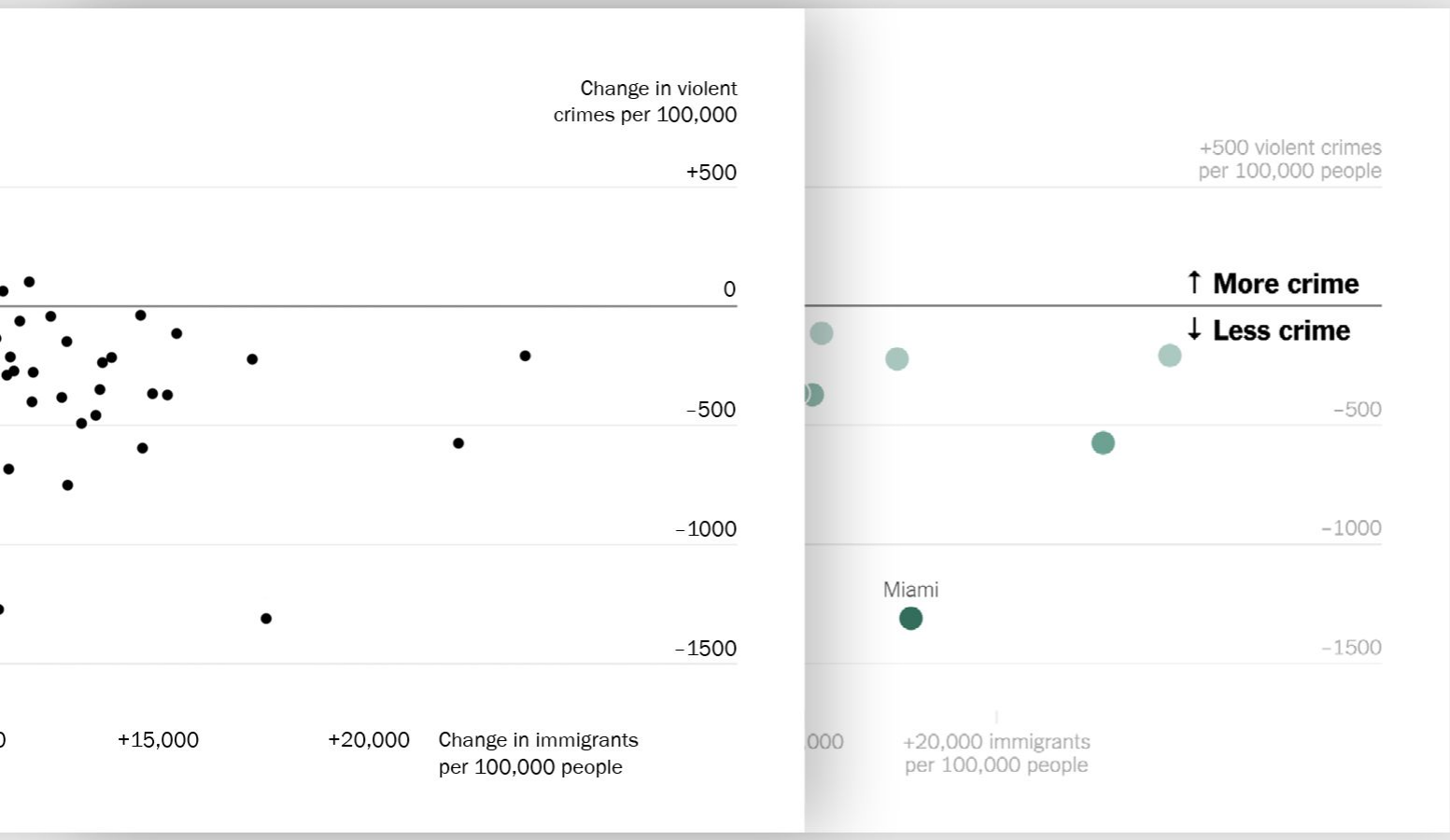
2 Formulierung

"The Myth of the Criminal Immigrant", New York Times, 2018

2 Formulierung

"The Myth of the Criminal Immigrant", New York Times, 2018





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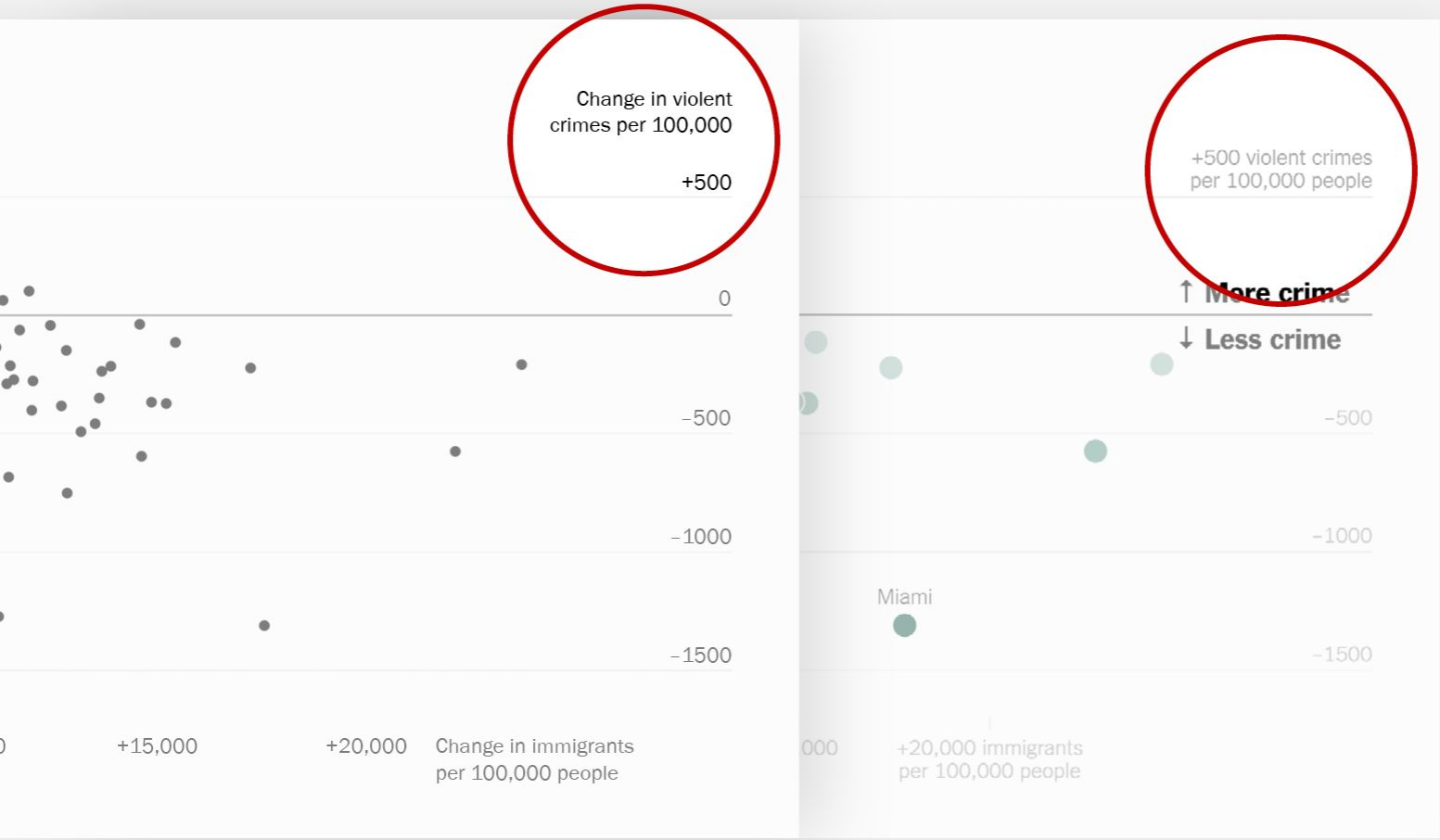

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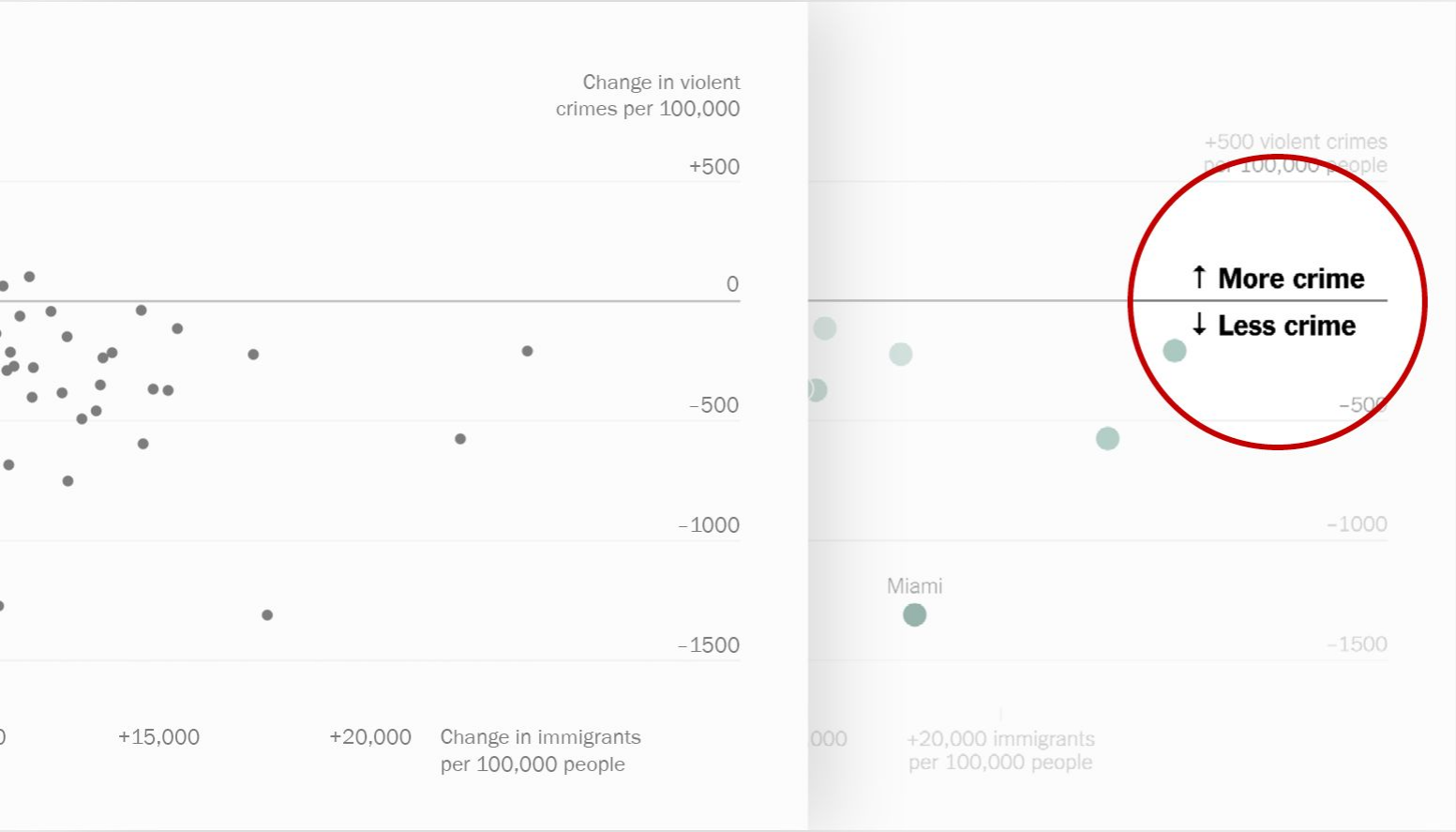

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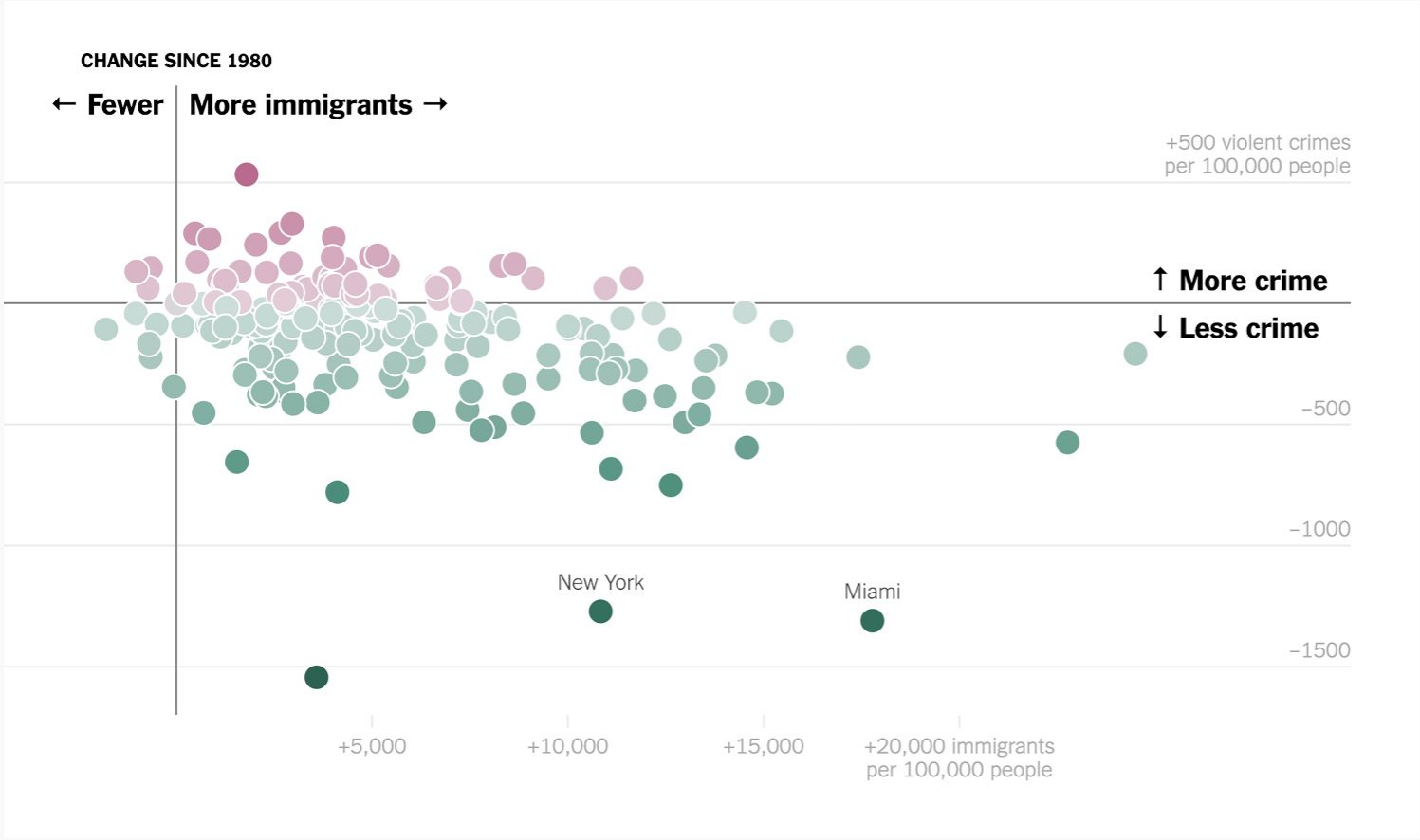


Sei verständlich.

Sei wichtig.

Sei wichtig.

Brauen wir “Lesehilfen”?

Sei wichtig.

Brauen wir “Lesehilfen”?

Nein.

Sei wichtig.

Brauen wir “Lesehilfen”?

Sei wichtig.

Brauen wir “Lesehilfen”?

Sätze sind gut.

Sätze sind gut.

Brauchen wir Verben?

Sätze sind gut.

Brauchen wir Verben?

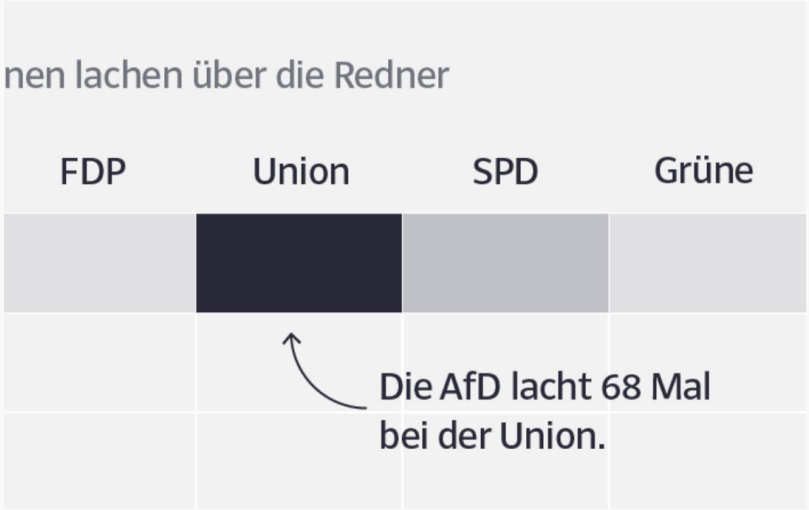
Sätze sind gut.

Brauchen wir Verben?

Schlecht sind sie nicht.

Sätze sind gut.

Brauchen wir Verben?

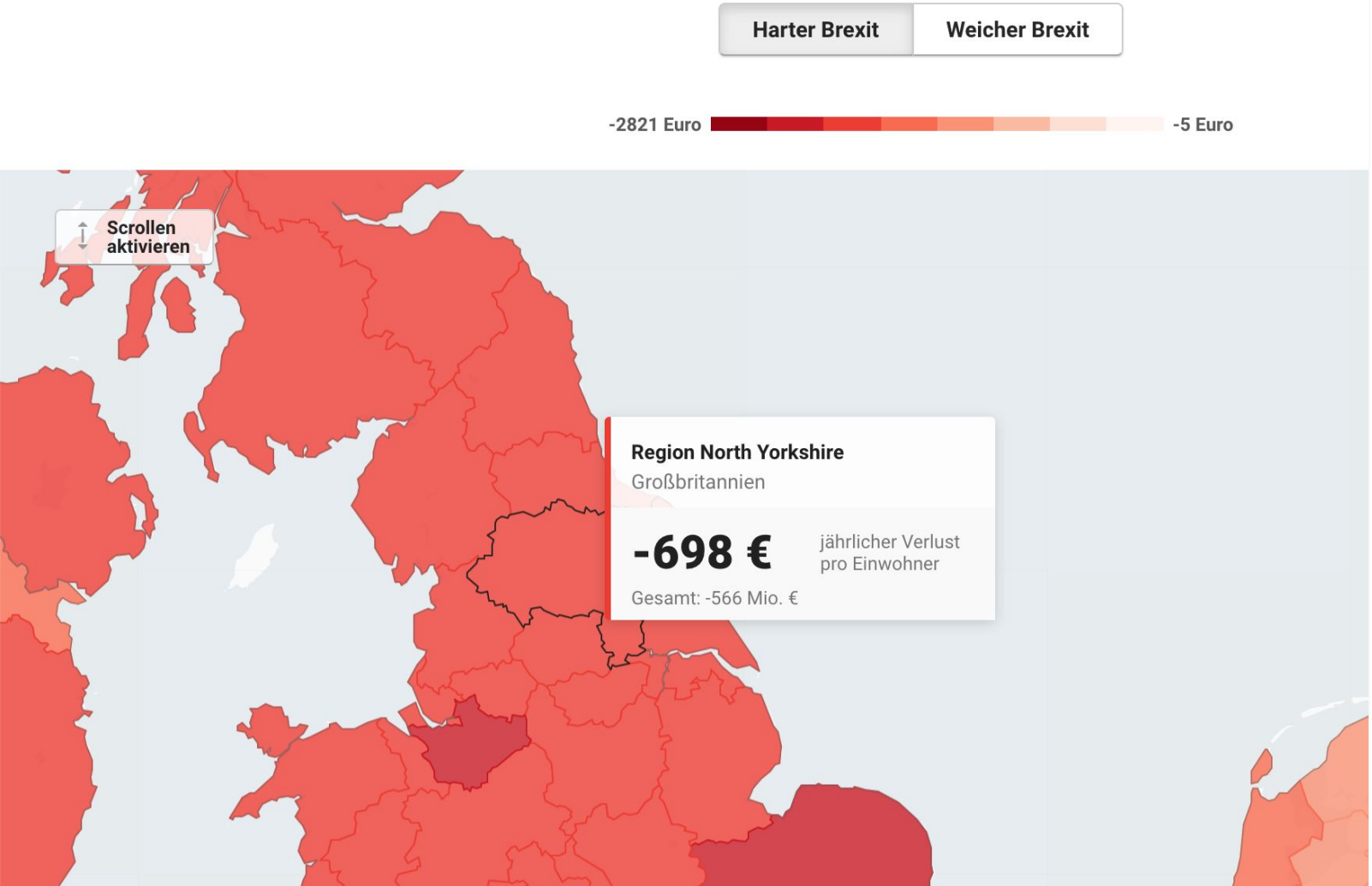


1 **Inhalt**

2 **Formulierung**

3 Platzierung & Formatierung

Erinnere Leser*innen daran,
was sie sehen.



3 Platzierung & Formatierung

“Wo Europa nach dem Brexit das meiste Geld verliert”, Berliner Morgenpost, 2019

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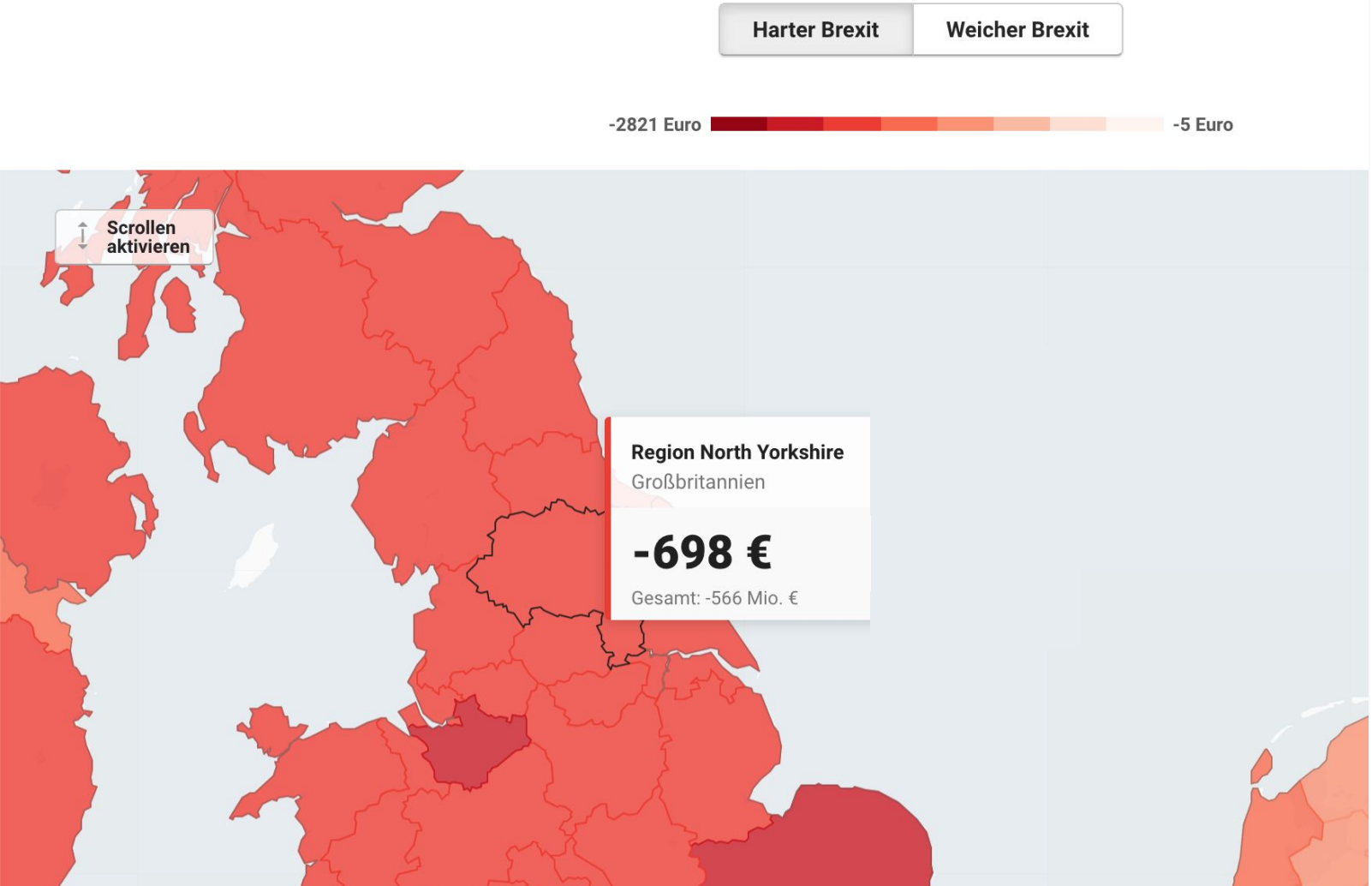

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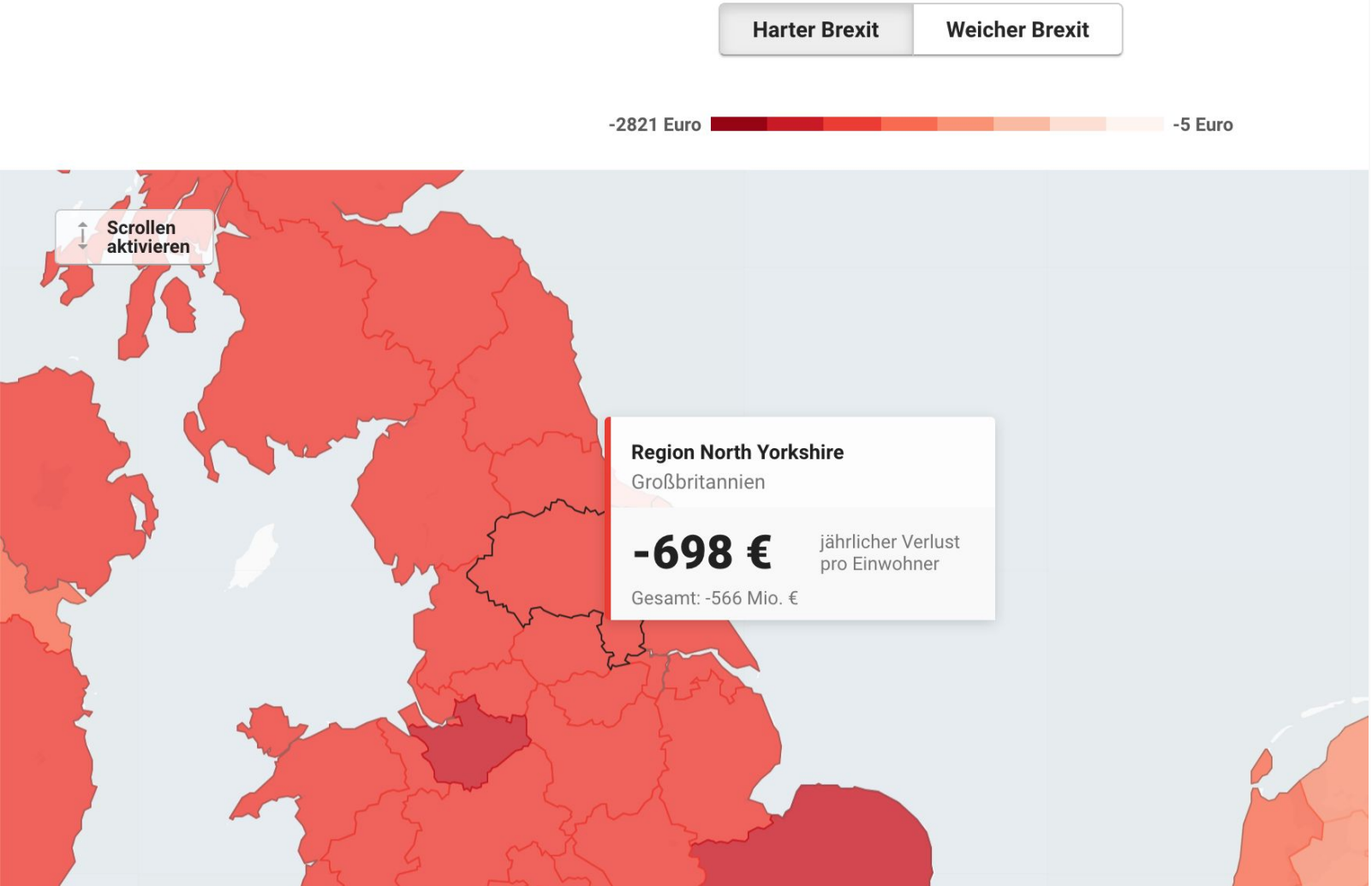

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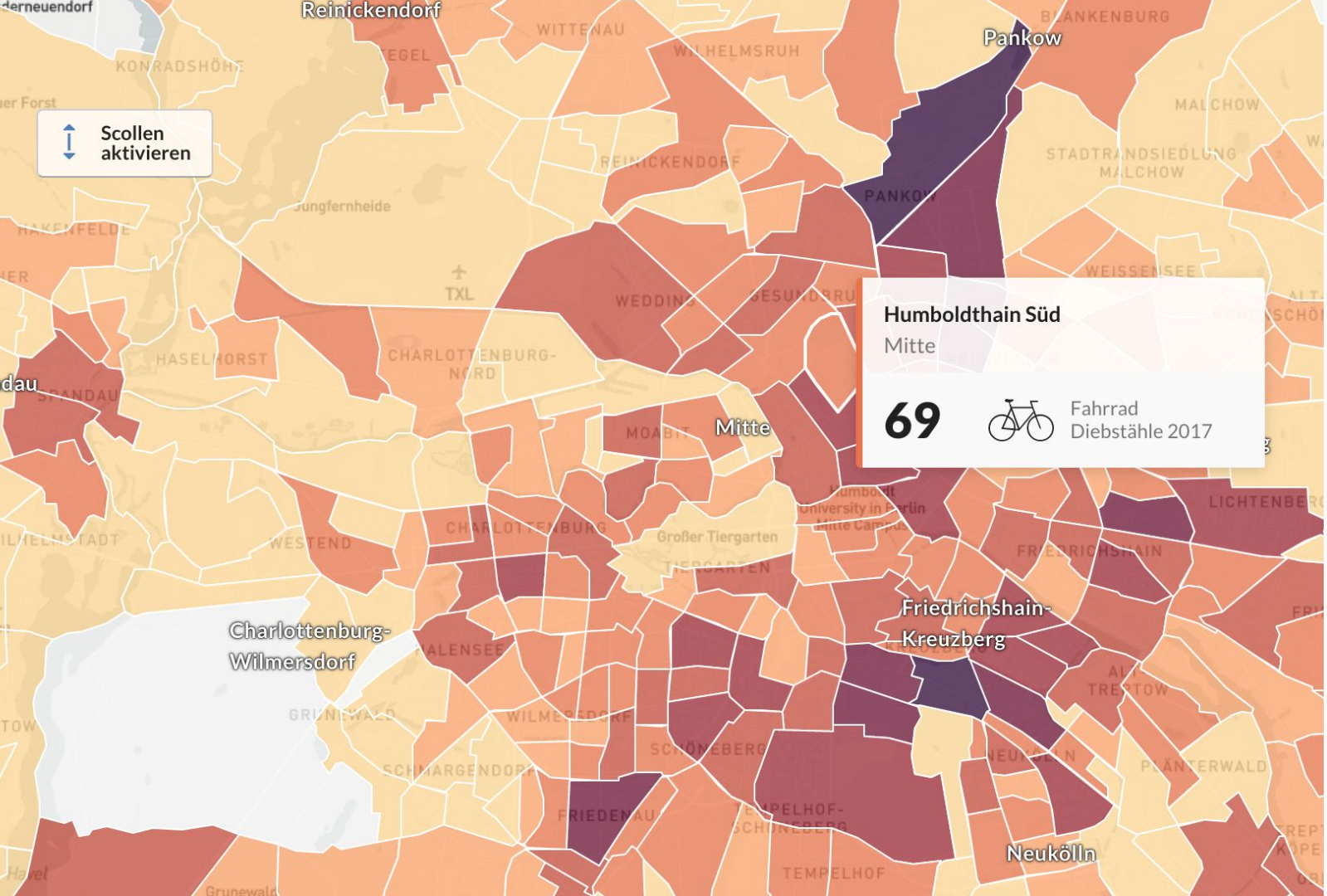

3 Platzierung & Formatierung

“Fahrraddiebstähle in Berlin - alle Kieze, alle Fälle”, Berliner Morgenpost, 2018

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3 Platzierung & Formatierung

The truth about weekend working, Financial Times, 2020

3 Platzierung & Formatierung

The truth about weekend working, Financial Times, 2020

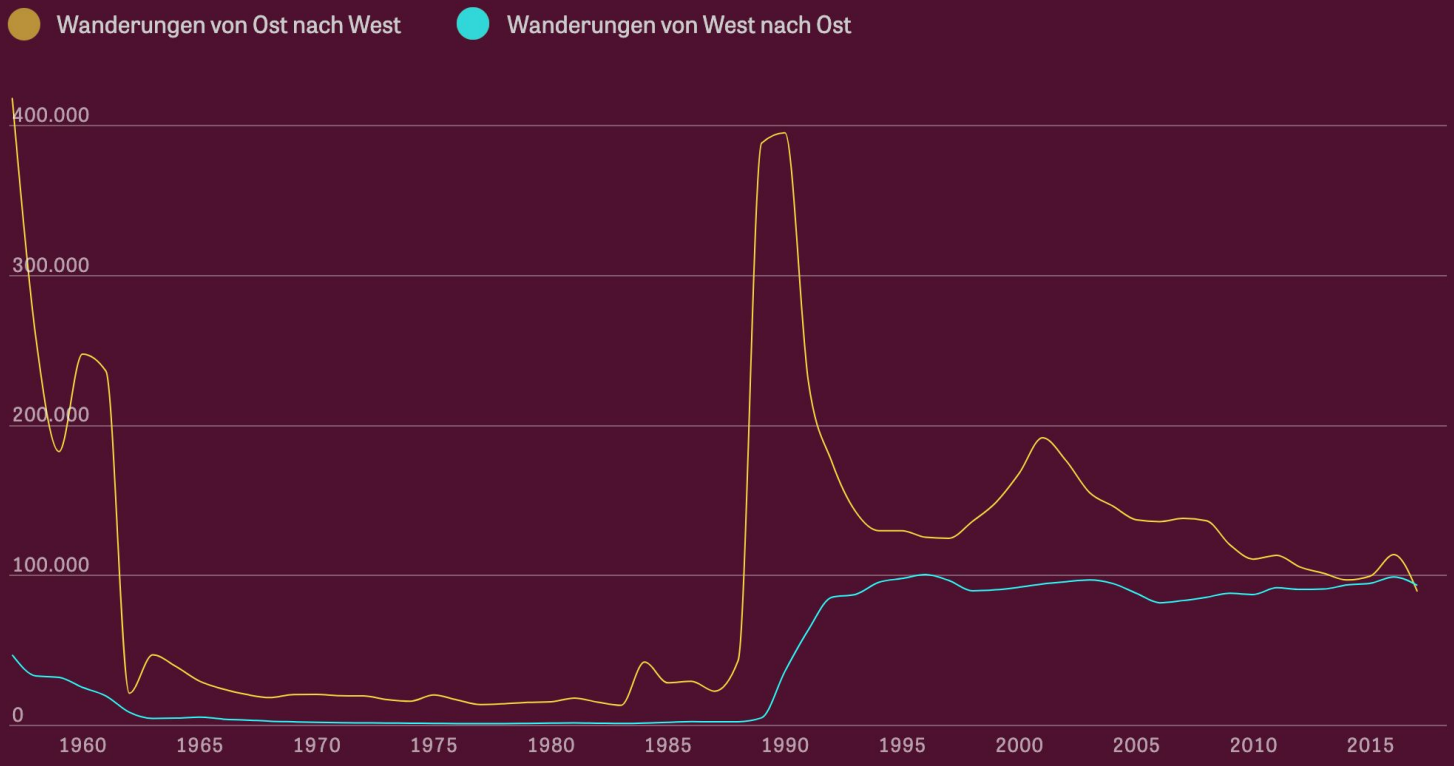
3 Platzierung & Formatierung

The truth about weekend working, Financial Times, 2020

Man macht seine Visualisierung dadurch nicht dümmer.

Man macht sie einfacher zu lesen.

Vermeide **Augenwandern**
bei Leser*innen.



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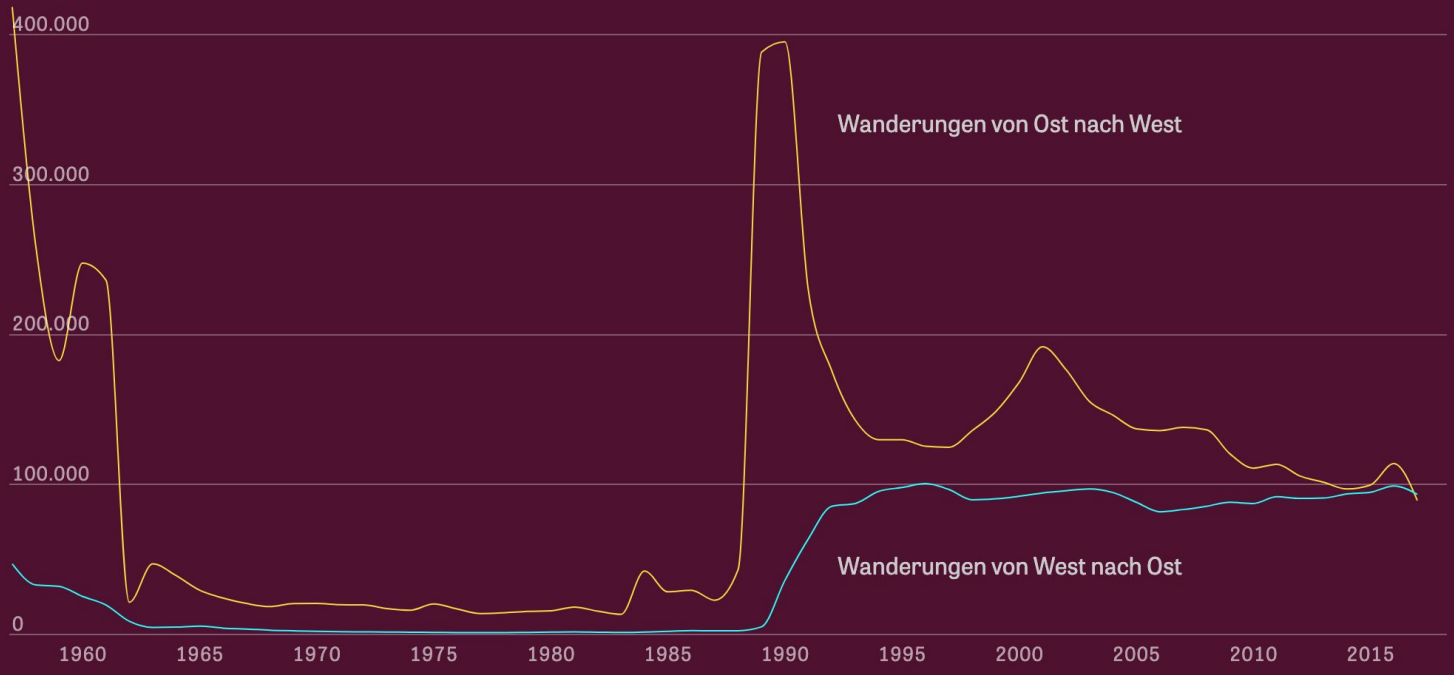
“Die Millionen, die gingen”, ZEIT Online, 2019



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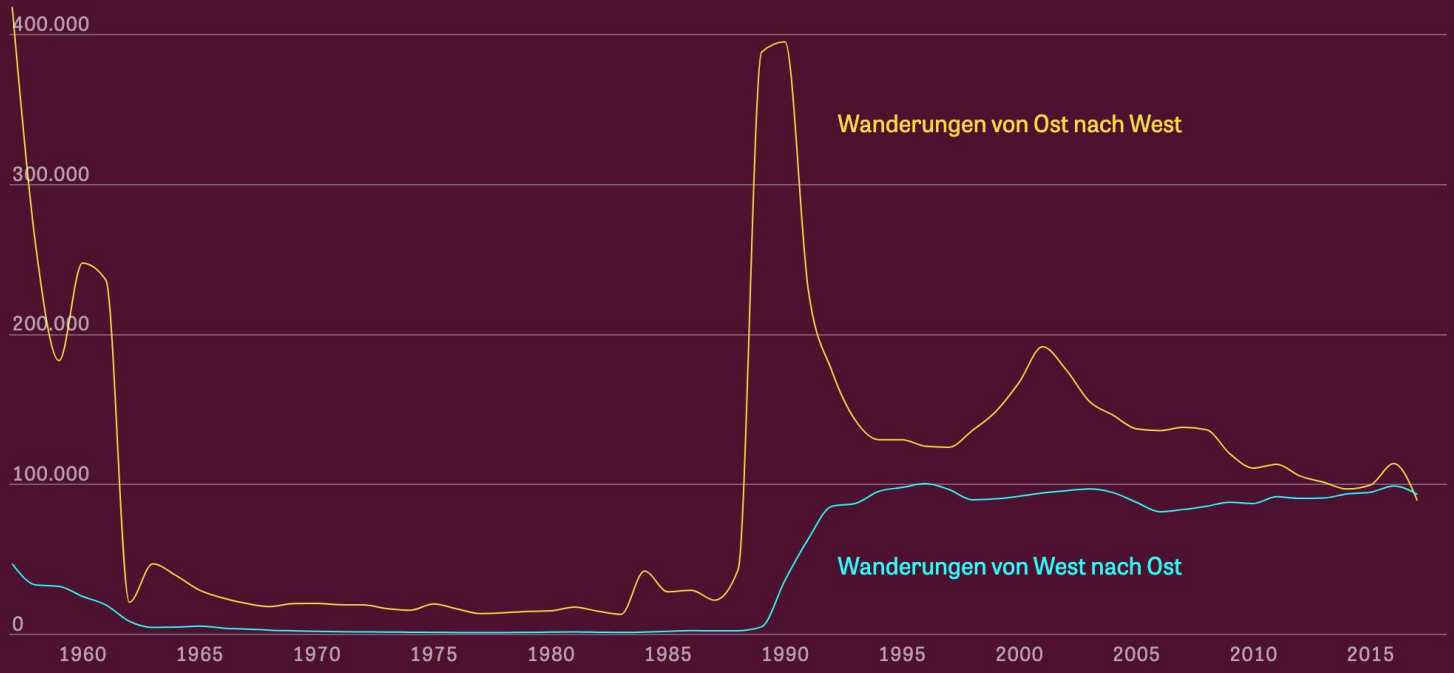

3 Platzierung & Formatierung

“Die Millionen, die gingen”, ZEIT Online, 2019

Wie viele Frauen in Führungspositionen wie vielen Männern gegenüberstehen

3 Platzierung & Formatierung

Bundesdepartemente: Für Frauen sind die Sprossen auf der Karriereleiter rutschig, NZZ, 2019

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Bundesdepartemente: Für Frauen sind die Sprossen auf der Karriereleiter rutschig, NZZ, 2019

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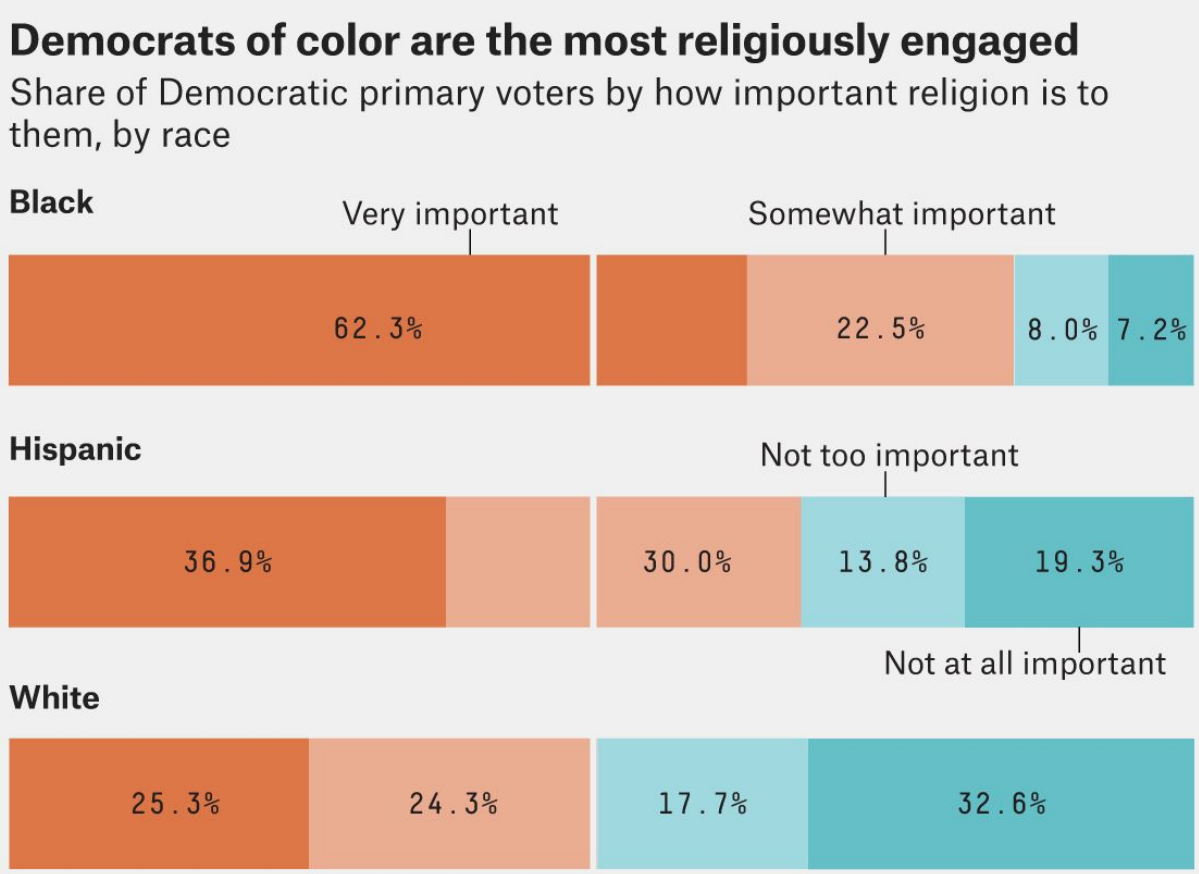

3 Platzierung & Formatierung

Why Democrats Struggle To Mobilize A 'Religious Left', FiveThirtyEight, 2019

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Design: Entscheiden, was Leser*innen als erstes, zweites, drittes sehen sollen.

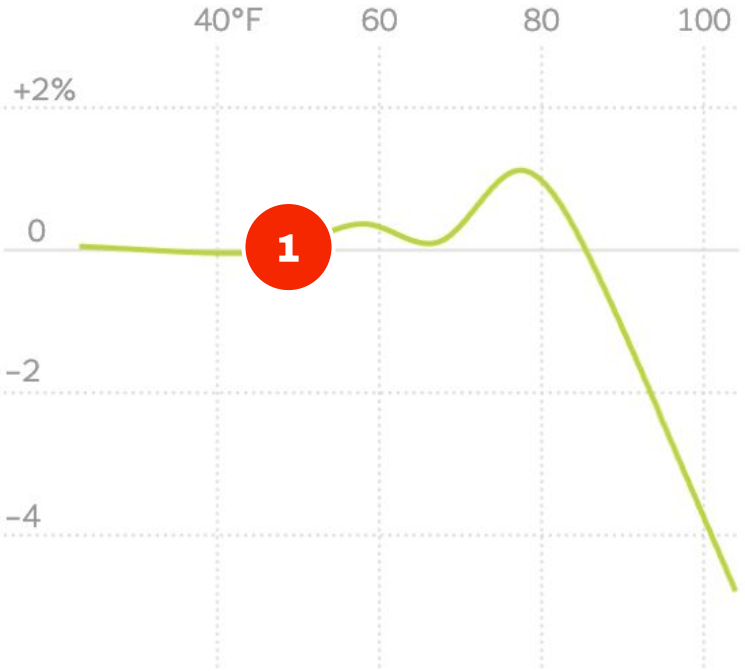
Das als letztes

Das liest du als erstes

Das hier als zweites

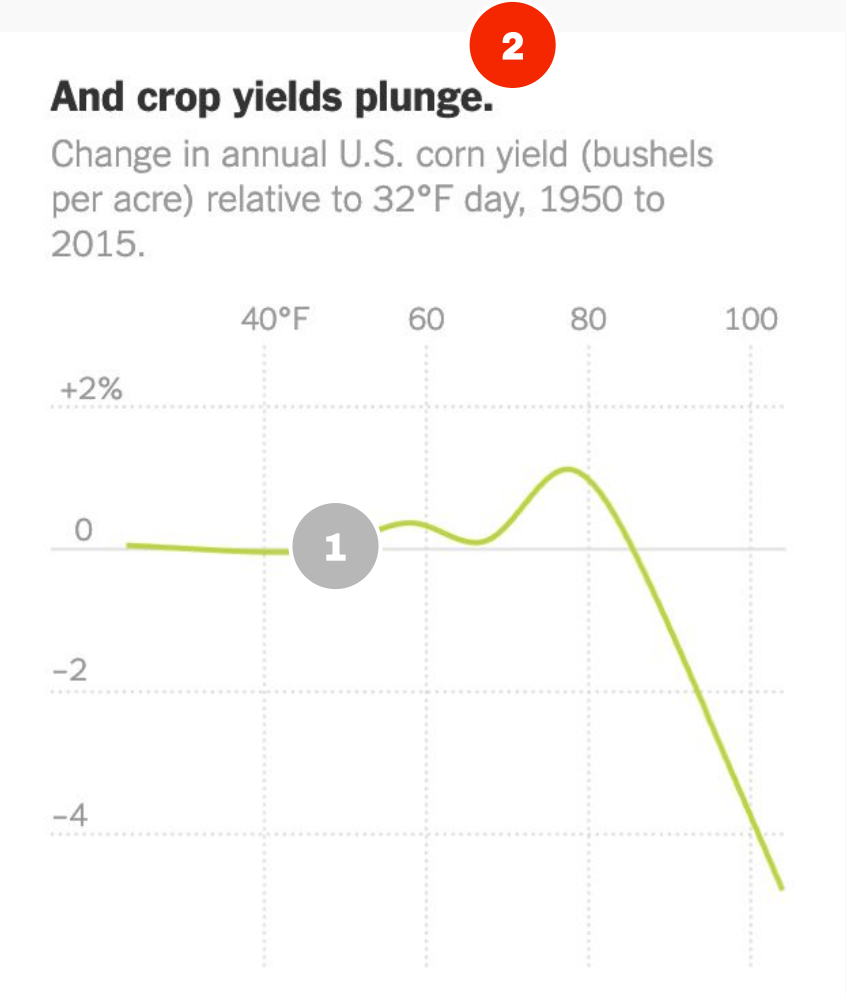
And crop yields plunge.

Change in annual U.S. corn yield (bushels per acre) relative to 32°F day, 1950 to 2015.



1 “Colors! A shape! Shiny!”

NYT, June 2017



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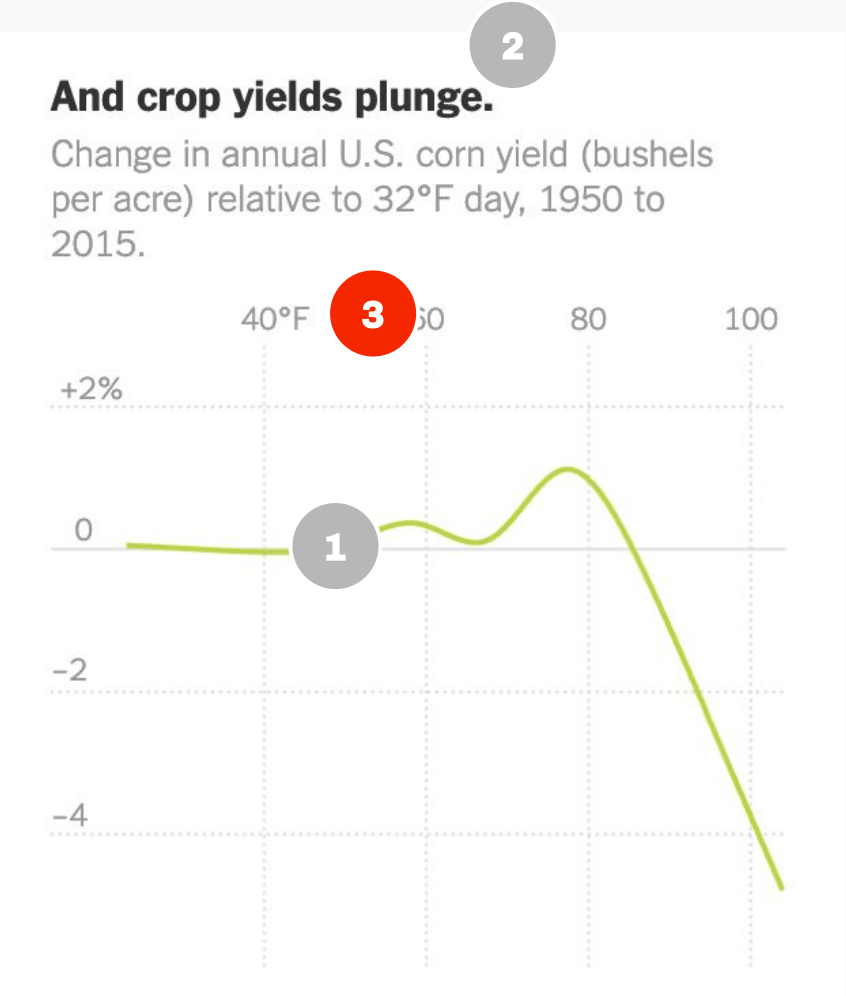
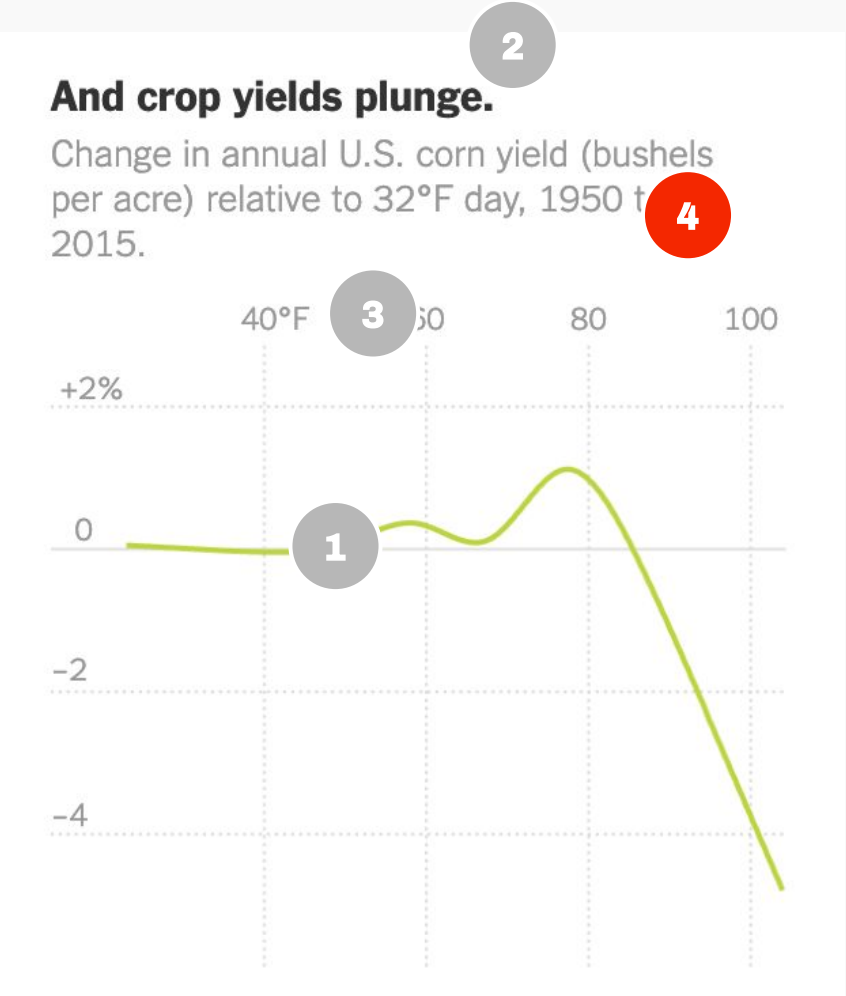


1 “Colors! A shape! Shiny!”

2 “What does it show me?”

3 “Wait, so that’s over time? What are the metrics? Ah, temperature.”

NYT, June 2017



1. “Colors! A shape! Shiny!”
2. “What does it show me?”
3. “Wait, so that’s over time? What are the metrics? Ah, temperature.”
4. “I still don’t understand.”

NYT, June 2017

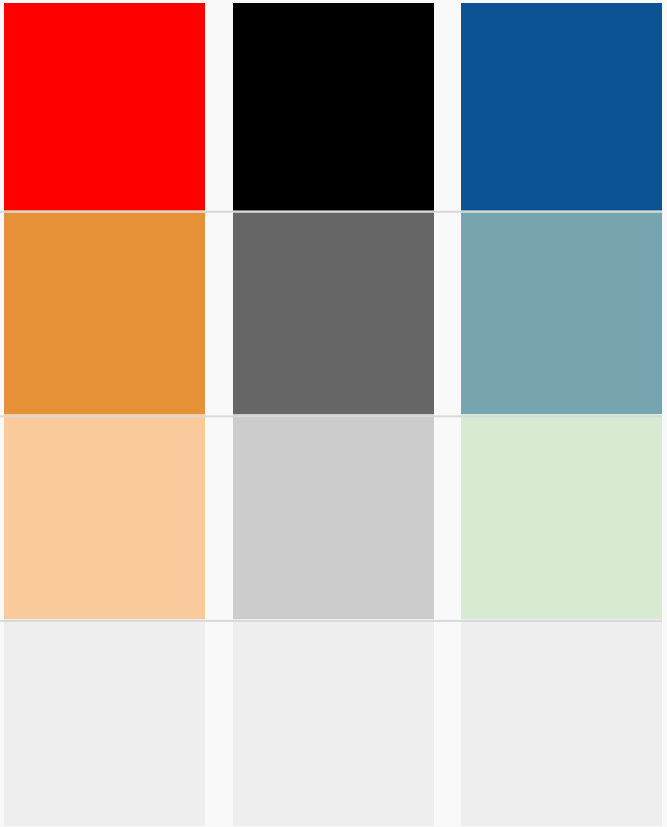
“Please see this first.”	1	“Colors! A shape! Shiny!”
“Please see this second.”	2	“What does it show me?”
“Please see this third.”	3	“Wait, so that’s over time? What are the metrics? Ah, temperature.”
“I don’t care if you see this.”	4	“I still don’t understand.”

“Please see this first.” 1

“Please see this second.” 2

“Please see this third.” 3

“I don’t care if you see this.” 4

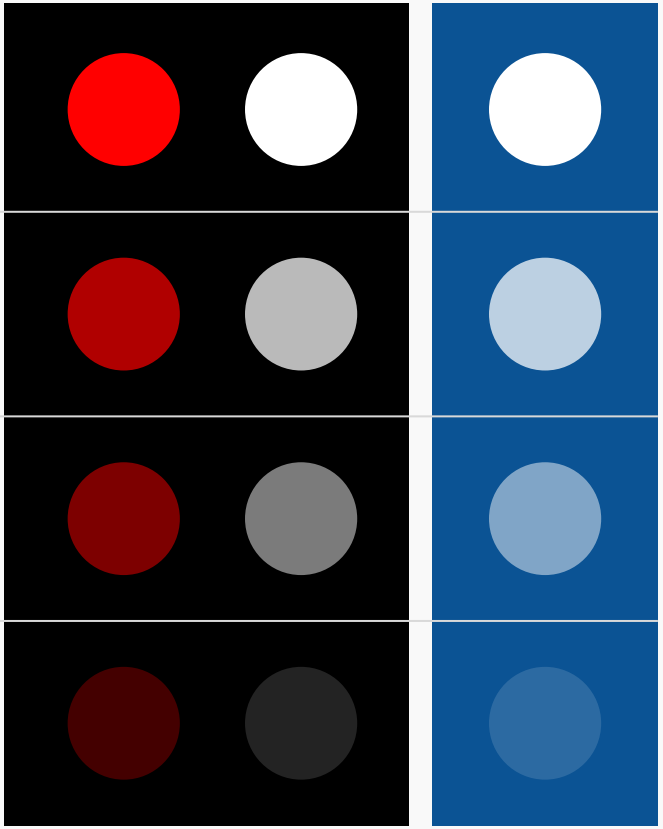


“Please see this first.” 1

“Please see this second.” 2

“Please see this third.” 3

“I don’t care if you see this.” 4



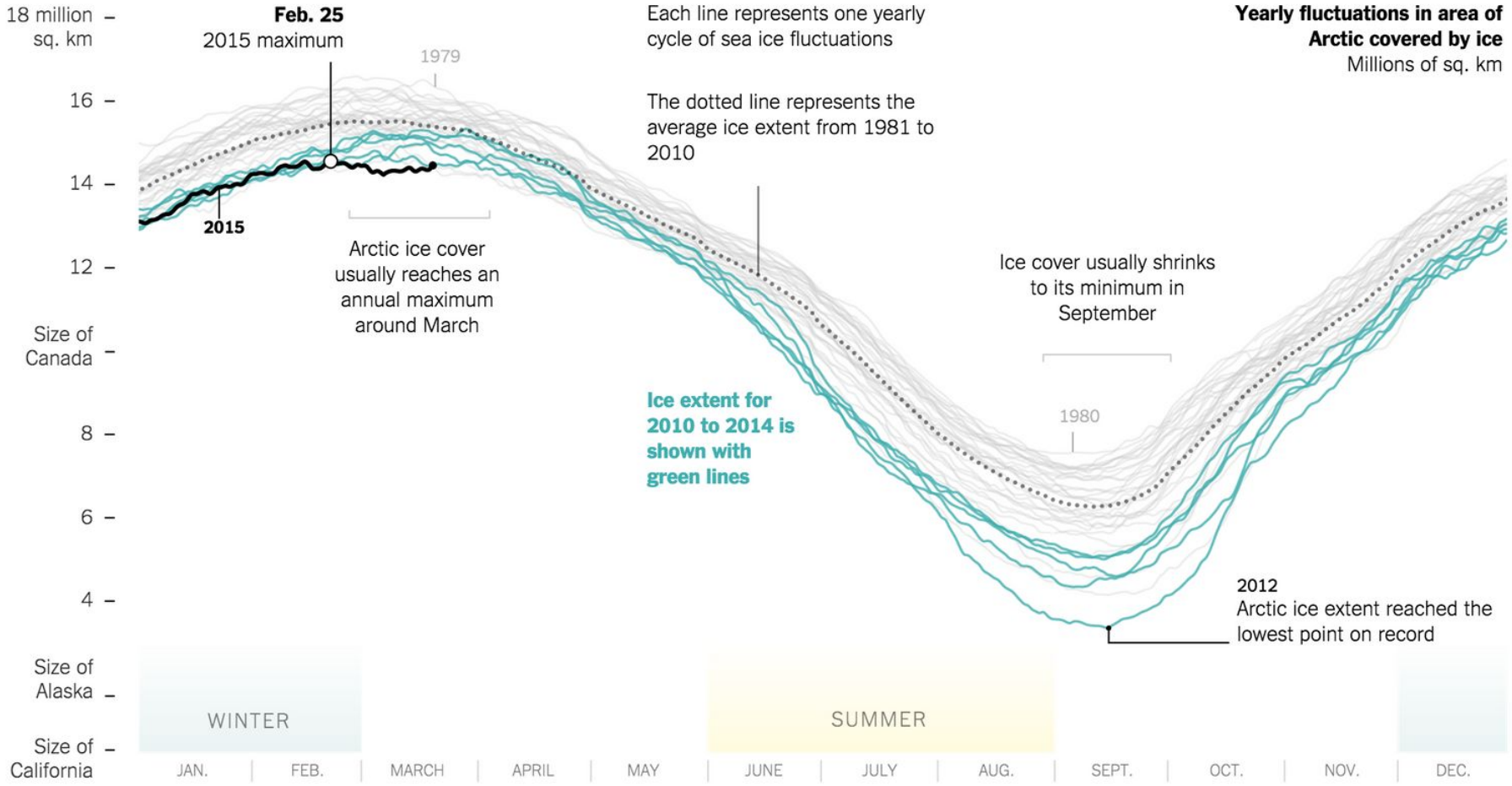
"Please see this first." 1

"Please see this second." 2

"Please see this third." 3

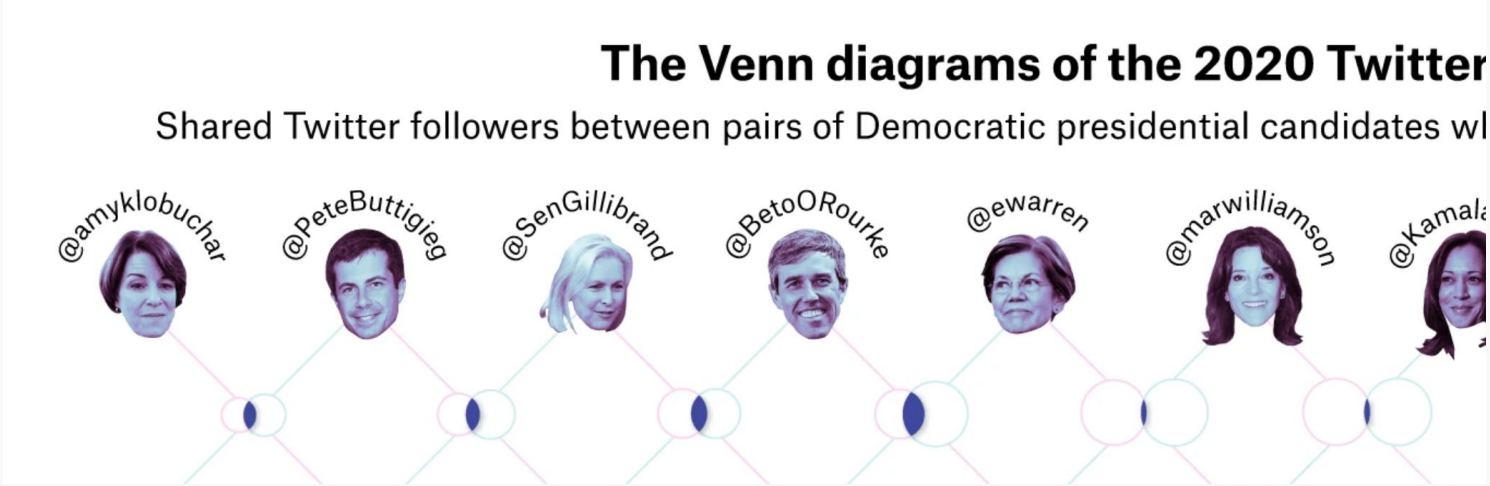
"I don't care if you see this." 4

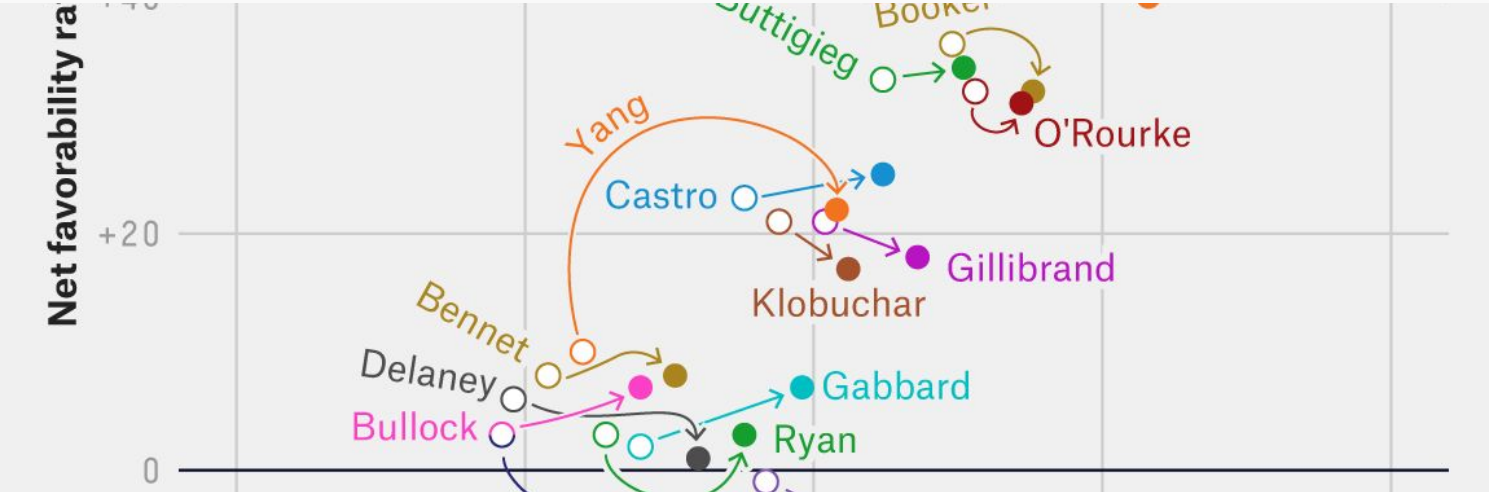
“Please see this first.”	1	**This is important.**
“Please see this second.”	2	**This? Not so super important**
“Please see this third.”	3	Even less important
“I don’t care if you see this.”	4	I’m so unimportant, you wouldn’t believe it


18 million sq. km
16
14
12
Size of Canada
8
6
4
Size of Alaska
Size of California
Feb. 25
2015 maximum
1979
2015
Arctic ice cover usually reaches an annual maximum around March
Each line represents one yearly cycle of sea ice fluctuations
The dotted line represents the average ice extent from 1981 to 2010
Ice extent for 2010 to 2014 is shown with green lines
Ice cover usually shrinks to its minimum in September
1980
2012
Arctic ice extent reached the lowest point on record
Yearly fluctuations in area of Arctic covered by ice
Millions of sq. km
WINTER
SUMMER
JAN.
FEB.
MARCH
APRIL
MAY
JUNE
JULY
AUG.
SEPT.
OCT.
NOV.
DEC.

Hab **Spaß.**

3 Platzierung & Formatierung





Which 2020 Candidates Have The Most In Common ... On Twitter?, FiveThirtyEight, 2019

After Two Debates, Warren Is Getting More Popular, FiveThirtyEight, 2019

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3 **Platzierung & Formatierung**

ux writing - Google Search

google.com/search?q=ux+writing&rlz=1C5CHFA_enDE725DE726&oq=ux+writing&aqs=chrome..69i57j69i...

Google

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UX job UX book

uxplanet.org › the-rise-of-the-ux-writer-8beb836c13f1

The Rise of the UX Writer - UX Planet

Jan 21, 2019 - If you've been paying attention to the biggest UX design trends predicted for 2019 , you'll no doubt have heard about the rise of **UX writing**.

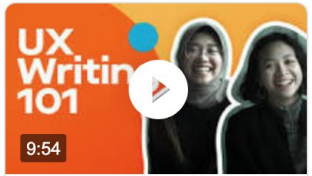
uxdesign.cc › ux-writing-ux-copywriting-content-strategy-and-conten...

UX Writing, UX Copywriting, Content Strategy, and Content ...

Nov 5, 2018 - A **UX writer** is someone who writes for **user experience**. **UX writers** write the words we read or hear when we use a digital product. Their texts must be clear, concise, and useful. Their goal is to help and guide the user.

Videos

UX Writing in 60 seconds!



UX Writing 101: How to Write for an App

What is UX Writing – with freelance writer Owen Williams

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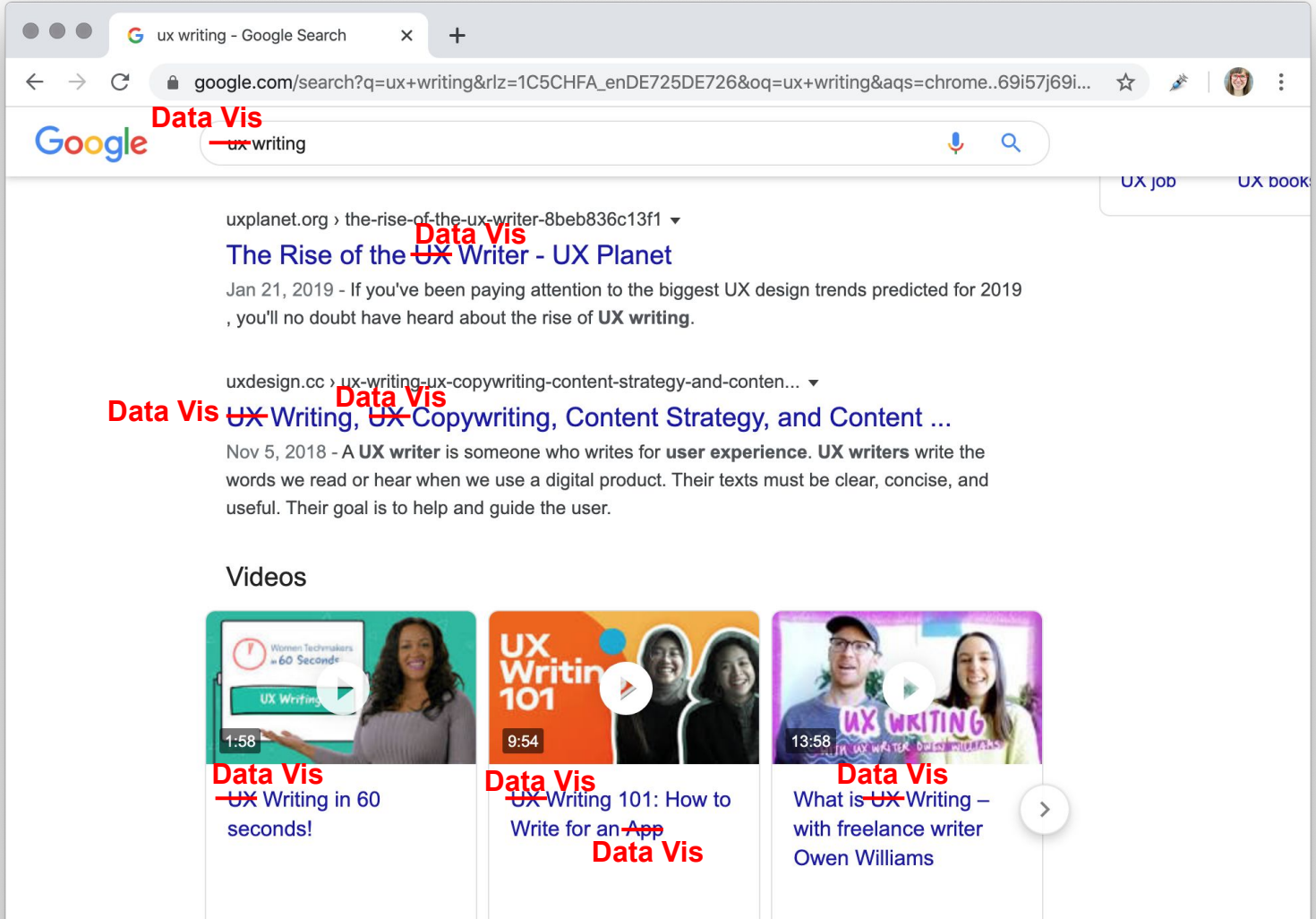
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The Rise of the ~~UX~~ Writer - UX Planet
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Data Vis
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Videos
1:58
Data Vis
~~UX~~ Writing in 60 seconds!
UX Writing 101
9:54
Data Vis
~~UX~~ Writing 101: How to Write for an ~~App~~
Data Vis
13:58
UX WRITING
Data Vis
What is ~~UX~~ Writing – with freelance writer Owen Williams

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2 **Formulierung**

3 **Platzierung & Formatierung**

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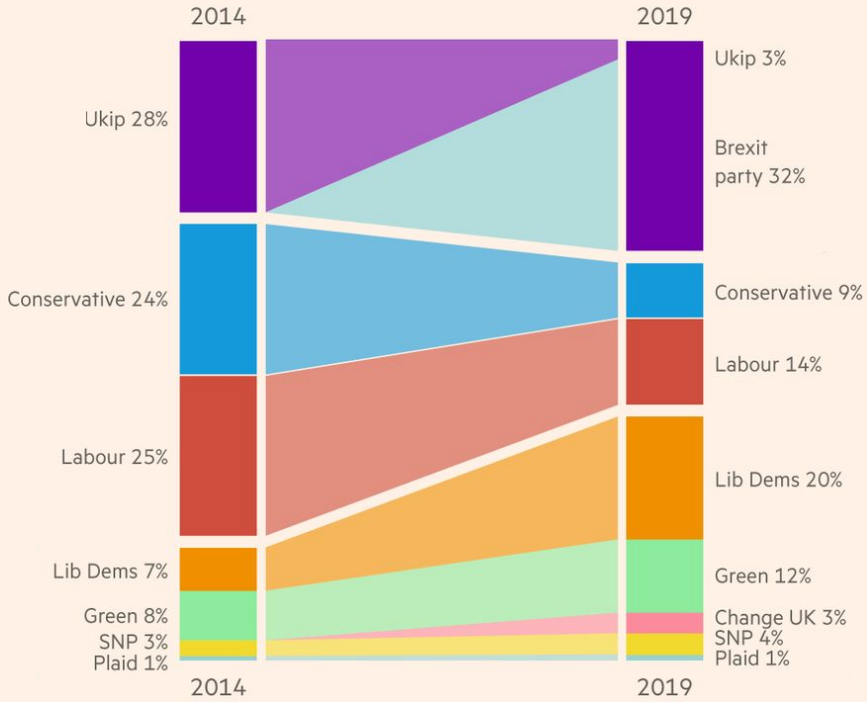
The established parties have been squeezed out by those with a firmer position on Brexit

Vote share, 2014 vs 2019 (%)
11 out of 12 regions reporting



Financial Times, 2019

How to improve **readability?**

Use elements & colors that are intuitive for your readers.

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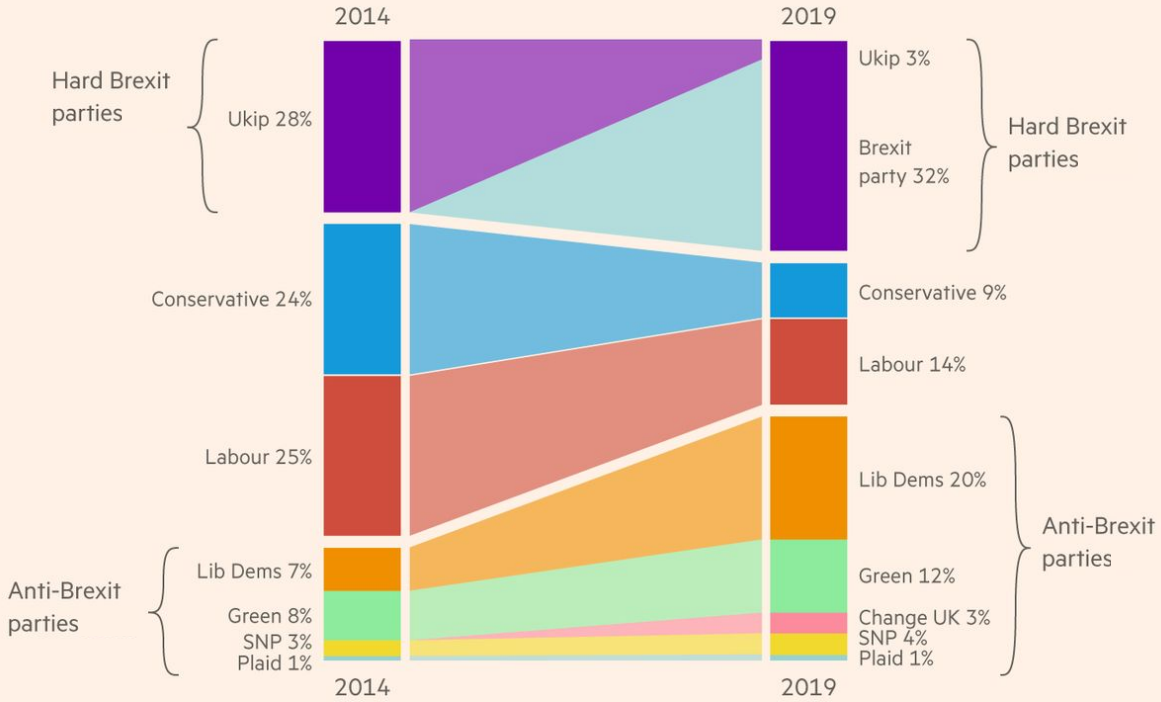

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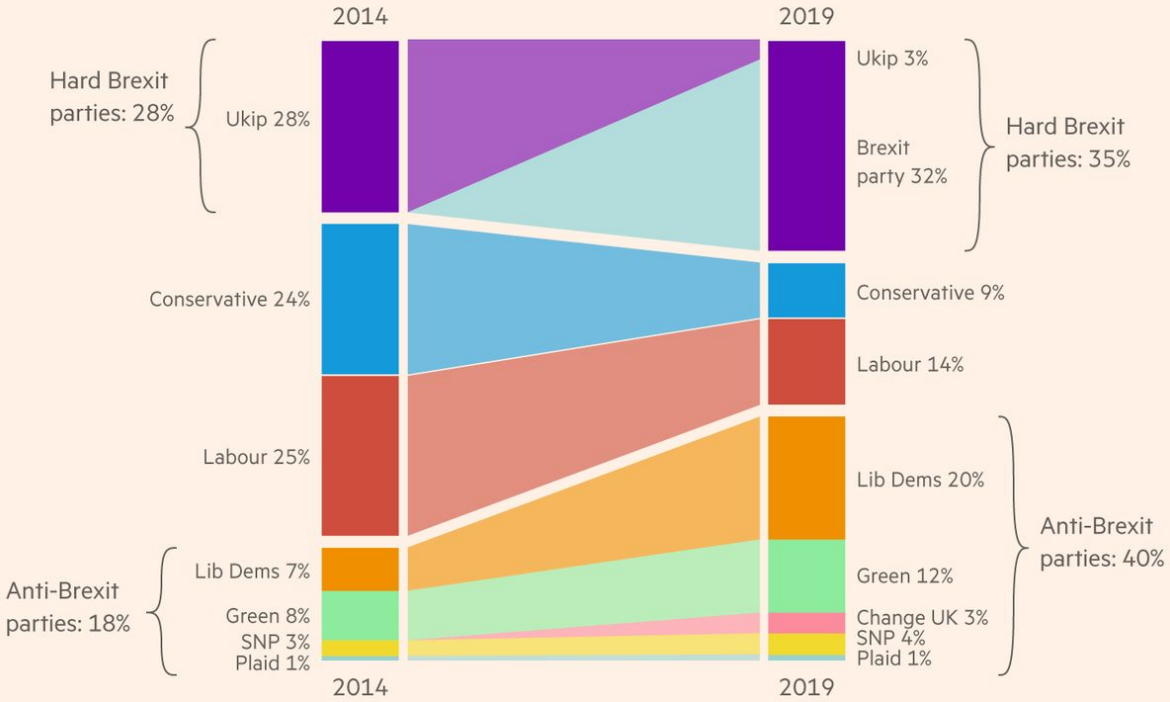

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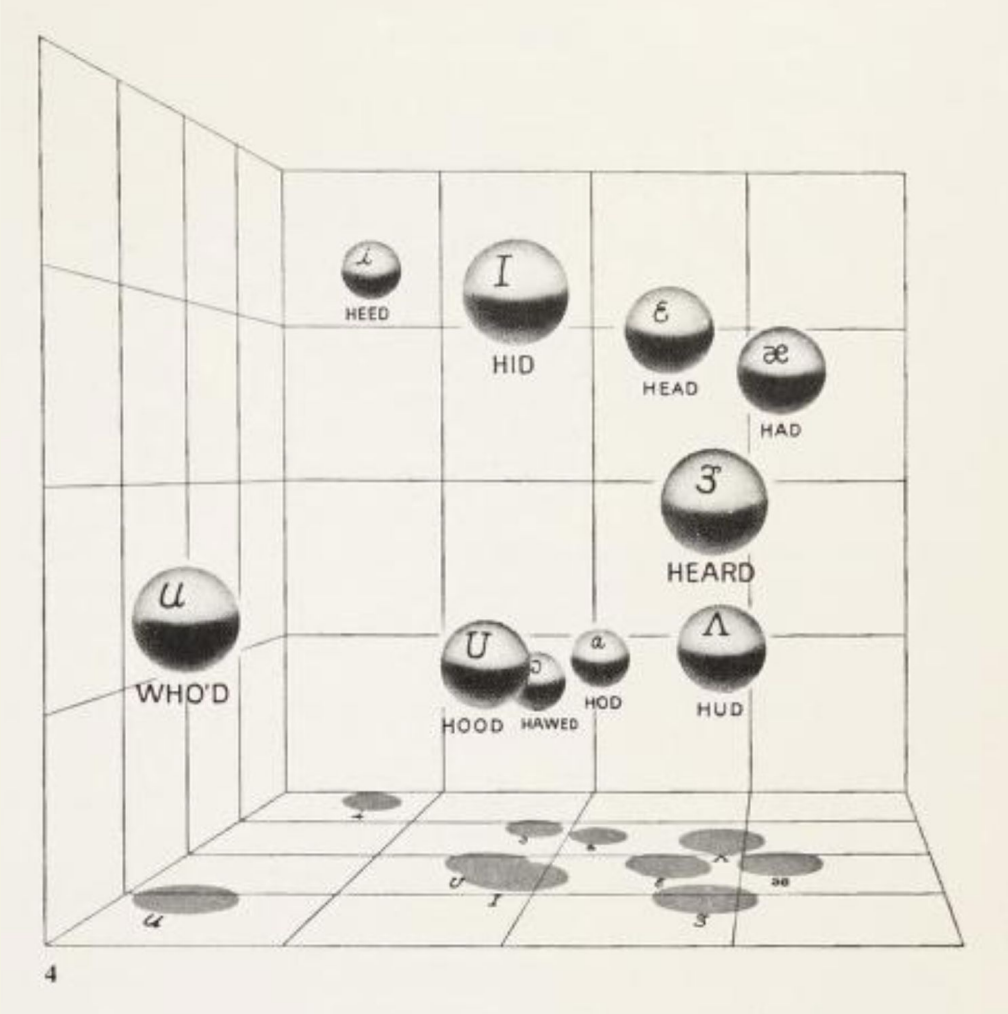

Outlier

Diagrams: a visual survey of graphs, maps, charts and diagrams for the graphic designer, Arthur Lockwood, 1969

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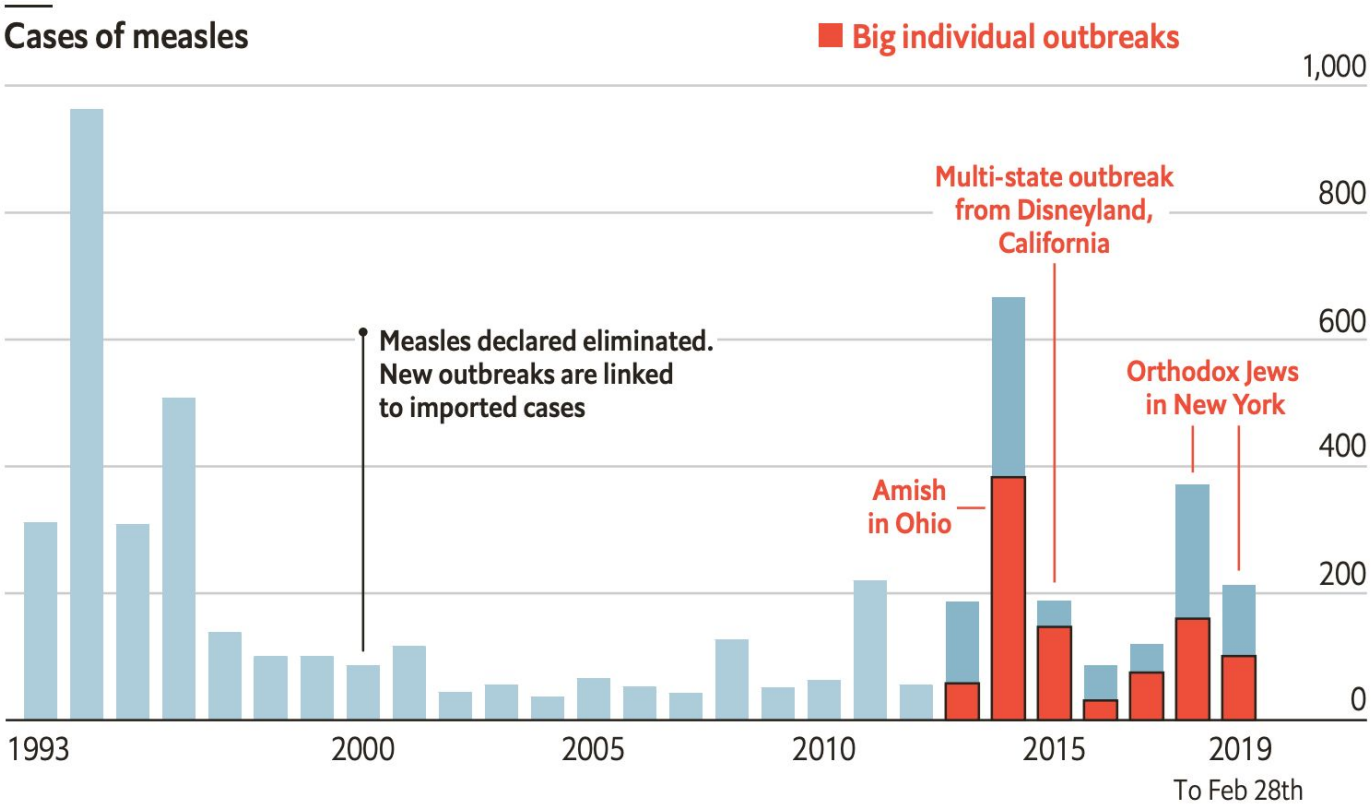

Outlier

Fever Pitch, Graphic Detail, The Economist, 2019

Fuuuuuuu
uuuuuuuu
uuun

no emphasis

This is an important headline
This is just a description.

---

bolder

This is an important headline
This is just a description.

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darker

This is an important headline
This is just a description.

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bigger

This is an important headline
This is just a description.

How to improve **readability?**

Format text to create visual hierarchies & to make it skimmable.

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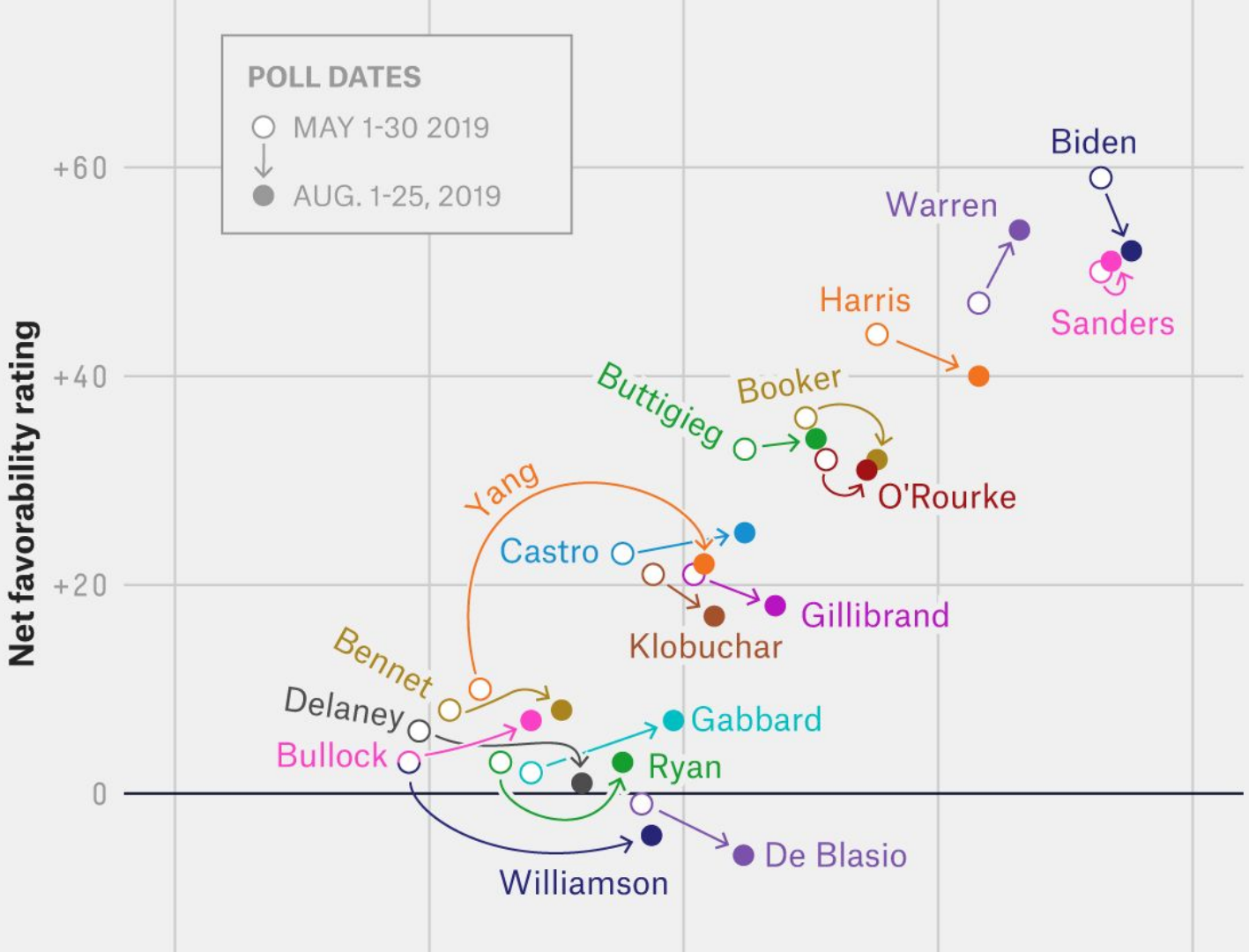

Outlier

After Two Debates, Warren Is Getting More Popular, FiveThirtyEight, 2019

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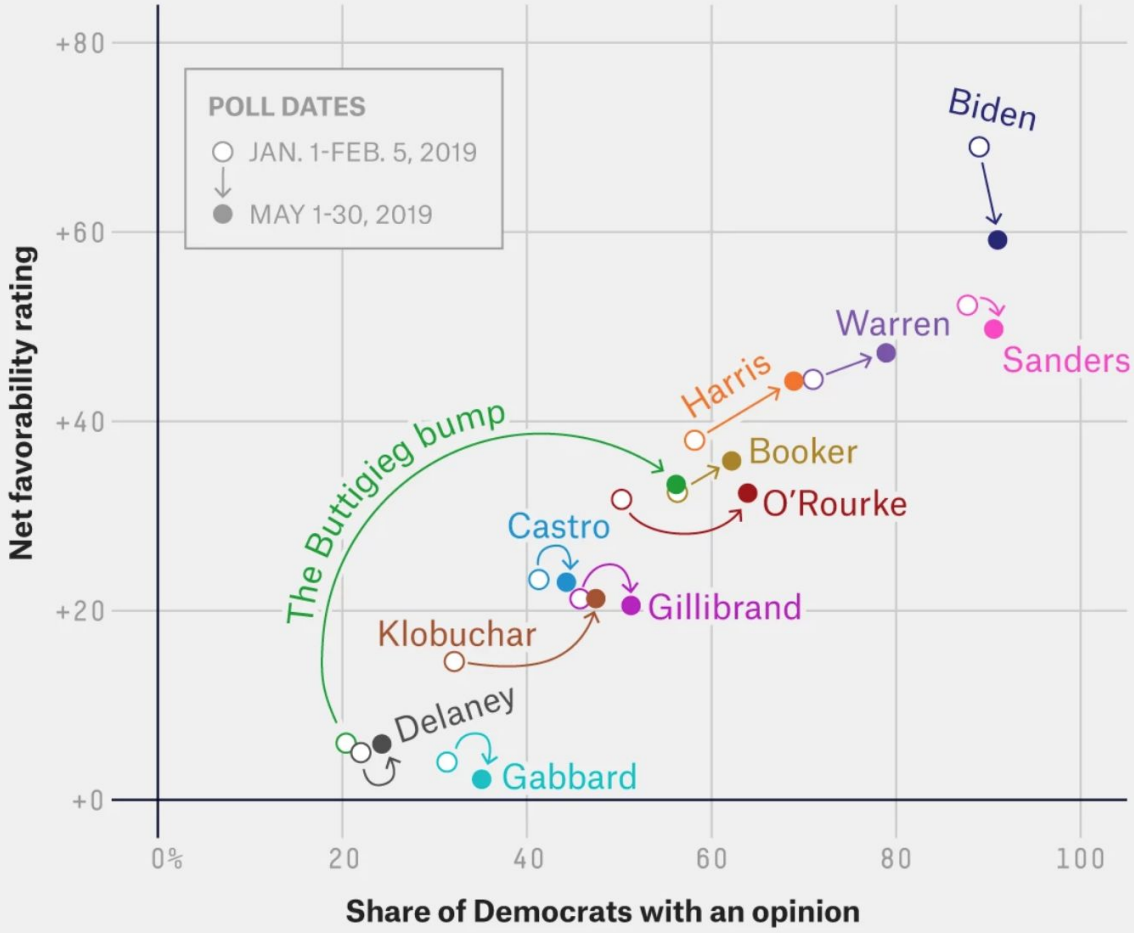

"Which 2020 Candidates Are More (Or Less) Popular Than They 'Should' Be?", FiveThirtyEight, 2019

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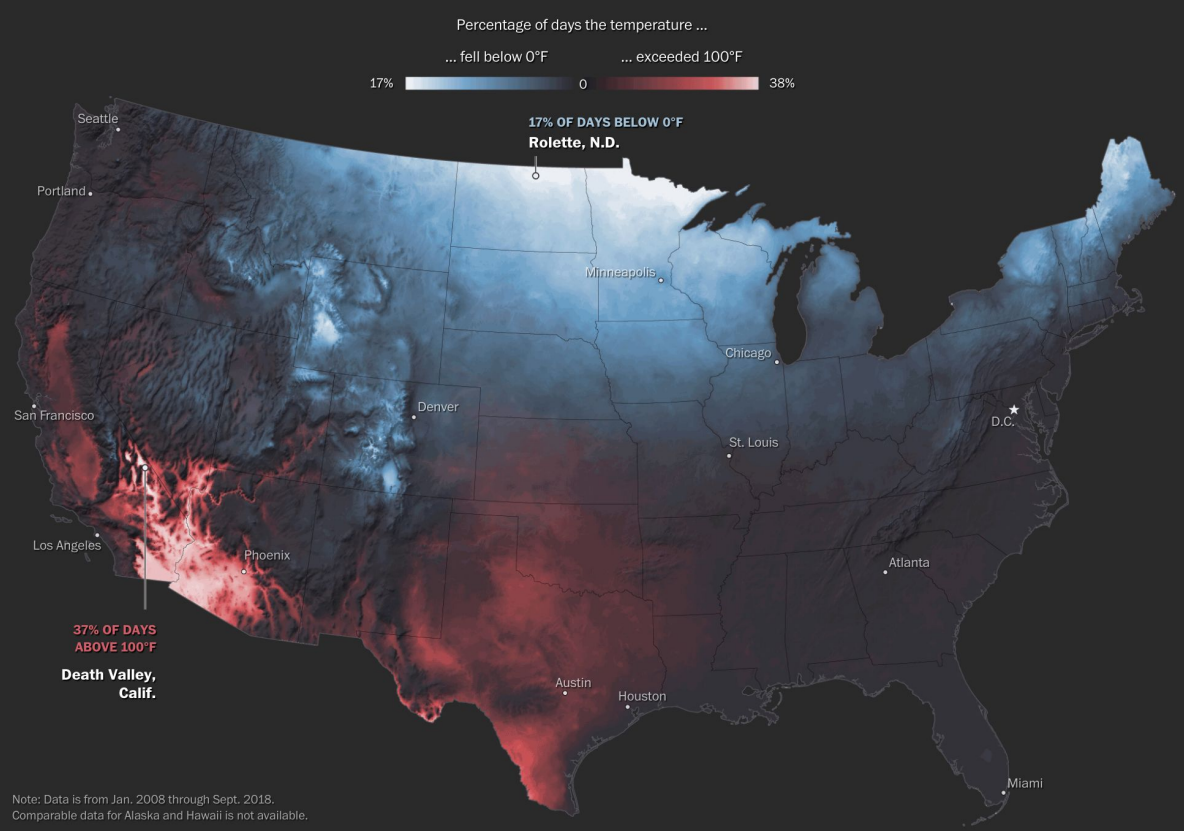

Outlier

Mapping America's wicked weather and deadly disasters, Washington Post, 2019

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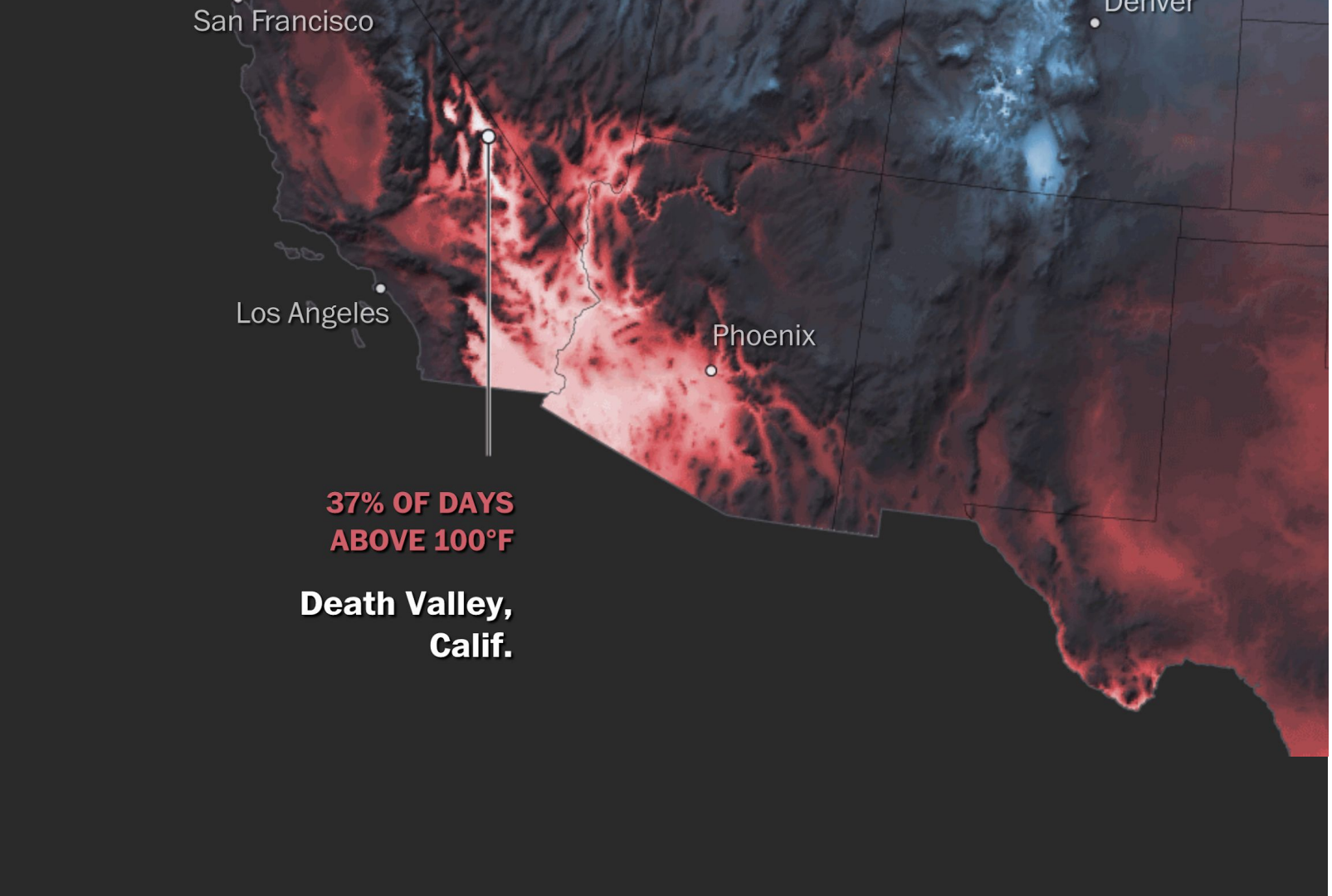

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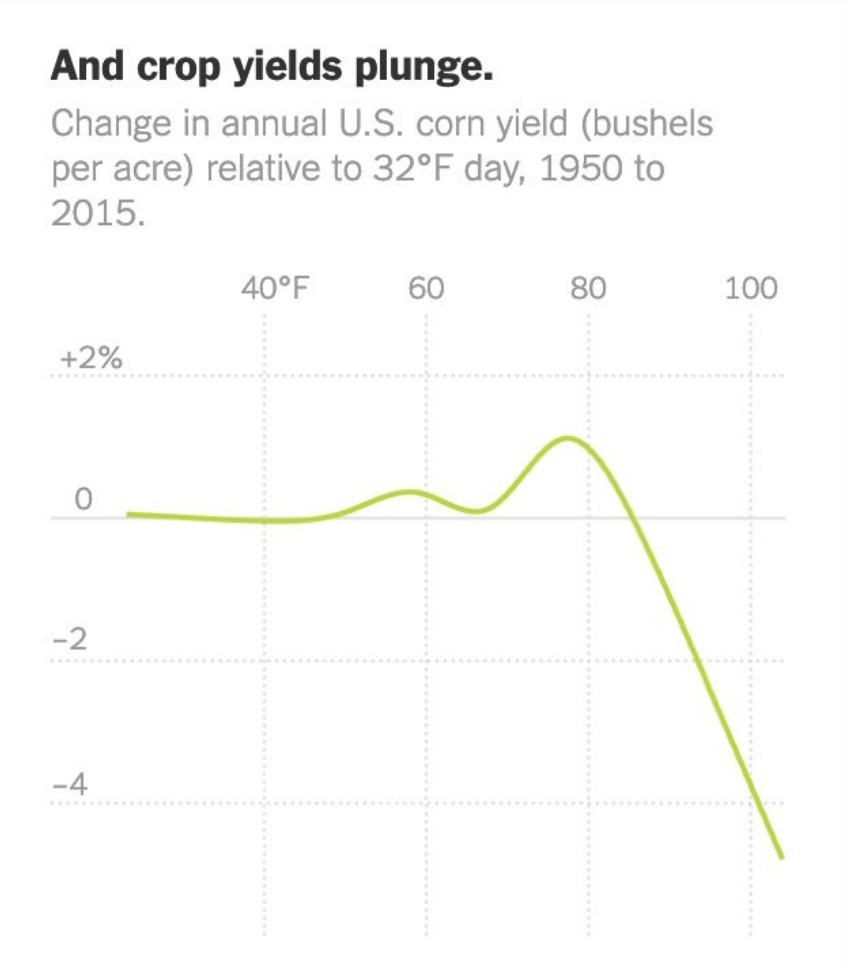

NYT, June 2017

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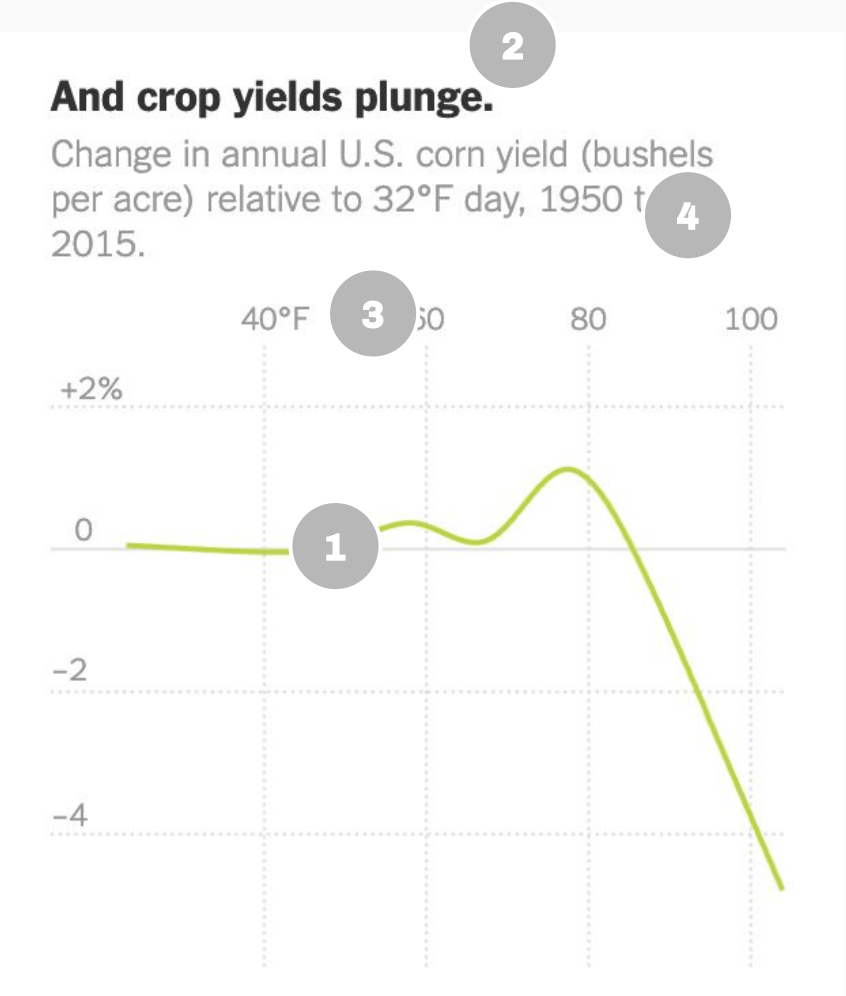

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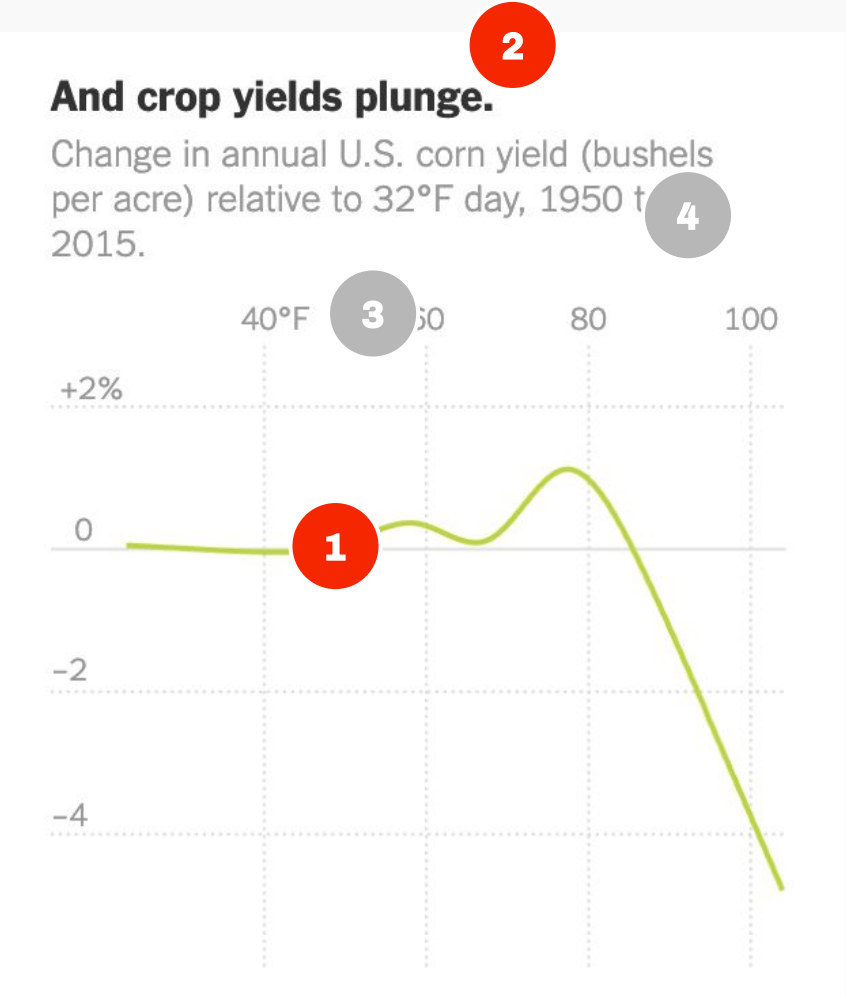
3. “Wait, so that’s over time? What are the metrics? Ah, temperature.”
4. “I still don’t understand.”

NYT, June 2017

How to improve **readability?**

Format text to create visual hierarchies & to make it skimmable.

@lisacrost



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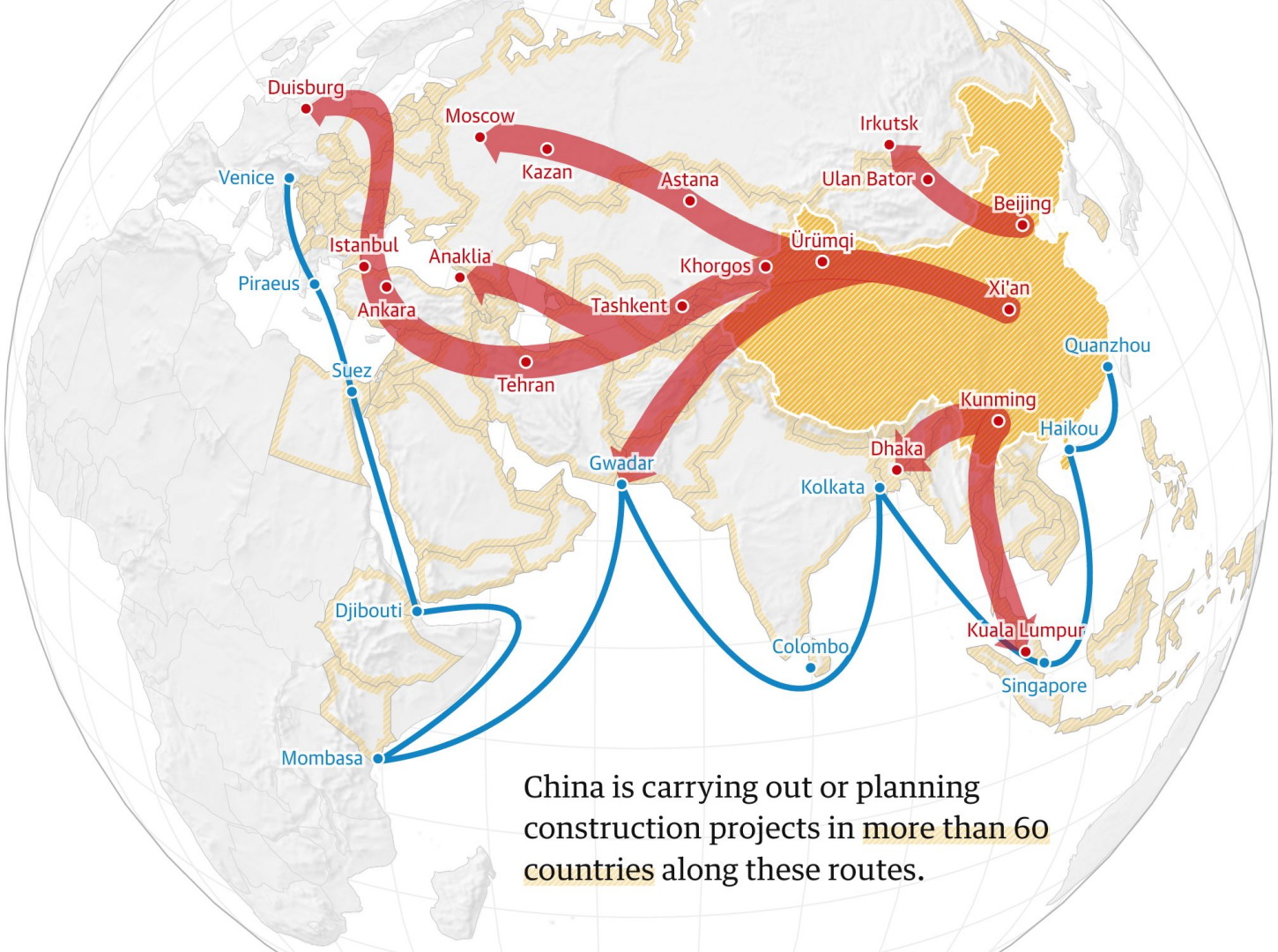


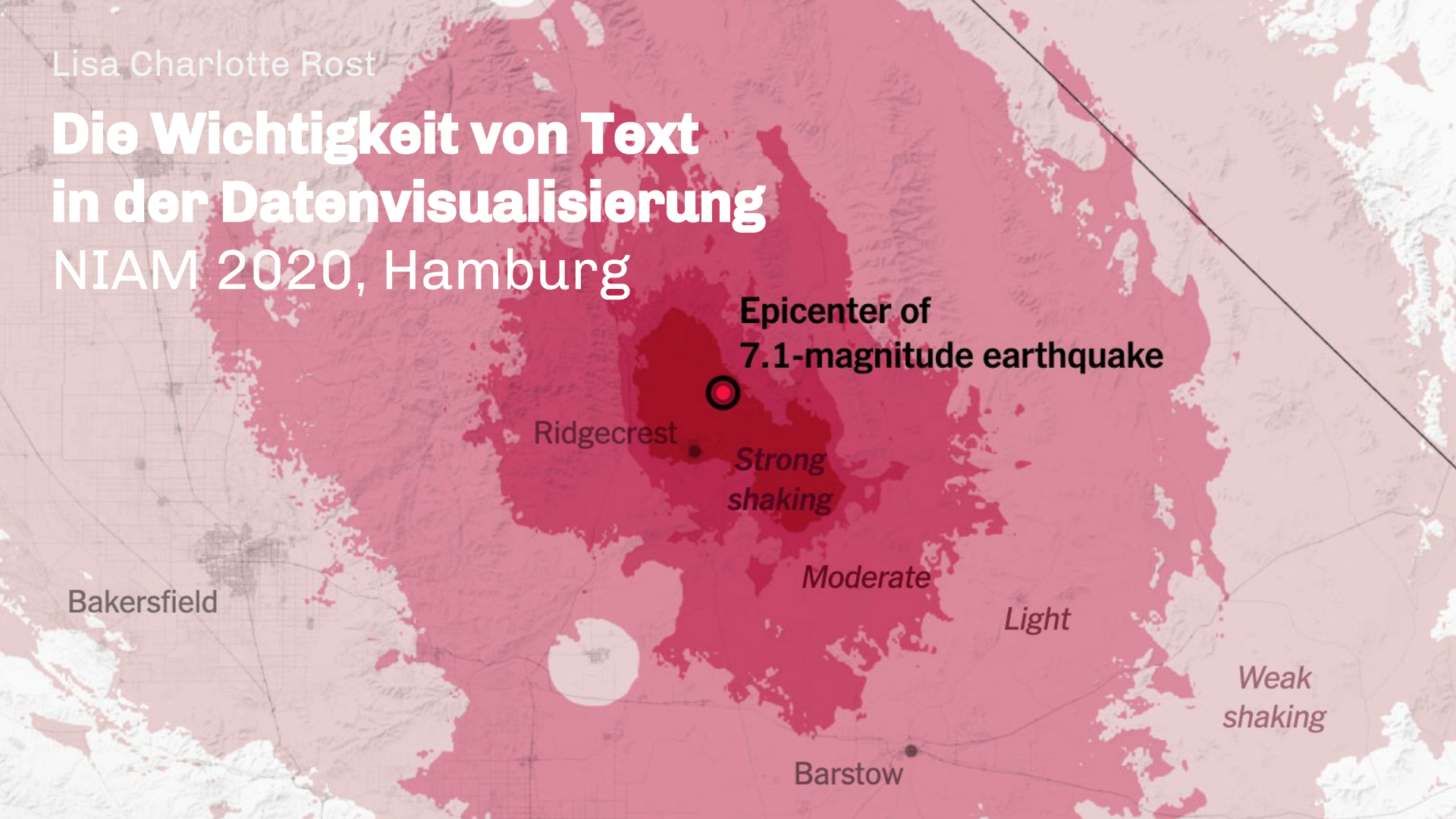
Labels as parts of statements

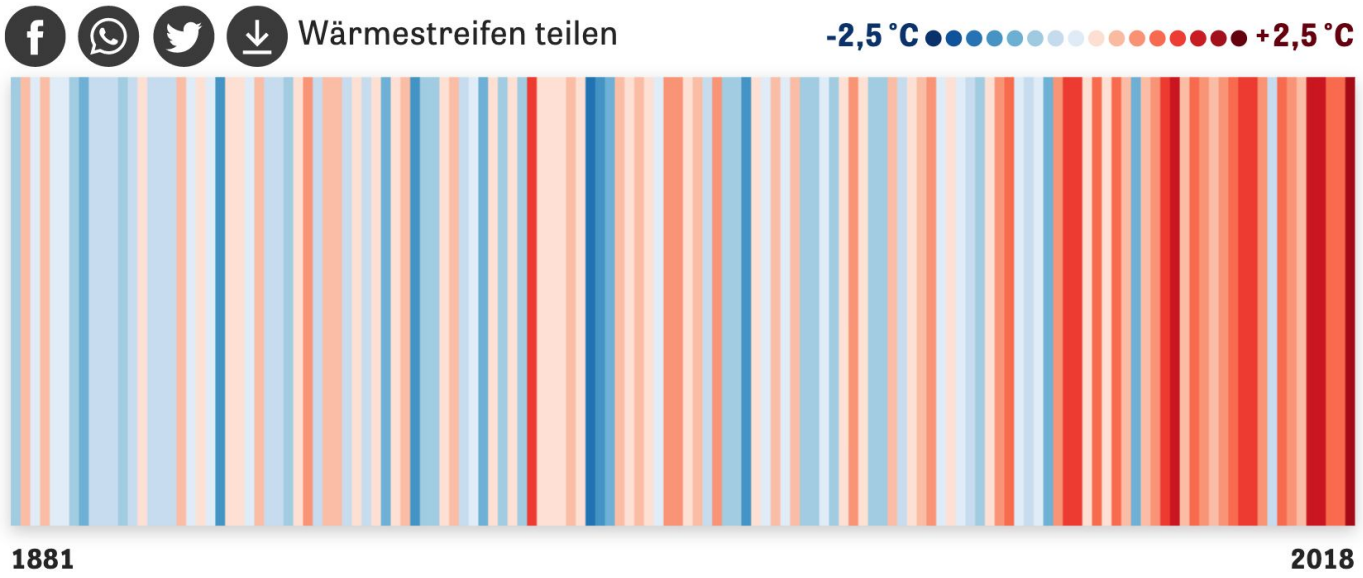
What is China's Belt and Road Initiative?, The Guardian, 2018

Lisa Charlotte Rost

Die Wichtigkeit von Text in der Datenvisualisierung

NIAM 2020, Hamburg

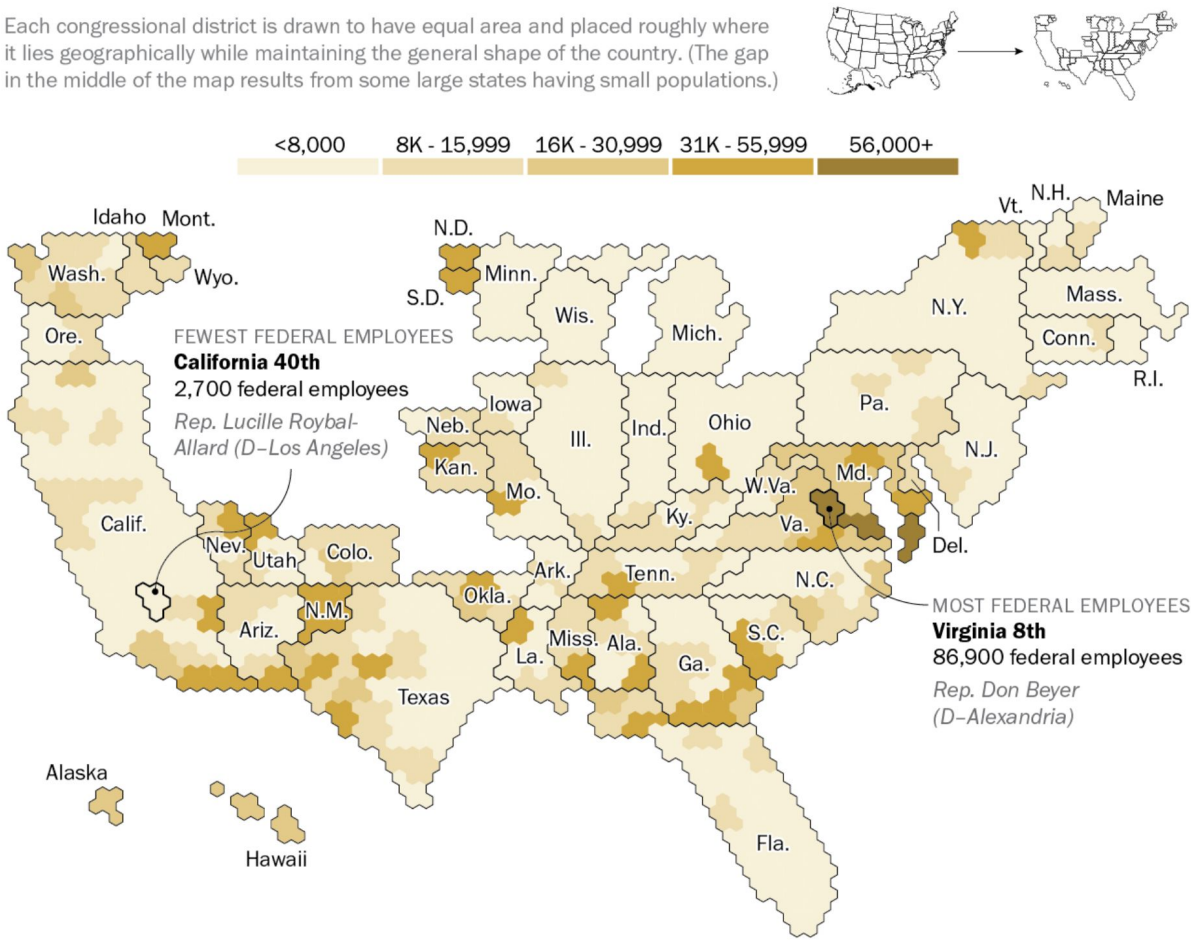




Das kälteste Jahr in Berlin war **1940** mit durchschnittlich **7,1 °C**. Das wärmste war **2018** mit **11,3 °C**.

Outlier

Viel zu warm hier, ZEIT Online, 2019



Outlier

Federal workers in red and blue congressional districts, Pew Research Center, 2019

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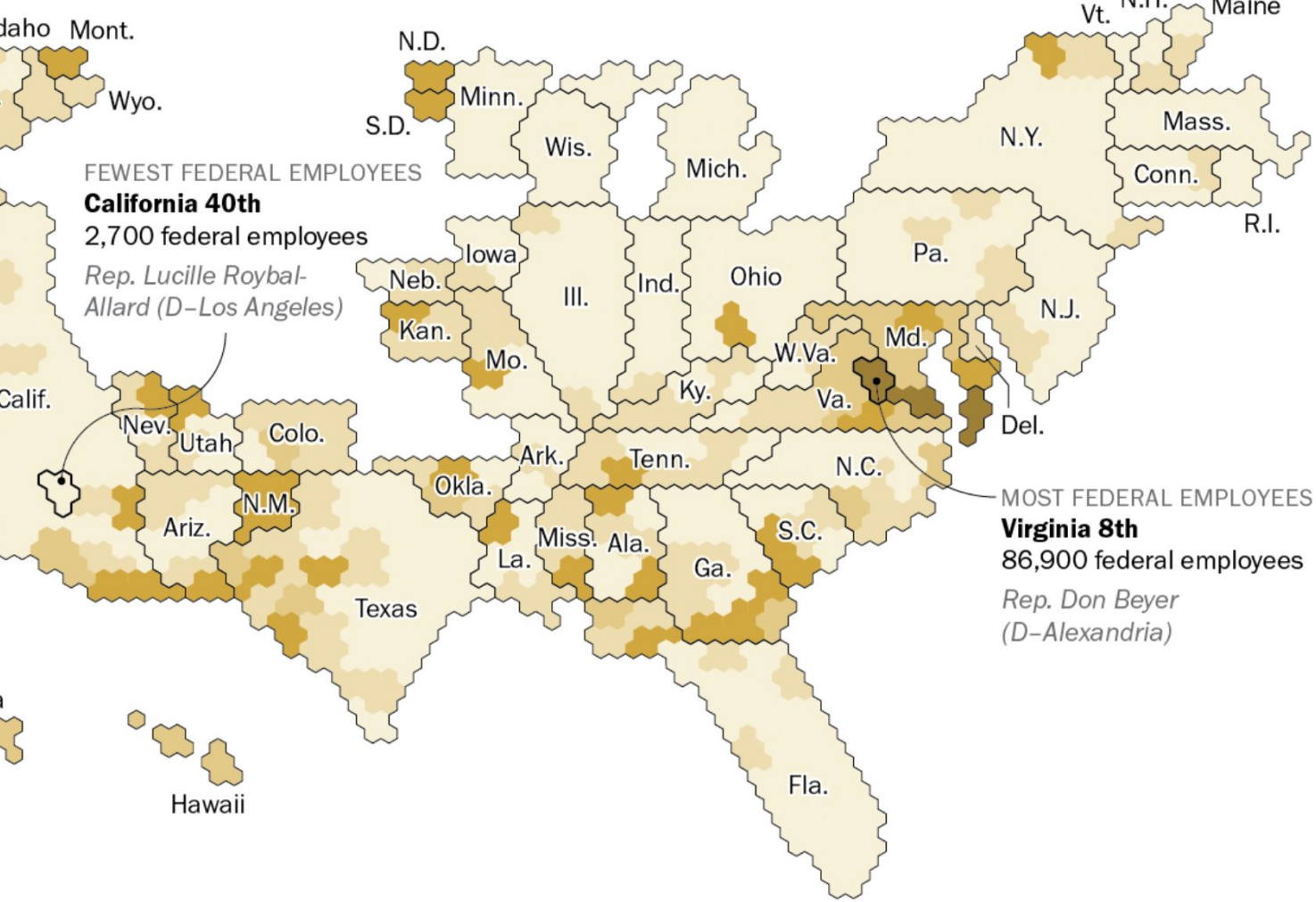

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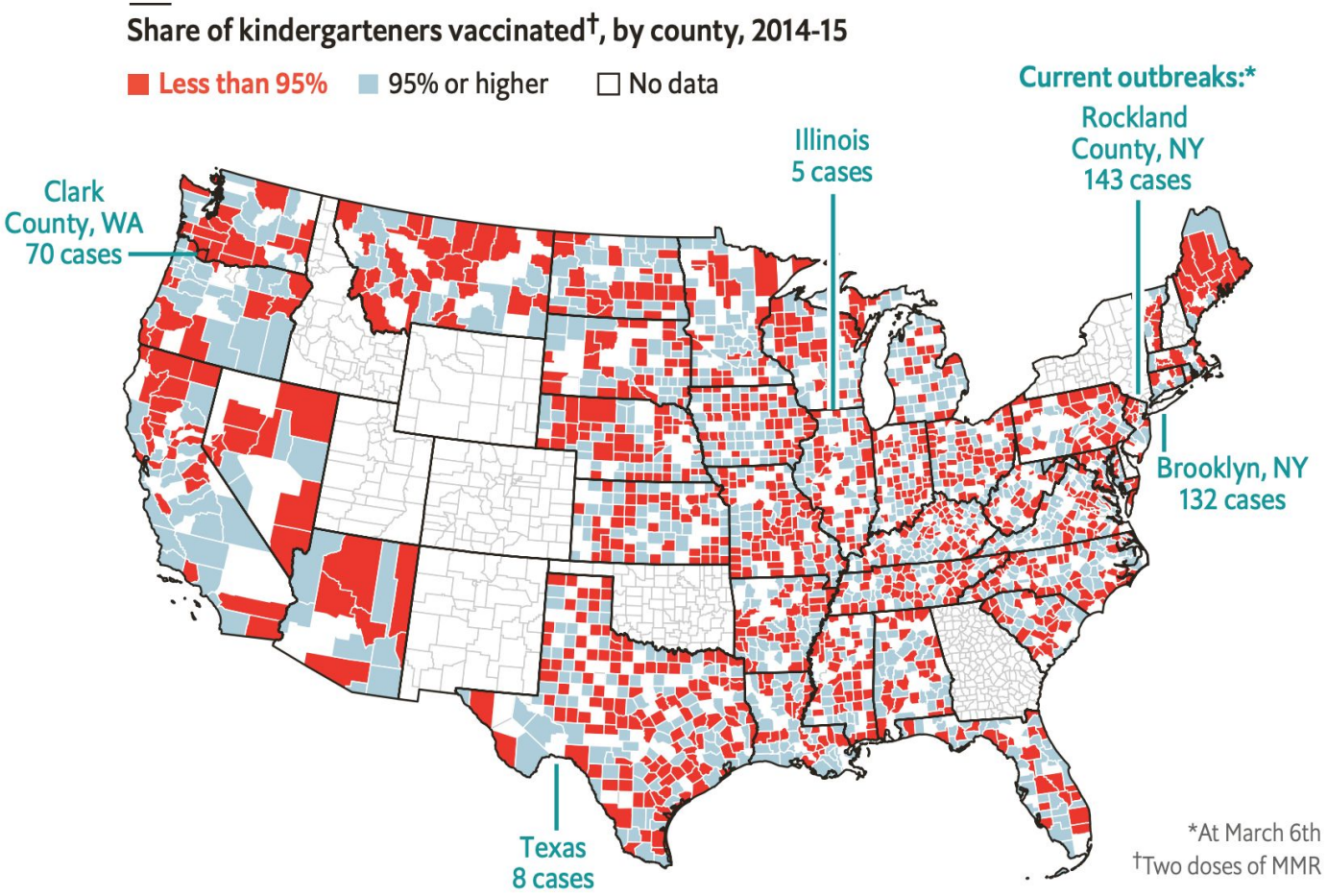

Outlier

Fever Pitch, Graphic Detail, The Economist, 2019

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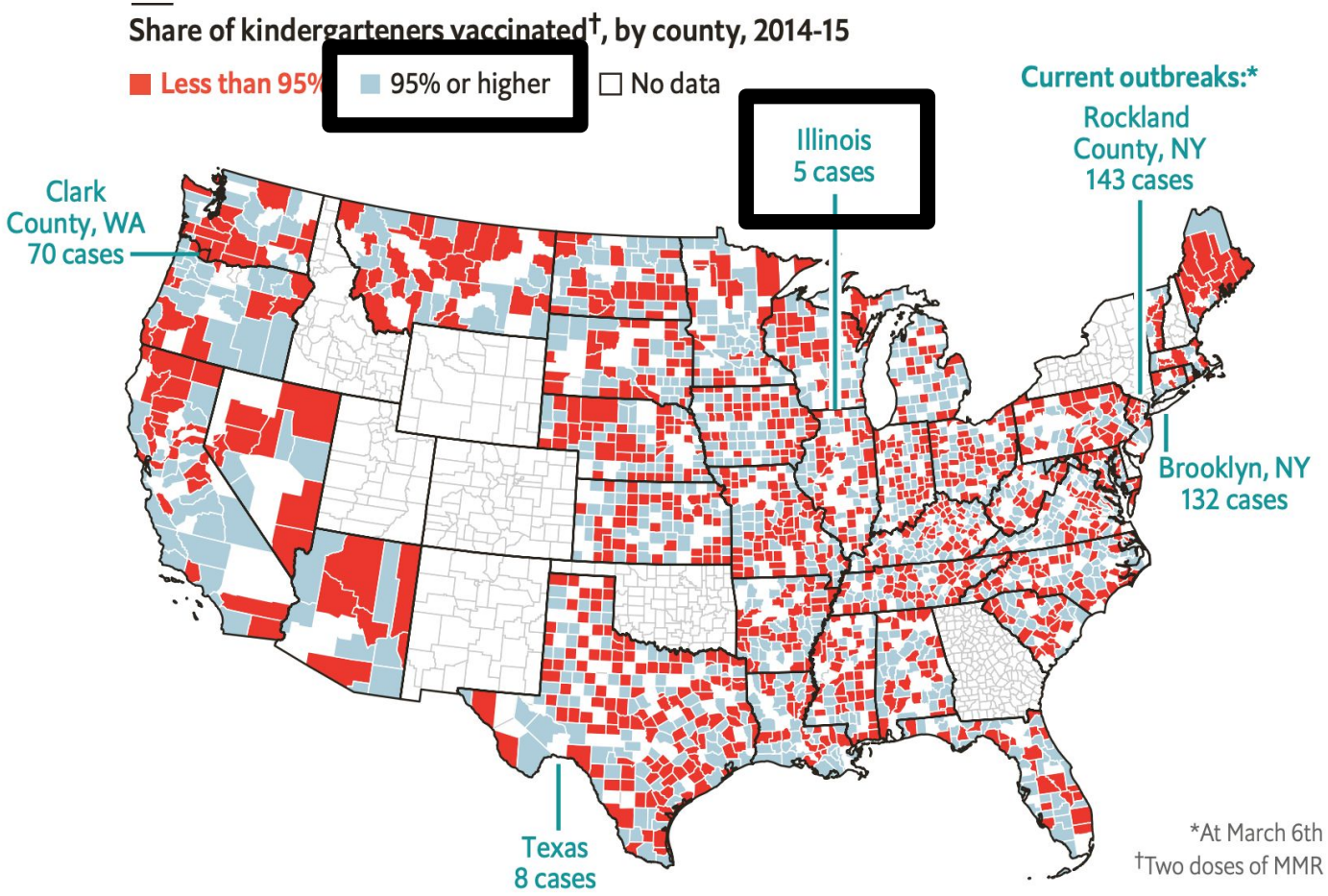

Outlier

Fever Pitch, Graphic Detail, The Economist, 2019

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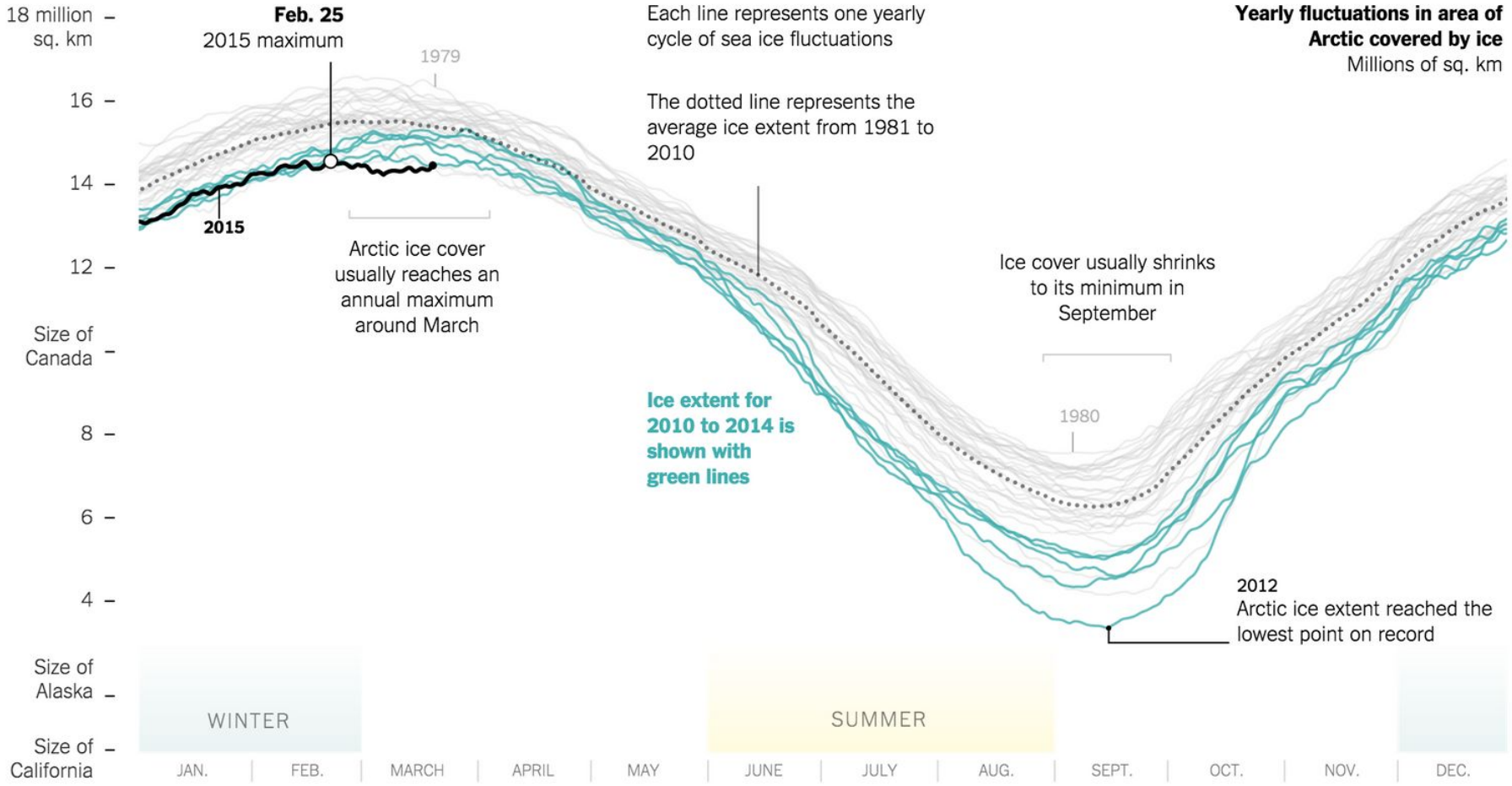
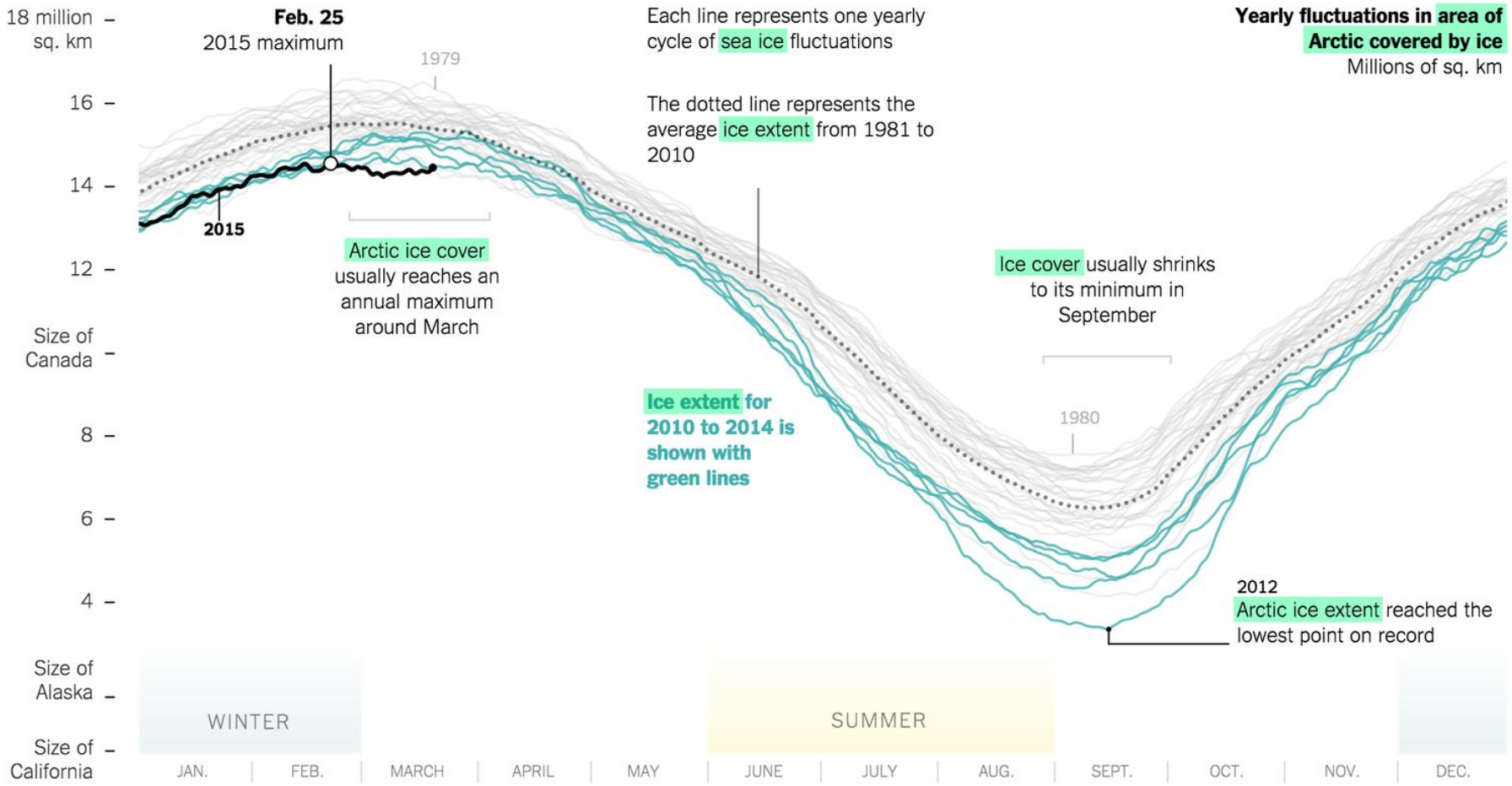
Sei redundant (immer noch).

A piece
of wisdom


18 million sq. km
16
14
12
Size of Canada
8
6
4
Size of Alaska
Size of California
Feb. 25
2015 maximum
1979
2015
Arctic ice cover usually reaches an annual maximum around March
Each line represents one yearly cycle of sea ice fluctuations
The dotted line represents the average ice extent from 1981 to 2010
Ice extent for 2010 to 2014 is shown with green lines
Ice cover usually shrinks to its minimum in September
1980
2012
Arctic ice extent reached the lowest point on record
Yearly fluctuations in area of Arctic covered by ice
Millions of sq. km
WINTER
SUMMER
JAN.
FEB.
MARCH
APRIL
MAY
JUNE
JULY
AUG.
SEPT.
OCT.
NOV.
DEC.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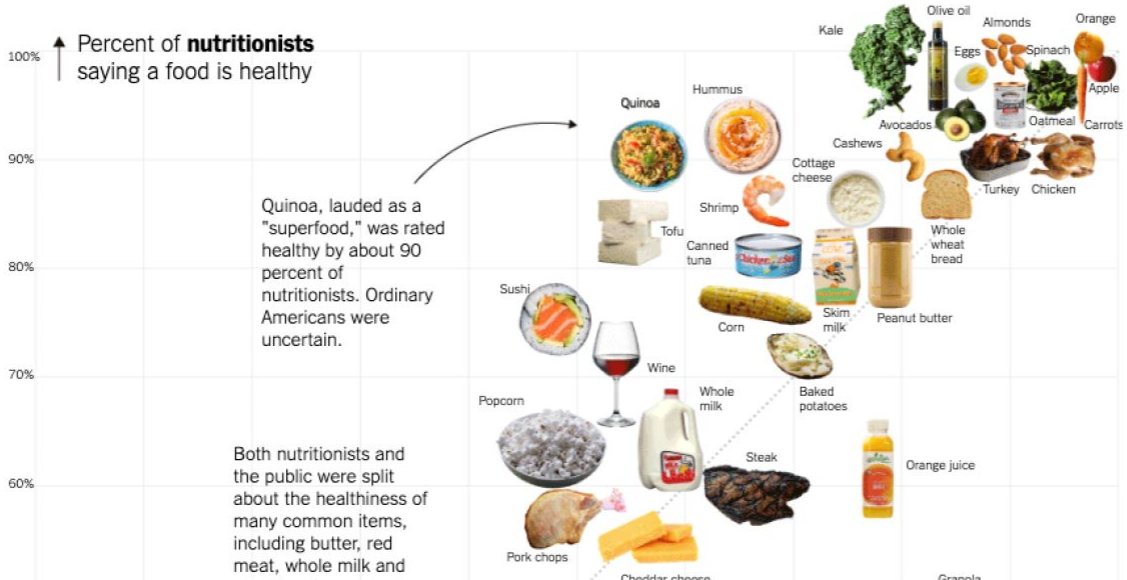
Is Sushi ‘Healthy’? What About Granola? Where Americans and Nutritionists Disagree

By **KEVIN QUEALY** and **MARGOT SANGER-KATZ** JULY 5, 2016

We surveyed Americans and a panel of nutrition experts about which foods they thought were good or bad for you.



How to improve **readability?**

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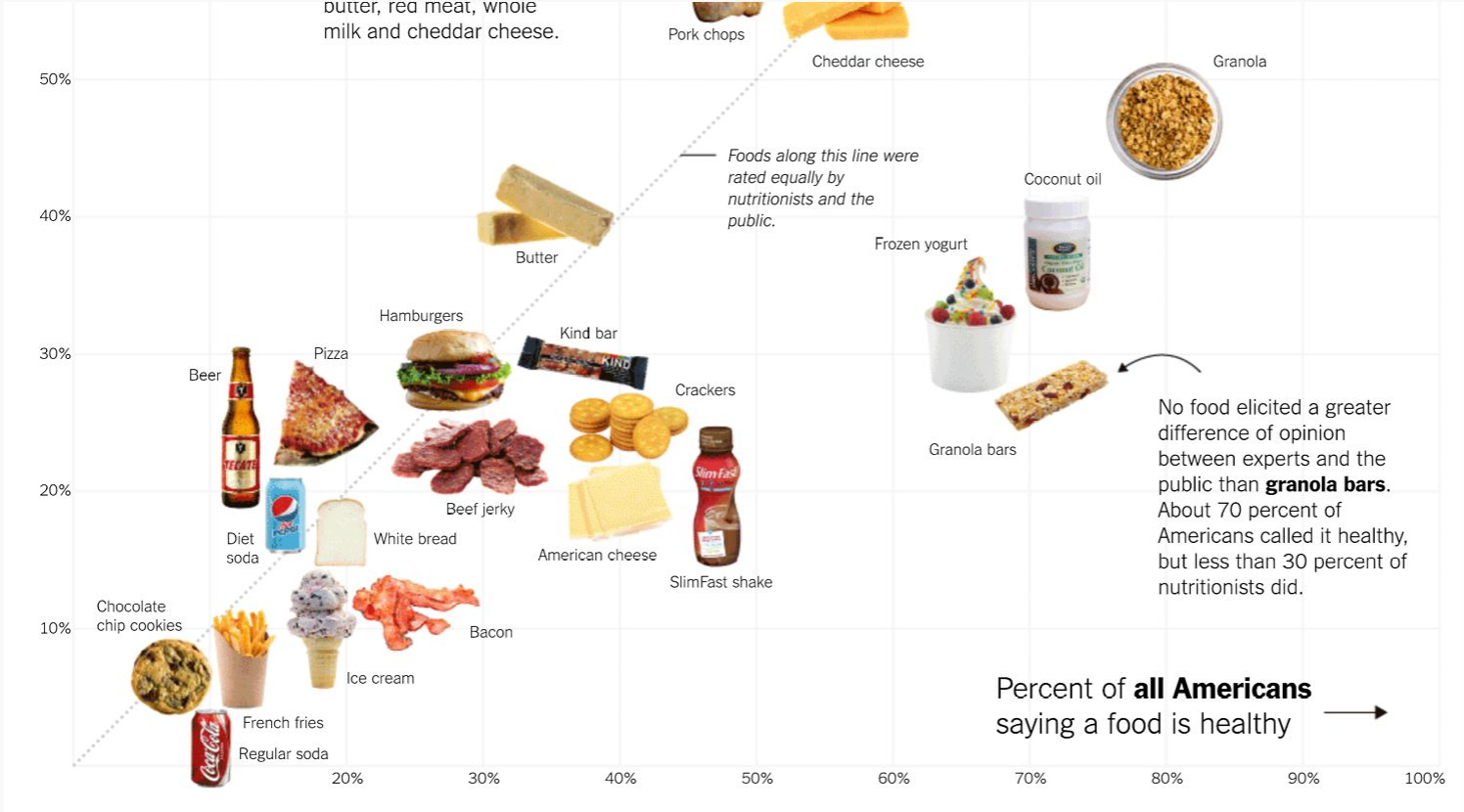

"Is Sushi 'Healthy'? What About Granola? Where Americans and Nutritionists Disagree", NYT, July 2016

How to improve **readability?**

Label **outliers**.

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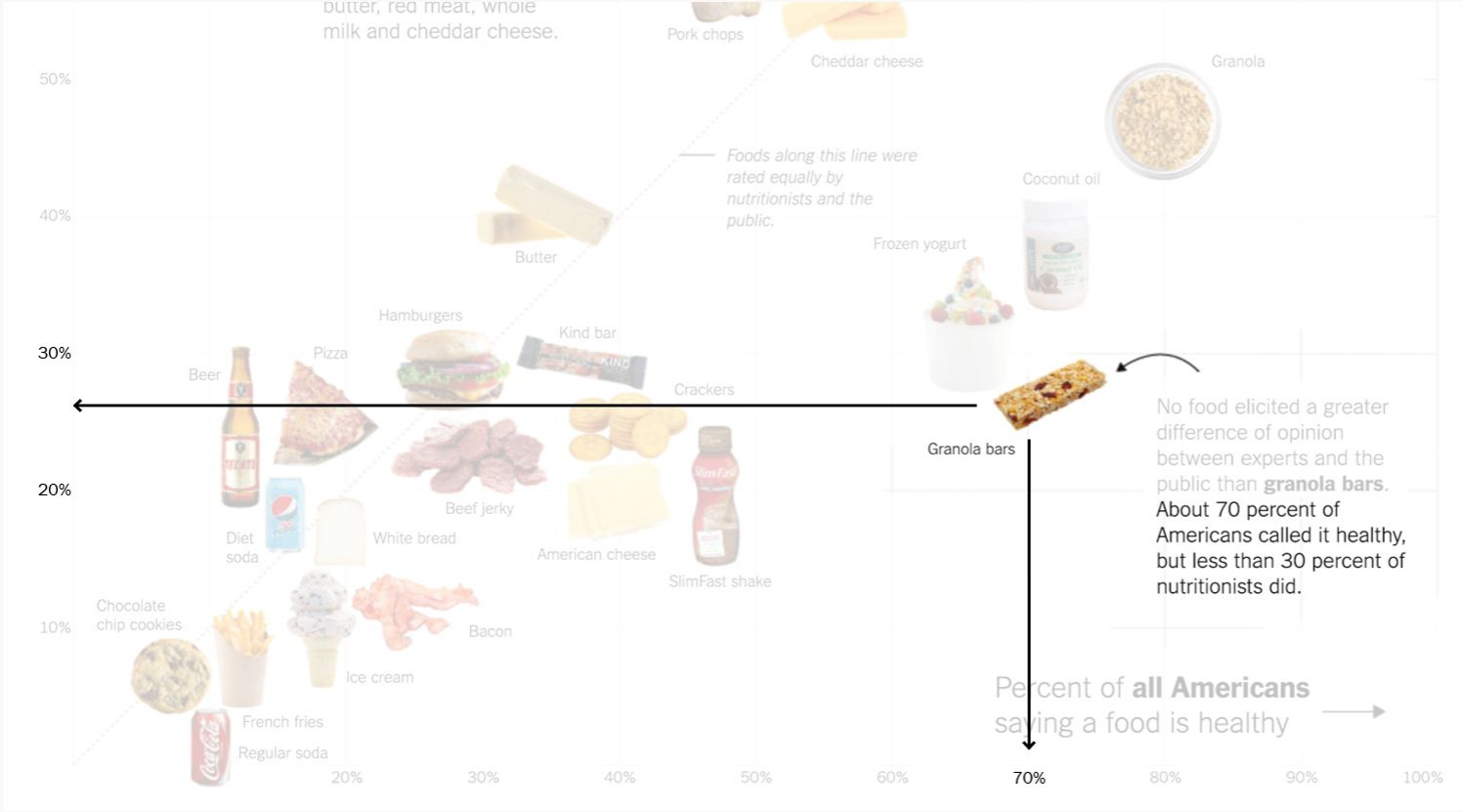

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Labels/ Beschriftungen as legends