Navigating Change:

Community, Exploration & Creation

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

NCHVS 11.14.12 Joshua Rosenthal, PhD

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

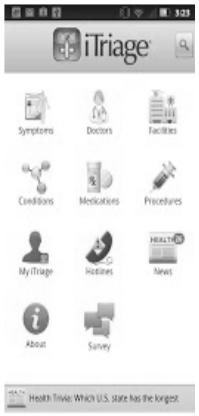
SPTaxStatusDesc	PlanType	PlanTypeDesc	CvrgGapOfrd	Cvrg
Sin Ganancias	40	Employer/Union Only Direct Contract PFFS	FALSE	0

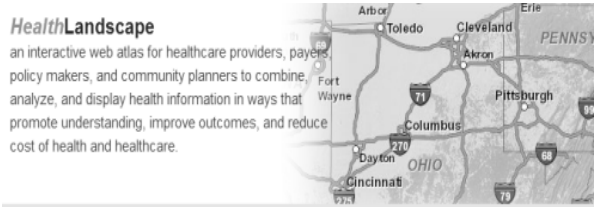
WebAddress	PartDWbAdrL	FrmlryWbstAdr	PhrmcyWbstAdr	FedApprovalStatus	SP
ww.dmba.com				Approved by Medicare	Aprc

PlanImportantNote	SPPlanImportantNote	SegmentImportantNote	SPSegmentImportantNote

NetworkEnglish	NetworkSpanish
1001-1500 physicians and providers.	1001-1500 médicos y proveedores

MAPDIndicator	PPOPDIndicator	SNPID	SNPDesc	SPSNPDesc
TRUE	FALSE	0	Not SNP	No hay planes para necesidades especiales

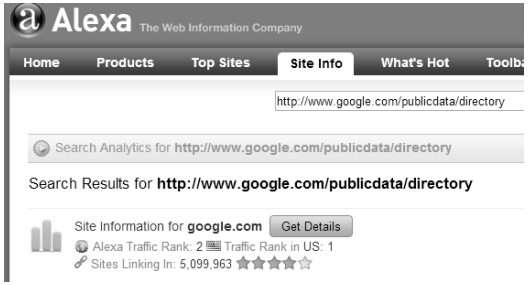




Scale: Where are people using data?

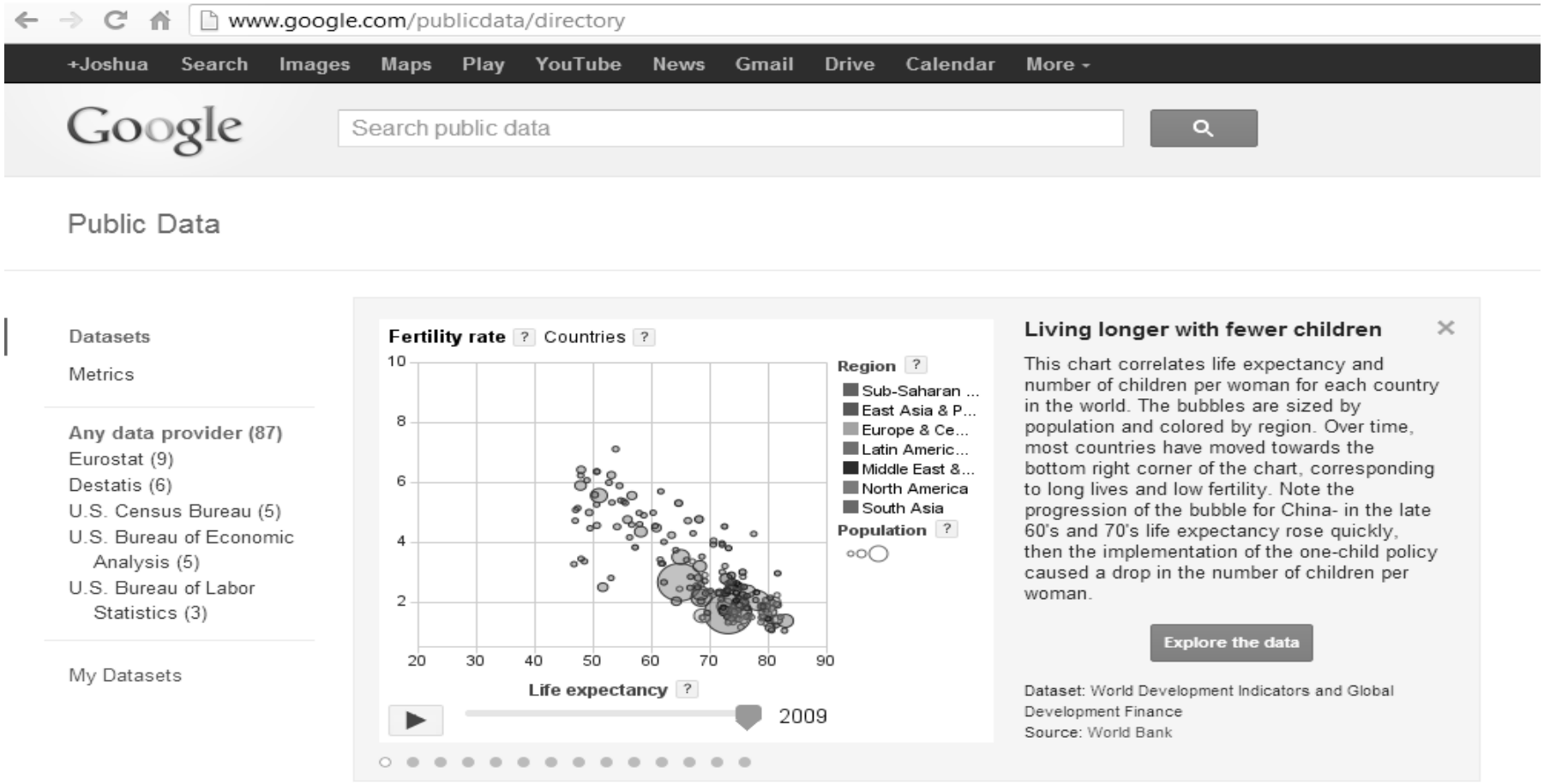
1) Data.gov
   - *Everything (not just health)*
     ~3k sites linking in

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

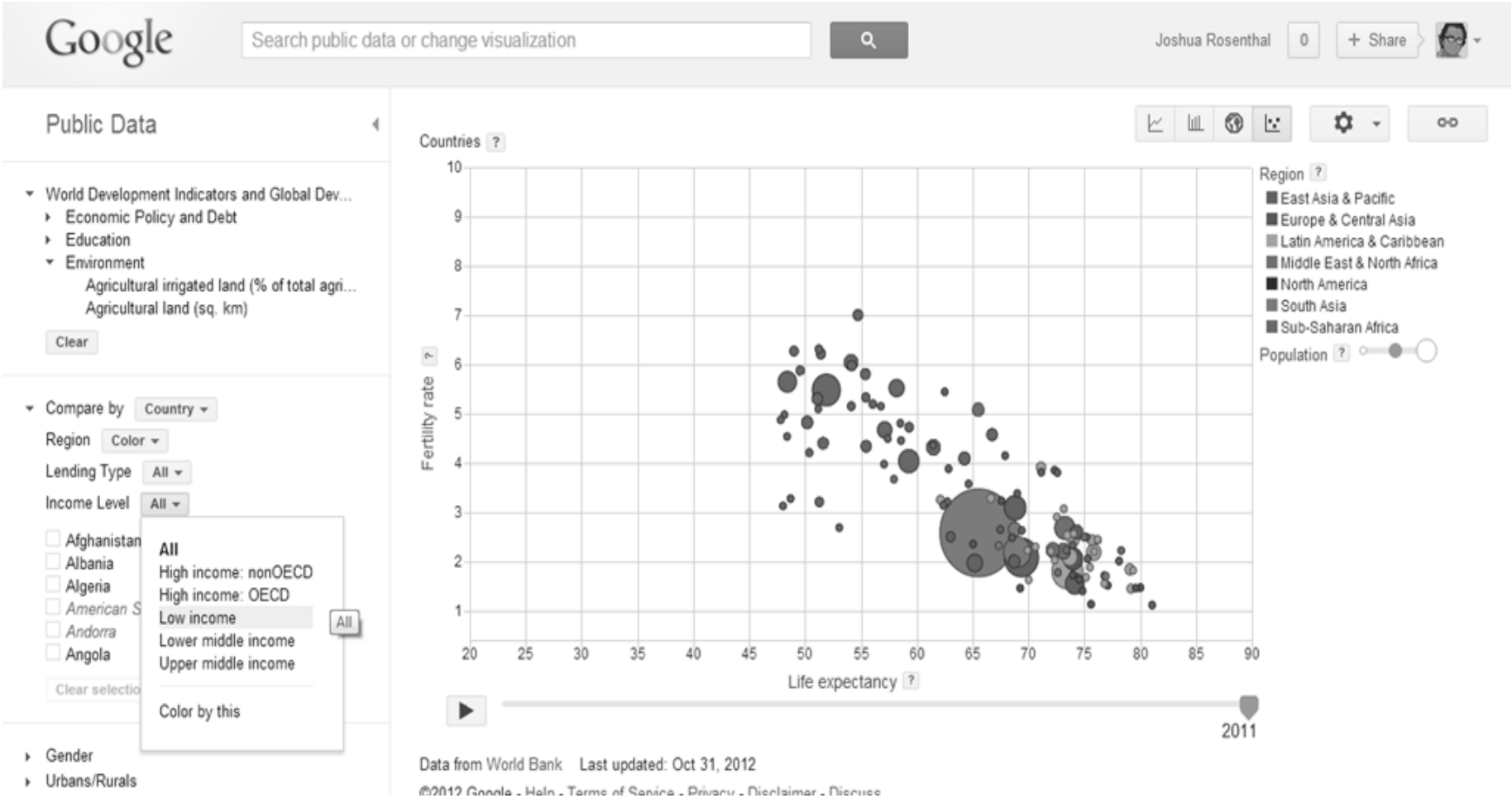


3) Big Tech Site on data explorer contest
   – *RRW (contest with Tableau Public)*
     ~40k sites linking in

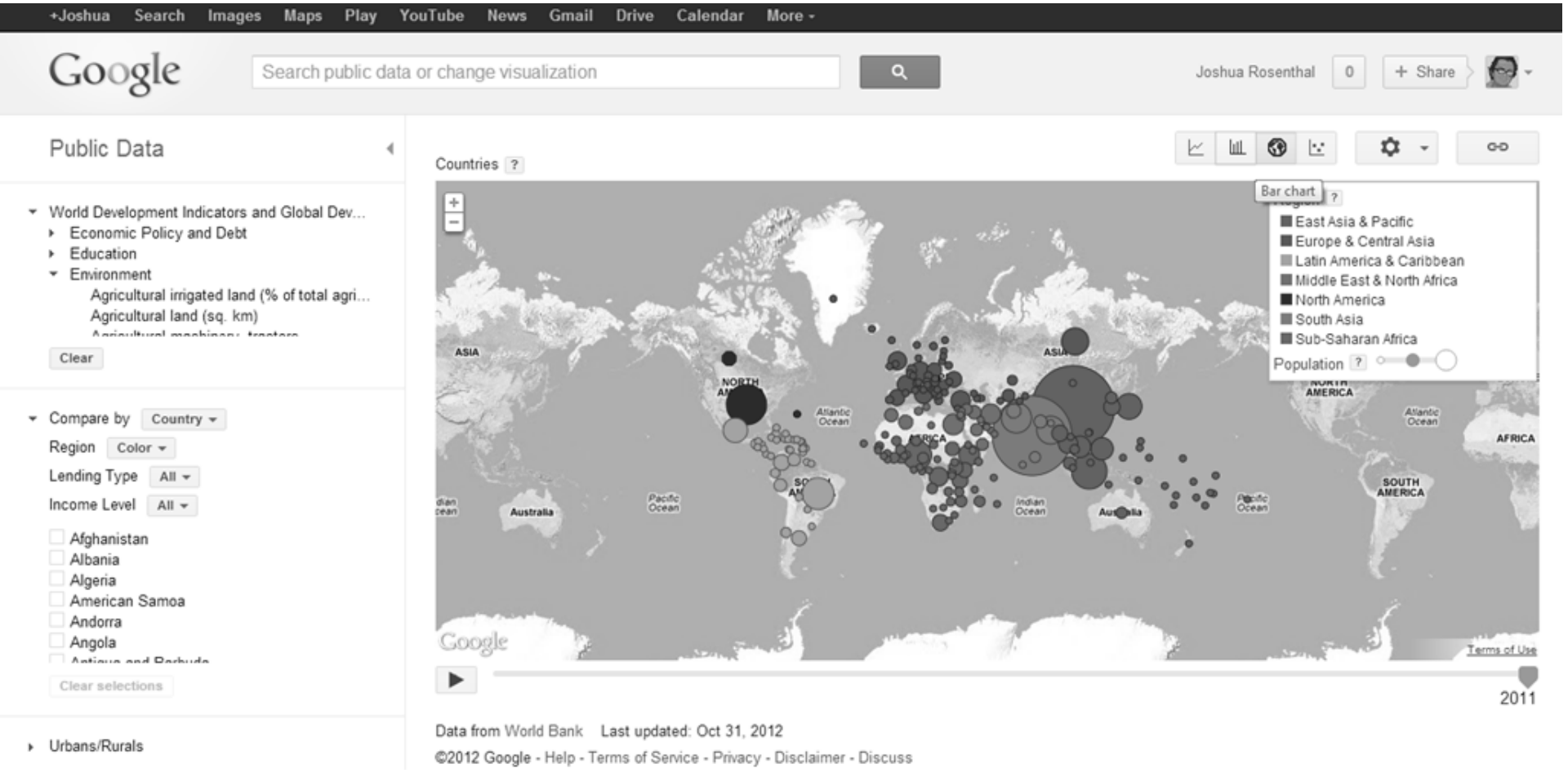
Sample: Google Public Data Explorer



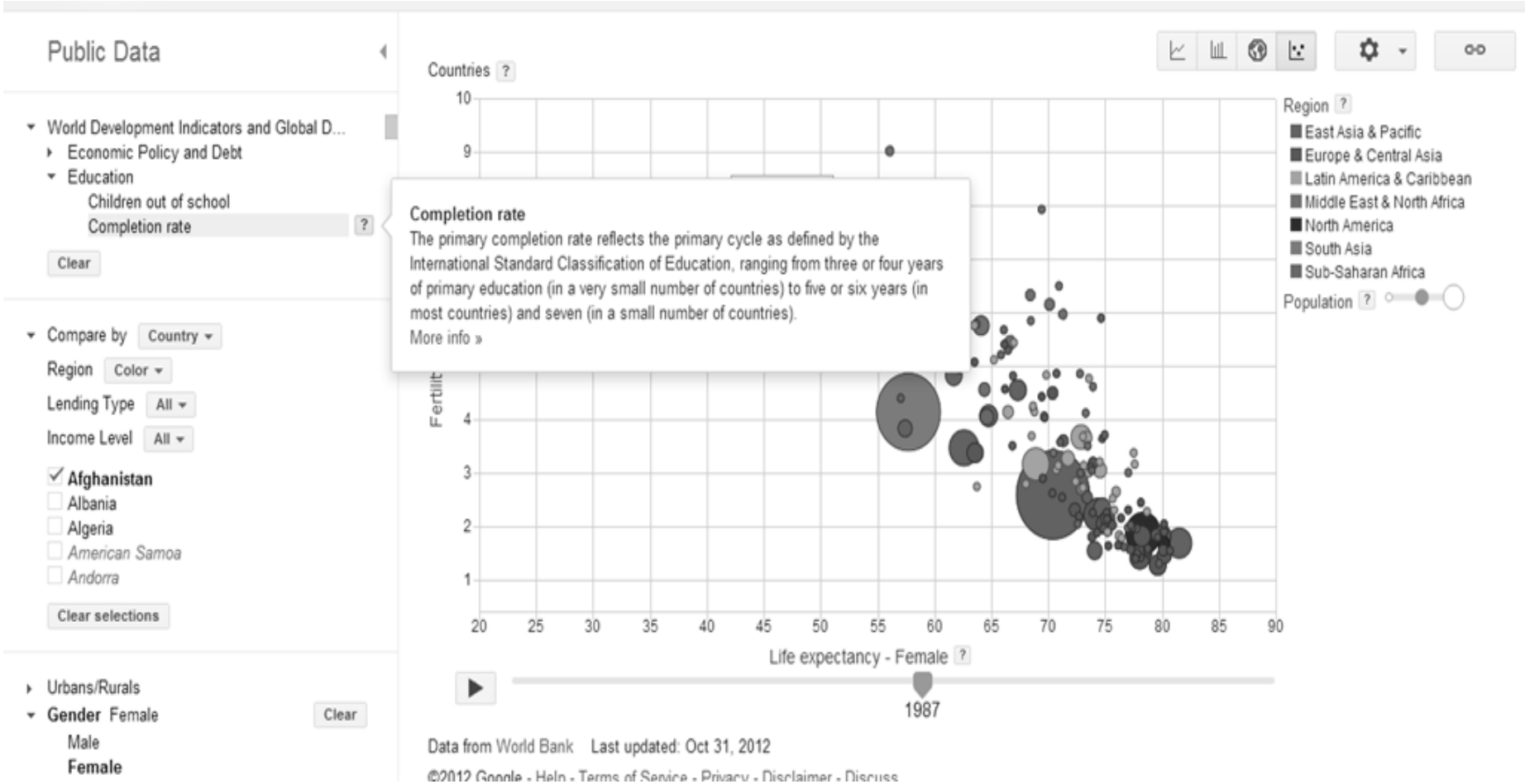
Taxonomy: Metadata Defined & Structured



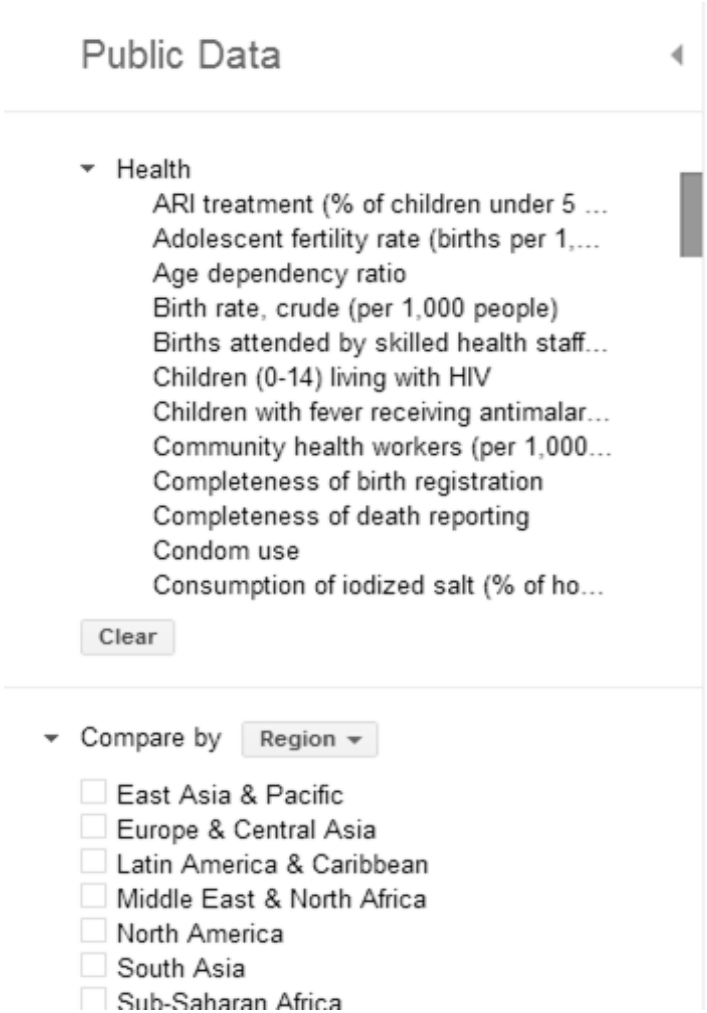
Interactivity: Views & Metadata

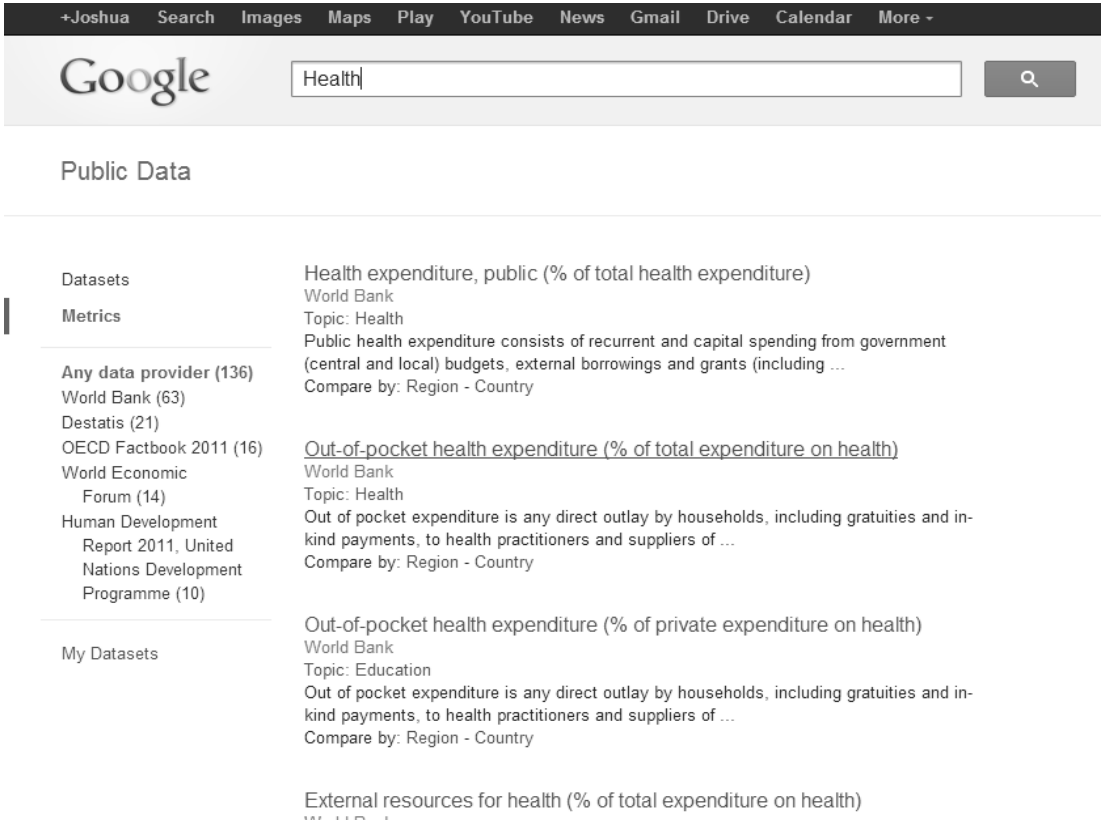


Novice-ability: Simple Terms & Animation



Sources: Institutions & Topics





Analysis Contests: Not Apps or Data

www.tableausoftware.com/public/viz-contest

ReadWriteWeb Interactive "Graph" Contest

SPONSORED BY

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

web 2.0 EXPO

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,

tableau public
Data in. Brilliance out.

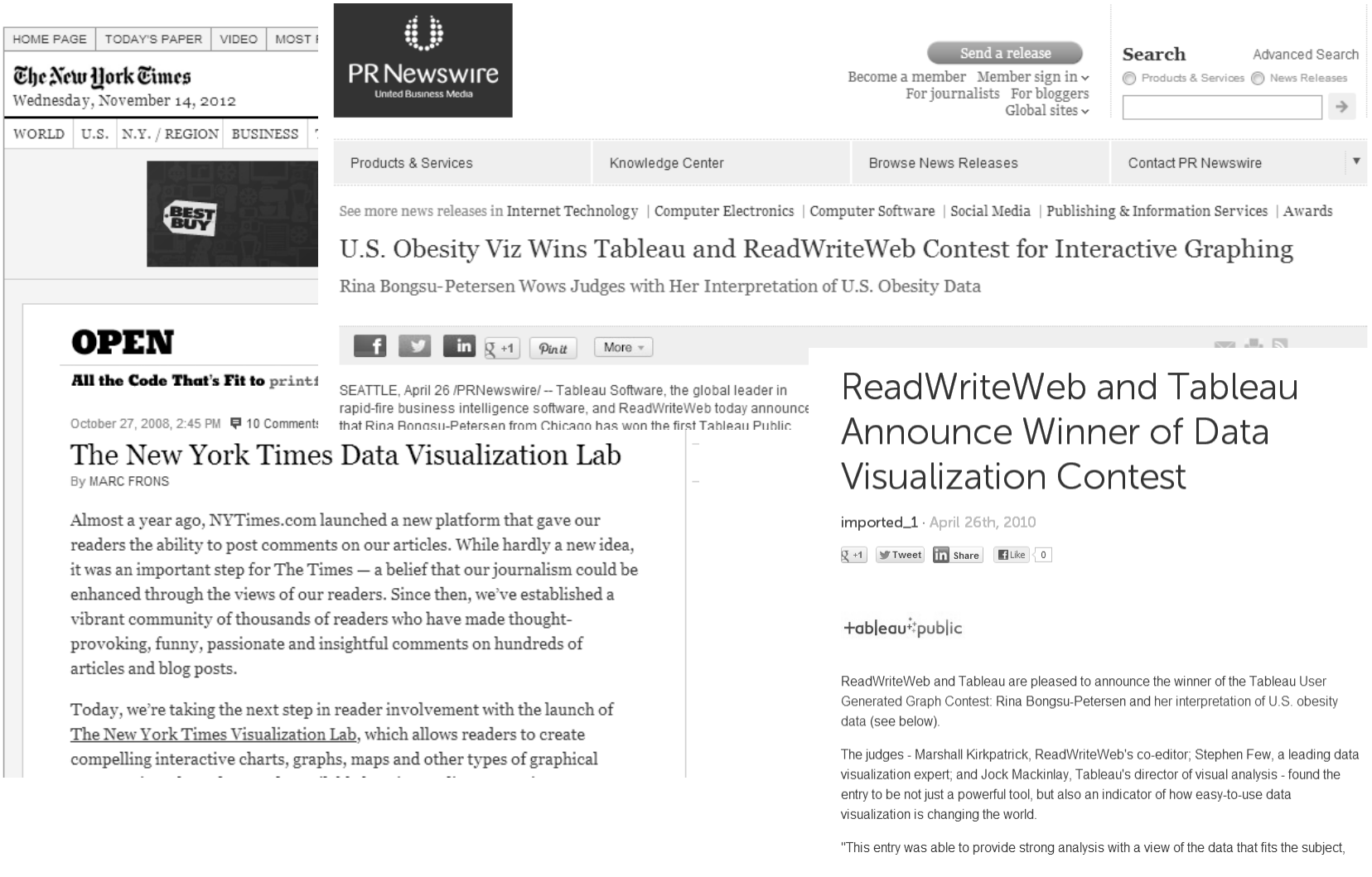
How To: Step-by-Step Video Instructions

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 FAQs

Usage: Beyond Health & even Tech



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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View stats

(NEW) Appointment gadget >>

ABOUT ME

Rina

View my complete profile

BLOG ARCHIVE

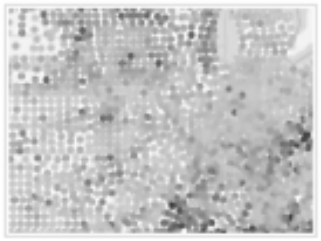
▼ 2010 (2)

▶ June (1)

RECENT COMMENTS

Jacqueline wrote...

Congratulations on

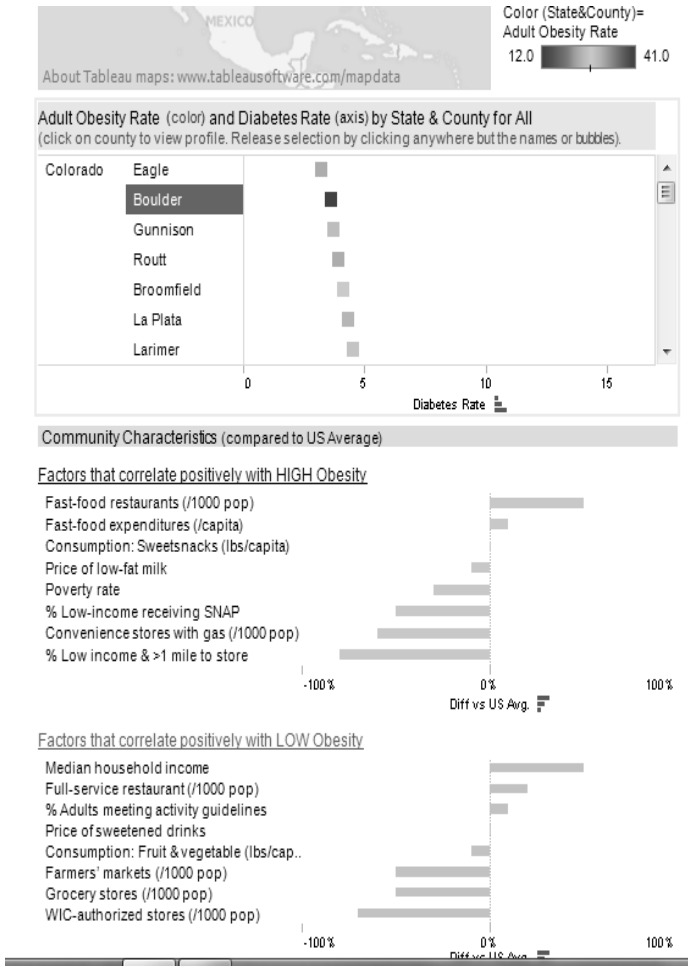


The Geography of Diabetes

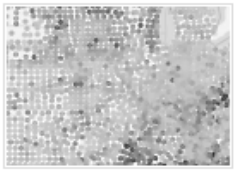
Author: **Annette Greiner** published on Annette Greiner

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'



Interactive Visualizations: Health is Hot



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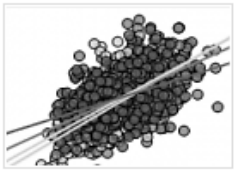
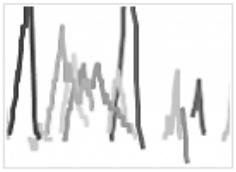


Contributors to Obesity

Author: **Ross Perez** published on Tableau Software

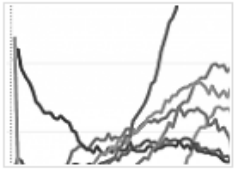
Ever wondered why obesity is such a problem in the United States? This is an interactive visualization which shows the correlation between three activities and obesity by county. Every county in this visualization has obesity rates above the worldwide average.



Storm Watch

Author: **Marc Reuter** published on Tableau

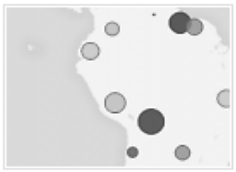
The hurricane season of 2005 was one of the most dramatic and damaging in the history of the United States. This viz details the lives of every major hurricane that season.



Healthcare Costs

Author: **Stephen Few** published on Perceptual Edge

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

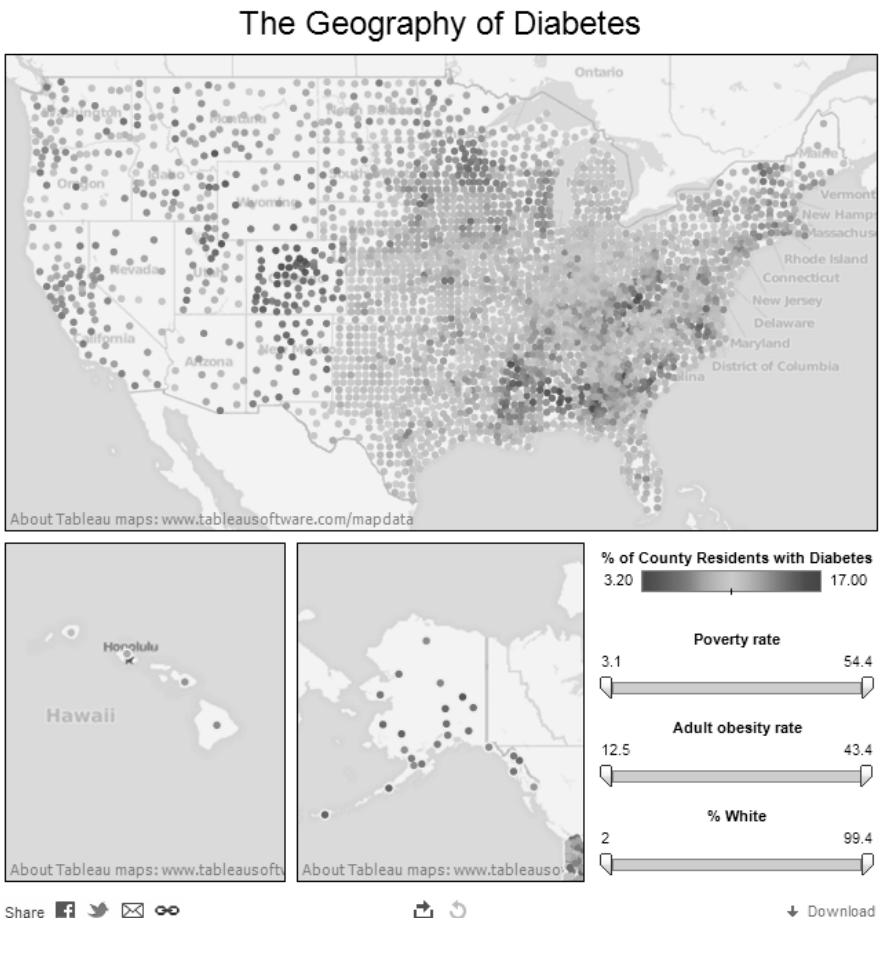


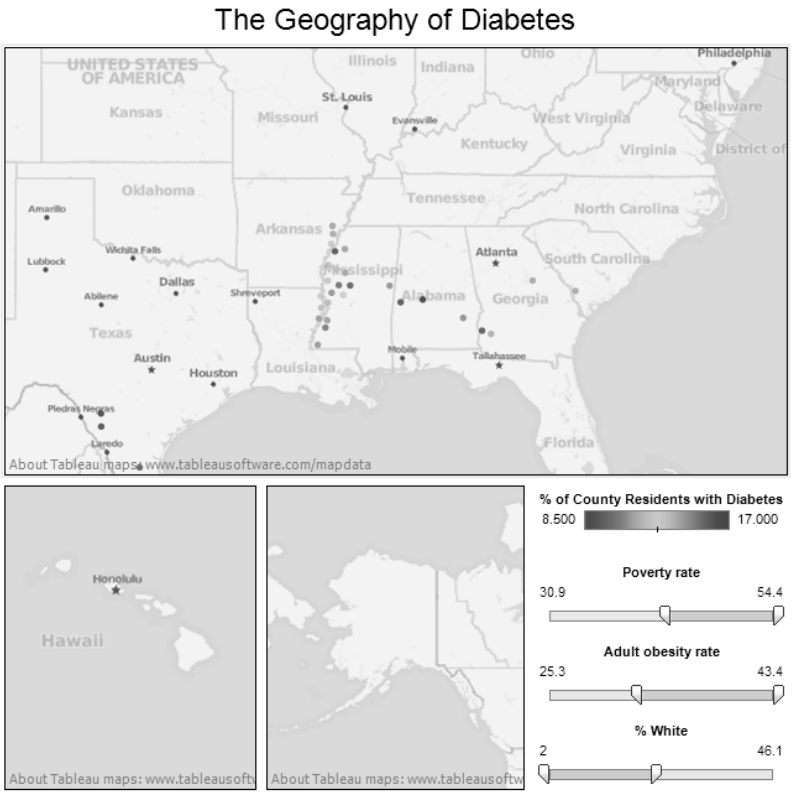
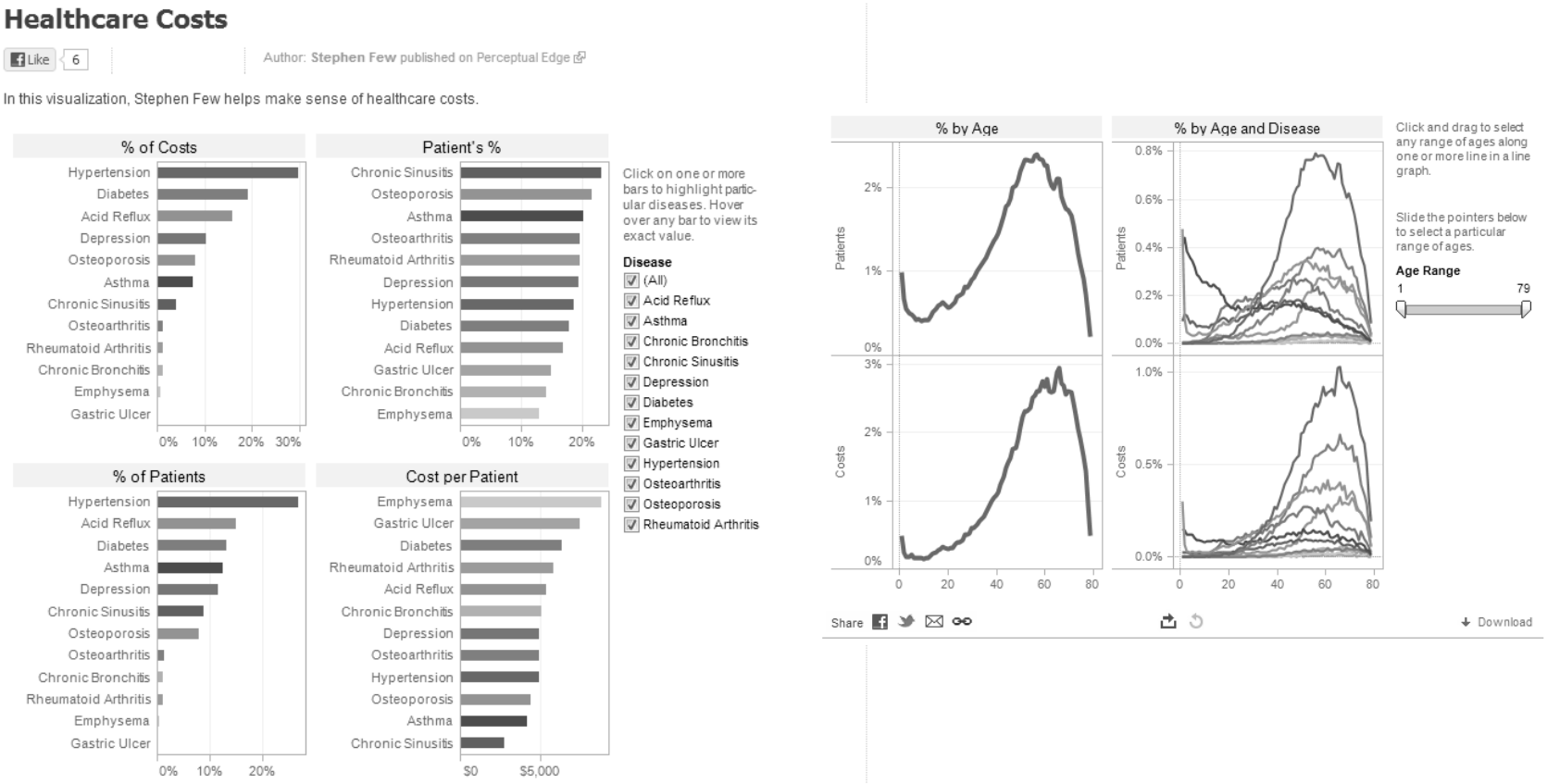
Neonatal Mortality Worldwide

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)





Sample: Interactive Analysis (Healthcare Costs)