



How to Create Infographics to “Tell” Evaluation Stories

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David Fetterman, Fetterman & Associates

American Evaluation Association Washington, D.C. October 2013

Why Infographics and Data Visualization?

Sense Making in an Age of Data Overload:



Implications for Evaluation Use



Knight Center for

Journalism in the Americas

Massive Open Online Courses

A MOOC (Massive Open Online Course) on Infographics and Data Visualization

- 5000 students
- 135 countries
- taught by Alberto Cairo
- Sponsored by the Knight Foundation





- Introduction to Infographics and Data Visualization (Jan. 12 - Feb. 23, 2013)

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Introduction to Infographics and Data Visualization - January 2013

Course Dates: January 12, 2013 - February 23, 2013

Introductory video for the course



KNIGHT CENTER NEWS

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Knight Center closes registration for its second MOOC after reaching its 5,000-student limit

[Lea en Español](#)



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Registration for the **Knight Center for Journalism in the Americas'** second Massive Online Open Course (or MOOC) has closed after reaching its 5,000-participant cap on Dec. 31. The six-week course in English will start on Jan. 12 and end on Feb. 23.

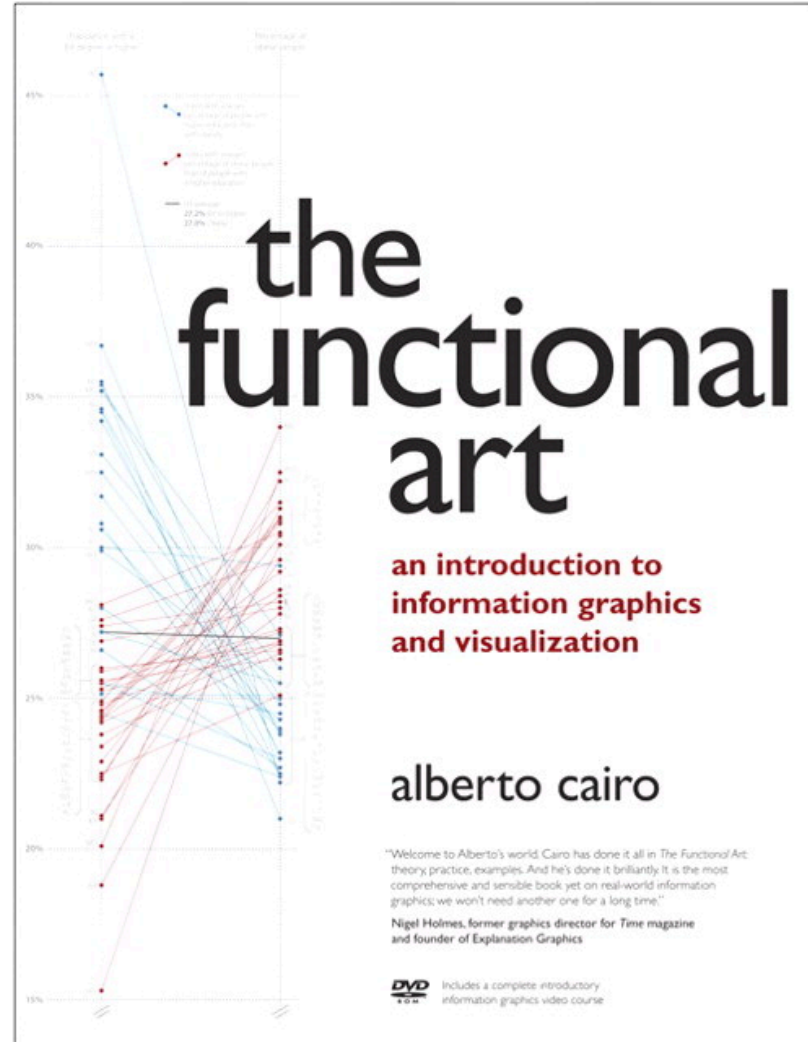
The Knight Center more than doubled its student capacity for this second course, which will be an identical iteration of its [highly popular first MOOC](#), "Introduction to Infographics and Data Visualization" with Instructor Alberto Cairo. It had more than 2,000 students from 109 countries.

This time, participants registered from 133 different countries. The United States was again the country with the most participants, with 2,033 students, followed by the United Kingdom (311), Spain (290), Brazil and Canada (213 each) and the Russian Federation (150).

Other countries included Mexico, Australia, Germany, Colombia, Hong Kong, Ukraine, Peru, Pakistan, Saudi Arabia, Chile and Uganda.



Alberto Cairo Book





Knight Center for

Journalism in the Americas

AT THE UNIVERSITY OF TEXAS AT AUSTIN



RECOGNIZES

Tania Jarosewich David Fetterman Ginger Fitzhugh

(participant)

FOR COMPLETION OF THE MASSIVE OPEN ONLINE COURSE

Introduction to Infographics and Data Visualization (Jan. 12 - Feb. 23, 2013)

March 18, 2013

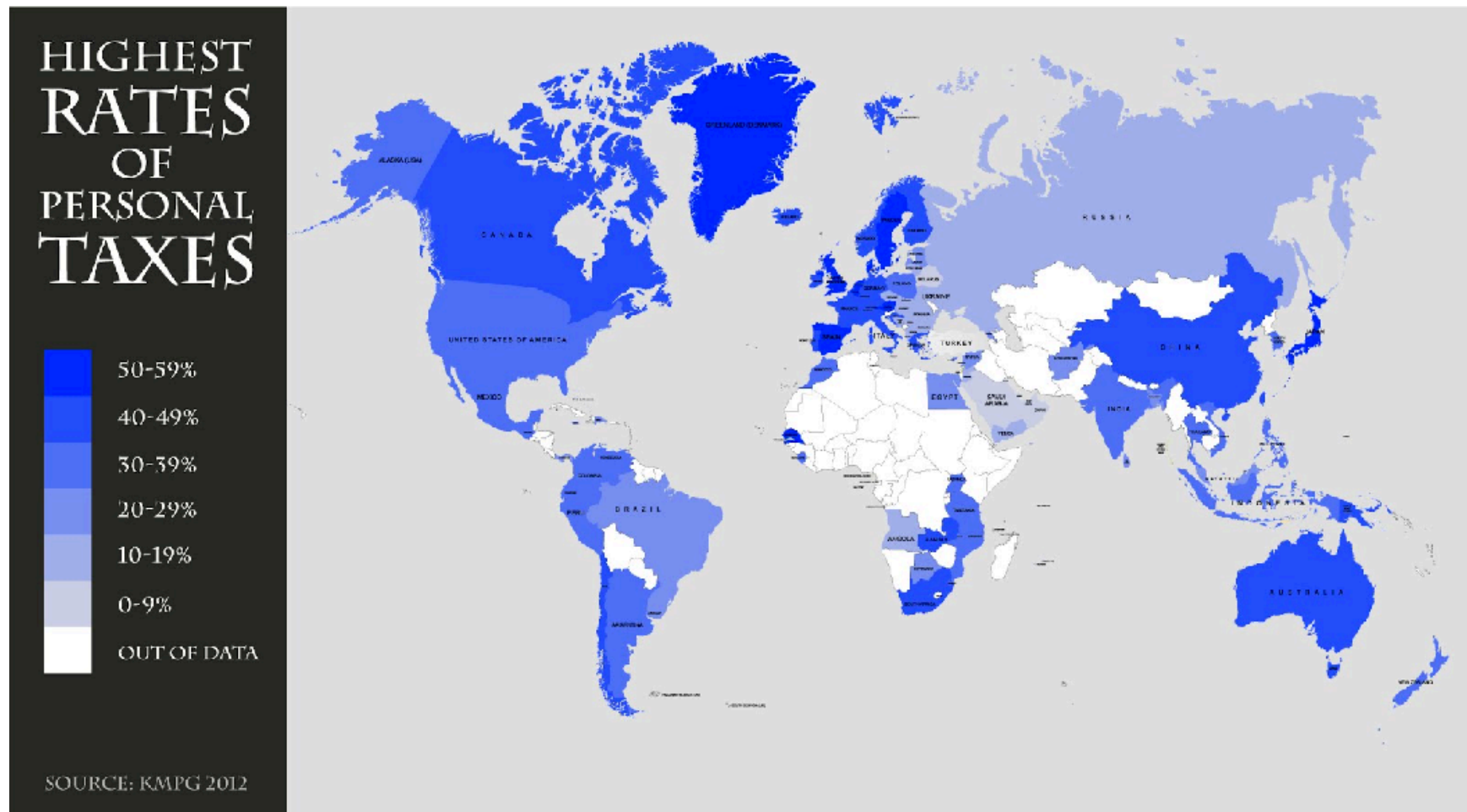
ALBERTO CAIRO
INSTRUCTOR

ROSENTAL CALMON ALVES, DIRECTOR
KNIGHT CENTER FOR JOURNALISM IN
THE AMERICAS

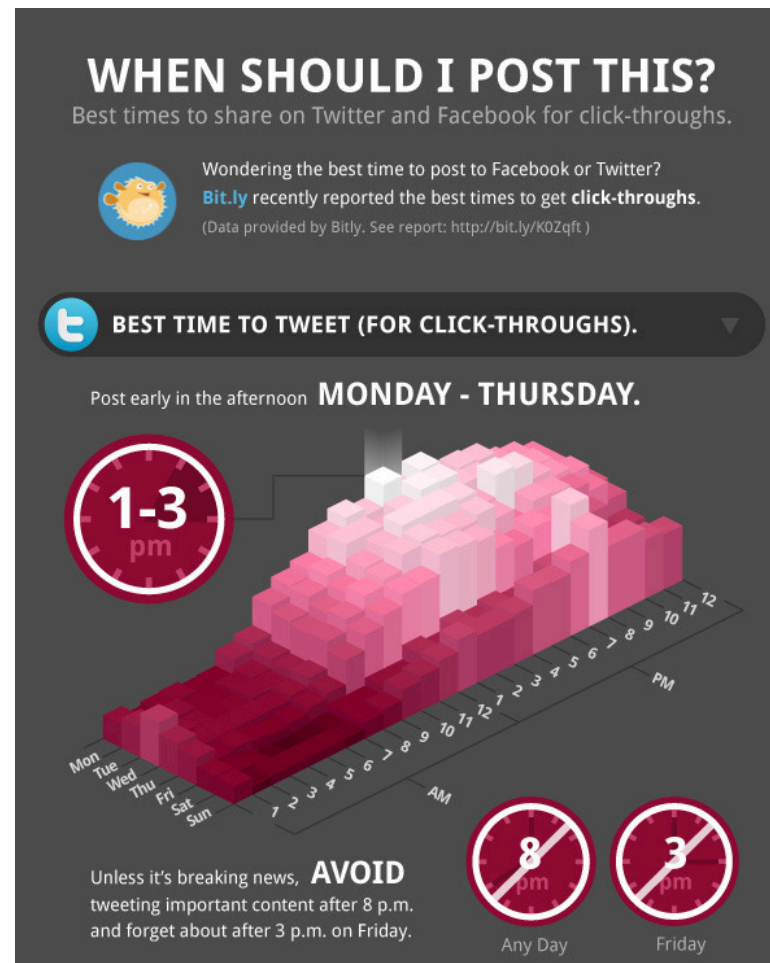
Definitions

- infographics—summarize bite-size amounts of data in a compelling visual manner
- data visualizations—allow the user to sort and analyze data (interactive)

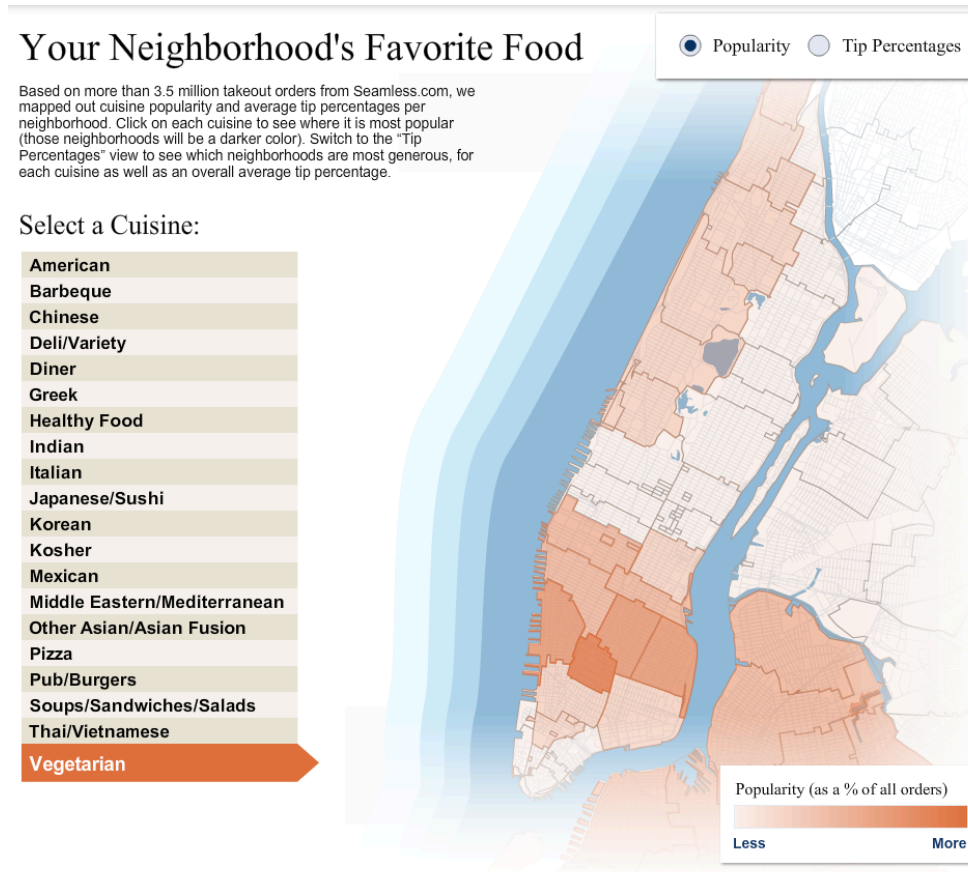
Infographic



Infographic



Data Visualization



Visual Ethics

I shall not use visualization to intentionally hide or confuse the truth which it is intended to portray. I will respect the great power visualization has in garnering wisdom and misleading the uninformed. I accept this responsibility willfully and without reservation, and promise to defend this oath against all enemies, both domestic and foreign (Jason Moore).

Diffusion: Change Agents

- Tania Jarosewich - The American Evaluation Association: Who We Are
- Ginger Fitzhugh - Survey Says? How to Visualize Survey Response Rates
- David Fetterman - Infographics, Data Visualizations, and Evaluation: Helping Evaluators Empower Themselves
 - Tools: Visual.ly, Easelly, and Infog.am