



BBC VISUAL JOURNALISM

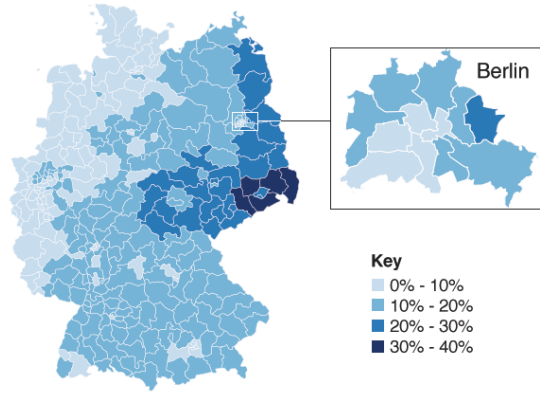
HUMANISING DATA

To tell stories that speak to social media users

Christine Jeavans, BBC News

Visual Journalism

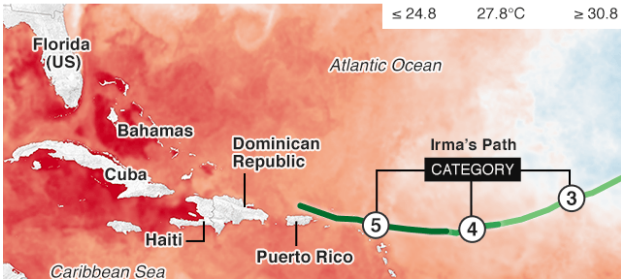
AfD vote share: party list



Source: German federal returning officer

BBC

Sea temperatures

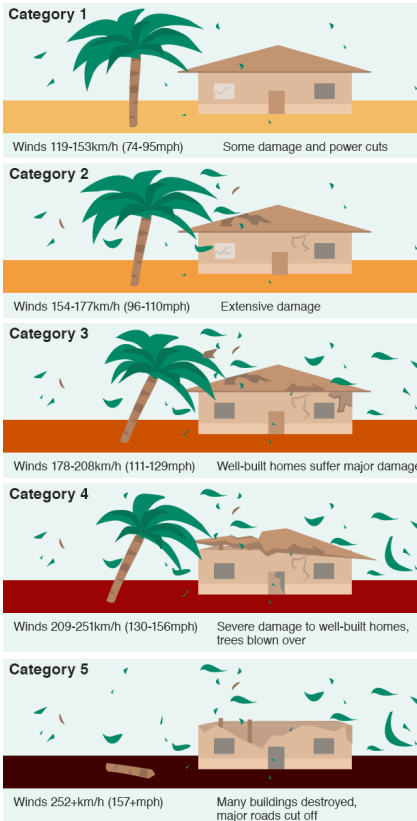


Source: Coral Reef Watch, Suomi NPP, MTSAT, Meteosat, and GOES satellites, 5 Sept

BBC

Saffir - Simpson hurricane scale

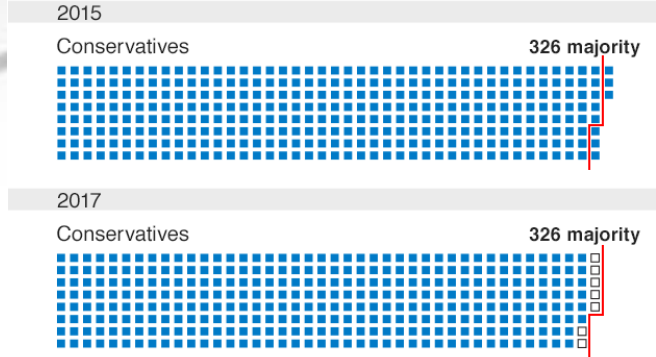
Hurricane Irma is category 5 with winds up to 300km/h



BBC

Theresa May's Conservatives lost 13 seats and their majority at the 2017 election

2017 vs 2015 general election result

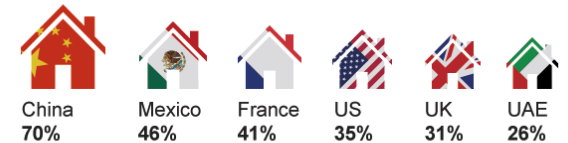


*Sinn Fein MPs traditionally do not take up their seats at Westminster

BBC

China millennials lead home ownership

Percentage of millennials who own their own home



Source: HSBC

BBC

Some ways in which we humanise data

- Use everyday language and visual cues
- Give a sense of scale
- Show the human element in the dataset
- “Where do I fit in?”

The new Hinkley Point power station will produce **3,200,000,000W of electricity**

That's enough power to



Boil water for **85,333,333 cups of tea**



Light **290,909,091 light bulbs** at once



Let **58,181,818 people watch Bake Off** on a big TV



Charge **640 million iPhones** at once

When posting for social media we ask...

- Is this content relatable?
- Does it prompt an emotional response?
- Is it “news you can use” – explainer, guide etc?
- Is it succinct and easily grasped?



North Korea in nine charts

- 3 million+ page views
- High engagement
- Good subject
- Good headline
- Good choice of visuals

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Asia China India

Nine charts which tell you all you need to know about North Korea


26 September 2017 | Asia

As North Korea and the United States continue to trade threats, we have little idea how the war of words is perceived to the people of North Korea because the regime of Kim Jong-un maintains an iron grip over the population, carefully controlling access to the outside world.

The country is often depicted as isolated and thoroughly out of step with the 21st century. Statistics are hard to get and often based on estimates, but what can they tell us about life in the North?

Dynasty vs democracy



Leaders since 1948

North Korea	South Korea
 North Korea 3	 South Korea 12
 L-r: Kim Il-sung, Kim Jong-il, Kim Jong-un	
	L-r: Rhee Syng-man, Yun Bo-seon, Park Chung-hee, Choi Kyu-hah, Chun Doo-hwan, Roh Tae-woo, Kim Young-sam, Kim Dae-jung, Roh Moo-hyun, Lee Myung-bak

Top Stories

- Police 'seal off' Catalan poll stations**
Police move against schools designated as polling stations for Sunday's banned independence vote.
8 minutes ago
- US 'in direct contact' with North Korea**
42 minutes ago
- Climber killed by rock fall 'saved wife'**
5 hours ago

Features

- Happy Birthday pop pickers! 50 facts about Radio 1 and 2**

- What happened in the city that banned Uber?**


<http://www.bbc.com/news/world-asia-41228181>

A human face



Coronation Street star Liz Dawn dies

The actress played Vera Duckworth on the long-running ITV soap for 34 years.

4h | Entertainment & Arts



Kwame Kwei-Armah to run Young Vic theatre

The playwright, director and former Casualty star will take over the acclaimed venue in 2018.

1h | Entertainment & Arts



The secretive state of North Korea - in charts

BBC News 26 September at 09:56 · 🌐

What can these statistics tell us about life in North Korea?

Nine charts - all you need to know about North Korea

BBC.CO.UK | BY BBC NEWS

👍 🗨️ 🔄 6.9k 239 Comments 527 Shares

👍 Like 🗨️ Comment 🔄 Share Top comments

Write a comment...

Linda Dillon I applaud you BBC. It is not a question of supporting their leader but of being aware that there are real people in North Korea... with hopes, dreams and fears... just like ours.
Like · Reply · 🗨️ 🗨️ 255 · 26 September at 10:54

👇 10 Replies

BBC News (World) @BBCWorld Following

North Korea's secretive state

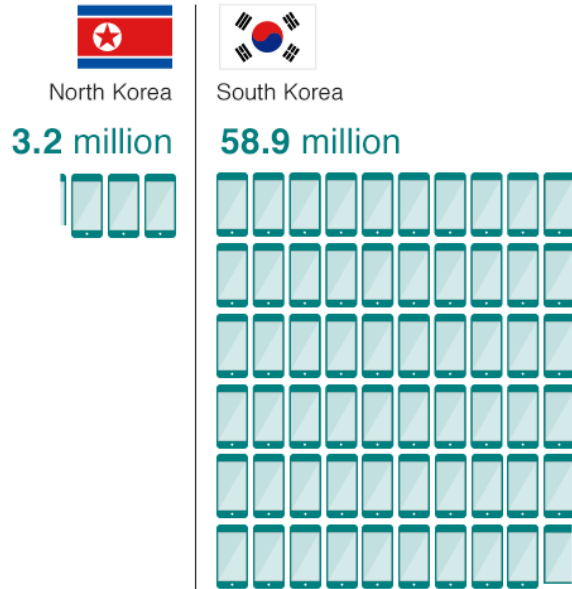
North Korea	South Korea
3	12
L-r: Kim Il-sung, Kim Jong-il, Kim Jong-un	L-r: Rhee Syng-man, Yun Bo-seon, Park Chung-hee, Choi Kyu-hah, ...

Nine charts which tell you all you need to know about North Korea
What can statistics tell us about life in Kim Jong-un's secretive country?
bbc.co.uk

Relatable data visualisations

Hardly anyone has a mobile

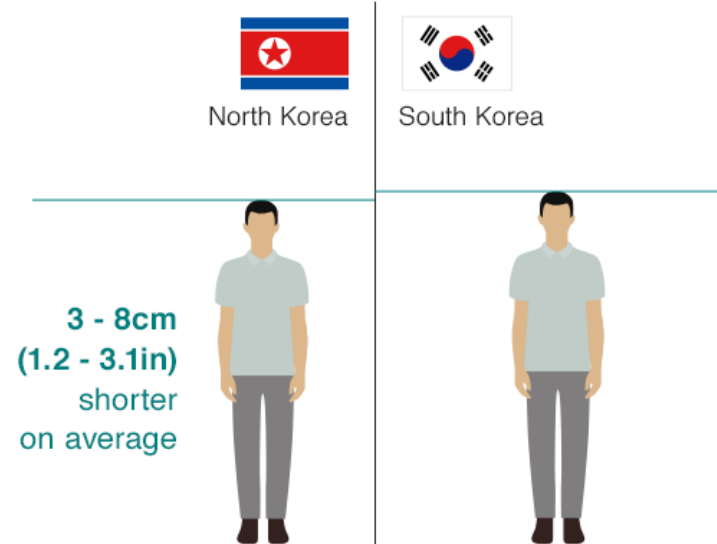
Mobile phone subscriptions, 2015



Source: CIA World Factbook



South Koreans are taller than North Koreans



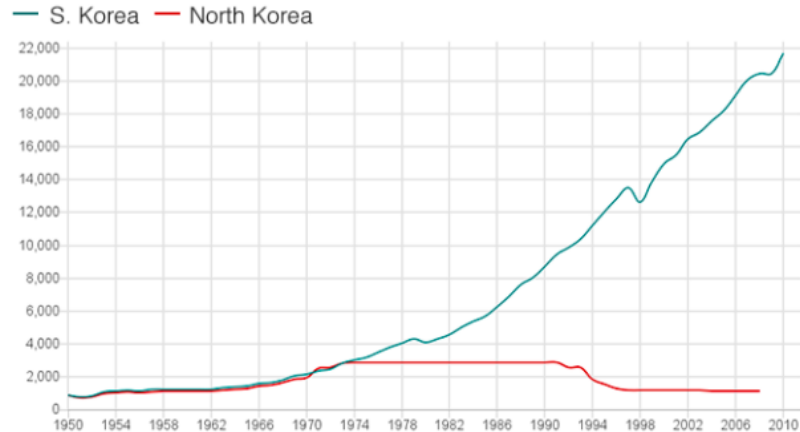
Source: OEC



Effective use of charts

But the Koreans used to be much more closely matched

GDP per capita in USD, 1950-2010

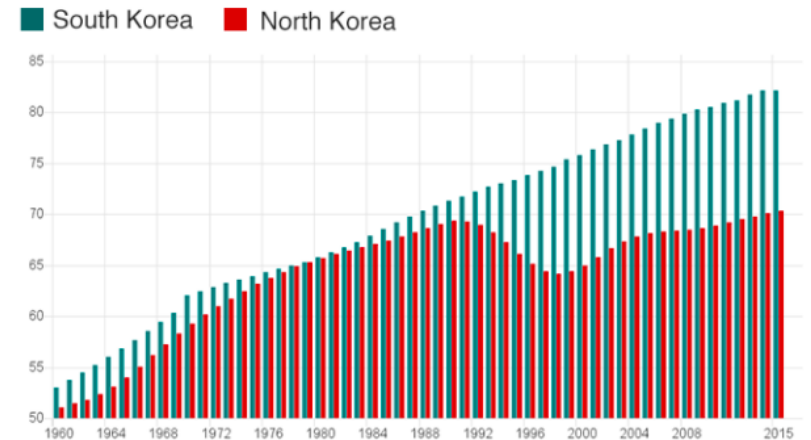


Source: The Maddison Project



South Koreans live longer

Average life expectancy, 1960-2015



Source: World Bank



A series of famines in the late 1990s caused a sharp drop in life expectancy in North Korea, but even without that factor, the North lags nearly 12 years behind.



Social media reaction



Pepa G @PepaMontag · Sep 26

Very unfortunate social experiment. Very convincing results.
bbc.co.uk/news/world-asi...



Rajesh Acharya 🇨🇦 @ra101 · Sep 27

The charts say it all. North Korea vs South, #Dynasty vs. Democracy, Communism vs. Republic bbc.co.uk/news/world-asi... #NorthKorea



Pounce! @POUNCEASIA · Sep 27

#NorthKorea is an enigma but this may shed some light on understanding the hermit nation... fb.me/8ZkHQyhBV



Linda Dillon I applaud you BBC. It is not a question of supporting their leader but of being aware that there are real people in North Korea... with hopes, dreams and fears... just like ours.

Like · Reply · 257 · 26 September at 10:54

↳ 10 Replies



Renée Anne The data doesn't lie. Shorter males indicate a lot about a population (though less than females). If there's famines as being reported, they are significant enough a whole country is stifling the growth of their population. If the females are also quite short, you can get an inkling about age of fertility & common ages of reproduction in the population. The shorter the women, the sooner they get married and reproduce due to the onset of menses.

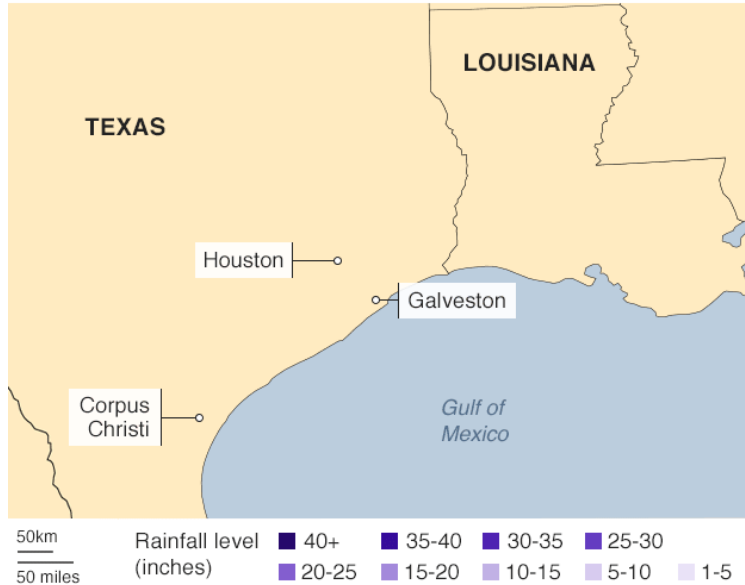
The data exists to quantify and compare N. Korea and remind us that they are people and they are suffering as a whole based on the data. This is a bit of a of a "please don't nuke this country there are already enough undetonated bombs in their countryside from the 1950's." I appreciate the crisp data BBC.

Like · Reply · 3 · 27 September at 06:30 · Edited

A sense of scale

Five days of rain

Cumulative rainfall



Source: US National Weather Service

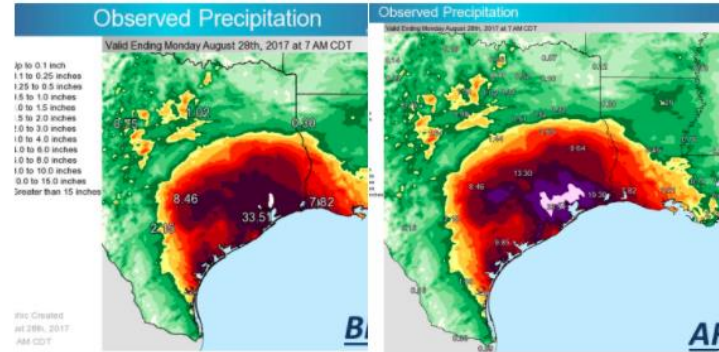
BBC



NWS
@NWS

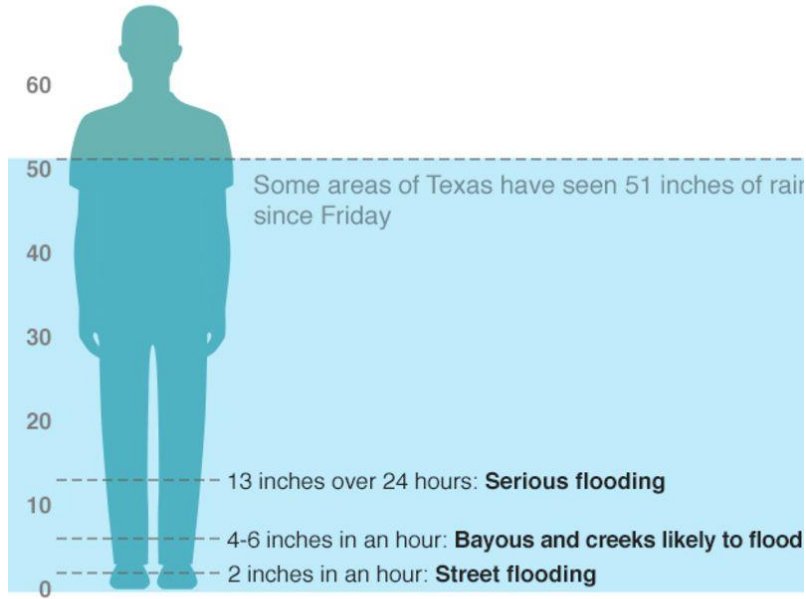
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#Harvey in perspective. So much rain has fallen, we've had to update the color charts on our graphics in order to effectively map it.



A sense of scale

Risks posed by heavy rainfall

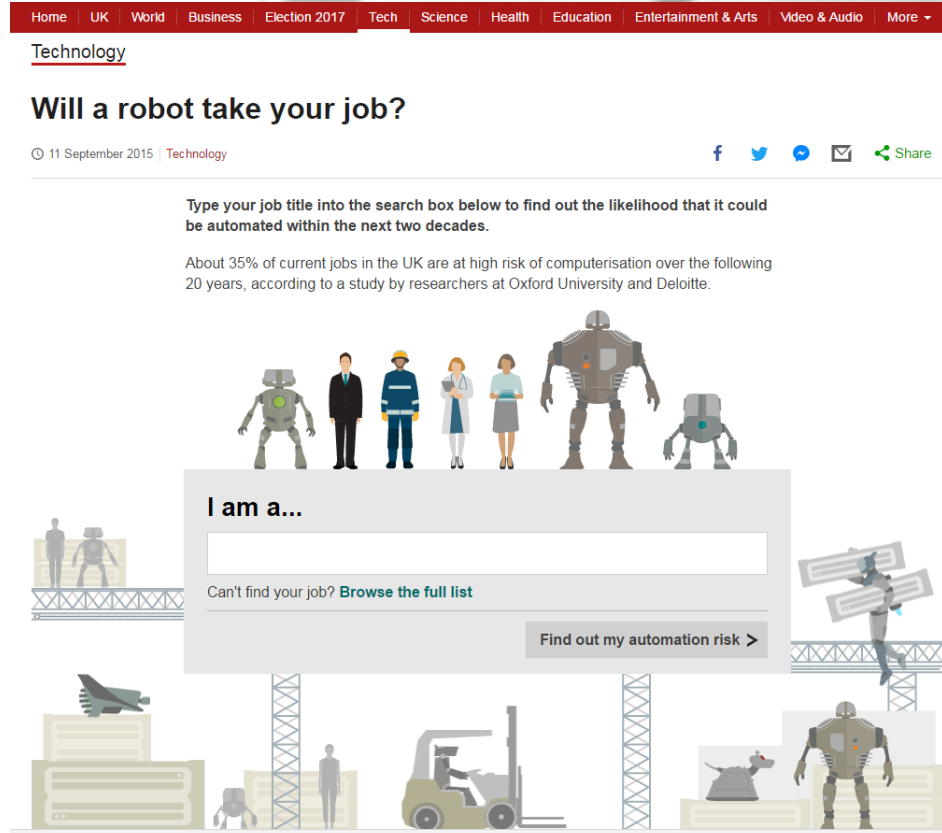
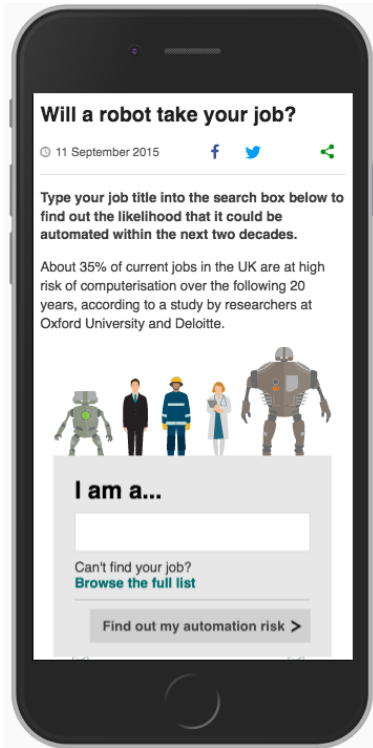


Source: US National Weather Service

BBC

- Visualising numbers as real objects helps understanding
- Simple but elicits an emotional response

Personal relevance



<http://www.bbc.com/news/technology-34066941>

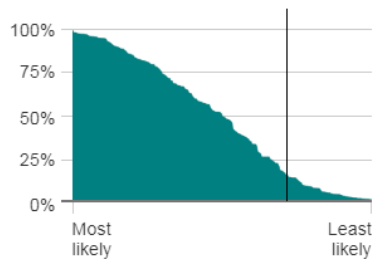
The results...

Actuaries, economists and statisticians

Likelihood of automation?
It's quite unlikely (15%)

How this compares with other jobs:

263rd of 366



Share my result



Simon Pegg

@Simon_Pegg

Follow

Will a robot take your job? asks the BBC.
Thankfully, I'm at 2% risk.
Still a risk, though *twitches*...



Will a robot take your job?

Find out the likelihood that your job will become automated in the next two decades

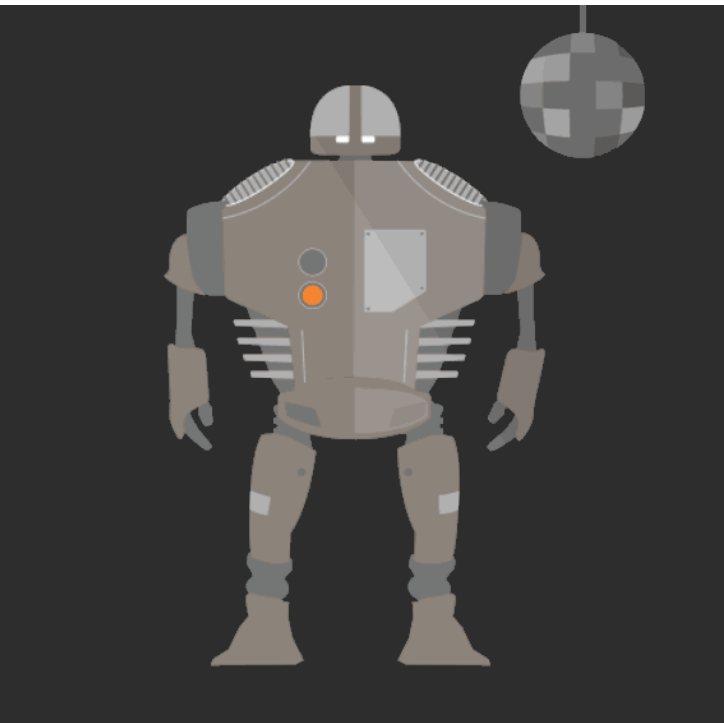
bbc.co.uk

ks



In summary

- People like finding out about other people (and themselves) in data
- Everyday language and visualisations help users to understand data
- Well-chosen photographs add to engagement
- Use a less formal tone for social media



Thank you!

@bbcnewsgraphics

@chrisjeavans