NIK PEACHEY

EXPLOITING INFOGRAPHICS
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My e-Portfolio
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WHAT’S AN INFOGRAPHIC?

AN INFOGRAPHIC IS:

- A data-rich visualization of a story or thesis
- A tool to educate and inform
- A way to build brand awareness and inbound links at half the cost of standard online marketing campaigns

THE VALUE OF AN INFOGRAPHIC

High quality infographics are **30 times more likely** to be read than text articles

90% of information transmitted to the brain is visual
WHY USE INFOGRAPHICS?

- Convey dense information in an easy to read way
- Reduce screen reading fatigue
- Less language dependent - more accessible to lower levels
- More stimulating for visual learners
- Images aid understanding of concept and memory
- Academic skills of dealing with graphical information
INFOGRAPHIC SOURCES

- http://visual.ly/
- http://dailyinfographic.com/
- http://www.coolinfographics.com/
- http://infographicworld.com/
INFOGRAPHICS

TASKS FOR EXPLOITING INFOGRAPHICS
FACT FINDING

BREAKFAST IS GOOD FOR YOU

- Eating breakfast everyday makes you 34% less likely to develop type 2 diabetes.
- Individuals who miss breakfast are 4 times more likely to become obese.
- Eating breakfast makes you 43% less likely to become obese than people who don’t eat breakfast.
- People who regularly eat breakfast have been shown to eat 12% healthier throughout the rest of the day.

PEOPLE WHO DON’T EAT BREAKFAST EAT:
- 40% more sweets
- 55% more soft drinks

KIDS WHO EAT BREAKFAST SCORE 17.5% higher on math tests.

TOP 10 BREAKFAST FOODS:
- Coffee
- Cold Cereal
- Milk
- Bread
- Eggs
- Fruits
- Vegetables
- Tea
- Yogurt
- Oatmeal
INFOGRAPHICS

PEER CREATED TESTS
INFOGRAPHICS

TRUE FALSE QUESTIONS

Women are better drivers

- 55% of men drink/drive
- 30% of women drink/drive
- 47% of men have rudely gestured at other drivers
- 38% of women have rudely gestured at other drivers
- 46% of men have verbally abused another driver
- 36% of women have verbally abused another driver

Men make more money

- Male doctors are twice more likely to be sued
- Unemployment Rate
  - Men: 8.1%
  - Women: 10.3%
- Median Annual Income
  - Men: $45,425
  - Women: $33,369
- Employment Rates of Women
  - 1900: 5.1%
  - 1950: 18.4%
  - 2000: 66.2%
  - 2018 (projected): 78%

5% Even though 90% of nurses are women

- 84% of men have crashed their vehicle
- 77% of women have crashed their vehicle

Percentage that male college/university teachers earned more than females: 15%

Percentage that male lawyers earned more than females: 25%

Women in professional occupations earned 26% less than their male counterparts

Women in sales/office occupations earned 20% less than their male counterparts

Violation Ratio M:F

- Reckless Driving: 3.41:1
- Seat belt Violations: 3.08:1
- DUI: 3.09:1
- Speeding: 1.75:1

Women are smarter than men

Women live longer than men
What are your sleeping habits?

Many people sleep in strange positions or have certain habits when it comes to turning in at night. For some, it's a habit they just can't kick. For others, it's a ritual that helps them sleep. From The Starfish, to The Bowling Ball, which habit can you identify yourself or your partner with?

**The Starfish**
Adopting the position of a starfish, you try and cover as much of the bed space as possible.

**The Gadget Freak**
You can usually be found fast asleep with numerous gadgets around you on the bed and the television blaring.

**The Hogger**
Forgetting your partner also needs the duvet, you grab as much as you can.

**The Insomniac**
Sleep was never your friend. Staring into darkness is a not so welcome occurrence.
Can you be healthy without knowing what you eat?

If you know nothing about nutrition, it is highly likely that you are consuming this nutrient profile:

**Nonessential Nutrients** (unhealthy for many people)
- Sugar: 52% of MRDD
- Trans fats: 28% of MRDD
- Carbohydrates: 22% of MRDD

**Essential Nutrients** (required for proper body function)
- Vitamin D: Boosts immune system, prevents cancer, improves bone health.
- Omega-3 fatty acids: Important for proper brain function. Play an important role in inflammation balance and help treat mental disorders.
- Essential amino acids: Important components of every single cell, necessary for synthesis of important molecules such as hormones and enzymes.
- Potassium: Important for cellular activity, especially for nerve and muscle cells.

To find the cause of your health problems, first look at your diet.

Nutrient data collected and analysed by FoodTox. Values calculated per average daily dietary intake of an average adult. MRDD - maximum recommended daily dosage. RDI - recommended daily intake.

Sources:
Info Graphics

Summarise

6 Not Talked About Senses

We all talk about the common 5 senses, touch, taste, smell, hearing and sight. But here are 6 senses that are left off that list.

Temperature

Thermoception is the sense of heat and the absence of heat (cold) by the skin and including internal skin passages, or, rather, the heat flux (the rate of heat flow) in these areas. There are specialized receptors for cold (declining temperature) and to heat. The cold receptors play an important part in the animal's sense of smell, telling wind direction. The heat receptors are sensitive to infrared radiation and can occur in specialized organs, for instance in pit vipers.

Kinesthetic Sense

Proprioception, the kinesthetic sense, provides the parietal cortex of the brain with information on the relative positions of the parts of the body. Neurologists test this sense by telling patients to close their eyes and touch their own nose with the tip of a finger. Assuming proper proprioceptive function, at no time will the person lose awareness of where the hand actually is, even though it is not being detected by any of the other senses. Proprioception and the other senses. Proprioception and of the other senses. An internal sense or interoception that normally is within the body. The sensory receptors are stretch and linked.
OUT WITH THE OLD, IN WITH THE NEW
SMALL BUSINESS OWNERS’ TAKE ON 2011 AND OUTLOOK IN 2012
Thanks to the slow economic recovery, a credit crunch, and general uncertainty about the future, small business owners had a lot to deal with in 2011. Through it all, they’re heading into 2012 with an optimistic outlook. Our Intuit Small Business Surveys take a look into small business owners’ reflections on 2011 and what they expect in 2012.

TRIALS AND TRIUMPHS OF OWNING A SMALL BUSINESS IN 2011
Maintaining and growing business in a recession remained a top challenge for small businesses in 2011. However, the resilient spirit of small businesses keeps their focus on progress ahead.

SMALL BIZ STILL STRUGGLED IN 2011
WHAT HAS BEEN THE HARDEST PART OF BEING A SMALL BUSINESS OWNER THIS YEAR?
Decline in Customer Base | 47%
Difficulty Acquiring a Line of Credit | 10%
No Opinion | 15%
Delayed Payments From Customers | 26%
Laying Off Employees | 2%

SMALL BUSINESSES STRESS OUT ABOUT GROWTH
WHAT’S THE NUMBER ONE THING ABOUT YOUR BUSINESS THAT KEEPS YOU UP AT NIGHT?
Growing My Business | 35%
Paying My Bills | 25%
Keeping My Customers Happy | 13%
Finding Time to Develop and Run My Business | 10%
Keeping Up With the Competition | 7%
Finding the Right Talent | 2%

ELECTRONIC PAYMENTS GAIN POPULARITY
WHAT TYPE OF PAYMENTS DO YOU ACCEPT?

<table>
<thead>
<tr>
<th>TYPE OF PAYMENT</th>
<th>2010</th>
<th>2011</th>
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<tbody>
<tr>
<td>CHECK</td>
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<tr>
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<tr>
<td>CREDIT CARD</td>
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<td>45%</td>
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<tr>
<td>ELECTRONIC CHECK</td>
<td>24%</td>
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</tr>
</tbody>
</table>
INFOGRAPHICS
USE THE INFORMATION
INFOGRAPHICS

CREATING INFOGRAPHICS
INFOGRAPHICS

TOOLs FOR CREATING INFOGRAPHICS

- https://www.draw.io/
- https://magic.piktochart.com
- http://charts.hohli.com
- More…
INFOGRAPHICS

INFOGRAPHIC CREATION TASKS
INFOGRAPHIC CREATION TASKS

• Infographic yourself
• Convert text to infographic
• Fan infographic
• Class survey
• Social research infographic
• Theme infographic
• Process infographic
• Historical time line
• Vocabulary map
• Grammar infographic
FURTHER READING

• Exploiting infographics

• 70 Tools And 4 Reasons To Make Your Own Infographics

• 10 Reasons Information Visualisation Rocks

• Integrating Infographics into the iClassroom

• Teaching With Infographics | Places to Start

• The Ultimate Guide To Infographics

• When Images “Lie”: Critical Visual Literacy