Welcome
Turning Bathroom Walls Into Data Viz Art

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Facebook
What’s Missing? DATA
Matt Sack

- Payment Operations at Facebook
- Studied at Relay Graduate School of Education
- Studied Economics at NYU
Agenda

▪ Meet *Visualize This*

▪ Lessons Learned
  ▪ Don’t Go It Alone
  ▪ Tell Stories
  ▪ Build a Community

▪ Best Practices

▪ Call to Action
Lesson

Don’t Go It Alone 🗣️
Shine Pulikathara at TC16
Milestone: Evolving Together
Lesson

Tell Stories 📖
We process our world in narrative … and--most important for leadership--people recall and retain information more effectively when it's presented in the form of a story.

Carmine Gallo
Author, Five Stars: The Communication Secrets to Get from Good to Great
The Story

Data: How did you frame the problem and think about data to find the proper metrics?

Insight: How does this visualization help find the signal in the noise?

Impact: How have these insights led to a product or business decision that shaped strategy?
Lesson

Build a Community
Milestone: Sparking a Conversation

There are many ways to encode data, but each way is not equal in its ability to communicate insights accurately. **Color Hue**, for example, allows for general estimates but faces challenges of accessibility. According to the World Health Organization:

- 250M people have low vision (not correctable to 20/20)
- Color blindness is the inability (or decreased ability) to see color or perceive color differences. 10.5M men (7%) in the US alone are colorblind.

Take a minute to consider – will your visualization work for everyone?
First off, love this program. Secondly, whoever was responsible for the article (Viz102) about color choice and accessibility - kudos to you. It’s awesome to see people all around the company think about inclusion and diversity in their domains. That kind of attention to detail is what makes it possible for us to set up all employees for success, regardless of disability or ability.
Milestone: Continuing the Conversation

**Why is color important?**
Color is a powerful way to direct attention, set the mood, or tell your story with data. It's easy to get intimidated, but understanding a few simple guidelines can help you get started.

**What story are you trying to tell with your data?**
- **Progress over contrast**: A sequential palette is an ordered set of values that increase in “intensity” or go from light to dark. (Source: ColorBrewer)
- **Highlight the extremes**: A diverging palette progresses two “opposing” colors, such as green and magenta, through a midpoint. (Source: ColorBrewer)
- **Demonstrate equality**: A qualitative palette is comprised of different color hues, but are similar in contrast. When you squint and look at the palette, the colors should seem to have similar value or “weight.”

**Other considerations**
- **Accessibility**: Choose colors that avoid common types of color blindness and have a fallback method to distinguish between elements, such as labels. Qualitative palettes are the toughest to make colorblind accessible, so in those situations fallback signifiers are a must.
- **Cultural**: Not everyone thinks green means “go” and red means “stop.” Don’t rely on an assumption of shared cultural understanding to convey important information.

Use the ColorBrewer palette generator: [fburl.com/viz-color](http://fburl.com/viz-color)
Milestone: Continuing the Conversation

May 17 · Add Topics

Have we thought about applying the suggestions from "visualize this" to our dashboard tools, so all employees benefit from them from the get go?

Eg. having better default color schemes in argus

Matt Sack cc Bec not sure if you’ve had discussions like this with the core viz folks

+1 I saw the color brewer and find it would be very useful if its available as an selection on unidash
Milestone: Continuing the Conversation

shared a link.

June 13 · Add Topics

Shoutout for creating colorblind-friendly charts
#thanks to for changing the color scheme of Feed Integrity's visuals to be accessible by our colorblind colleagues! And #thanks for for creating that task!

Make most affected domains graphs colorblind-accessible...

The graphs for most affected domains and top domains are not readable by people who are colorblind -- both red and grey ...

Owner

Updated

Priority

06:17 PM on Jun 13th

low-pri

TASKS

You, and 4 others

1 Comment Seen by 670

Like Comment Share
Conclusion

Best Practices
3 Best Practices to Get Started

#1: Look Around
Who have you connected with at TC18?

#2: Distribution Channel
Find Your Captive Audience

#3: Bribery
Give away SWAG to generate content!
Final Tip: Have Fun!

Visualize Best Practices

There has been a lot of great research done recently in the field of data visualization that has changed some of the conventional views held by the community. Here are the highlights:

1. Pie charts and donut charts have been getting a bad rap for no good reason. Studies have found that when using 20+ slices in a pie chart, you can convey complexity more effectively than a bar chart. See example for reference.

2. Typography experts have reversed their earlier views on fonts like Papyrus and Comic Sans. It was found that these fonts make us feel like a child again and can be effective in kicking in our early learning instincts. We have thus decided to change the fonts in our newsletter as well.

Note: Following the advice in this newsletter might improve your health and the health of others when you decide to show the implementations of these guidelines. Proceed with caution and stay safe out there. Happy April Fool’s Day! 😄🌈
Recap

✓ Meet *Visualize This*

✓ Lessons Learned
  ✓ Don’t Go It Alone
  ✓ Tell Stories
  ✓ Build Community

✓ Best Practices

Call to Action
Parting Words

Call to Action
What gets left out is the narrative between the bullets

Edward Tufte
What’s your story?
Thank you!

Contact me at msack@fb.com
Please complete the session survey from the Session Details screen in your TC18 app.