

WEEK III

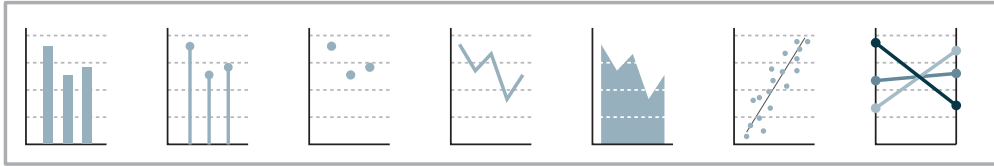
VISUALIZATION FOR COMMUNICATION

Part two:

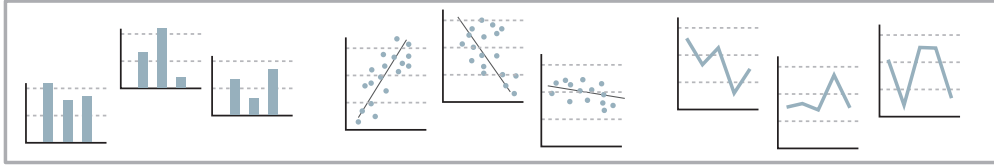
The encoding hierarchy

Enable
accurate
estimates

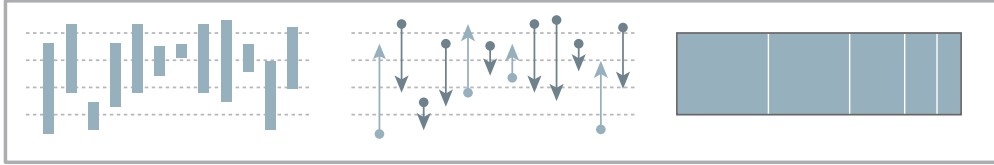
Position along
a common scale



Position along identical,
nonaligned scales



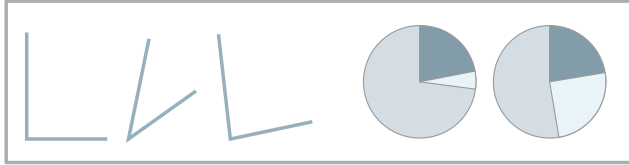
Length



Direction/slope



Angle



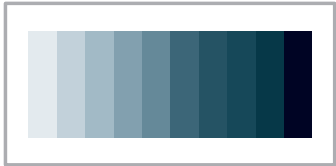
Area



Volume



Shading and saturation



Color hue

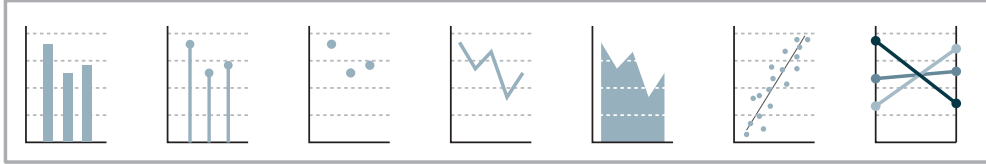


May enable
general
estimates

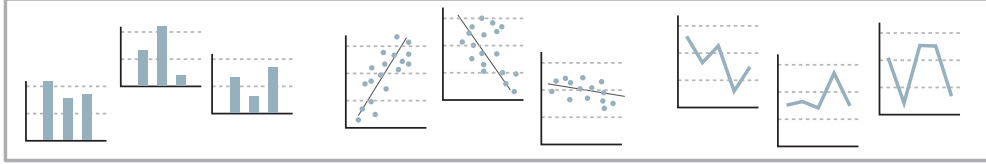
Inspired by Cleveland
and McGill (1984)

Enable
accurate
estimates

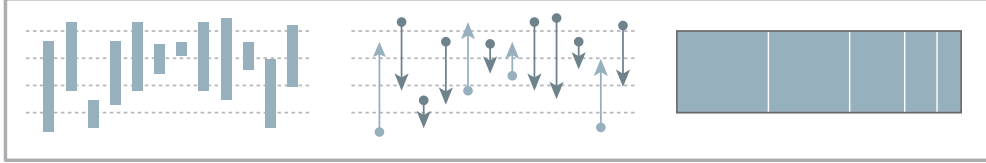
Position along
a common scale



Position along identical,
nonaligned scales



Length



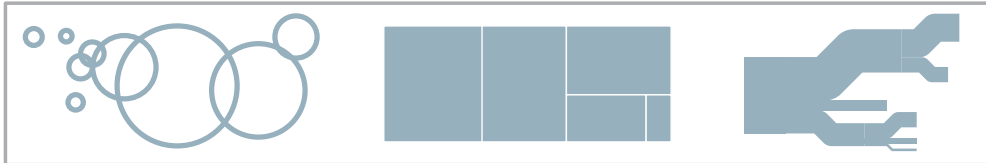
Direction/slope



Angle



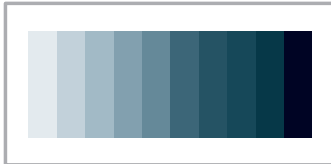
Area



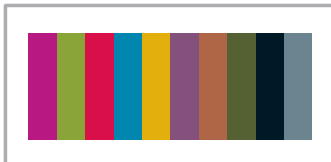
Volume



Shading and saturation

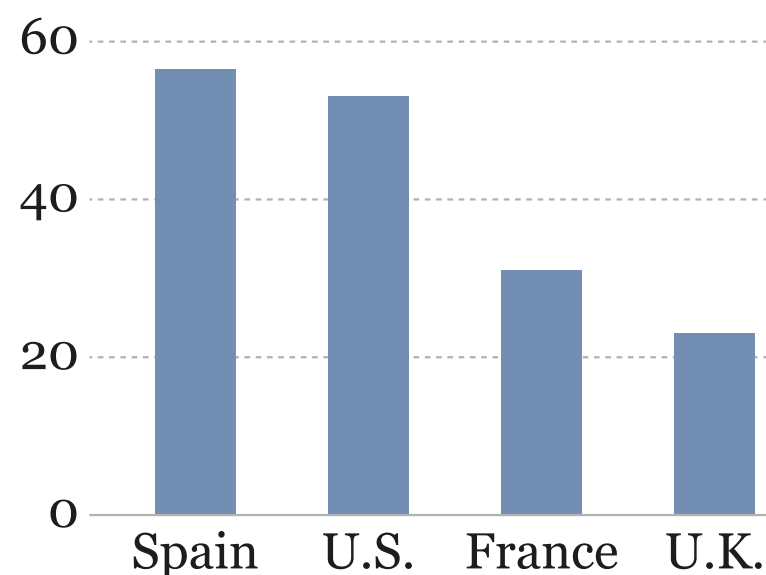


Color hue

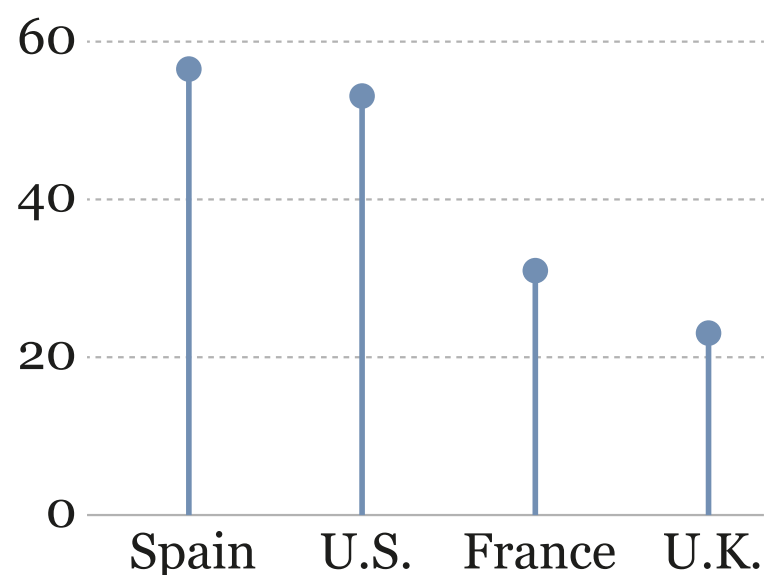


May enable
general
estimates

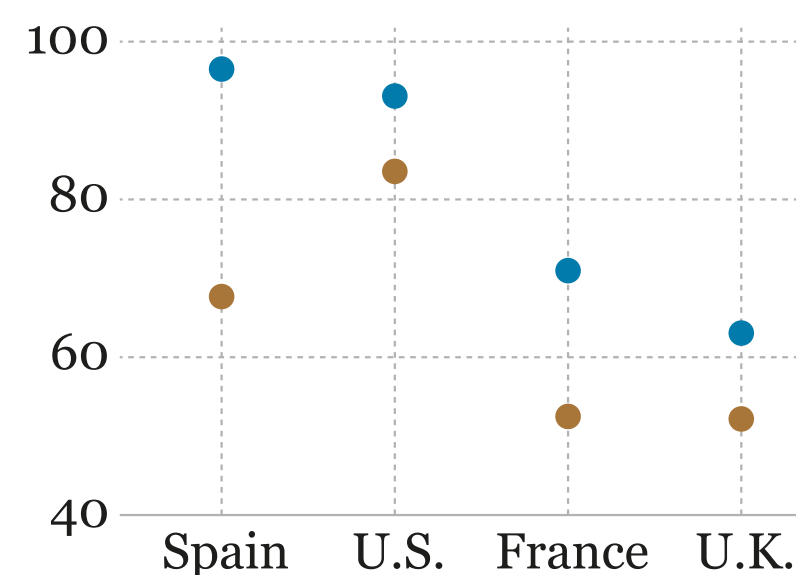
Inspired by Cleveland
and McGill (1984)



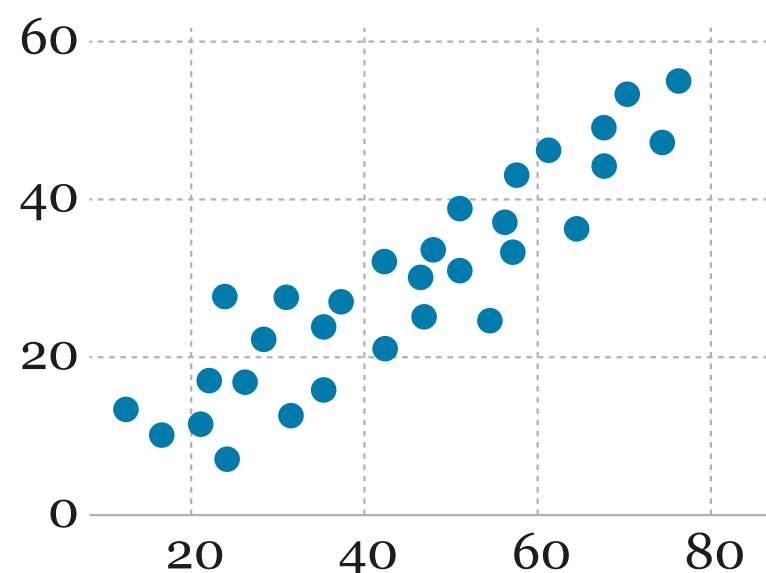
BAR CHART



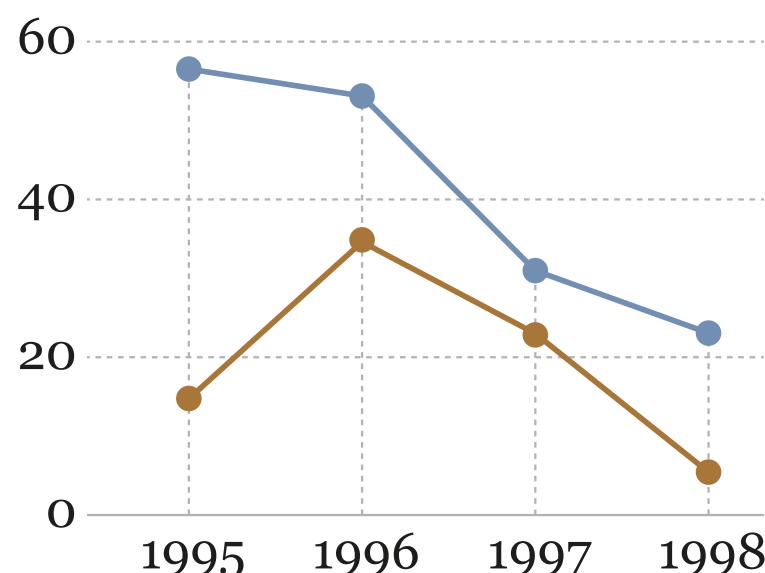
LOLLIPOP CHART



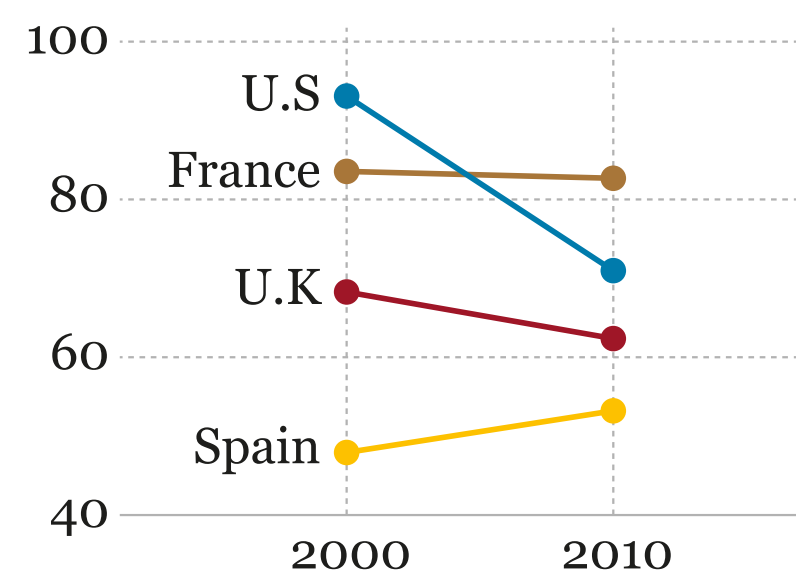
**DOT CHART
(or dot plot)**



**SCATTER CHART
(or scatter plot)**



**LINE CHART
(or time series chart)**

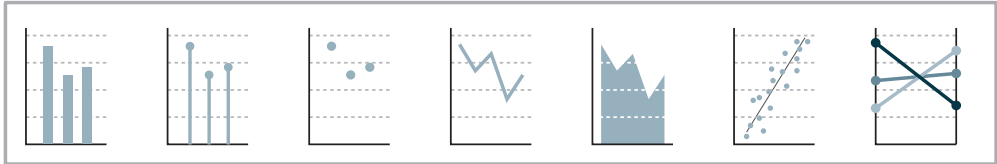


SLOPE CHART

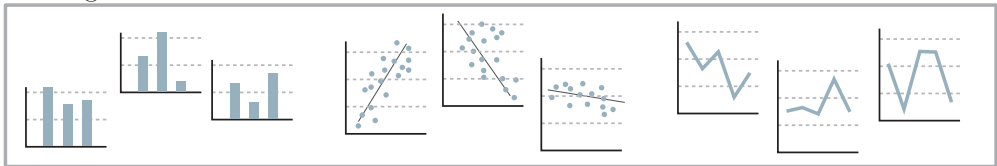
Great for accurate judgments:
Comparisons, relationships, etc.

Enable
accurate
estimates

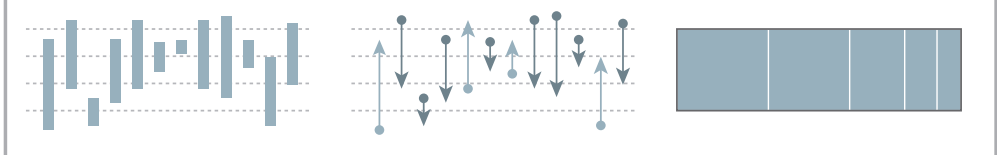
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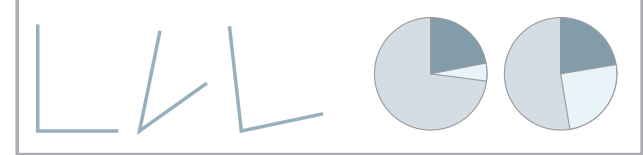
Length



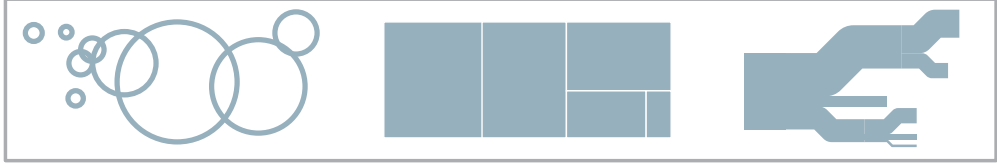
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Color hue



May enable
general
estimates

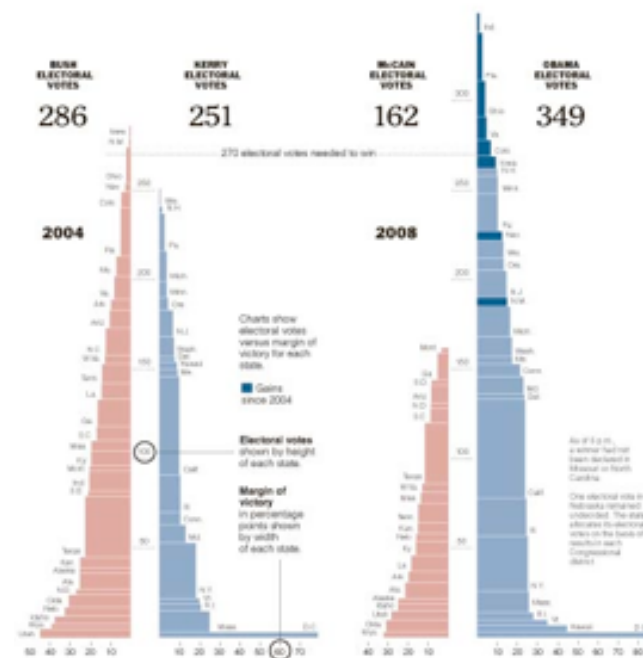
Inspired by Cleveland
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In a Decisive Victory, Obama Reshapes the Electoral Map

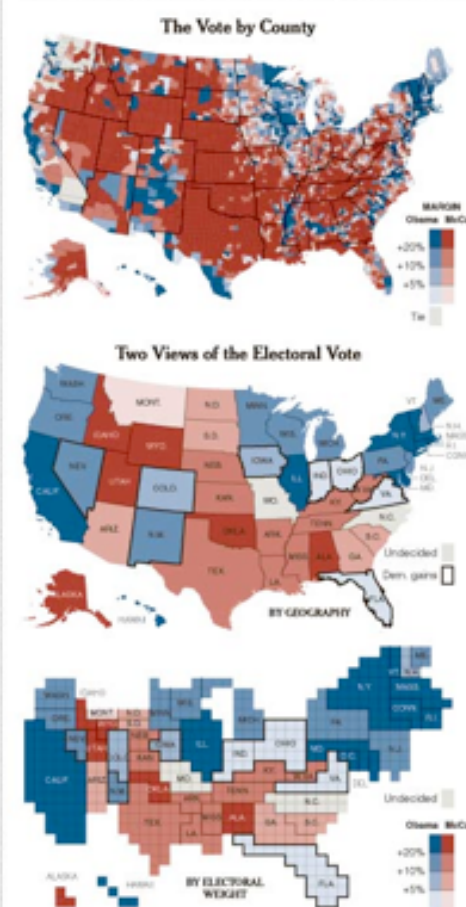
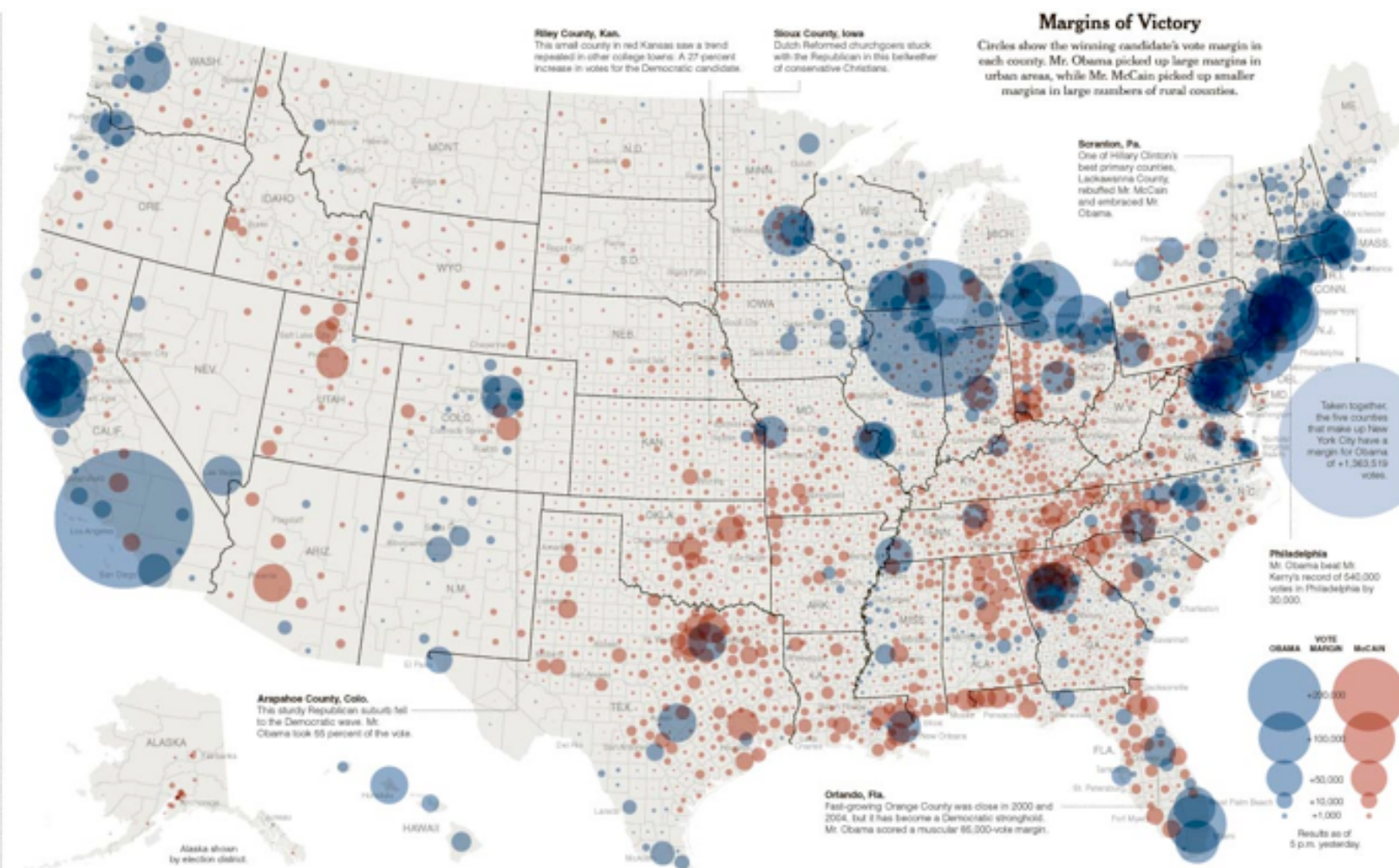
Barack Obama's historic win, with at least 349 electoral votes to John McCain's 162, can be attributed to his victories in several high-population states, like Florida, Virginia and Ohio, that George W. Bush won handily in 2004. The struggling economy, especially in more

industrial states, and high numbers of new voters helped flip key areas from red to blue. Even where Mr. McCain beat Mr. Obama, he won by slimmer margins, as much of the electorate — across age, race and income lines — swung toward the Democratic Party.

By Erin Aigner, Joe Burgess, Baden Copeland, Matthew Ericson, Hannah Fairfield, Ford Fausen, Hayoan Park and Archie Tae



Results as of 5 p.m.	Pct. of districts reporting	Barack Obama DEMOCRAT	John McCain REPUBLICAN	Margin (Pct. points)	Margin (Change from 2004)	Electoral votes
States won by Obama						
Alaska	100%	208,621 72%	110,848 27%	+95	+9	3
Alabama	100%	1,367,264 56%	1,041,101 40%	+326	+21	9
Alaska	100%	247,396 61%	151,667 36%	+95	+8	3
Arizona	100%	452,038 57%	332,979 42%	+119	+1	6
Arkansas	97%	201,899 67%	95,422 32%	+106	+20	6
California	100%	531,864 55%	411,988 43%	+119	+3	55
Colorado	100%	3,293,342 62%	1,975,801 37%	+1,317	+10	10
Connecticut	97%	6,179,542 61%	3,736,444 37%	+2,443	+10	11
Delaware	100%	2,867,692 57%	2,044,405 41%	+823	+3	3
D.C.	99%	1,792,502 52%	1,637,337 47%	+155	+8	3
Florida	100%	1,833,117 56%	1,251,853 40%	+581	+1	27
Georgia	92%	1,108,328 52%	966,857 46%	+141	+5	15
Hawaii	96%	943,819 60%	606,268 39%	+337	+10	4
Idaho	99%	1,408,100 61%	873,320 38%	+535	+13	6
Illinois	100%	8,182,242 54%	6,777,508 42%	+1,404	+1	21
Indiana	98%	960,236 57%	690,352 41%	+269	+7	11
Iowa	72%	696,696 55%	532,079 42%	+164	+6	7
Kansas	92%	355,901 55%	290,944 45%	+64	+1	6
Kentucky	92%	390,147 58%	271,876 40%	+118	+9	6
Louisiana	100%	2,073,934 57%	1,540,907 42%	+533	+7	9
Maine	100%	3,194,807 55%	2,584,119 44%	+610	+3	4
Maryland	98%	2,715,028 62%	1,521,197 38%	+1,193	+21	10
Massachusetts	100%	4,103,838 51%	3,908,736 48%	+195	+5	11
Michigan	99%	4,357,360 62%	2,573,368 37%	+1,783	+18	16
Minnesota	100%	1,575,246 54%	1,275,653 41%	+300	+3	10
Mississippi	100%	210,403 98%	14,921 7%	+195	+8	6
Missouri	98%	2,867,692 57%	2,044,405 41%	+823	+2	10
Montana	100%	1,800,193 62%	1,104,398 36%	+695	+25	3
States won by McCain						
North Dakota	100%	141,113 45%	168,529 53%	-27	+27	3
Nebraska	100%	315,913 41%	438,421 57%	-122	+33	5
Nevada	100%	220,401 47%	236,513 50%	-16	+21	3
New Hampshire	100%	301,771 54%	255,497 43%	+46	+46	3
New Jersey	100%	1,758,877 59%	1,232,999 40%	+525	+21	14
New Mexico	100%	255,709 36%	432,066 60%	-176	+38	5
New York	99%	1,811,198 54%	2,222,609 62%	-411	+17	31
Ohio	100%	3,521,164 44%	4,467,746 56%	-946	+23	21
Oklahoma	100%	499,803 41%	695,414 57%	-195	+25	6
Oregon	100%	842,441 46%	1,008,727 54%	-166	+9	7
South Carolina	100%	80,496 32%	162,658 65%	-82	+40	6
South Dakota	100%	157,899 42%	214,475 56%	-56	+20	3
Tennessee	100%	811,510 39%	1,263,741 60%	-452	+35	6
Texas	100%	746,510 41%	1,243,264 67%	-496	+30	34
Utah	99%	851,589 46%	1,112,878 54%	-261	+10	6
Vermont	99%	136,342 56%	106,346 44%	+30	+26	3
Virginia	100%	502,286 54%	426,640 46%	+75	+31	13
Washington	100%	301,438 43%	394,278 56%	-92	+13	9
West Virginia	100%	1,061,074 42%	1,470,100 57%	-408	+14	5
Wisconsin	100%	790,961 40%	1,147,803 59%	-356	+15	11
Wyoming	98%	417,314 39%	632,140 59%	-214	+10	3
No winner called						
Alaska	100%	1,436,745 49%	1,442,613 49%	+6	+7	11
North Carolina	100%	2,115,854 50%	2,102,701 50%	+13	+12	15
TOTAL	98%	63,848,432 53%	56,258,927 47%	+7,589,505	+1	538



New Voters, New Power Bases

Mr. Obama's campaign theme of change created a groundswell of support in areas of the country hurt by the weakened economy. Rising unemployment and housing foreclosures in Rust Belt states, as well as Florida and Nevada, may have led voters to support Mr. Obama.

A powerful get-out-the-vote effort paid off for the Obama campaign in certain crucial states, like Florida, Colorado and Nevada. The number of people who voted in Florida rose by 9.7 percent from 2004. Many of those voters went to the polls for the first time — and those voters chose Mr. Obama nearly 70 percent of the time.

Voter figures were also high in states won by Mr. McCain, like South Carolina, Georgia and Alabama.

Turnout may have been a defining factor in Indiana, a battleground state that had 5.3 percent more voters than in 2004. It awarded a narrow victory, and its 11 electoral votes, to Mr. Obama.

Shifting Demographics

The electorate moved toward the Democratic Party across nearly every demographic category. Many shifts were a few percentage points, but several categories had much higher jumps. One exception to the trend: low-income white counties moved solidly toward the Republican side.

