



# **Successful Data Presentations**

**Dr. Steven W. Hagstrom**  
**Tarrant County College**

# **What This Presentation Isn't**

A “How-To” or DIY for Presentations

Survey of Presentation Construction programs

New State Reporting Requirements

# **What this Presentation Is**

Explore How People See

Look at How People Communicate

Examine How People Learn

# **Six Important Points**

**"Show me your tables and conceal  
your flowcharts, I shall continue to  
be mystified. Show me your  
flowcharts, I won't need your  
tables; they'll be obvious."**

**John McCarthy, 1995**

# Largest Conduit to the Brain

- 1. Sight
- 2. Hearing
- 3. Touch
- 4. Smell
- 5. Taste

# Most Discriminatory

- 1. Touch
- 2. Taste
- 3. Smell
- 4. Sight
- 5. Sound



# **Six Important Points**

1. Engage the Ability to Visually Gather Information.

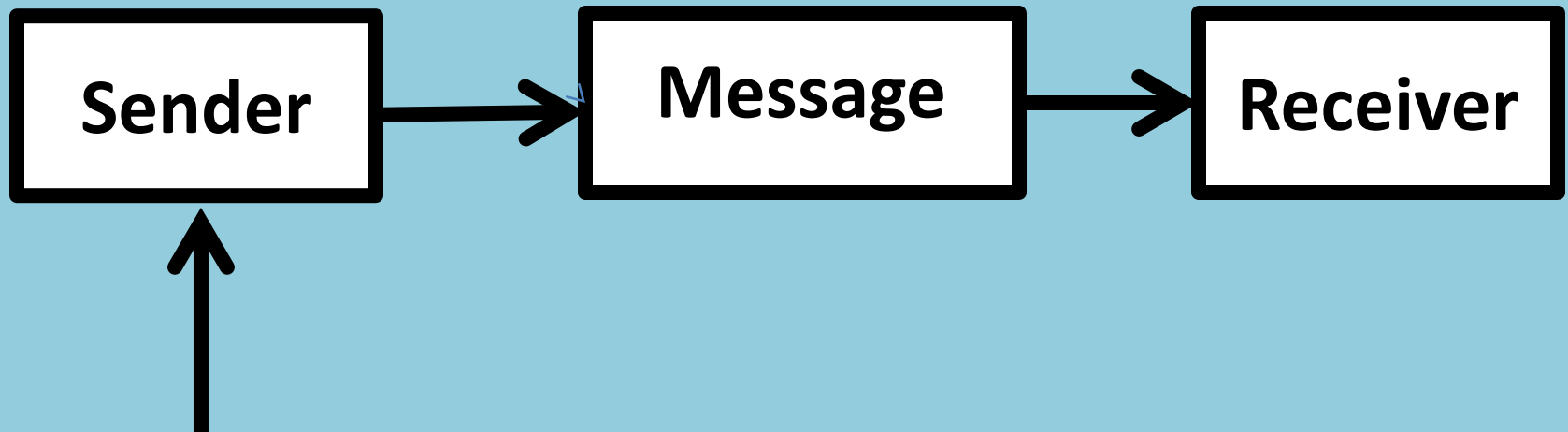
# **Communication Model**

7

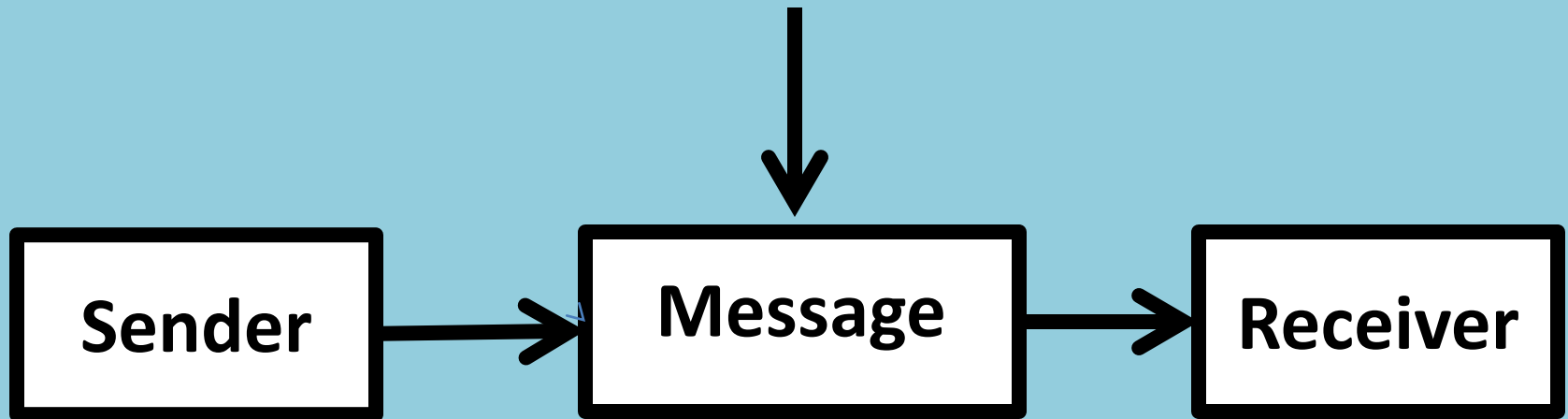
# Communication Model



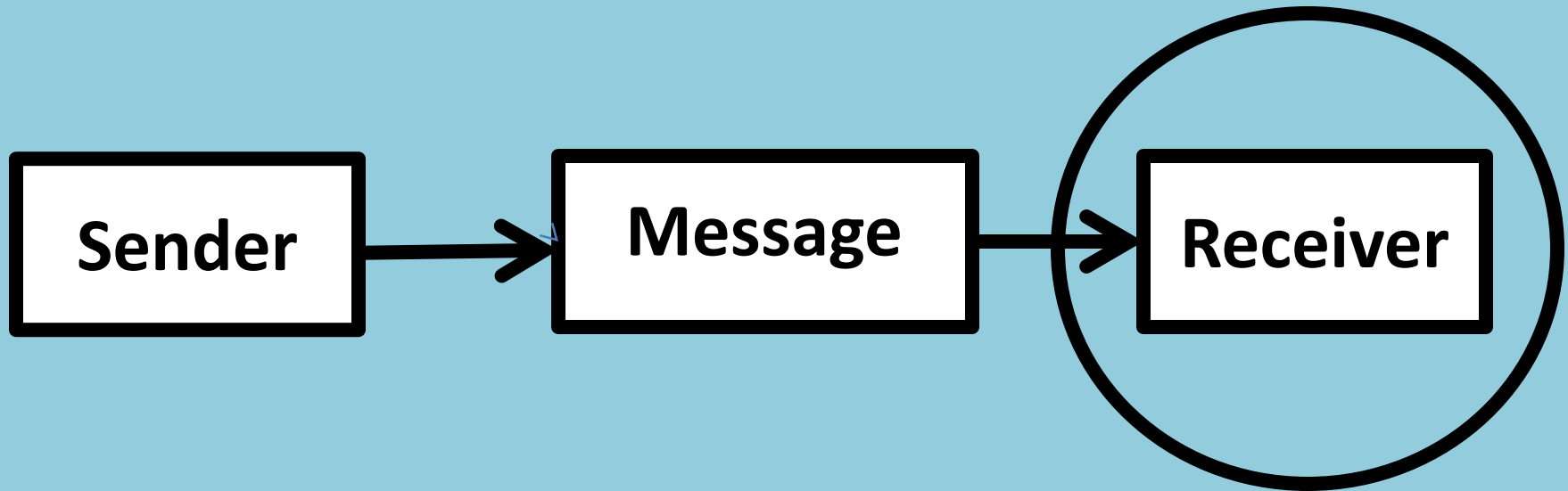
# Communication Model



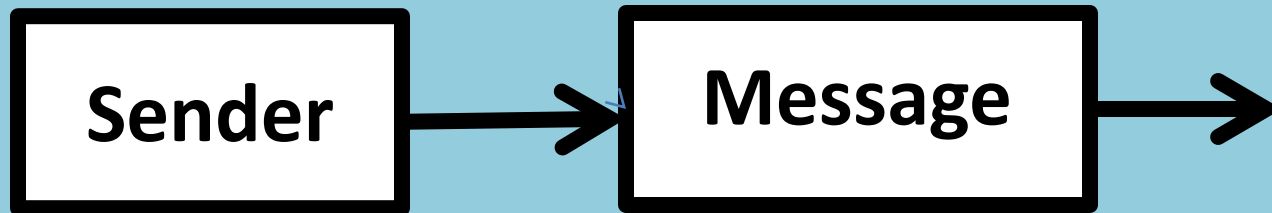
# Communication Model



# Communication Model



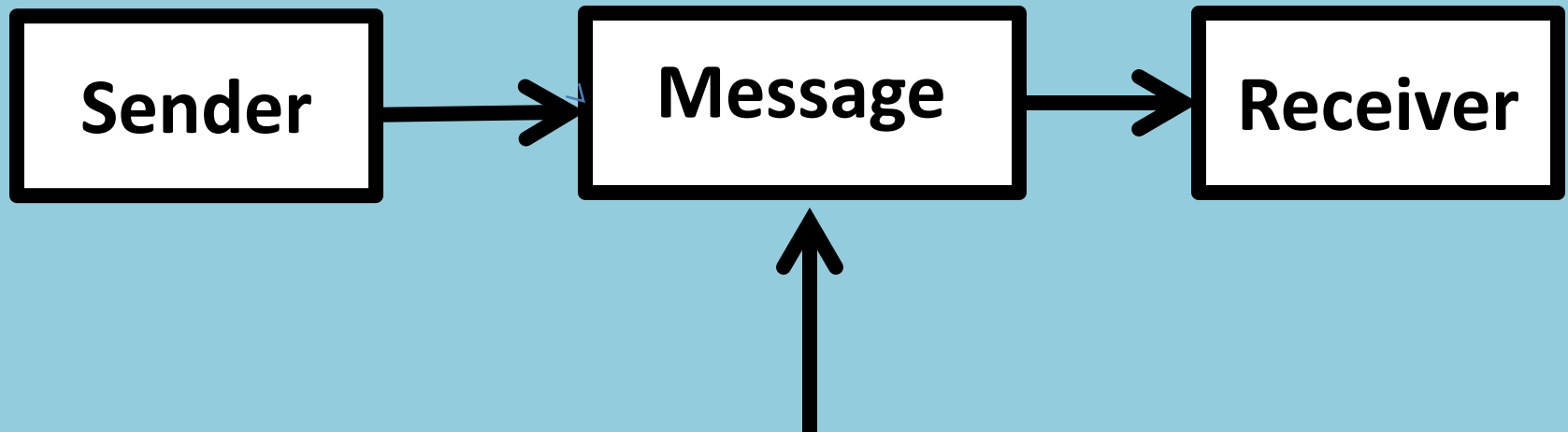
# Communication Model



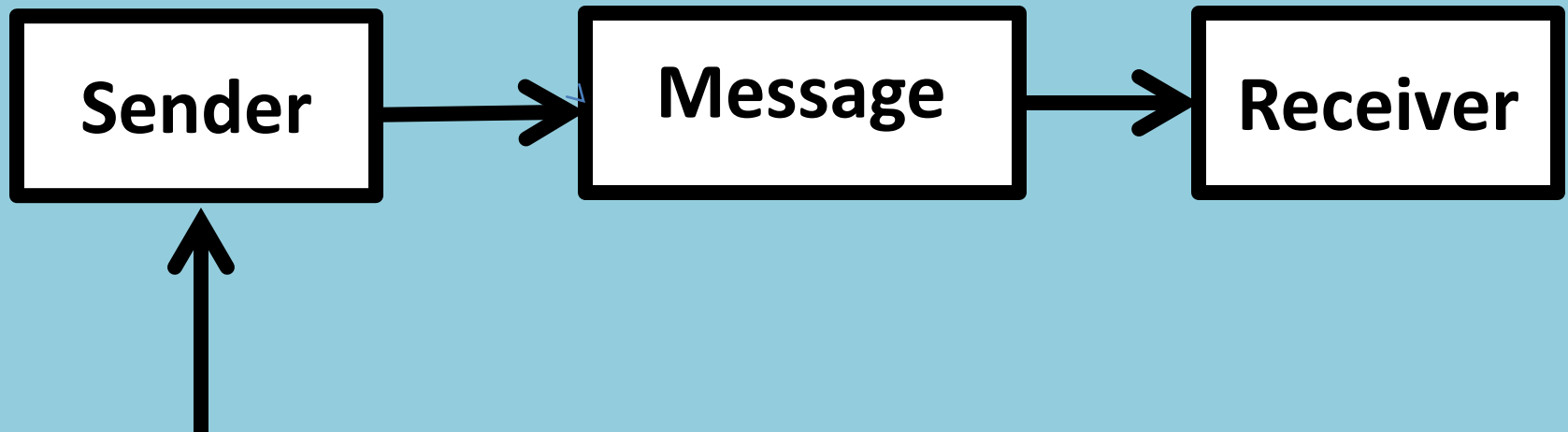
**STORY**



# Communication Model



# Communication Model



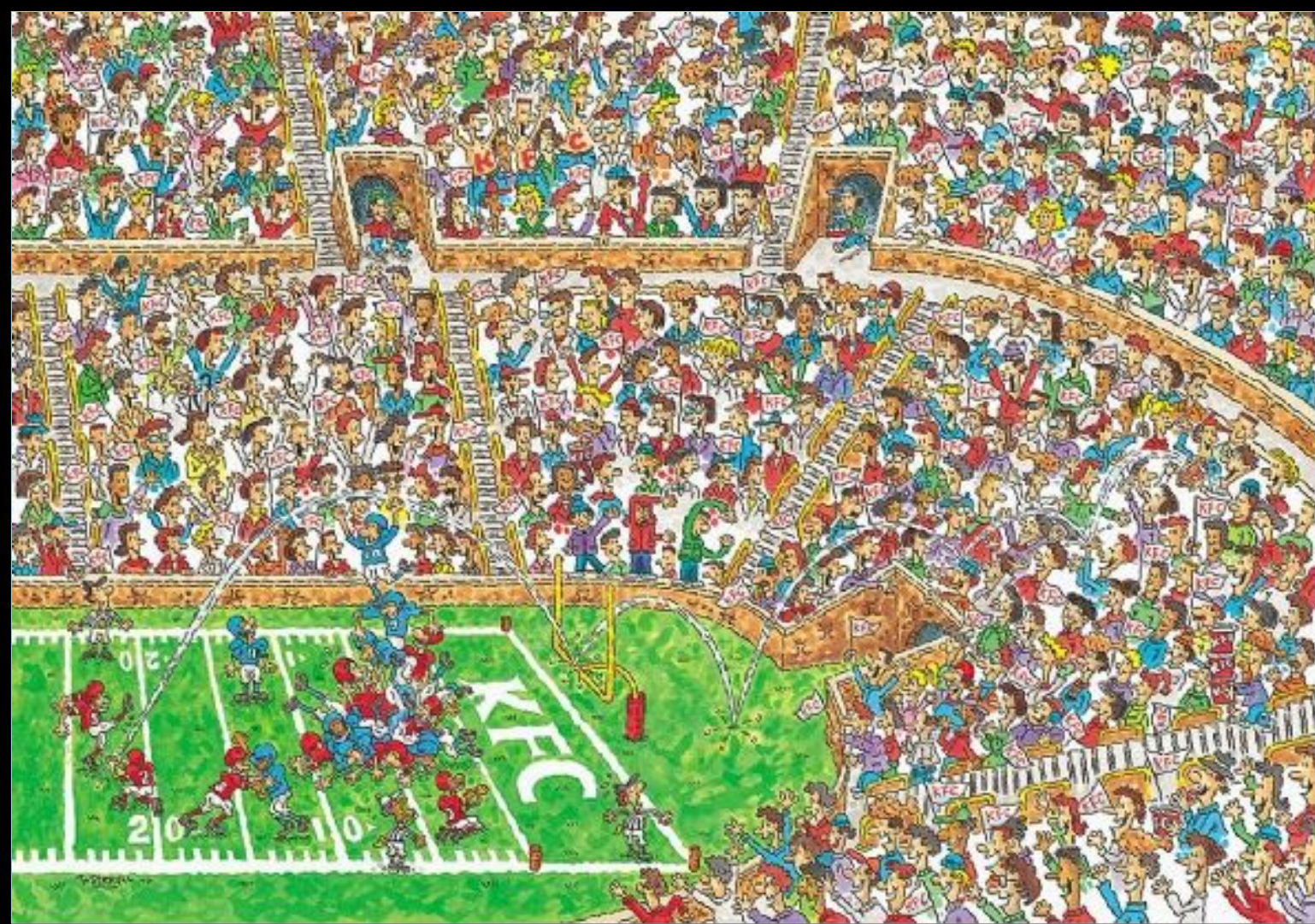
# **Six Important Points**

1. Engage the Ability to Visually Gather Information.
2. Understand Who Your Audience Is.



**Where's Waldo**





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Where's 6105960

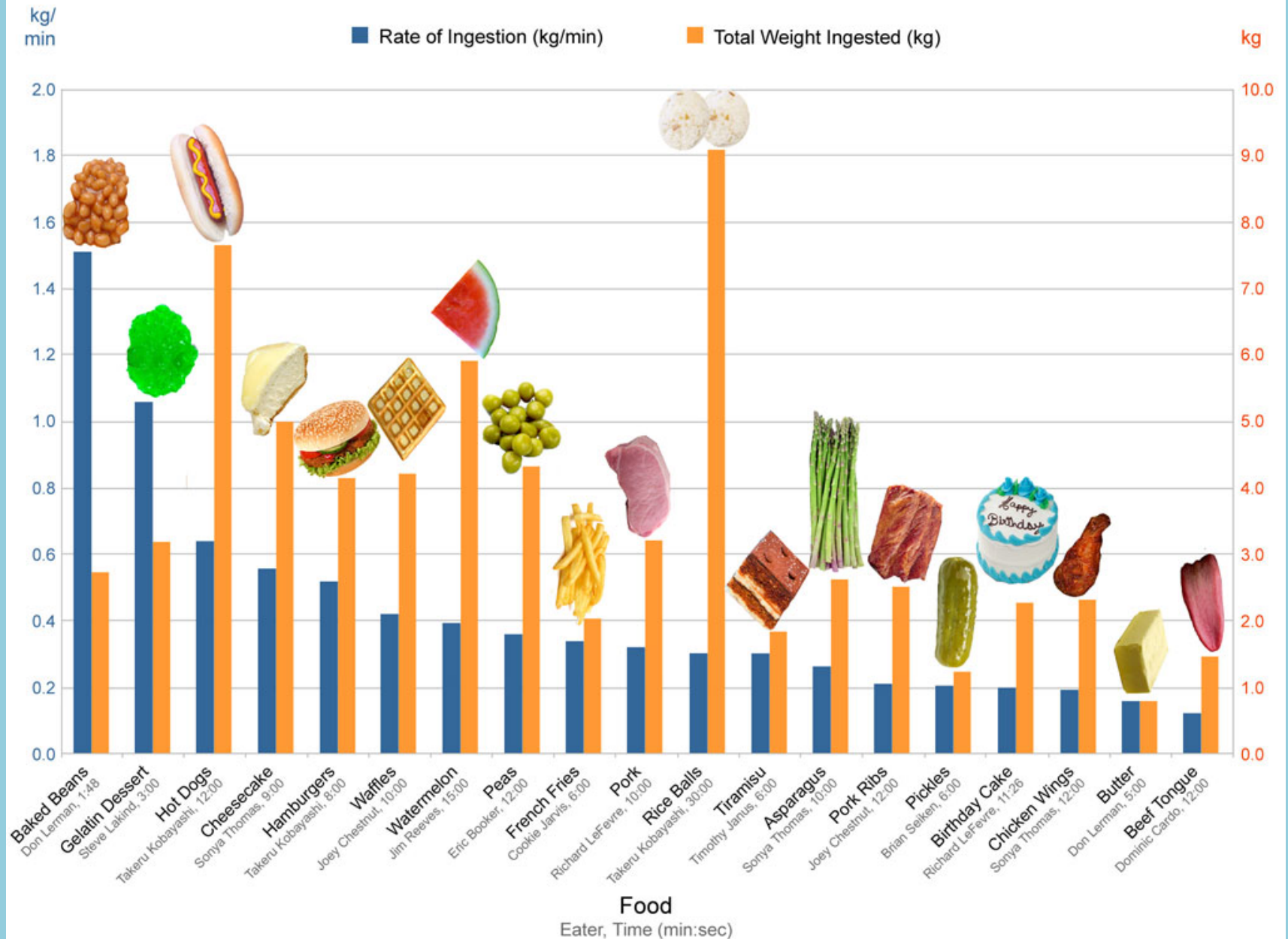


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78954789890189054781=87578  
87463**6105960**-16856-01-1-7891  
89897875478978785774785788

# **Average Time to “Read” a Graph/Chart – 80%**

- **.5 Second**
- **2.5 Second**
- **5.0 Seconds**
- **7.5 Seconds**
- **10 Seconds**

# Competitive Eating Records



# Average Time to “Read” a Graph/Chart – 80%

- .5 Second
- **2.5 Second**
- 5.0 Seconds
- 7.5 Seconds
- 10 Seconds

# **Average Time to “Read” a Picture – 80%**

- **.5 Second**
- **2.5 Second**
- **5.0 Seconds**
- **7.5 Seconds**
- **10 Seconds**



# Average Time to “Read” a Picture – 80%

- **.5 Second**
- **2.5 Second**
- **5.0 Seconds**
- **7.5 Seconds**
- **10 Seconds**





# **Average Time to “Read” a Picture with Familiar Imagery– 80%**

- **.5 Second**
- **2.5 Second**
- **5.0 Seconds**
- **7.5 Seconds**
- **10 Seconds**



# Average Time to “Read” a Picture with Familiar Imagery– 80%

- **.03 Second**
- **.5 Second**
- **2.5 Second**
- **5.0 Seconds**
- **7.5 Seconds**
- **10 Seconds**

# **Average Time to “Read” a Table – 80%**

- **.5 Second**
- **2.5 Second**
- **5.0 Seconds**
- **7.5 Seconds**
- **10 Seconds**

## Nativity, by Detailed Hispanic Origin: 2010

Hispanic populations are listed in descending order of total population size

**Universe:** 2010 Hispanic resident population

	Total	Native born	Foreign born	Percent foreign born
Mexican	32,915,983	21,208,393	11,707,590	35.6
Puerto Rican	4,682,531	4,625,529	57,002	1.2
Cuban	1,883,599	775,230	1,108,369	58.8
Salvadoran	1,827,290	687,780	1,139,510	62.4
All Other Spanish/Hispanic/Latino	1,567,169	1,342,923	224,246	14.3
Dominican	1,509,060	655,784	853,276	56.5
Guatemalan	1,107,859	366,848	741,011	66.9
Colombian	972,334	341,857	630,477	64.8
Honduran	730,954	244,269	486,685	66.6
Spaniard	707,135	615,641	91,494	12.9
Ecuadorian	664,781	232,388	432,393	65.0
Peruvian	609,360	203,698	405,662	66.6
Nicaraguan	376,747	140,250	236,497	62.8
Argentinean	239,509	90,277	149,232	62.3
Venezuelan	238,779	74,449	164,330	68.8
Panamanian	174,458	97,722	76,736	44.0
Chilean	139,480	56,029	83,451	59.8
Costa Rican	127,575	61,519	66,056	51.8
Bolivian	112,028	40,888	71,140	63.5
Uruguayan	63,784	15,635	48,149	75.5
Other Central American	31,260	14,355	16,905	54.1
Other South American	26,594	14,777	11,817	44.4
Paraguayan	21,301	6,224	15,077	70.8
<b>Total</b>	<b>50,729,570</b>	<b>31,912,465</b>	<b>18,817,105</b>	<b>37.1</b>

**Source:** Pew Hispanic Center tabulations of 2010 American Community Survey (1% IPUMS)

## Detailed Hispanic Origin: 2010

Hispanic populations are listed in descending order of population size

**Universe:** 2010 Hispanic resident population

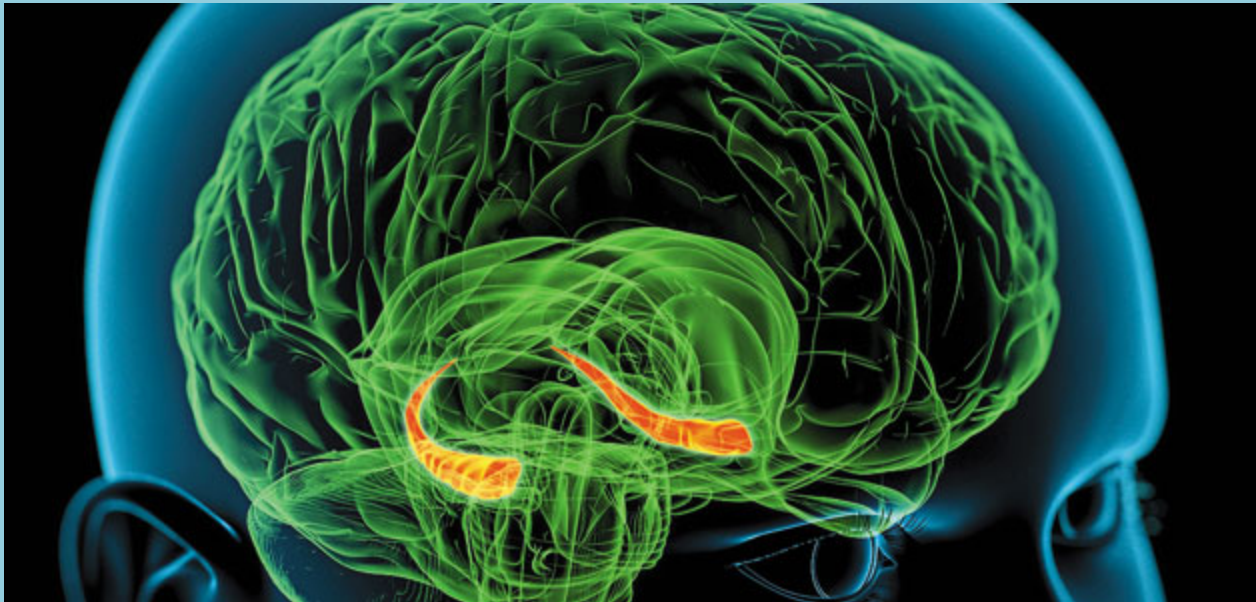
	Number	Percent
Mexican	32,915,983	64.9
Puerto Rican	4,682,531	9.2
Cuban	1,883,599	3.7
Salvadoran	1,827,290	3.6
All Other Spanish/Hispanic/Latino	1,567,169	3.1
Dominican	1,509,060	3.0
Guatemalan	1,107,859	2.2
Colombian	972,334	1.9
Honduran	730,954	1.4
Spaniard	707,135	1.4
Ecuadorian	664,781	1.3
Peruvian	609,360	1.2
Nicaraguan	376,747	0.7
Argentinean	239,509	0.5
Venezuelan	238,779	0.5
Panamanian	174,458	0.3
Chilean	139,480	0.3
Costa Rican	127,575	0.3
Bolivian	112,028	0.2
Uruguayan	63,784	0.1
Other Central American	31,260	0.1
Other South American	26,594	0.1
Paraguayan	21,301	0.0
<b>Total</b>	<b>50,729,570</b>	<b>100.0</b>

**Source:** Pew Hispanic Center tabulations of 2010 American Community Survey (1% IPUMS)

# Average Time to “Read” a Table – 80%

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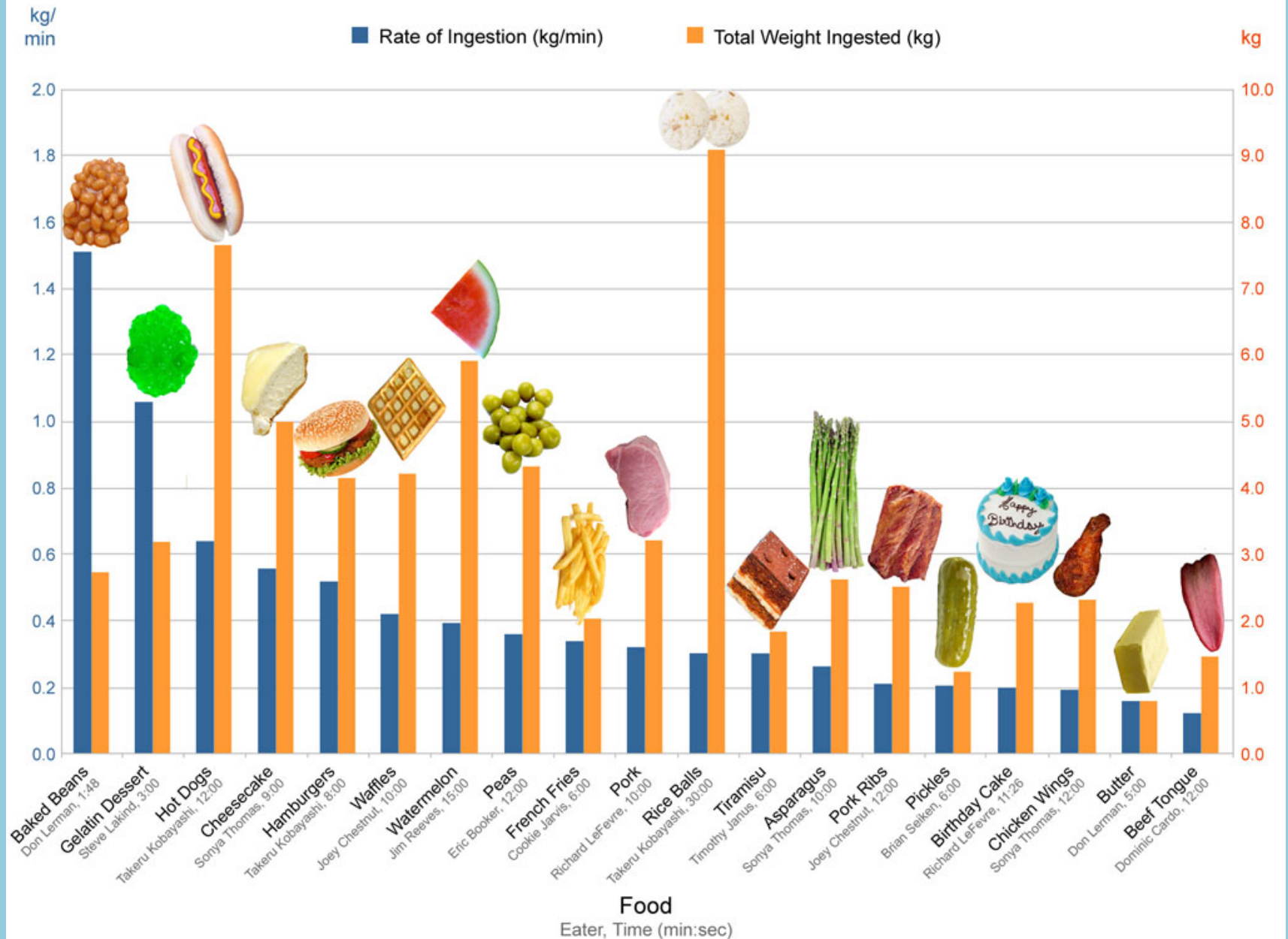




## Molecular Changes During Learning



# Competitive Eating Records

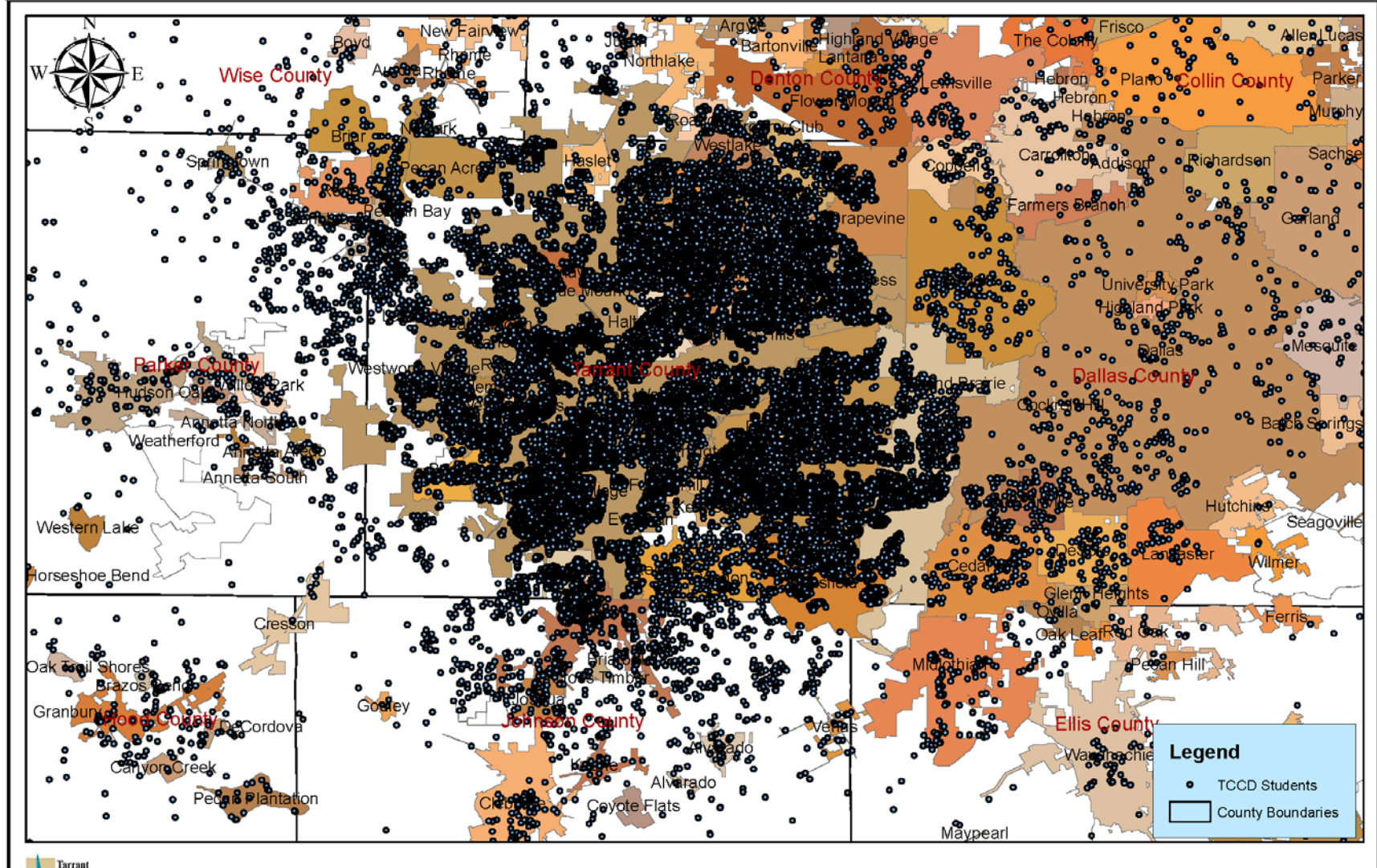


# **Number of Students in**

# **Service Area**

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1	Point	Address_Points	M	100	A	L	-99.700897	32.440805	1341 WEAVERS WAY, ABILENE, TX, 79602	484410109007						1341 Weavers Way	Abilene
2	Point	Address_Points	M	100	A	L	-99.793455	32.431264	1351 ANDY ST, ABILENE, TX, 79605	484410134012						1351 Andy St Apt 703	Abilene
3	Point	Address_Points	M	100	A	L	-99.782879	32.454367	202 N BOWIE DR, ABILENE, TX, 79603	484410113004						202 N Bowie Dr	Abilene
4	Point	Address_Points	M	100	A	L	-99.711194	32.342195	206 SUNDANCE RD, ABILENE, TX, 79602	484410134042						206 Sundance Road	Abilene
5	Point	Address_Points	M	100	A	L	-99.757734	32.474989	2217 N MOCKINGBIRD LN, ABILENE, TX, 79603	484410104002						2217 N Mockingbird Lane	Abilene
6	Point	Address_Points	M	86	A	L	-99.803474	32.421668	2350 BISHOP RD, ABILENE, TX, 79606	484410134013						2350 Bishop Rd Trlr 27	Abilene
7	Point	Street_Address	M	100	A	R	-99.723038	32.487407	3033 W LAKE RD, ABILENE, TX, 79601		484410102001	484410102001				3033 W Lake Rd Apt 915	Abilene
8	Point	Address_Points	M	100	A	L	-99.695321	32.449466	360 SHADOW WOOD DR, ABILENE, TX, 79601	484410109005						360 Shadow Wood Dr	Abilene
9	Point	Address_Points	M	100	A	L	-99.801783	32.443512	718 REDBIRD LN, ABILENE, TX, 79605	484410131002						718 Redbird Lane	Abilene
0	Point	Address_Points	T	95	A	L	-99.708298	32.459826	841 E NORTH 10TH ST, ABILENE, TX, 79601	484410109002						841 E North 14th St	Abilene
1	Point	Street_Address	M	100	A	L	-96.828121	32.96384	15801 ARTIST WAY, ADDISON, TX, 75001		481130136162	481130136162				15801 Artist Way Apt 4105	Addison
2	Point	Address_Points	M	100	A	L	-96.853284	32.940001	3721 SPRING VALLEY RD, ADDISON, TX, 75001	481130137262						3721 Spring Valley Rd #233	Addison
3	Point	Address_Points	M	100	A	L	-96.85216	32.939929	3800 SPRING VALLEY RD, ADDISON, TX, 75001	481130138053						3800 Spring Valley Rd Apt 264	Addison
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6	Point	Street_Address	M	100	A	L	-96.834562	32.983322	4500 SOJOURN DR, ADDISON, TX, 75001		481130137271	481130137271				4500 Sojourn Dr. Apt 1004 C	Addison
7	Point	Address_Points	M	100	A	L	-97.664391	32.668019	101 HUDSON LN, ALEDO, TX, 76008	483671407042						101 Hudson Lane	Aledo
8	Point	Street_Address	M	73	A	L	-97.610208	32.697572	101 RANCH MEADOW CT, ALEDO, TX, 76008		483671407041	483671407041				101 Ranch Hand Lane	Aledo
9	Point	Street_Address	M	73	A	L	-97.610208	32.697572	101 RANCH MEADOW CT, ALEDO, TX, 76008		483671407041	483671407041				101 Ranch Hand Ln	Aledo
10	Point	Address_Points	M	100	A	L	-97.62081	32.723256	101 SHADOW CREEK LN, ALEDO, TX, 76008	483671407032						101 Shadow Creek Lane	Aledo
11	Point	Address_Points	M	100	A	L	-97.663807	32.704289	101 WHITNEY CT, ALEDO, TX, 76008	483671407042						101 Whitney Ct	Aledo
12	Point	Street_Address	M	100	A	L	-97.631085	32.719583	1011 E WEST OAK DR, ALEDO, TX, 76008		483671407032	483671407032				1011 East West Oak Dr	Aledo
13	Point	Address_Points	M	100	A	L	-97.609641	32.721736	102 ALEDO POINTE DR, ALEDO, TX, 76008	483671407061						102 Aledo Pointe Dr	Aledo
14	Point	Address_Points	M	100	A	L	-97.647655	32.676877	103 CROSSWIND CT, ALEDO, TX, 76008	483671407042						103 Crosswind Ct.	Aledo
15	Point	Address_Points	M	100	A	L	-97.65333	32.682885	104 TANGLEWOOD DR, ALEDO, TX, 76008	483671407042						104 Tanglewood Dr	Aledo
16	Point	Address_Points	M	96	A	L	-97.572553	32.632784	105 BREE'S WAY, ALEDO, TX, 76008	483671407062						105 Bree's Way	Aledo
17	Point	Address_Points	M	100	A	L	-97.600683	32.680978	105 CEDAR BLUFF CT, ALEDO, TX, 76008	483671407041						105 Cedar Bluff Ct	Aledo
18	Point	Address_Points	M	100	A	L	-97.643077	32.679387	105 MEADOW GLEN CT, ALEDO, TX, 76008	483671407042						105 Meadow Glen Ct	Aledo
19	Point	Address_Points	M	100	A	L	-97.666963	32.706834	105 TIMBER CT, ALEDO, TX, 76008	483671407042						105 Timber Ct	Aledo
10	Point	Address_Points	M	100	A	L	-97.659832	32.677948	106 HOLLOW DR, ALEDO, TX, 76008	483671407042						106 Hollow Dr	Aledo
11	Point	Address_Points	M	100	A	L	-97.659832	32.677948	106 HOLLOW DR, ALEDO, TX, 76008	483671407042						106 Hollow Dr	Aledo
12	Point	Address_Points	M	100	A	L	-97.646099	32.679971	106 SILVER RIDGE LN, ALEDO, TX, 76008	483671407042						106 Silver Ridge Lane	Aledo
13	Point	Street_Address	M	74	A	R	-97.621145	32.68513	106 TRINITY BLUFFS RD, ALEDO, TX, 76008		483671407042	483671407042				106 Trinity Bluffs	Aledo
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18	Point	Address_Points	M	100	A	L	-97.664445	32.666598	108 HUDSON LN, ALEDO, TX, 76008	483671407042						108 Hudson Lane	Aledo
19	Point	Address_Points	M	100	A	L	-97.664445	32.666598	108 HUDSON LN, ALEDO, TX, 76008	483671407042						108 Hudson Ln	Aledo
10	Point	Address_Points	M	100	A	L	-97.643158	32.679521	108 MEADOW GLEN CT, ALEDO, TX, 76008	483671407042						108 Meadow Glen Ct	Aledo
11	Point	Address_Points	M	100	A	L	-97.641827	32.680691	108 QUAIL RUN, ALEDO, TX, 76008	483671407042						108 Quail Run	Aledo
12	Point	Street_Address	T	100	A	R	-97.652412	32.69412	108 SAINT ANDREWS LN, ALEDO, TX, 76008		483671407042	483671407042				108 St Andrews Ln	Aledo
13	Point	Address_Points	M	100	A	L	-97.658384	32.684558	109 BLACK OAK DR, ALEDO, TX, 76008	483671407042						109 Black Oak Dr	Aledo
14	Point	Address_Points	M	100	A	L	-97.643905	32.690241	109 LAKEVIEW DR, ALEDO, TX, 76008	483671407042						109 Lakeview Dr.	Aledo
15	Point	Address_Points	M	100	A	L	-97.63314	32.719029	1104 BECKY DR, ALEDO, TX, 76008	483671407032						1104 Becky Dr	Aledo
16	Point	Street_Address	M	100	A	L	-97.626998	32.718388	1107 W WEST OAK DR, ALEDO, TX, 76008		483671407032	483671407032				1107 W West Oak Dr	Aledo

# Distribution of TCCD Students Within & Around DFW Metro Area: 2012 Fall



# **Earthquakes in the**

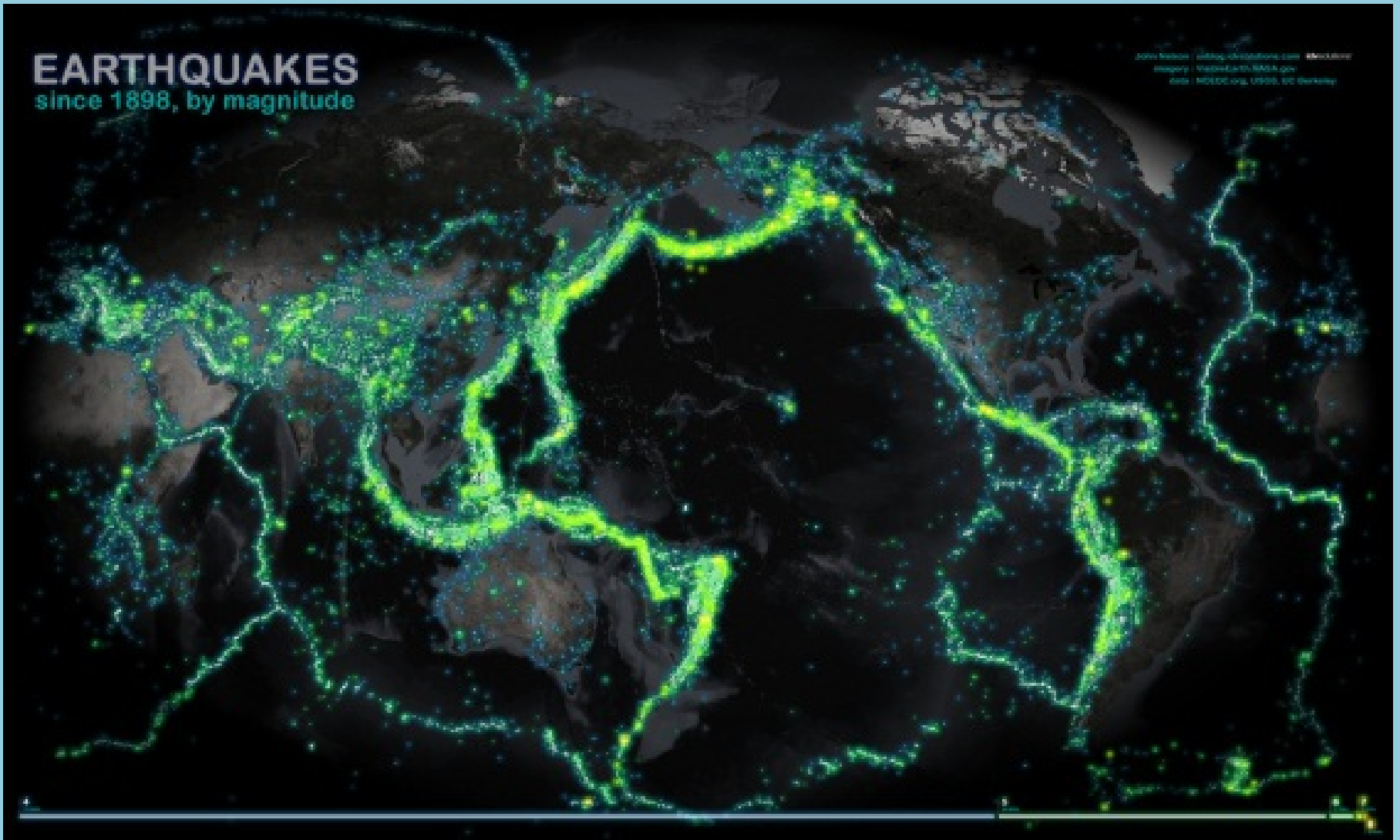
# **World Since 1898**



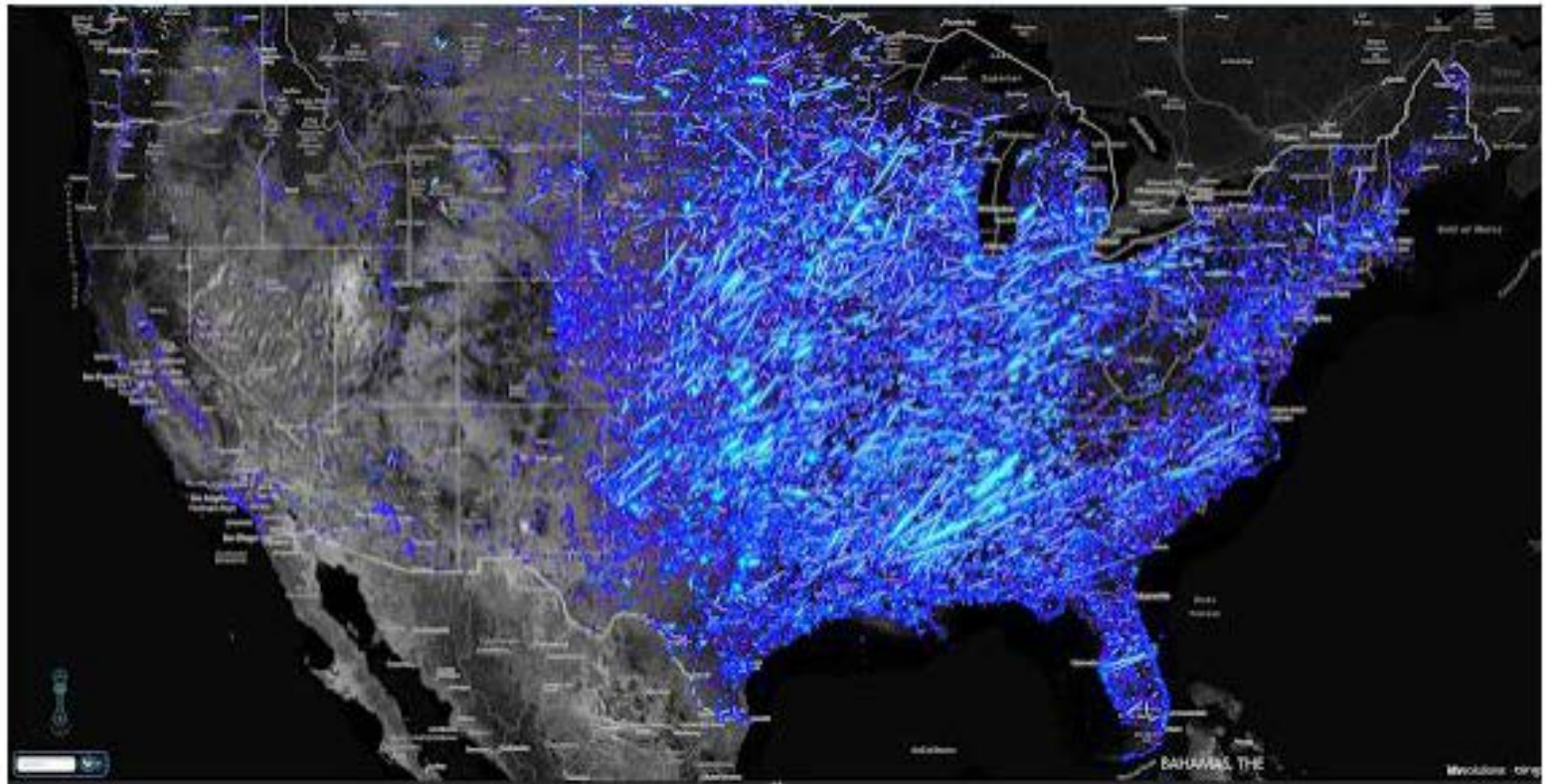
# EARTHQUAKES

since 1898, by magnitude

John Nelson / [idmap.observations.com](http://idmap.observations.com) [john@idmap.com](mailto:john@idmap.com)  
mapary / [mapary.earth.nasa.gov](http://mapary.earth.nasa.gov)  
data / [www.ngdc.org](http://www.ngdc.org), USGS, ICG Seismology



# **Tornadoes in the United** **States Since 200**





# **Six Important Points**

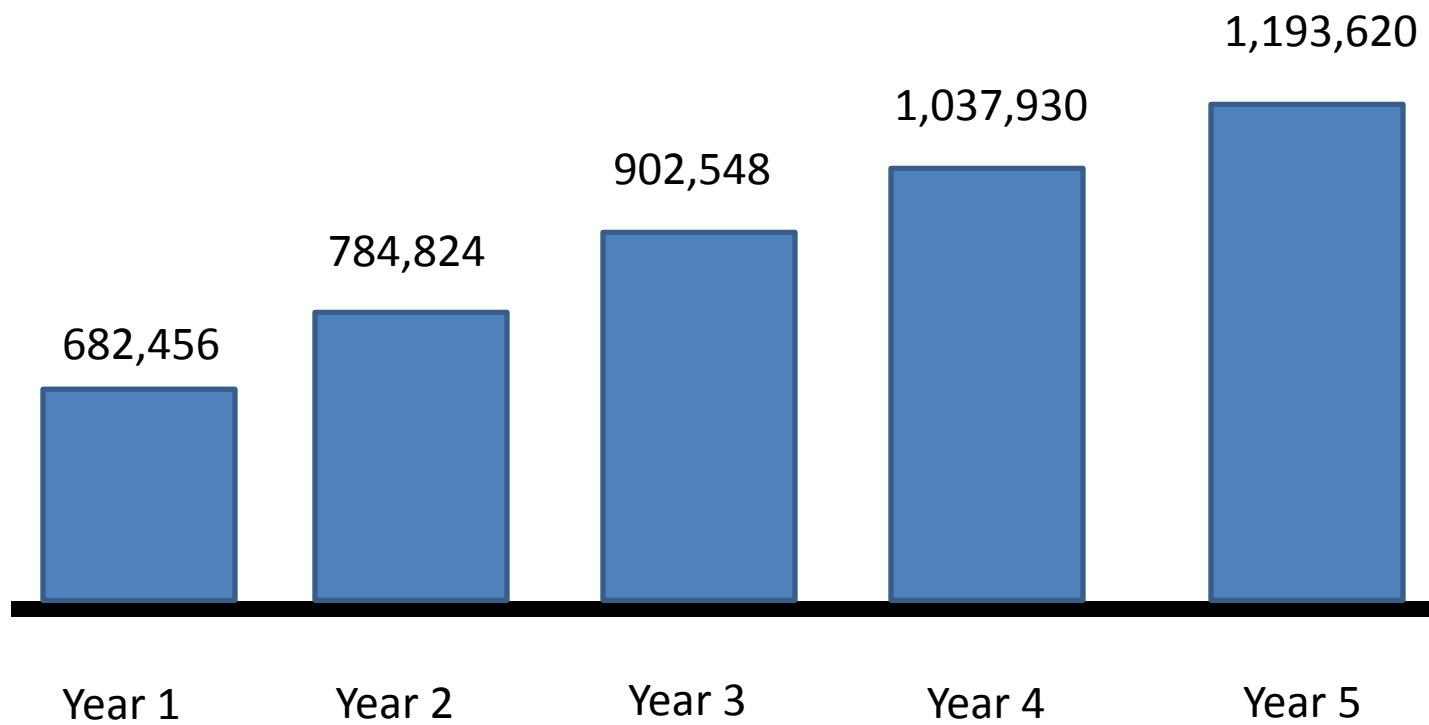
1. Engage the Ability to Visually Gather Information.
2. Understand Who Your Audience Is.
3. Use Pictures Rather than Numbers.

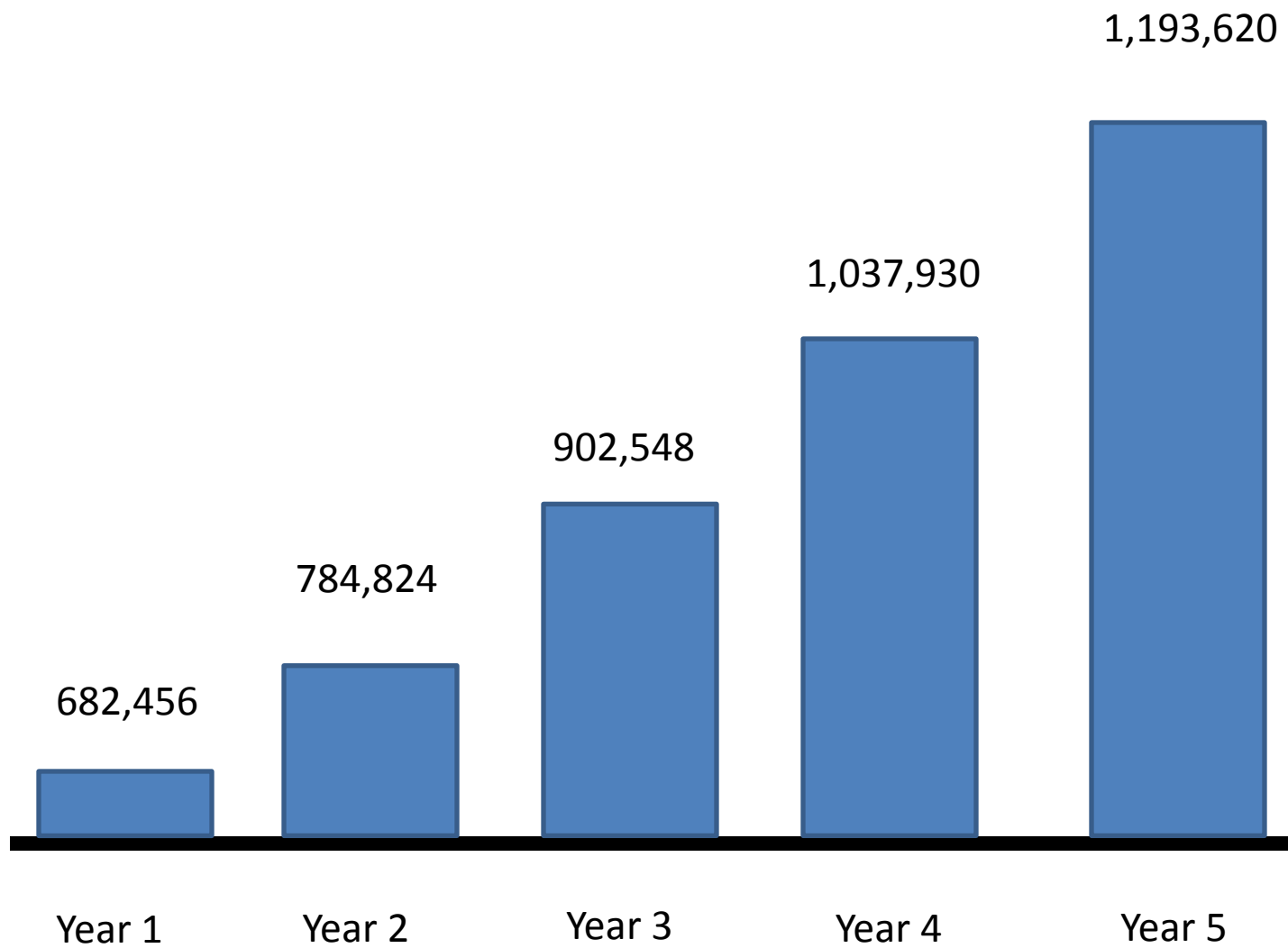
**BUT**

# Common Pitfalls

# Common Pitfalls

1. Inaccurate Accuracy





# Common Pitfalls

1. Inaccurate Accuracy
2. Gratuitous Graphics

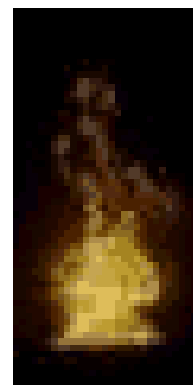
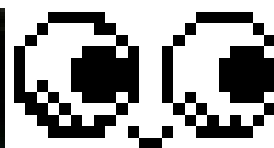
WOW

# Buying a New Suit

WOW

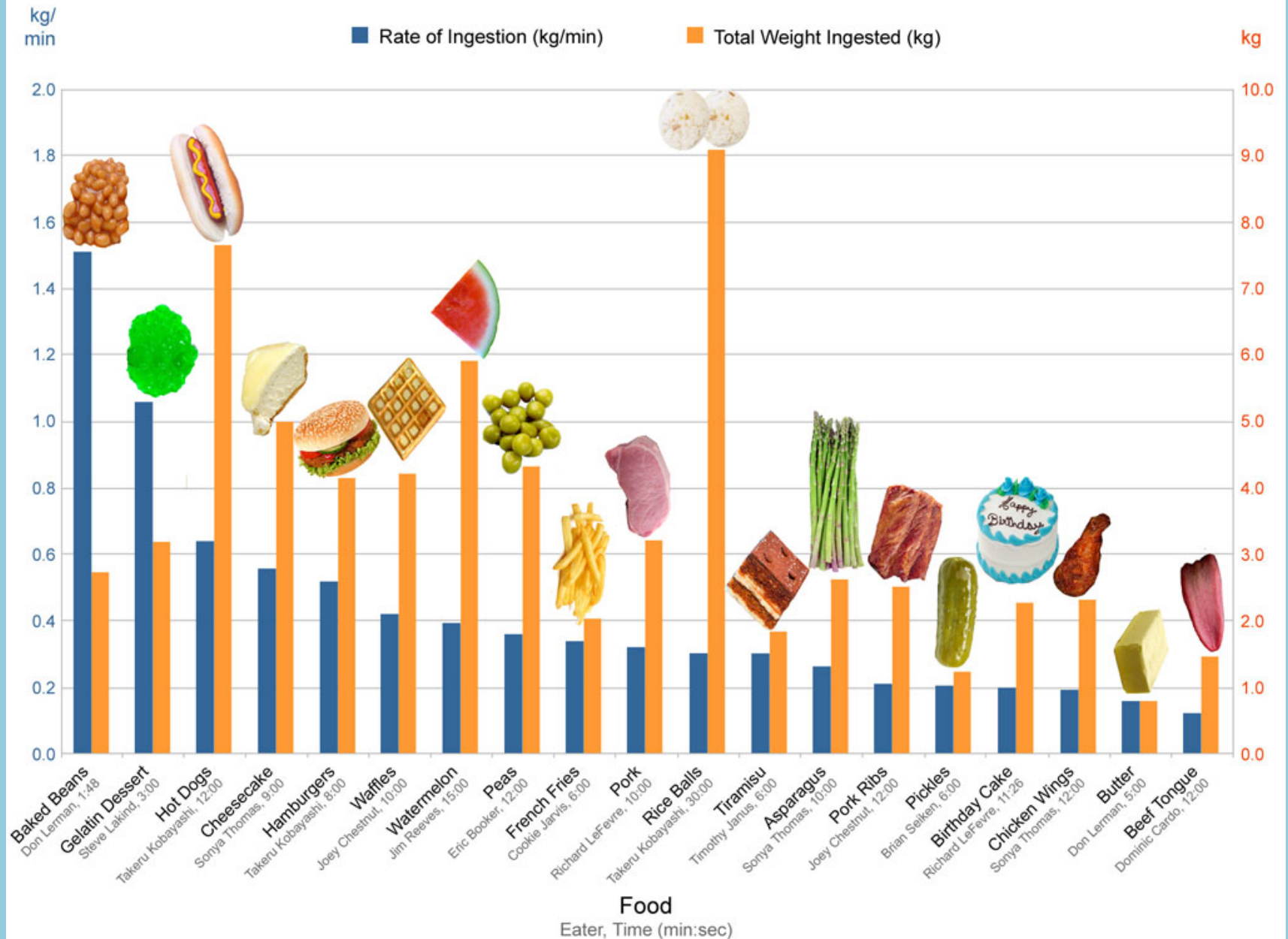


WELCOME





# Competitive Eating Records



"There's nothing worse than a sharp image of a fuzzy concept."

Ansel Adams

# Common Pitfalls

1. Inaccurate Accuracy
2. Gratuitous Graphics
3. Goofy Transitions

# Racquetball Fundamentals

---

- 2, 3, or 4 players.
- 1 player serves, other “returns.”
- Only serving player can score.
- Served ball must land past serving line and cannot hit back wall.
- Ball can only bounce once before striking front wall...but ball does not have to bounce.

# **Six Important Points**

1. Engage the Ability to Visually Gather Information.
2. Understand Who Your Audience Is.
3. Use Pictures Rather than Numbers.
4. Refrain From Use of Gratuitous Visuals.

# Six Important Points

1. Engage the Ability to Visually Gather Information.
2. Understand Who Your Audience Is.
3. Use Pictures Rather than Numbers.
4. Refrain From Use of Gratuitous Visuals.
5. **DON'T EVER READ THE NARRATIVE!**

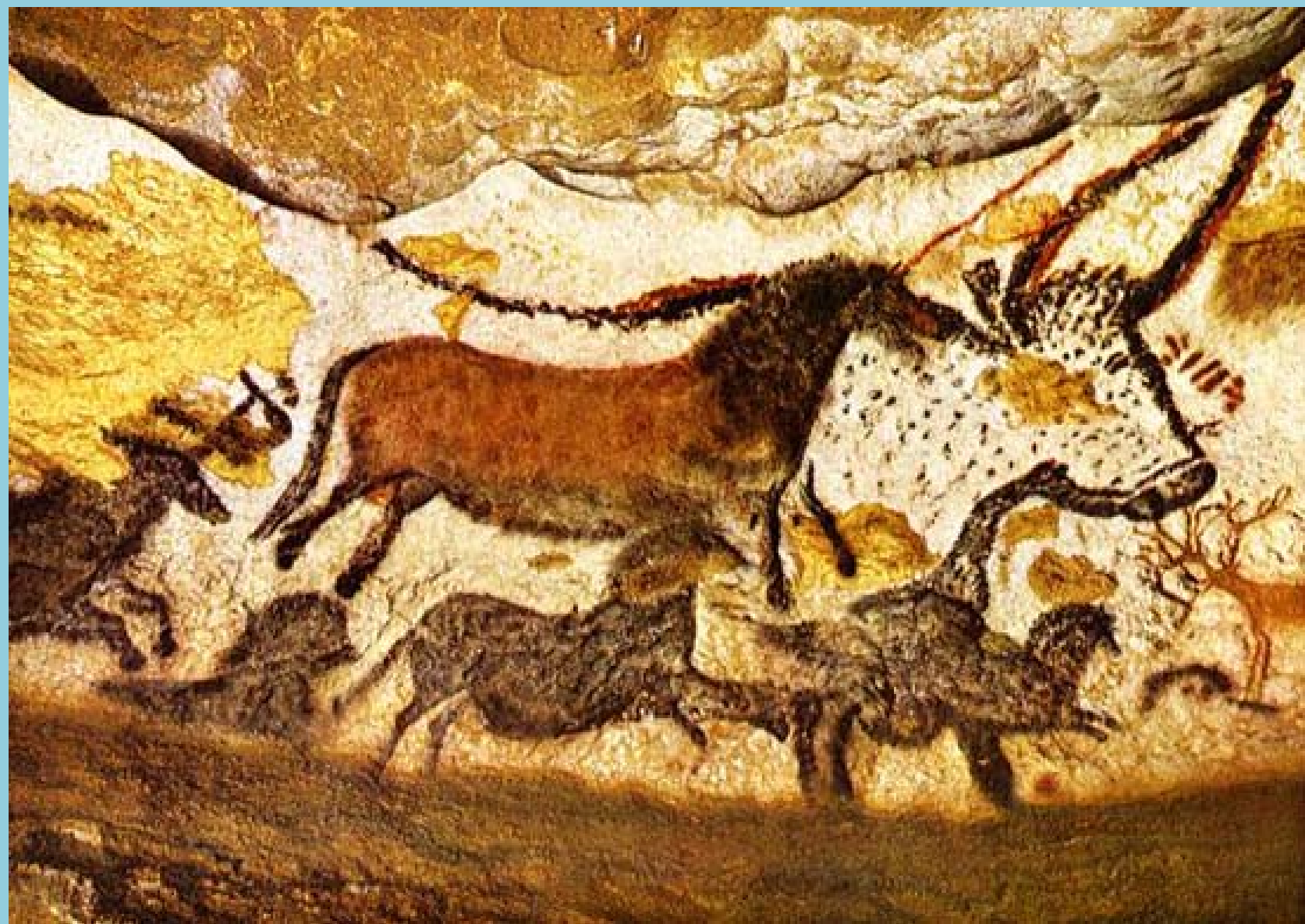
# Communication Model

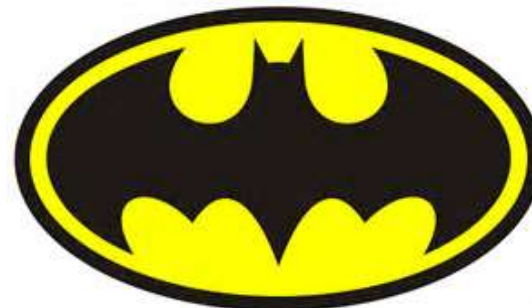
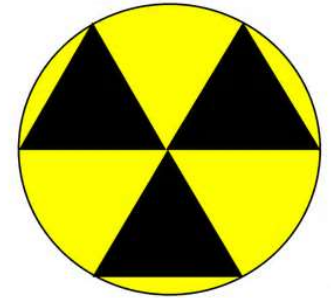
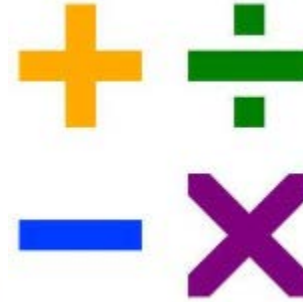


# Communication Model









# **The Power of Stories**

1. Lou Gerstner; IBM
2. Sam Walton; Wal-Mart
3. Delta Airlines
4. Lee Iacocca; Chrysler Corp.

# Six Important Points

1. Engage the Ability to Visually Gather Information.
2. Understand Who Your Audience Is.
3. Use Pictures Rather than Numbers.
4. Refrain From Use of Gratuitous Visuals.
5. **DON'T EVER READ THE NARRATIVE!**
6. Tell A Story (Preferably a Humorous One).