DD4D

DATA DESIGNED FOR DECISIONS

PARIS 18-20 JUNE 2009

Statistics meets information design meets the user

Joint IIID and OECD conference

The **DD4D** conference is a co-operation between the Organisation for Economic Co-operation and Development (OECD) and the International Institute for Information Design (IIID) in the context of the Global Project on "Measuring the Progress of Societies".

DD4D provides a platform for exchanging different views, methods and approaches to communicating, visualising and understanding data.

- Bringing personal meaning and relevance to statistics.
- Providing tools to access and understand data.
- Finding „stories" in data and communicating them.
- Helping people understand complex issues.
- Investigating graphic representation and decision-making.
- Visualising progress and development.

www.DD4D.net

The bigger picture: Paris, Busan and beyond

DD4D brings together a variety of disciplines and cultural contexts to learn from each other and to strengthen the common knowledge base.

Meeting place and starting point, academic discourse and real world applications across cultures and disciplines; **DD4D** has all the makings of a vibrant international community.

OECD
www.oecd.org/progress

IIID
www.iiid.net

OECD World Forum
BUSAN, KOREA 2009

27-30 October 2009

DD4D

18-20 June 2009

DD4me

REALITY CHECKS

COMMUNICATION BENCHMARKS

DD4D Programme Status: 16 June 2009

18 June, Chair: Enrico Giovannini

Policy, Community and Tools

from 8:30 Coffee/tea & registration

8:45-9:15 Workshop: R. Rowland, **Co-creating Visual Maps for Transcultural Understanding #1**

8:45-9:15 Discussion Space: E. Pastor, **OECD Communication Toolkit #1**

Coffee/tea

9:30 Conference opening: E. Giovannini, P. Simlinger

9:45 Keynote
P. Wright, **What if …? Tools to help the public make difficult decisons about healthcare**

10:30 P. Flattau: **Measuring Changes in Public Safety and Security in the USA**

10:50 H. Rosling, **How to Increase Innovation in the Use of Statistics**

11:20 Coffee/tea break

11:40 J. Frascara, **Data, Information, Significance, Decisions and Traffic Injuries**

12:00 P. Berczuk: **The Urban Dynamic Model – dynamic use of data to aid policy development and decision making**

12:20 M. Jern, **Collaborative Web-enabled Geovisual Analytics applied to OECD Regional Data**

12:40 N. Marks, **National Accounts of Wellbeing**

13:10 Lunch with guided exhibition
Y. Ericsson, **Visualization of Statistics**

14:15 Panel session chaired by K. Schriver:
M. Palmer, **From Data to Results – improving organizational performance through better visibility of key metrics**
E. Pastor, **Visual SenseMaking for ChangeMaking**
C. Amati, **Operational Tools for Strategic Decisions on Public Investments**
P. Sicherl, **Time Distance Measure Offers Novel Perception of World Disparities and of Implementation of Millennium Development Goals**
L. MacNeil, **Ethnography in Visual Communication Design for Public Health**

15:15 Coffee/tea break

15:40 L. Ho, **Cleaning Up the House – a large NGO tries to unify its health indicators**

16:00 S. Flaxman, **Visualizing Global Cities – a dynamic tool for exploring indices of cities**

16:20 B. Robertson, **How Designed Data Influences Decisions**

Short break

17:00 Panel session chaired by S. Briscoe
H. Joyce, **Data-driven Online Journalism**
C. Aguiton, **The Urbanmobs Project**
D. Skopec, **oVIS – Real Time Visualisation of Extended Databases of Social Indicators (EUSI/DIDI)**
C. Adams, **Online Mapping Tools for Data Visualization, User Engagement and Contextual Decision-making**
S. Hankey, **Information Design for Advocacy and Campaigning**

18:00 Summary

Rendz-vous à Paris

19 June, Chair: Wes Ervin

Organisation – Simplification – Visualisation

from 8:30 Coffee/tea & registration

8:45-9:15 Workshop: R. Rowland, **Co-creating Visual Maps for Transcultural Understanding #2**

8:45-9:15 Discussion Space: E. Pastor, **OECD Communication Toolkit #2**

Coffee/tea

9:30 R. E. Horn, **Can Visual Language Help Us With Some of Our Social Messes (aka "Wicked Problems")?**

9:50 J. Jenkins, **Form Data & Measures to Meaningful Decisions – designing useful information**

10:10 S. Schwarzer, **Innovative Approaches to Visualising Statistical Data at National and Regional Level**

10:30 K. Cheng, **Information Design for Analysis and Advocacy**

11:00 Coffee/tea break

11:30 Panel session chaired by W. Weber
P. Kahn, **Creating Patterns that Connect – drawing overview maps of complex data networks**
C. Briam, **LATCH Unleashed – using organizational principles to improve data graphics**
G. Attoma, **750.000 travellers a day** or how to fit lots of busy people in the same space
A. Marcus, **Cross-Cultural User-Experience Design and Information Visualization**
V. Tiradentes Souto, **Decisions, Ideas and Context Clouds**

12:30 Lunch with guided exhibition
A. Norwood, **Building Visual Narrative Structures through Information Design Education**

13:30 Panel session chaired by V. Puig
A. Birt, **Background Stories – visual communication for sustainability**
K. K. Trivedi, **Self-generated data patterns**
R. Baur, **Orientation/Disorientation**
N. Naveau, **Geocity – a global observer as an interaction process**
T. S. Lin, **The Visual Explanation of Qualitative Information – a case study on fertility rates**

14:30 Coffee/tea break

15:00 D. Sless, **The Communication Benchmarks Project**

15:20 W. Stahl-Timmins/M. Pitt, **NICE Graphics – an online, task based study of the use of information graphics to support decisionmaking at the National Institute of Health and Clinical Excellence (NICE) in the UK**

15:40 P. Mollerup, **Domesticating Data – functional simplicity in data presentations**

16:00 Short film about **The Place for Humour and Wit in Information Graphics,** by N. Holmes

16:10 Summary

Break and change to T42 venue

16:45 T42

18:00 T42 ends

Rendz-vous à Paris

20 June, Chair: Wes Ervin

Understanding and Empowerment

from 8:30 Coffee/tea & registration

8:45-9:15 Workshop: R. Rowland, **Co-creating Visual Maps for Transcultural Understanding #3**

8:45-9:15 Discussion Space: E. Pastor, **OECD Communication Toolkit #3**

Coffee/tea

9:30 C. Burke, **Isotype – representing social relationships pictorially**

9:50 Y. Engelhardt/R. Niño Zambrano, **Engaging Citizens with Animated Statistics – from Neurath to Gapminder**

10:10 L. Verhoef, **Data in Statistics or Statistics in Data – understanding complex numerical relations with your eyes only**

10:30 S. Villard, **„Materializing Electricity" – can information design through objects cause behavioural change for energy efficiency?**

11:00 Coffee/tea break

11:30 Panel session chaired by J. Northover
M. Gonzáles de Cossio/M. de Lourdes Fuentes, **Helping People Achieve a Higher Socioeconomic Level through Information Design**
J. Ridgway, **DD4D4D – Displaying Data in 4 Dimensions – for deconstruction, studying students working with multivariate data to deconstruct newspaper accounts**
F. Porchez, **How Can Typefaces Improve Information Design Legibility, Identity and Style?**
J. Moldenhauer, **DD4me – The Students' Projects**
R. Rowland, **Workshop update**

12:30 Beyond Paris – DD4Dconnect

12:45 Conference summary

13:00 Conference closing