



SOCIAL MATH –

Bringing your program data to life

Presented by:

Adrienne Dealy, Communications Specialist

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Opening in a good way...

Overview

- Understand the challenge of communicating data in a meaningful way
- Learn to uncover stories within your data
- Create social math equations from statistics
- Learn how to create infographics that work

The “typical” approach

We as “experts” tell everyone what’s best and

- Become baffled when people:
 - Don’t support our programs.
 - Throw away our brochures.
 - Ignore our advice.
- Get upset when this approach *does not* motivate change.



The marketing mindset

Instead of asking what's WRONG with our audience, ask:

- What's wrong with what we're offering?
- What's wrong with our message or delivery?
- What do we need to offer to offset their costs?
- What are our audience's beliefs, values, and goals – and how does our product align with them?

Exchange Theory

What are you going to give me?

*What will I
have to give
up?*



*Does this
solve a
problem for
me?*

Is it worth the effort to me?

It's all about the audience

Different...

Needs

Beliefs

Values

Priorities

Challenges



What is social marketing?

Social marketing is marketing that's directed toward influencing audiences to adopt or change social behaviors or ideas like adopting better health practices or developing more



environmentally friendly habits.

Characteristics of social marketing

- Uses techniques similar to commercial marketing.
- Is grounded in science and driven by consumers.
- Considers the perceptions and perceived needs of the target audience as an essential element of planning.

What do we know?

- The “typical” approach won’t get us far.
- We need to shift from the expert mindset to the marketing mindset.
- Remember the Exchange Theory.
- Our audiences belong at the heart of our efforts.



Tribal Youth Program

Building Brighter Futures in Indian Country

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Tools for Grantees

Communications Toolkit



Reaching important groups such as youth, parents, elders, health care professionals, educators, and Tribal leadership is critical to the success of your program. Consistent and...

Legacy Wheel



Many equate sustaining their Tribal Youth Program with obtaining additional funds. However, a broader view of sustainability can involve various strategies to maintain the...

Online Guide: Preparing for the Coordinated Tribal Assistance Solicitation



This guide was created to assist federally recognized tribes as they prepare for, write, and submit their application for complex grants like the DOJ CTAS. The past three years of...

Strategic Planning Tool



This highly interactive meeting brought together teams of T-JADG and TYP grantees to focus on strategies for planning, implementation, evaluation, and sustainability over the life...

www.tribalyouthprogram.org/tools

The Basic Steps

- Situation Analysis
- Message Development
- Communications Strategies
- Channels
- Evaluation



Step 1: Situation Analysis

Analyze where you stand now including your communication goals, what you know about your target audience, and your strengths/resources.



Communications Goals

- What are you trying to accomplish with your communication efforts?
- What action do you want people to take after they hear your message?
- What are your short-term goals, and what are your long-term goals?



Audience

- Who do you need to reach to accomplish your communications goal?
- What individuals or group(s) have the power and resources to create the change you want?
- What do you know about that target audience?



Step 2: Message Development

- Include no more than three points.
- Avoid jargon.
- Start with what the audience knows or believes, and show them how change can create a win-win situation.
- Make it memorable.
- Use examples that resonate with your audience – that fit with your audience’s motivations, beliefs, and attitudes.

Why use social math?

The data we collect represent powerful stories.

How can we help an audience *understand* those stories and *feel* moved by them to *act* differently?



Social math – what is it?

Social math takes numbers and puts them into a context that the audience can relate to.

- **Data:** 30,000 students were helped by our program in District A last year.
- **Context:** That's enough students to fill State College's football stadium.

The stadium is an image that resonates with the audience. They can now picture what 30,000 students looks like.

Data needs context

Raw data fosters credibility, but it can lack the human context that can move your audience to act.

Data:*

- In 2009, the dropout rate for the American Indian/Alaska Native population was 15 percent, or 46,800 students.

Goal:

- Reduce the number of dropouts.

* *U.S. Census, American Community Survey, 2009*

And stories need data

Human stories that don't have data can move audiences but leave them without a sense of direction about how to take action.



Data + context = meaning

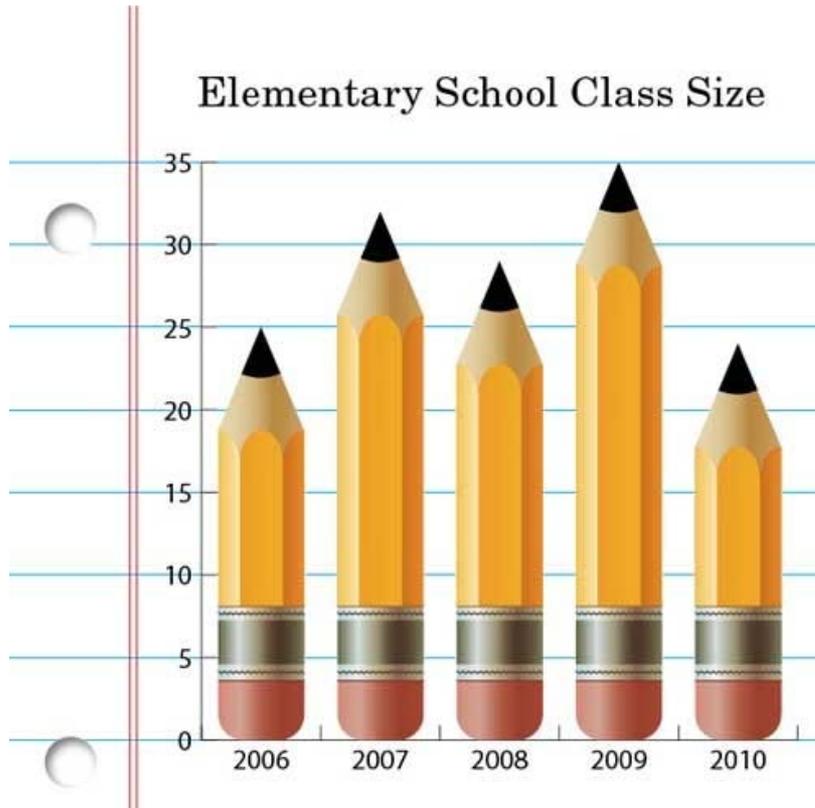
In 2009, the dropout rate for the American Indian/Alaska Native population was 15 percent, or 46,800 students. That's enough to fill almost 79 high schools.*



** Based on the average size of a U.S. high school, Center for Education Reform*

Infographics

A related tool is the infographic. An infographic presents data in a graphic, or visual, way.



How do you reveal the stories in your data?

- Decide what facts and statistics are compelling.
- Identify your intended audience.
- Research what is important to that audience.
- Select the data that would be most persuasive to that audience and choose the visualization technique that would best deliver that message.

Social math – what do you need?

To create a social math equation, you need:

- Data in the form of hard numbers (not just percentages)
- An intended audience
- A computer with online access
- A calculator
- Creativity!



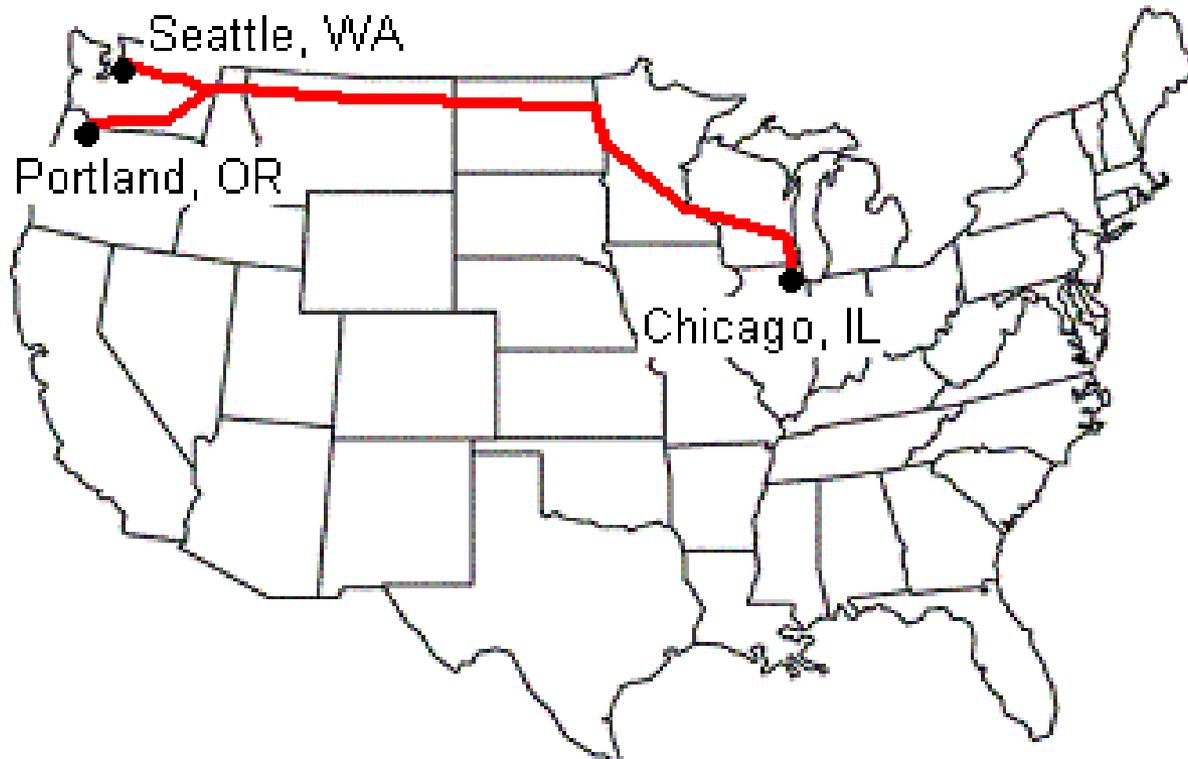
Determine the right context

Possible frames for your data:

- What do your data look like?
- How much money do your data represent?
- How much lost time do your data represent?
- What resources do your data use/save?
- How big/small/tall/far, etc. are they?
- Where can we place them?

How big or small is it?

On average, our food travels 1,500 miles before it gets to our plates – the distance from Seattle to Chicago.

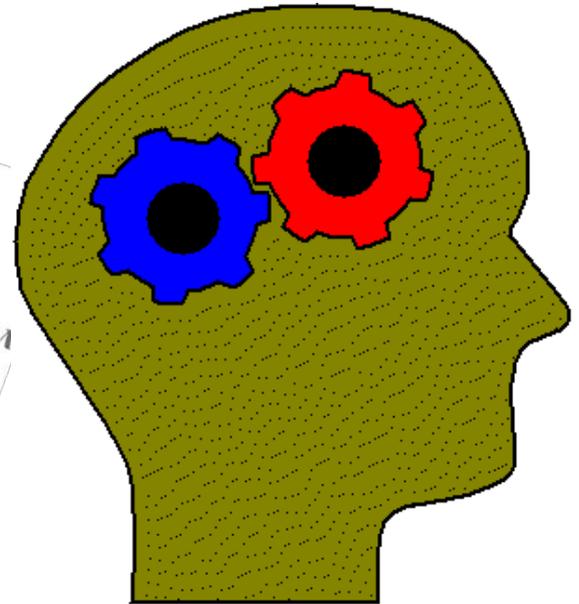


How much does it cost?

The overall amount spent on alcohol per college student exceeds the dollars spent on books and is greater than the combined amount of fellowships and scholarships provided to students.



How do you find comparisons?



Wolfram
Alpha

Let's try it

Data:*

- There are more than 1.5 million (1,501,995) AI/AN over the age of 25.
- Of those people, 316,921, or 21.1 percent, do not have at least a high school education.

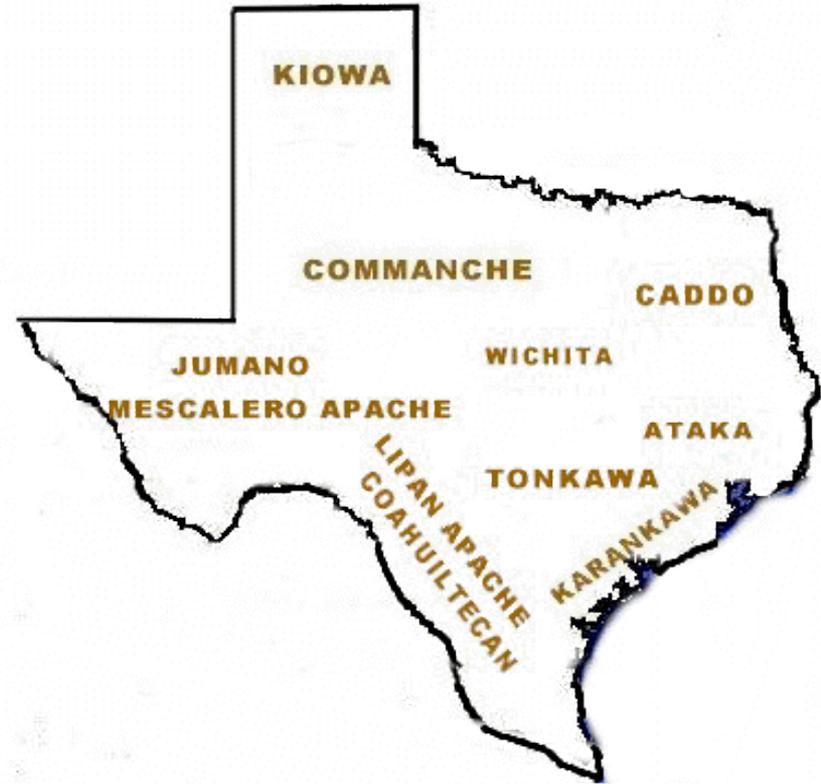
Goal:

- Increase high school graduation rates among the AI/AN population.

* *U.S. Census, 2011 American Community Survey*

Giving context to data

There are more than 316,000 AI/AN over the age of 25 who do not have at least a high school education. That's more than the entire AI/AN population in the state of Texas.



You try it!

Develop a social math equation using your data:

- Determine your audience.
- Identify your goal.
- Write a social math equation – be creative!



You have 10 minutes.

More examples

Data:*

- A medium popcorn and soda combo contains 60 grams of saturated fat.
- USDA recommends no more than 20 grams/day of saturated fat.

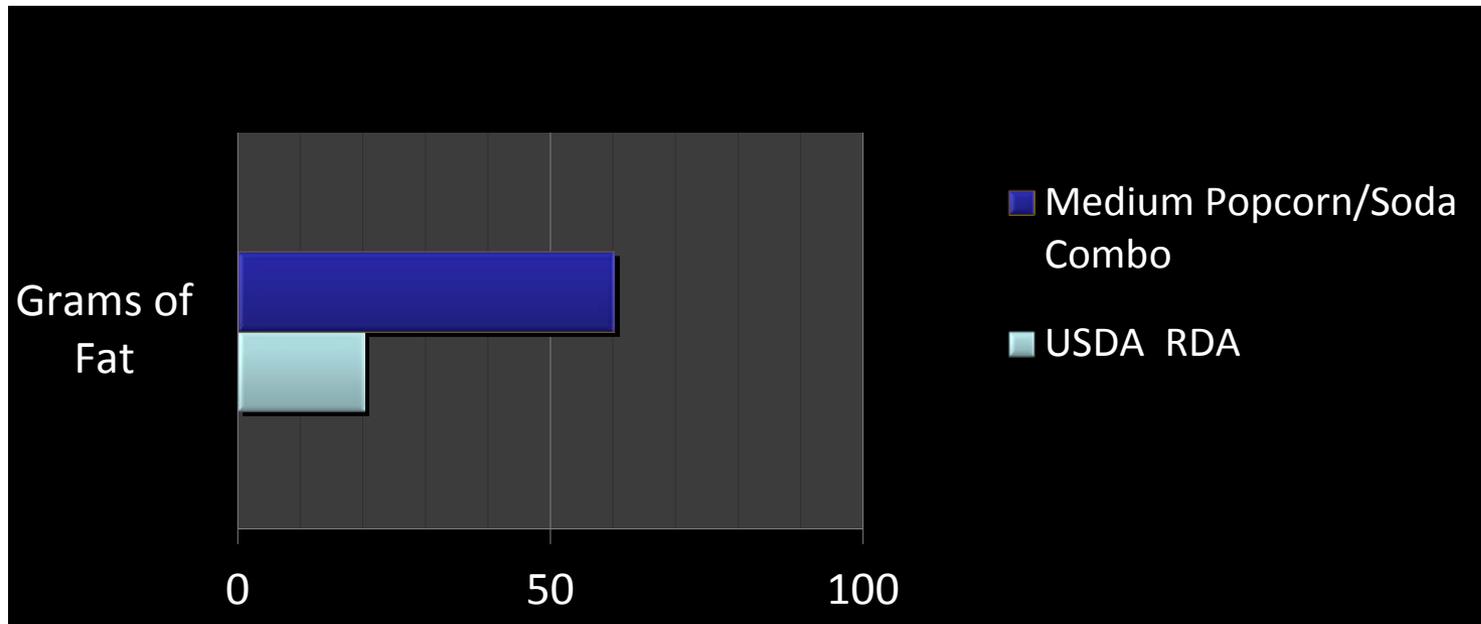
Goal:

- Reduce consumption of movie theater popcorn.

* *Center for Science in the Public Interest, Nov. 2009*

More examples

Illustrating Data: The Traditional Way



OR...

More examples



=



+



More examples

Data:*

- If every person in the U.S. changed their page margins from the default of 1.25 inches to .75 inches, we would save 6,156,000 trees every year.

Goal:

- Convince people to reduce page margins.

* *Penn State Green Destiny Council, 2001*

More examples



If every person in the U.S. changed their page margins from the default of 1.25 inches to .75 inches, we would save a forest around the size of Rhode Island each year.

Share your results

Type into the chat your:

- Audience
- Goal
- Social math equation



Think visually



Seu padrão de vida econômica está ligado a sua felicidade?



20%
Essencial



59%
Importante



17%
Razível



4%
Indiferente

Infographics – what do you need?

- Raw data
- An intended audience
- A computer with online access
- Creativity



Free Online Tools

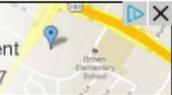
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- **www.tableausoftware.com/public/community** - online infographics creation tool
- **Infogr.am**- online infographics creation tool
- **www.wordle.net** - word cloud creation tool



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Want to buy a high-quality LED flashlight? Confused about all the terminology? Here's a guide to help you cut through the jargon.

PARTS OF AN LED FLASHLIGHT

CASING

The material within which the inner workings of a flashlight are encased.

REFLECTOR

The optical device that some flashlights use to gather the light and focus it into a usable beam. Aside from being no optics at all, this is one of the cheapest and best efficient methods to focus a light beam.

OPTICS SYSTEM

The glass or acrylic piece that covers a flashlight's light source, allowing the beam to be shaped into the desired pattern.

BEZEL

The front or "head" piece of a flashlight that holds the lens in place.



Learn more with our free eBook, A Flashlight's Guide to LED Flashlights, at coastportland.com/flashlights-by-coast

TYPES OF LIGHTING



Incandescent
A bulb that emits light by passing an electrical current through a filament.



LED
Light emitting diode, or a solid state lighting device that does not require heating.

BEAM CHARACTERISTICS



Flood beam
A light's ability to illuminate a large area, particularly at close distances.



Spot
The thinner part of a beam that surrounds the hot spot.

Hot spot
The central and brightest part of a beam.

MEASURING FLASHLIGHT PERFORMANCE



Candela
A measurement of the intensity of light at its source.
1000cd



Candela
An actual measurement of light intensity, the quantity emitted by the source.



Lumen
A measurement of total light output. One lumen is equivalent to a single candle's light output. The total light output of a flashlight is measured in lumens.



Lux
A measurement of light intensity over a given area. One lux is equal to one lumen per square meter. According to the ANSI standard, 200 lux is considered a "usable amount of light."



Run time
How long a flashlight can run on a single battery. Not to be confused with LED life.



Submersible
Capable of functioning when submerged.

COAST

Infographic: The Ultimate LED Flashlight Terminology Guide

July 09, 2013 - (0) comments

The development of LED flashlights has flooded the market with many torches that vary drastically in quality and performance. Not only are there endless options for these products, but the terminology used to describe the parts and performance can [...]



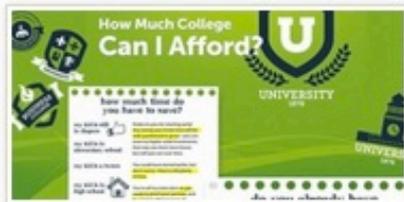
Search for inspiration

SEARCH RESULTS 'STUDENTS'



Infographic: The History of the Online Trading Academy

Online Trading Academy is celebrating a full decade and a half of providing superior training online! From humble beginnings in a then almost unheard-of niche (online trading), to the boom times just before the dot com bust, it [...]



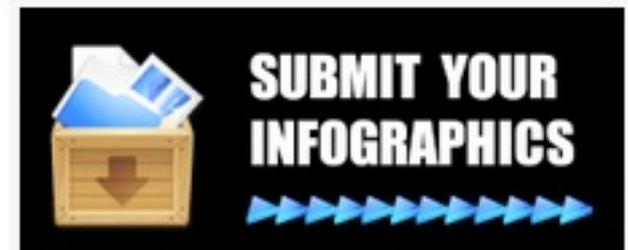
Infographic: How Much College Can I Afford?

Out-of-pocket college costs are on the rise, despite financial aid programs and grant incentives designed to help students pay. Increasingly, candidates weigh affordability as a large factor in their decision to attend a certain school. Our [...]



Infographic: The Adoption of Inclusion Education in the United States

Inclusion education has become a crucial part of classrooms across the United States, offering students with disabilities, as well as the gifted, an opportunity to join the classroom community and



SEARCH ARCHIVE



\$ SPEND

COLLEGE STUDENTS SPENDING BREAKDOWN



40% DISCRETIONARY
(technology, entertainment, clothes, cosmetics, etc.)

26% ROOM AND BOARD

19% TUITION AND FEES

12% OTHER EXPENSES



The average college student owns **6** digital devices that they use around **11.4** hours per day.



97% own a personal computer



94% own a mobile phone



25% own a tablet



3.3% own an ebook reader

COLLECTION OF FREE INFOGRAPHIC TOOLS AND SOFTWARE

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Piktochart



Piktochart helps users create engaging presentations from their data/information.

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Hohli Charts



Based on the Google Chart API a brilliant tool to create great charts the way you like them, it will let you create lines, bar and pie charts, Venn diagrams, radar charts and scatter plots

amCharts Visual Editor



AmCharts is a set of JavaScript (HTML5) and flash charts for your websites and Web-based products. An ideal tool to generate charts for your interactive infographics.

Google Chart Tools



Provides several tools for making data more comprehensible. Google Chart Tools is the search giant's bundling of the Google Chart API and Google Visualization API.

Wordle



Wordle is a toy for generating "word clouds" from text that you provide.

Icon Archive



Search through more than 297000 free icons. Browse icon sets by category, artist, popularity, date.

Pixlr



Pixlr is a free online photo editor. Edit, adjust and filter your images. No registration jump right in.

Piktochart helps you to get professionally designed infographics within 30 minutes

PROFESSIONAL INFOGRAPHICS

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PREMIUM DESIGN



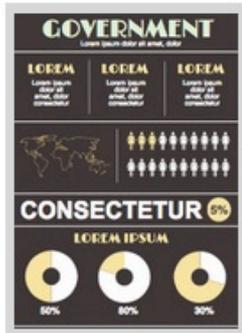
POWERFUL EDITOR



EASY TO USE

Piktochart.com

Pick a template



Pick Theme

Regime



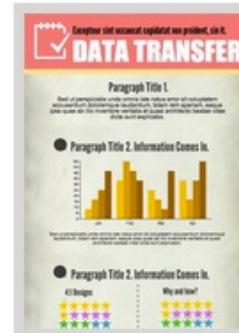
Pick Theme

Minimalist



Pick Theme

Flow 2



Pick Theme

Texture



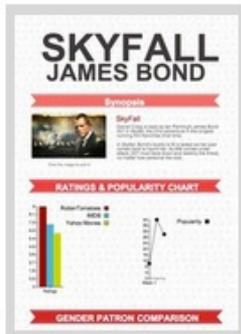
Pick Theme

Web2.0



Pick Theme

Dark



Pick Theme

Skyfall



Pick Theme

Sporter

Enter your data

The screenshot displays the Piktochart web application interface. At the top, the logo 'Piktochart' is on the left, followed by 'Save', 'My Infographic', and 'Download as' buttons. On the right, there is an 'Upgrade to PRO' button and a user greeting 'Hi, leslie.hetheringt'. Below the top bar is a navigation area with three steps: '1 SELECT A THEME', '2 CHANGE MOOD', and '3 EDIT INFO'. A 'Minimize' button is also present. The left sidebar contains a 'Tools' section with 'Upload an Image', 'Create Batch of Images', and 'Create a Chart' options. Below this are sections for 'Add Shapes', 'Add Graphics', 'Add Text', and 'Theme Graphics'. The main workspace features a top toolbar with options for 'Group', 'Background', 'Canvas' (600), 'undo', 'redo', 'Properties', 'Actual Size', 'Layering', 'Rotation' (45°, 90°, 45°, 90°), 'Colour Overlay', 'Reset Colour', and 'Opacity'. A text toolbar includes 'Font Family', 'Font Size', and bold/italic/underline/align options. The central canvas shows a light blue header with the text 'LOREM IPSUM DOLOR' and 'Lorem Ipsum Dolor'. Below this is a white section with a yellow circular graphic containing 'x%' and 'Lorem ipsum dolor sit amet. Lorem ipsum.', a black hand icon pointing to the right, and two yellow bar chart graphics with labels 'Lorem ipsum', '\$xxx,xxx', and '\$yyy,yyy'. The bottom of the canvas shows the text 'Lorem ipsum dolor sit amet. Lorem'.

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Paste in a bunch of text:

Learning Opportunity - ~~Webinar~~ Announcement

Social Math - Bringing Your Program Data to Life
Thursday, August 8, 2013, 10:00 a.m. AK/11:00 a.m. PT/12 noon MT/1:00 p.m. CT/2:00 p.m. ET

Did you know the number of bachelor's degrees earned by American Indian/Alaska Native students increased by 42% in 2009-2010 as compared to white students who had an increase of 26%? You may know too that 80% of American Indian/Alaska Native dropouts were chronically truant before dropping out of school and that 90% of American Indian/Alaska Native youth in detention for delinquent acts were chronically truant.

Meaningful information such as like this is important to planning and implementing programs for youth and can be used to portray powerful stories that are embedded in the data we collect. We all know

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Wrapping up

- Social math gives context to data. Context gives meaning.
- When an audience is moved, they are more likely to act.
- Find the stories within your data and use the visualization tool that will most resonate with your audience.
- A number of free online resources can help you create compelling infographics to convey information quickly and visually.

Questions?

Adrienne Dealy

Communications Specialist

AdrienneDealy@mac.com

512-922-3725



CLOSING...

Thank You

