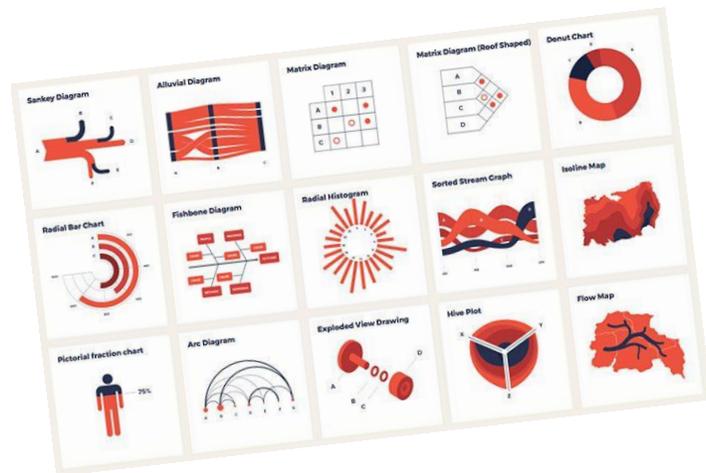


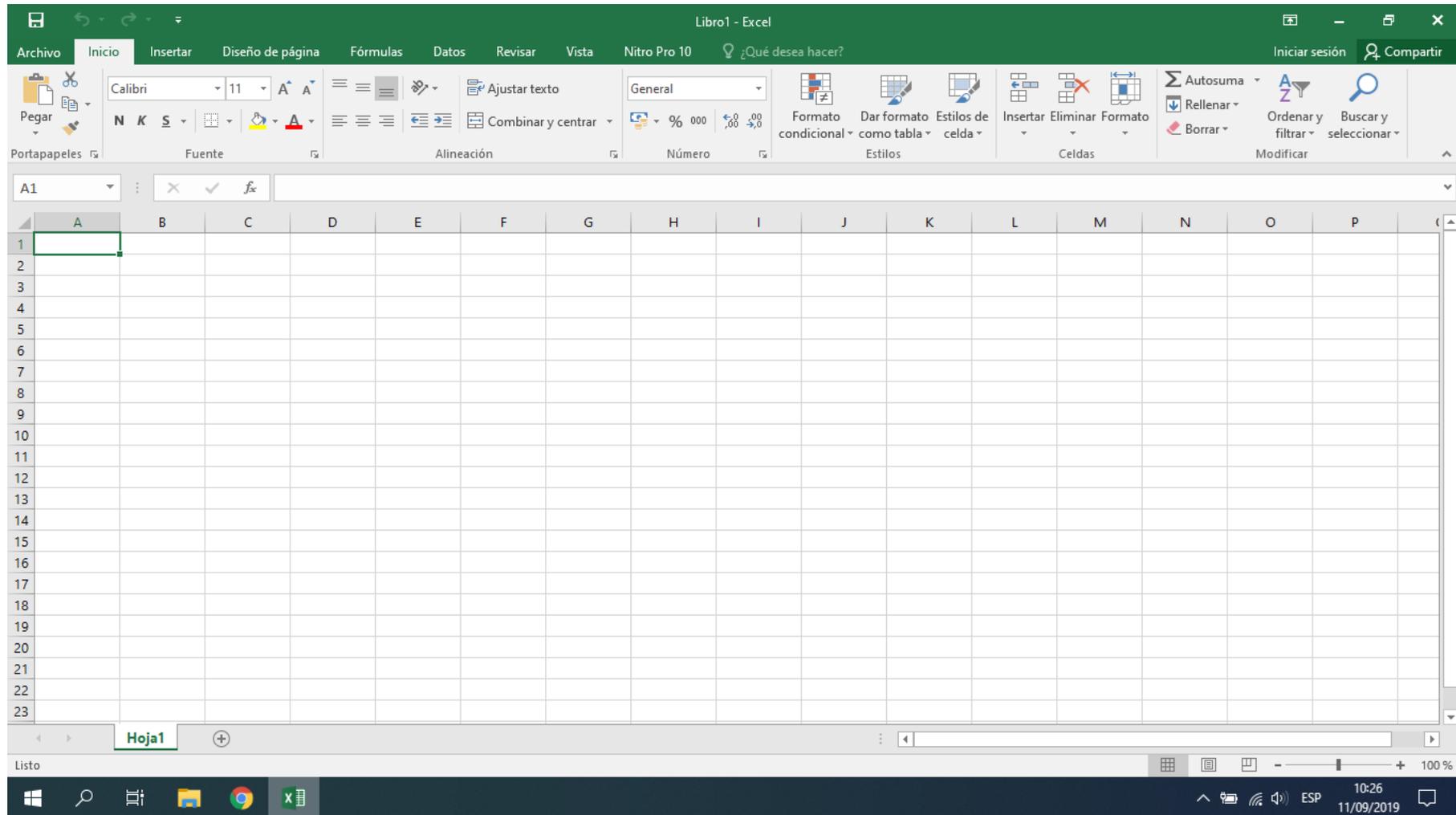
Tengo los datos, ¿ahora qué hago?

Visualizar para comunicar



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Excel como herramienta para analizar datos



¿Por qué visualizar los datos?

Nos da conocimiento para entender los hallazgos de nuestras historias.

Agudiza nuestra mirada en la indagación.

Le dan al lector nuevas maneras de entender y acceder a nuestras historias.

Resumen nuestros hallazgos y muestran 'las pepas' a destacar.

No perder de vista

Las visualizaciones deben entenderse por sí mismas, no son anexos a la historia. La complementan y potencian.

Tipos de visualización para el trabajo periodístico

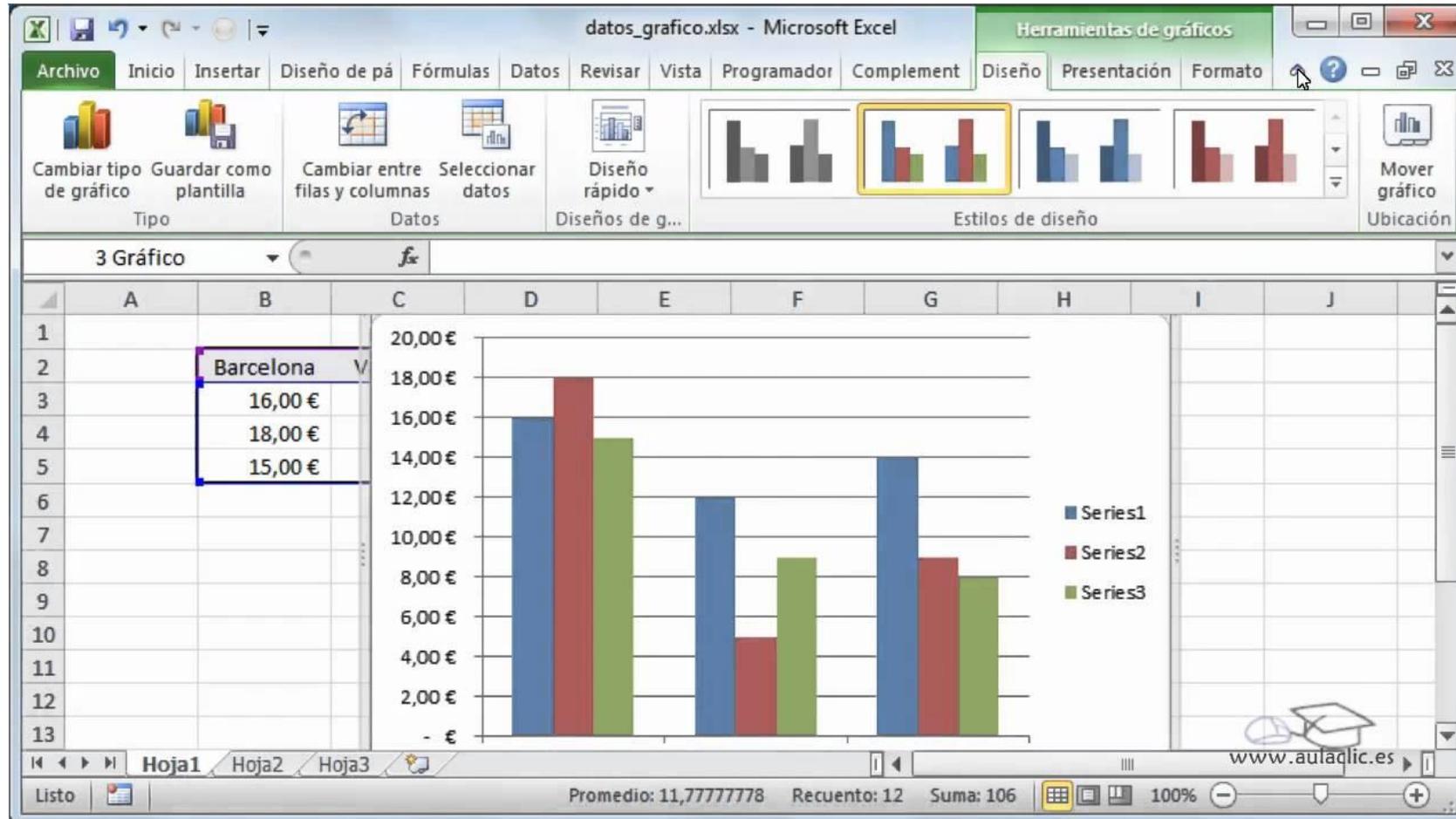
Interna

- Conectar personajes, visualizar hallazgos

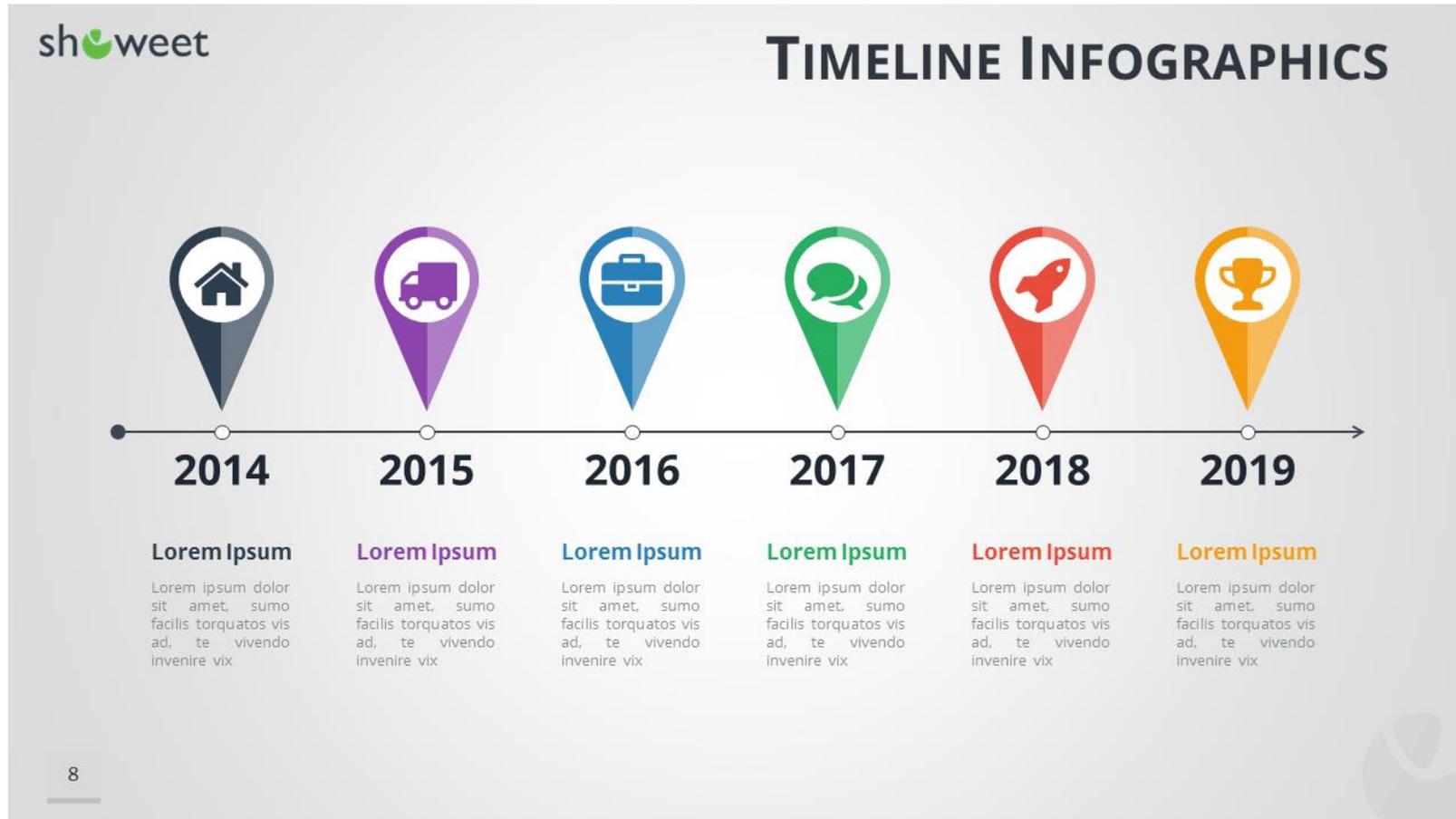
Externa

- Mostrar resultados a los lectores

Hallazgos preliminares para profundizar / apuntar en la investigación



Conectar hechos-dichos, contexto-personajes, causa – efecto, discurso en medios



Herramientas para visualizar

Datawrapper.de

The screenshot shows the Datawrapper website interface. At the top left, there is a logo for 'ABZV Datawrapper'. On the top right, there are navigation links: '+ New Chart', 'EN', and 'Login / Sign Up'. The main content area has a dark background. On the left, the word 'Datawrapper' is written in large white font. Below it, a paragraph reads: 'Create charts and maps in just four steps. This tool reduces the time you need to create visualizations from hours to minutes.' At the bottom left of this section, there are two buttons: a blue one with a person icon and the text 'Login / Sign Up', and a white one with a pencil icon and the text 'Try it now!'. To the right of the text, there is a grid of 11 white icons representing different data visualization types: a gauge chart, a grid, a line chart, a pie chart, a donut chart, a bar chart, a horizontal bar chart, a grouped bar chart, another bar chart, and a map of Europe.

Infogr.am

OjoPúblico

The screenshot displays the Infogr.am interface with a dark background. At the top right, there is a red speech bubble containing the text "infogr.am". In the center, the text "Chart type" is written in a white, handwritten font. Below this, five different chart types are presented in white-bordered panels:

- Line:** A line chart with three data series (yellow, blue, red) and three data points (5, 10, 15) on the x-axis. The y-axis ranges from 0 to 60. A legend at the top indicates "This year" (yellow), "Last year" (blue), and "Years ago" (red).
- Area:** An area chart with three stacked data series (yellow, red, blue) and three data points (5, 10, 15) on the x-axis. The y-axis ranges from 0 to 60. A legend at the top indicates "This year" (yellow), "Last year" (blue), and "Years ago" (red).
- Scatter:** A scatter plot with three data series (yellow, blue, red) and three data points (5, 10, 15) on the x-axis. The y-axis ranges from 0 to 60. A legend at the top indicates "This year" (yellow), "Last year" (blue), and "Years ago" (red).
- Bubble:** A bubble chart with three data series (yellow, red, blue) and three data points (5, 10, 15) on the x-axis. The y-axis ranges from 0 to 60. A legend at the top indicates "This year" (yellow), "Last year" (blue), and "Years ago" (red).
- Man:** A man chart with three data series (yellow, red, blue) and three data points (5, 10, 15) on the x-axis. The y-axis ranges from 0 to 60. A legend at the top indicates "This year" (yellow) and "Last year" (blue).

At the bottom center, there is a blue button labeled "Use it".

- **“La infografía es un vehículo periodístico, no una ilustración para rellenar espacio disponible en la página”.**
- **“El objetivo principal de las infografías es informar al lector. Después viene lo artístico”.**

Alberto Cairo, catedrático en visualización de datos e infografía de la
Universidad de Miami
Entrevista FNPI

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Gracias