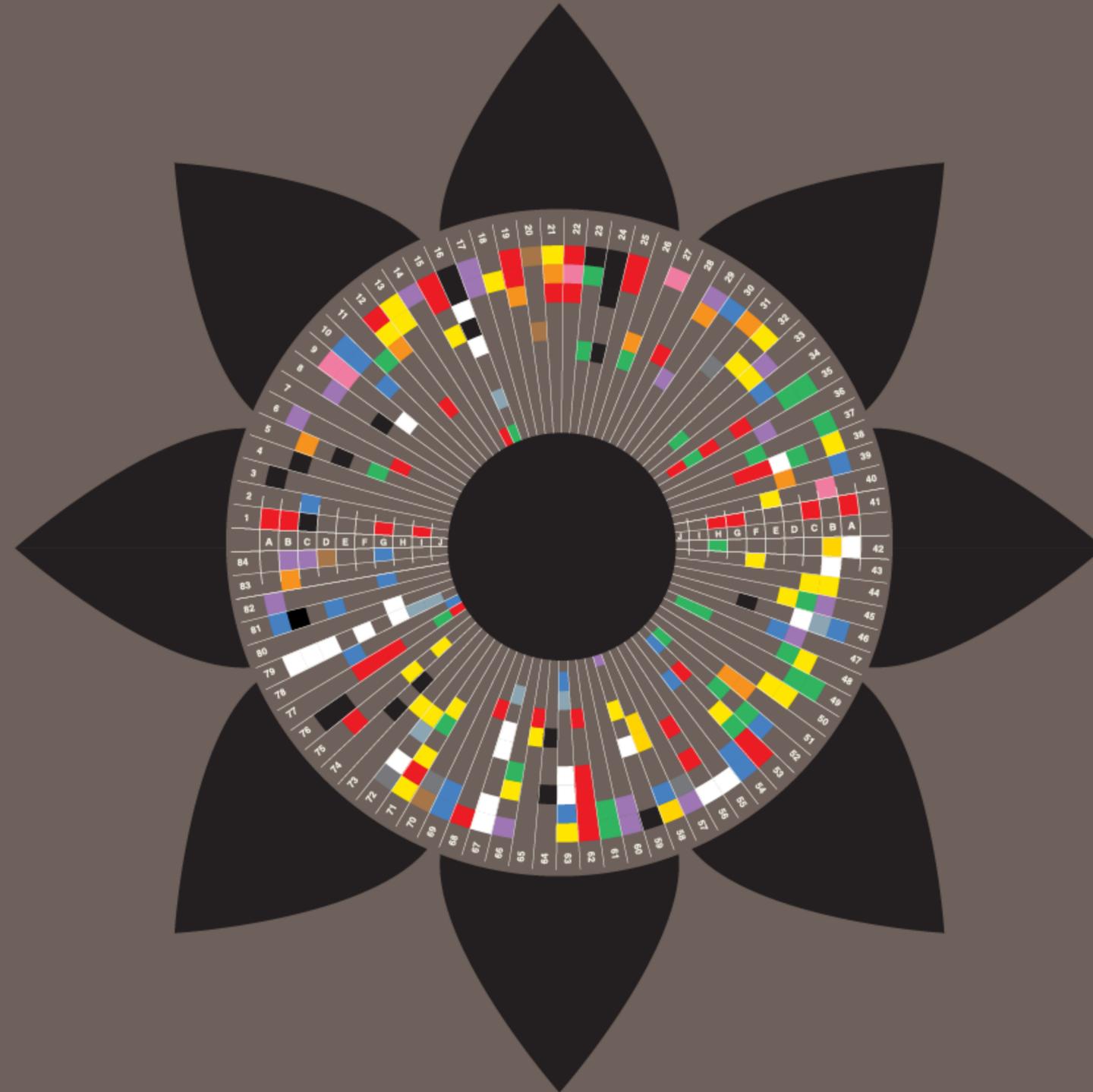


# Data is Beautiful



billions of numbers

\$726 bn US defence budget

\$300 To lift 1 billion people out of extreme poverty\*

\$238 UK Government bank bailouts

\$3000 Iraq & Afghanistan Wars total eventual cost\*

\$780 OPEC revenue

\$40 Bill Gates net worth

\$21 Save Amazon

\$147 To help developing nations combat climate change

\$206 Big tobacco settlement

\$60 Iraq War predicted cost 2003

\$61 China

\$60 UK

\$36 Saudi

\$25 India

\$405 Walmart revenue

OPEC climate change fund \$3

\$199 Interest per year on US Gov deficit

\$239 BP revenue

\$31 Oil spill cleanup

\$31 Oil spill fine\*

\$13 profit

\$227 Apple Market Value

\$226 Microsoft market value

\$742 Medicare & Medicaid per year

\$196 Google Market Value

\$60 Ebay goods

\$50 Madoff pyramid scheme

\$308 Donated to charity by Americans

\$371 Wall St Revenue 2009

\$114 Bonuses

\$31 Profits

\$352 Illegal drugs profits

\$468 US fund for drug abuse (alcohol, narcotics & smoking) 2005

\$69 War On Drugs

\$148 Cost of obesity related diseases

\$36 Video games

\$34 Alt medicine

\$825 Global pharmaceutical market

Erectile dysfunction \$6

Anti-depressants \$19

Gifts to doctors \$21

\$30 UN

\$41 Beijing Games 2008

\$64 Eradicate AIDS worldwide

\$120 Foreign aid payments

\$9 LHC

\$19 NASA

\$40 World-wide porn industry

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\$60 Ebay goods

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\$120 Foreign aid payments

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\$8 LHC

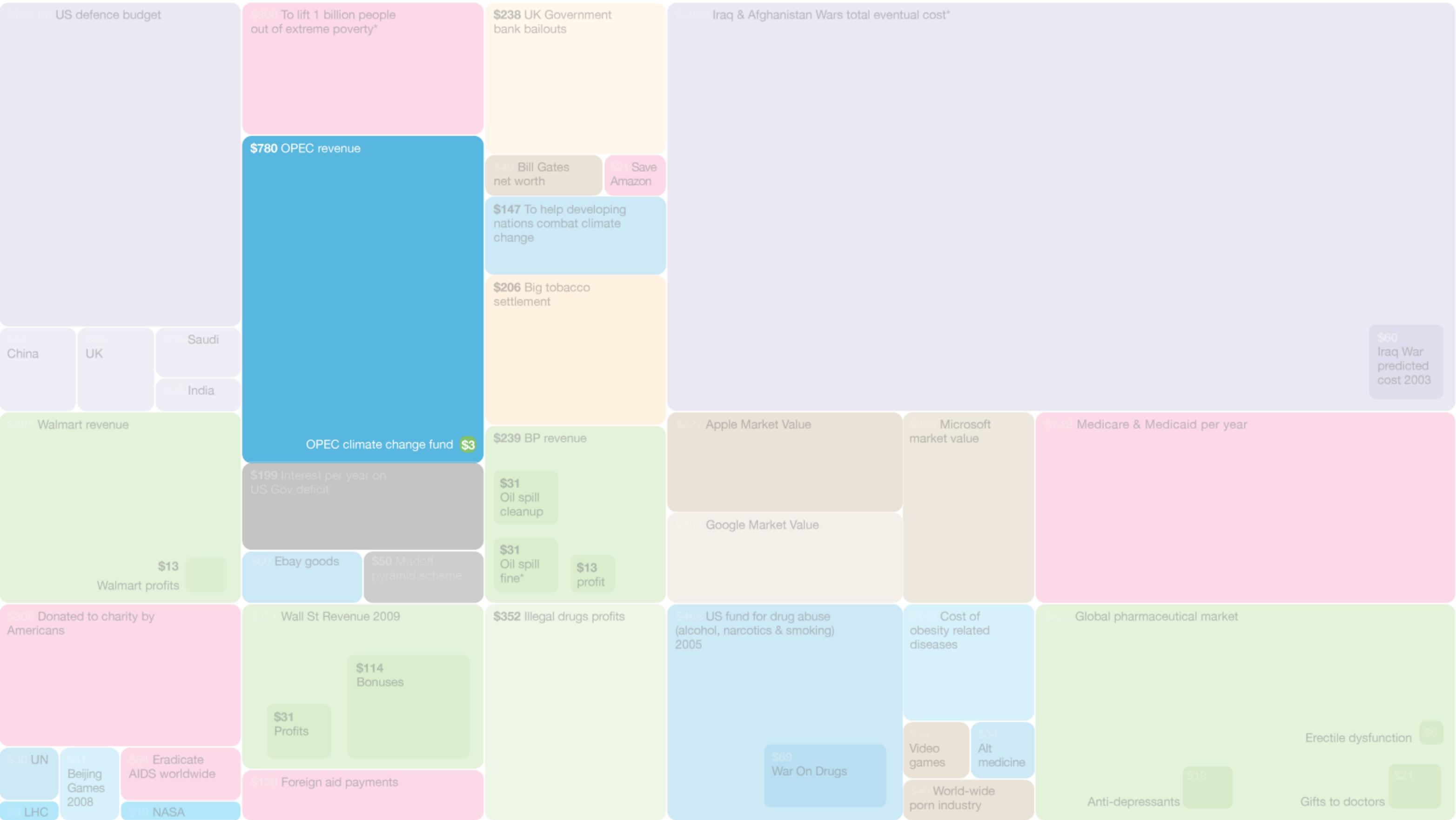
\$69 War On Drugs

\$40 World-wide porn industry

Anti-depressants \$19

Erectile dysfunction \$6

Gifts to doctors \$21





\$726 bn US defence budget

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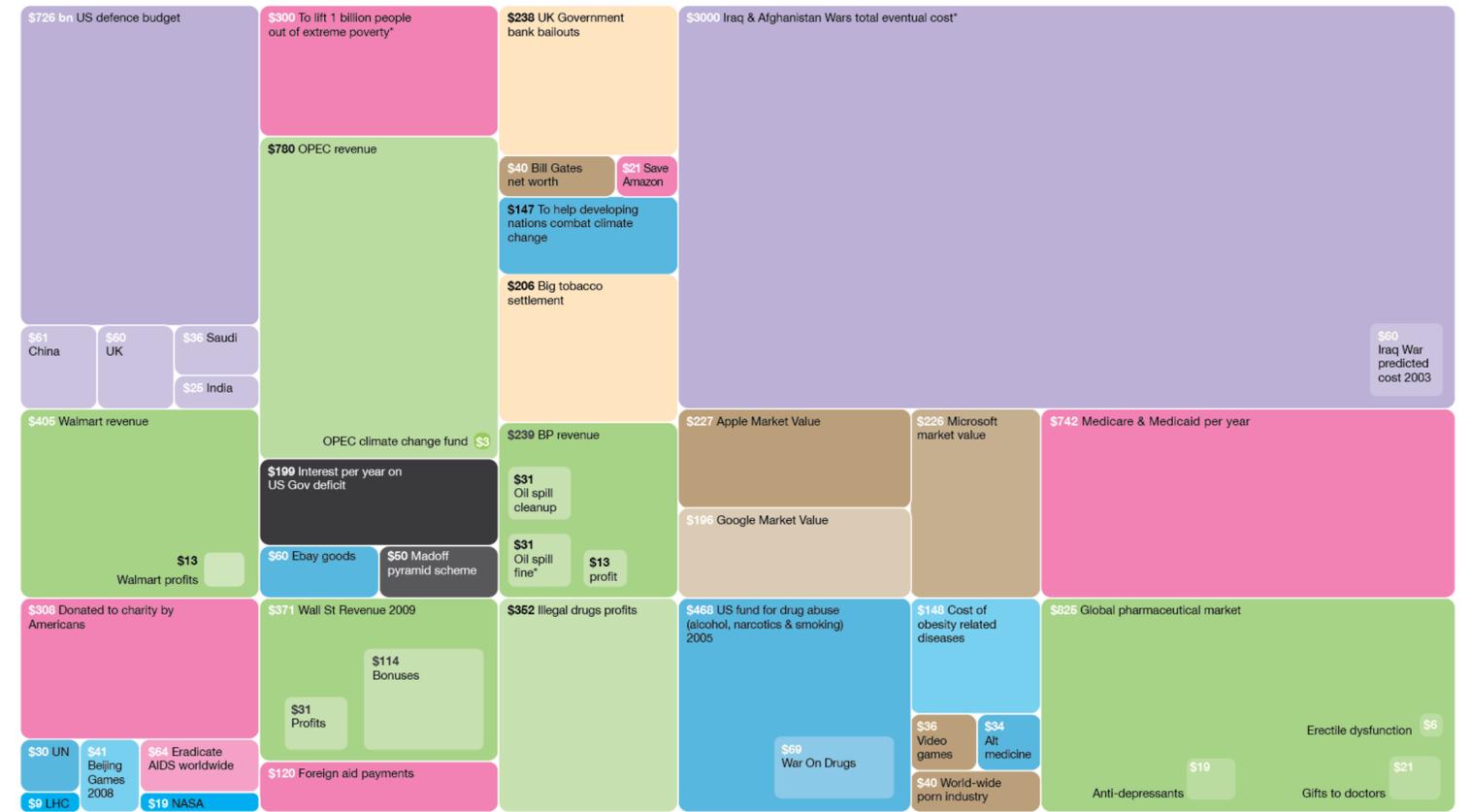
Gifts to doctors \$21

\$9 LHC

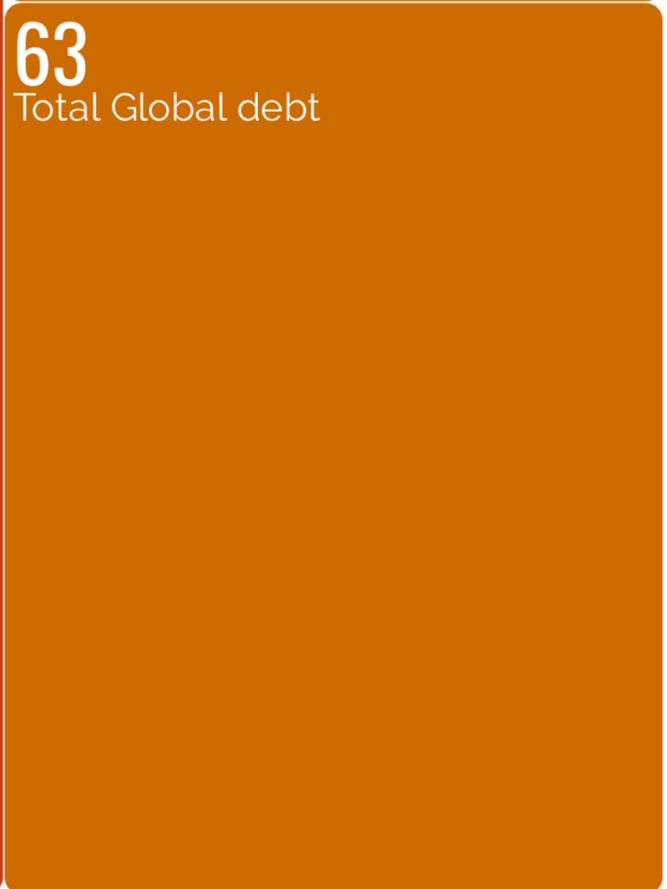
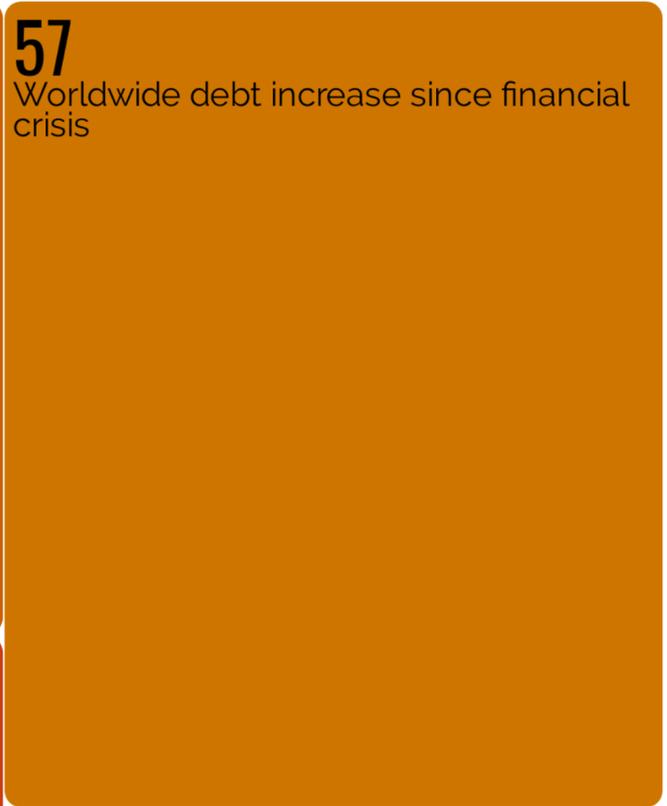
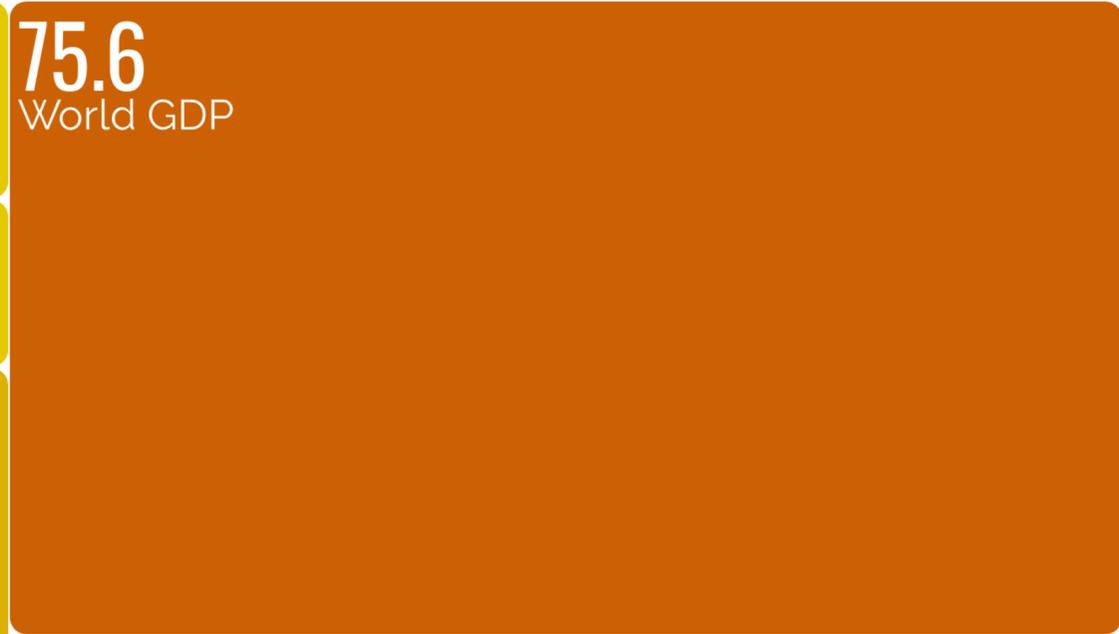
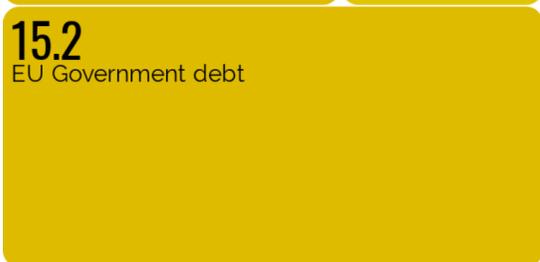
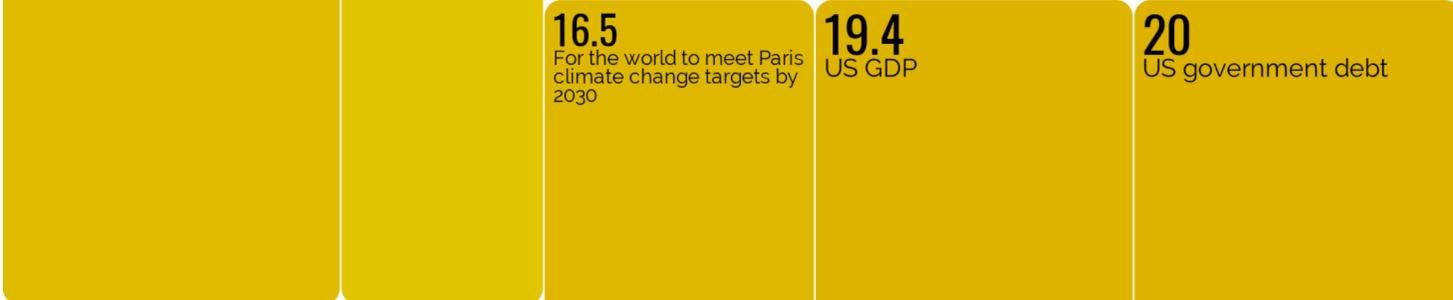
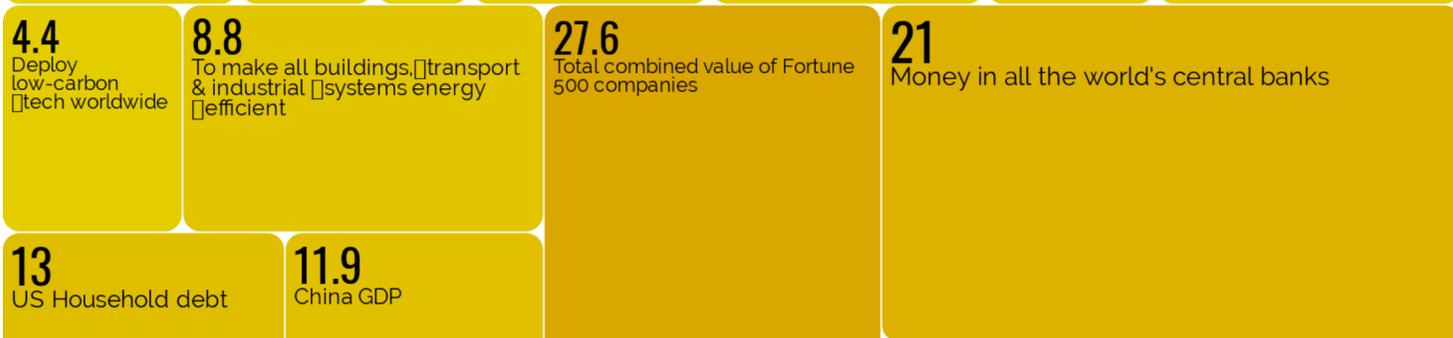
\$19 NASA

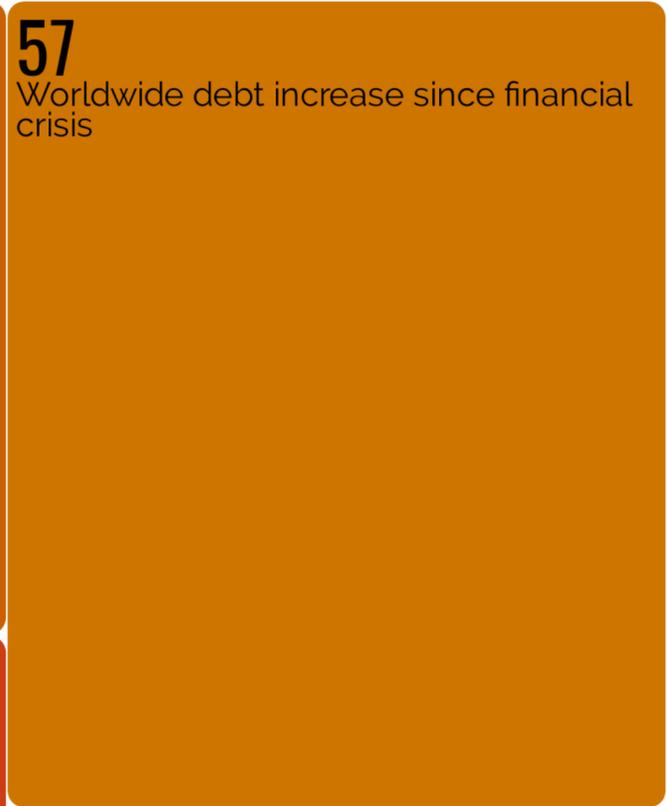
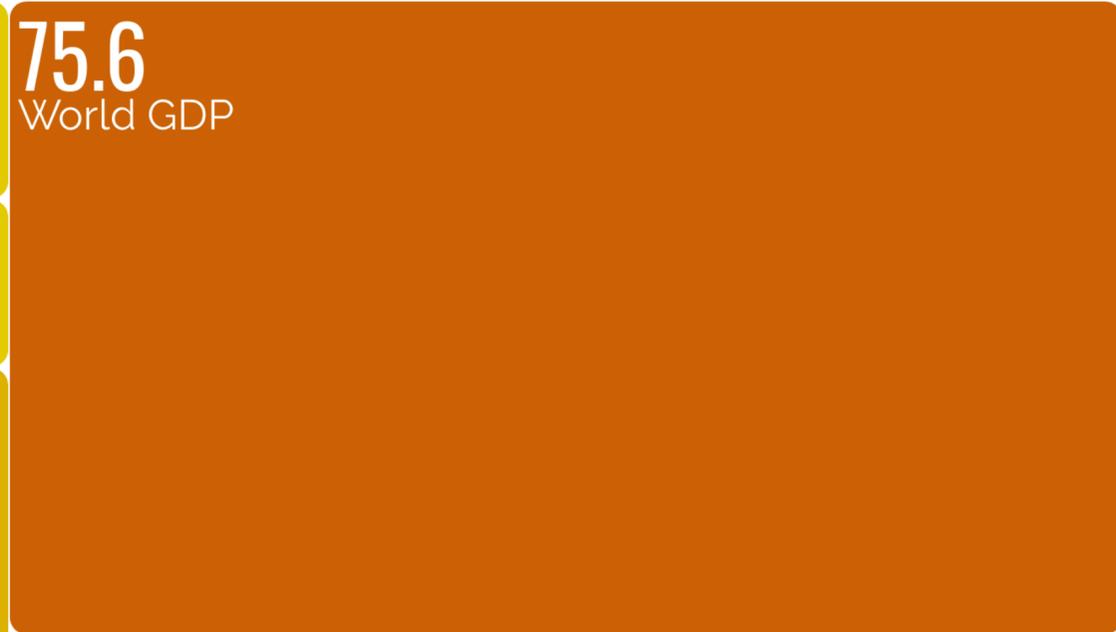
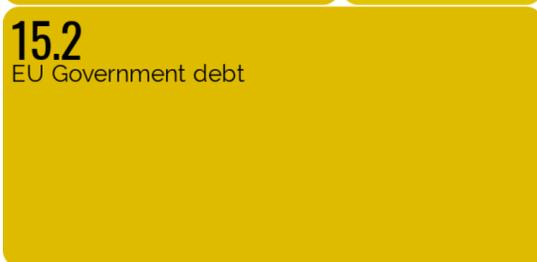
**\$12,000** Worldwide cost of financial crisis

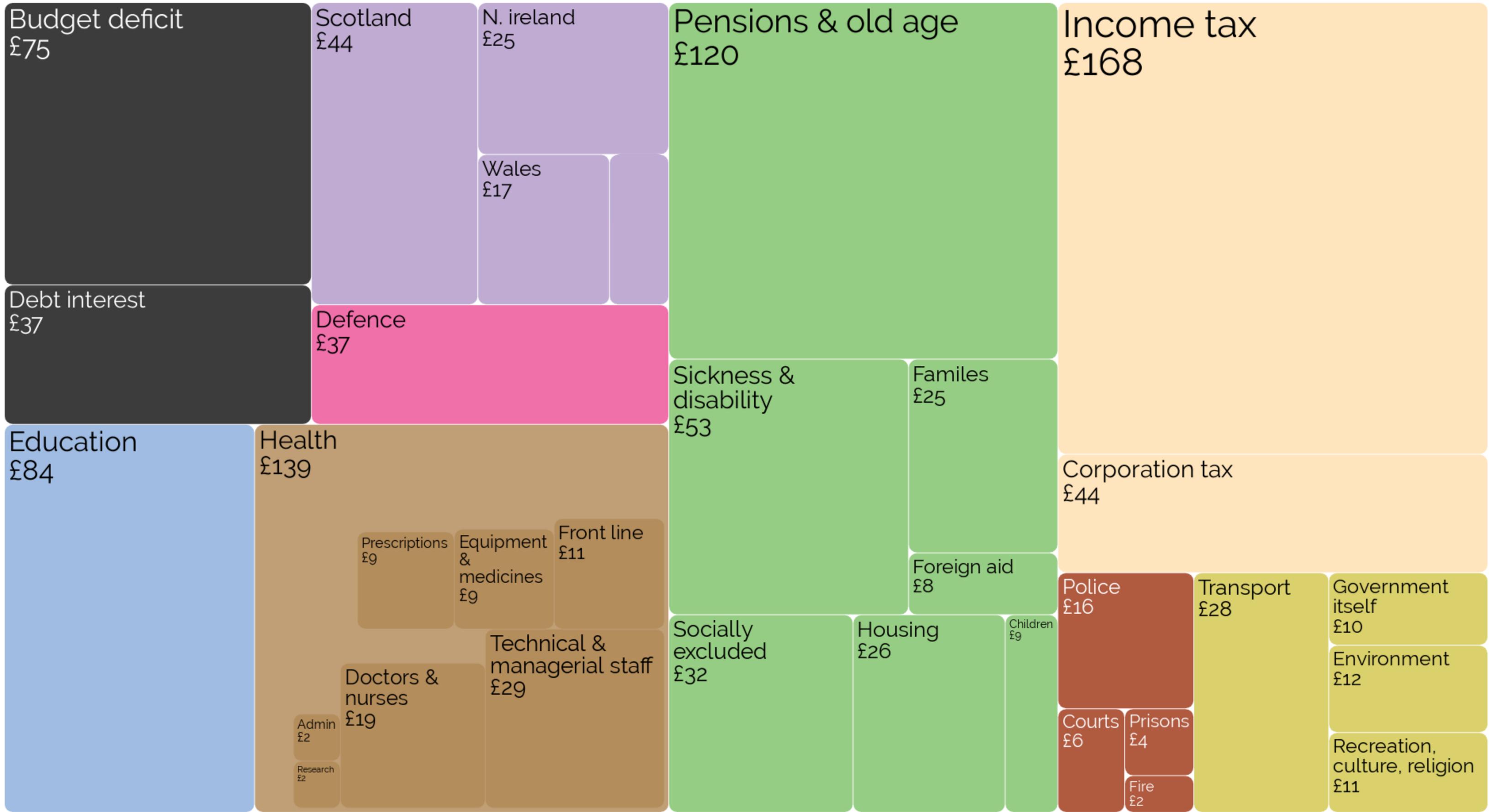
# \$26,500 Hidden in offshore tax havens

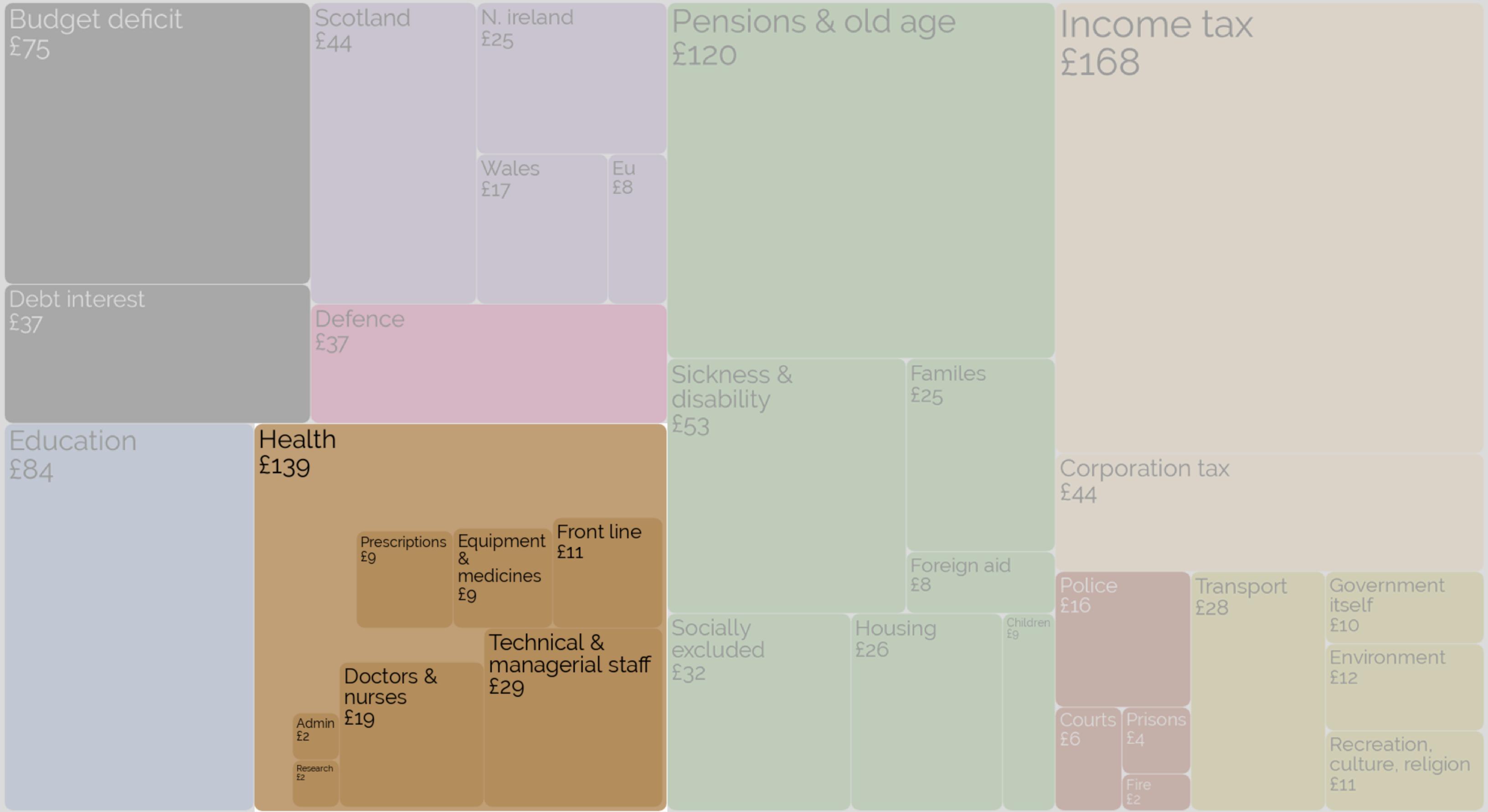


# \$12,000 Worldwide cost of financial crisis









Budget deficit  
£75

Debt interest  
£37

Education  
£84

Health  
£139

- Prescriptions £9
- Equipment & medicines £9
- Front line £11
- Doctors & nurses £19
- Admin £2
- Research £2
- Technical & managerial staff £29

Scotland  
£44

N. Ireland  
£25

Wales  
£17

Eu  
£8

Defence  
£37

Pensions & old age  
£120

Sickness & disability  
£53

Families  
£25

Foreign aid  
£8

Income tax  
£168

Corporation tax  
£44

Police  
£16

Transport  
£28

Government itself  
£10

Environment  
£12

Recreation, culture, religion  
£11

Courts  
£6

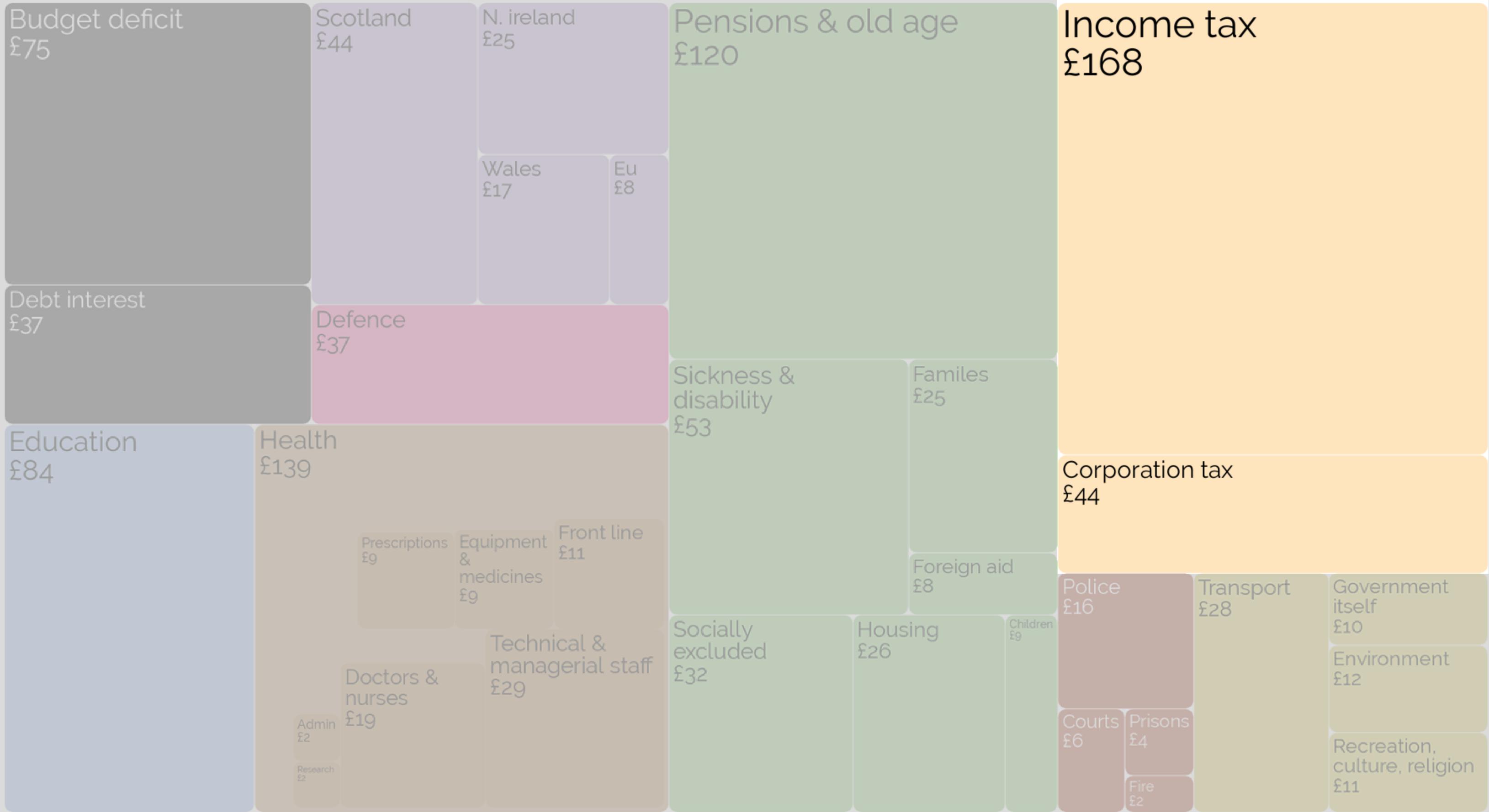
Prisons  
£4

Fire  
£2

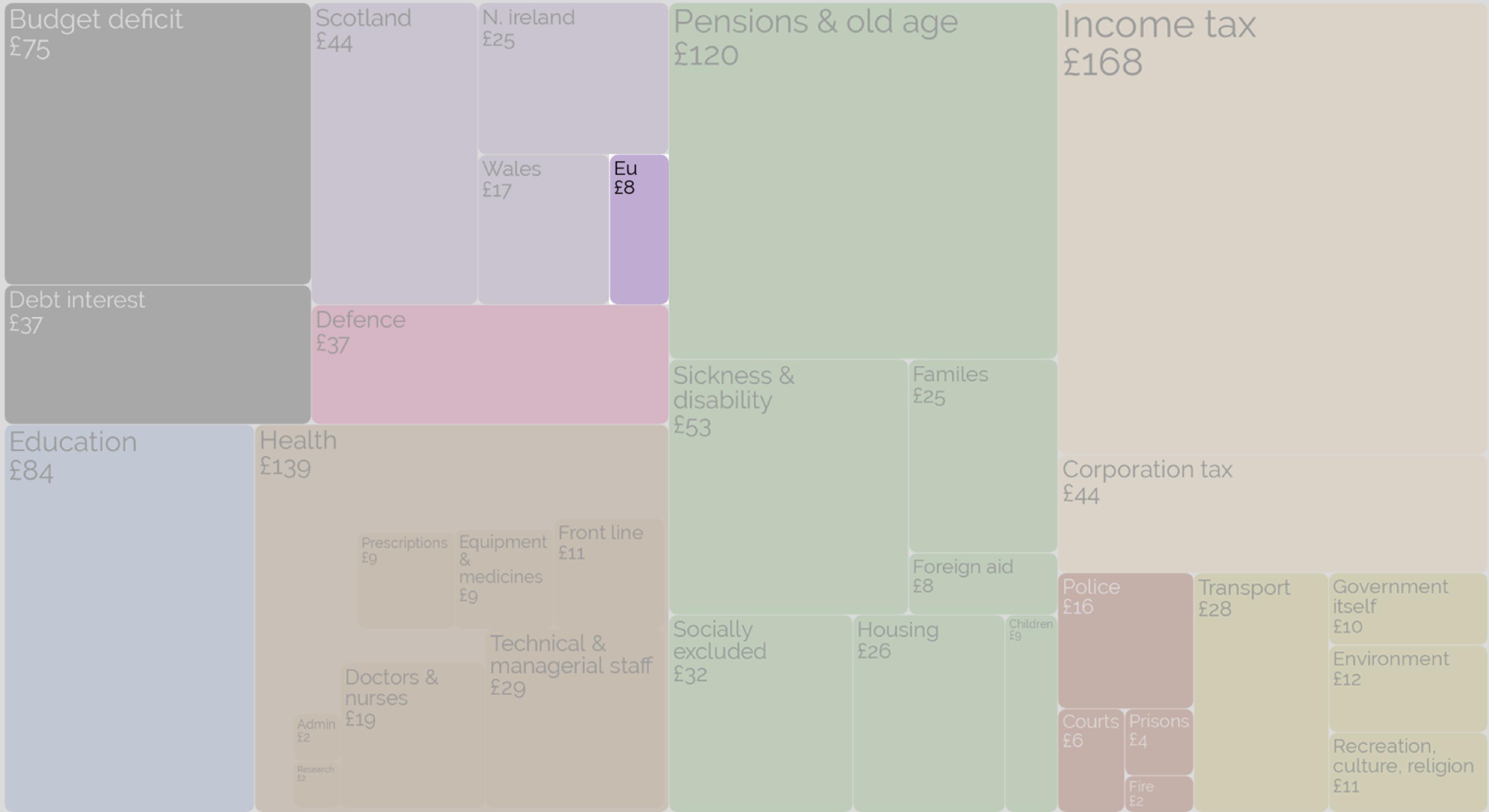
Socially excluded  
£32

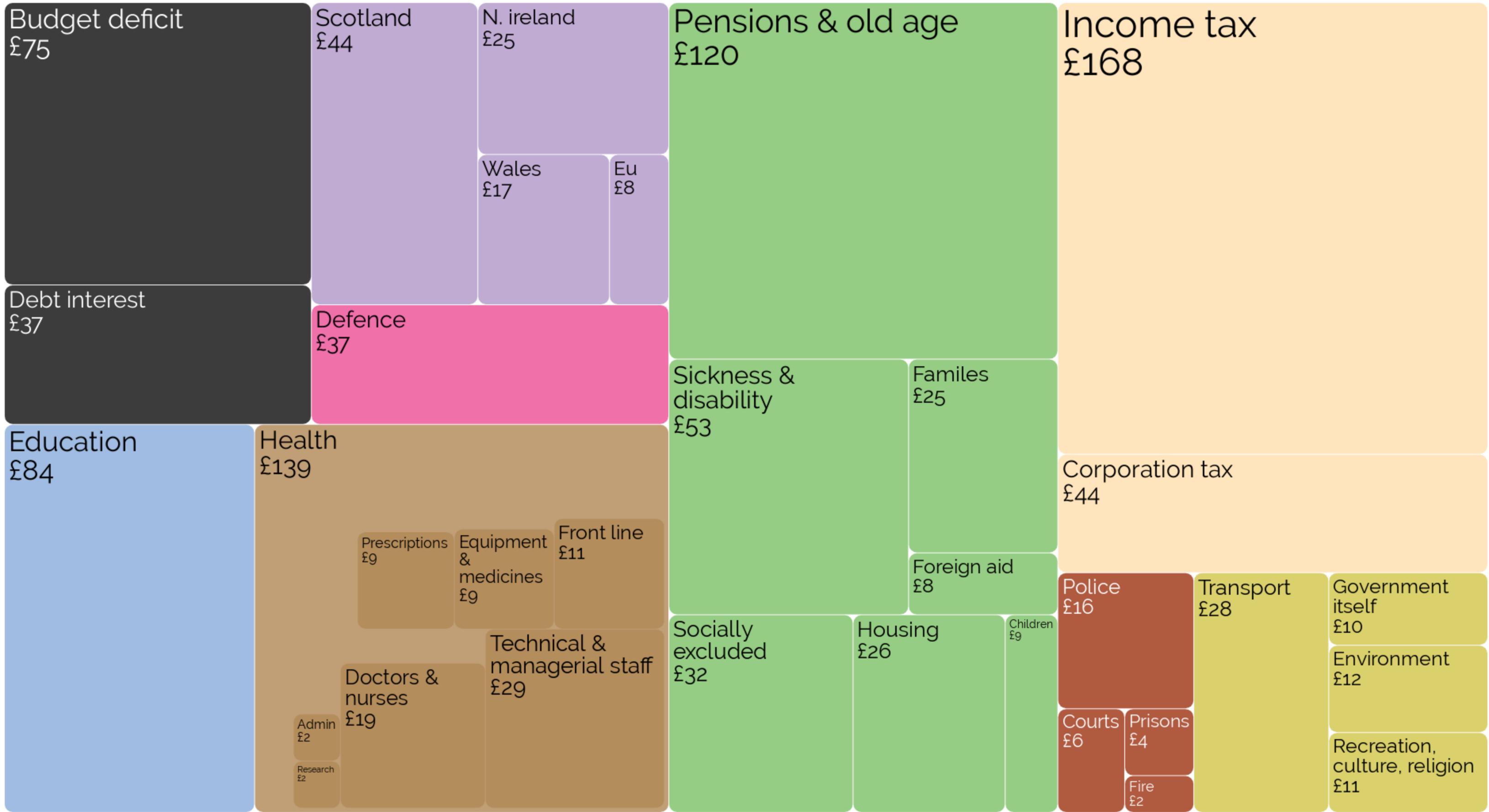
Housing  
£26

Children  
£9









# Daily Bread

Costs for average taxpayer per day

## GOVERNMENTS



## ESSENTIALS

NHS



£2.40

Education



£1.91

“Defence”



£1.02

## TRAVEL

Roads



£0.22

## EU

Fee



£0.20

## INTEREST

Public net debt



£0.84

## SECURITY

Police



£0.36

Prisons



£0.09

Fire



£0.05

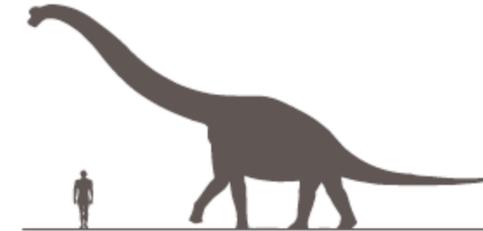
## GOING OUT

Arts & Culture



£0.09

Museums



£0.03

## HELPING OTHERS

Families



£0.56

Job Seekers



£0.06

Housing



£0.67

Disability



£1.20

Pensions



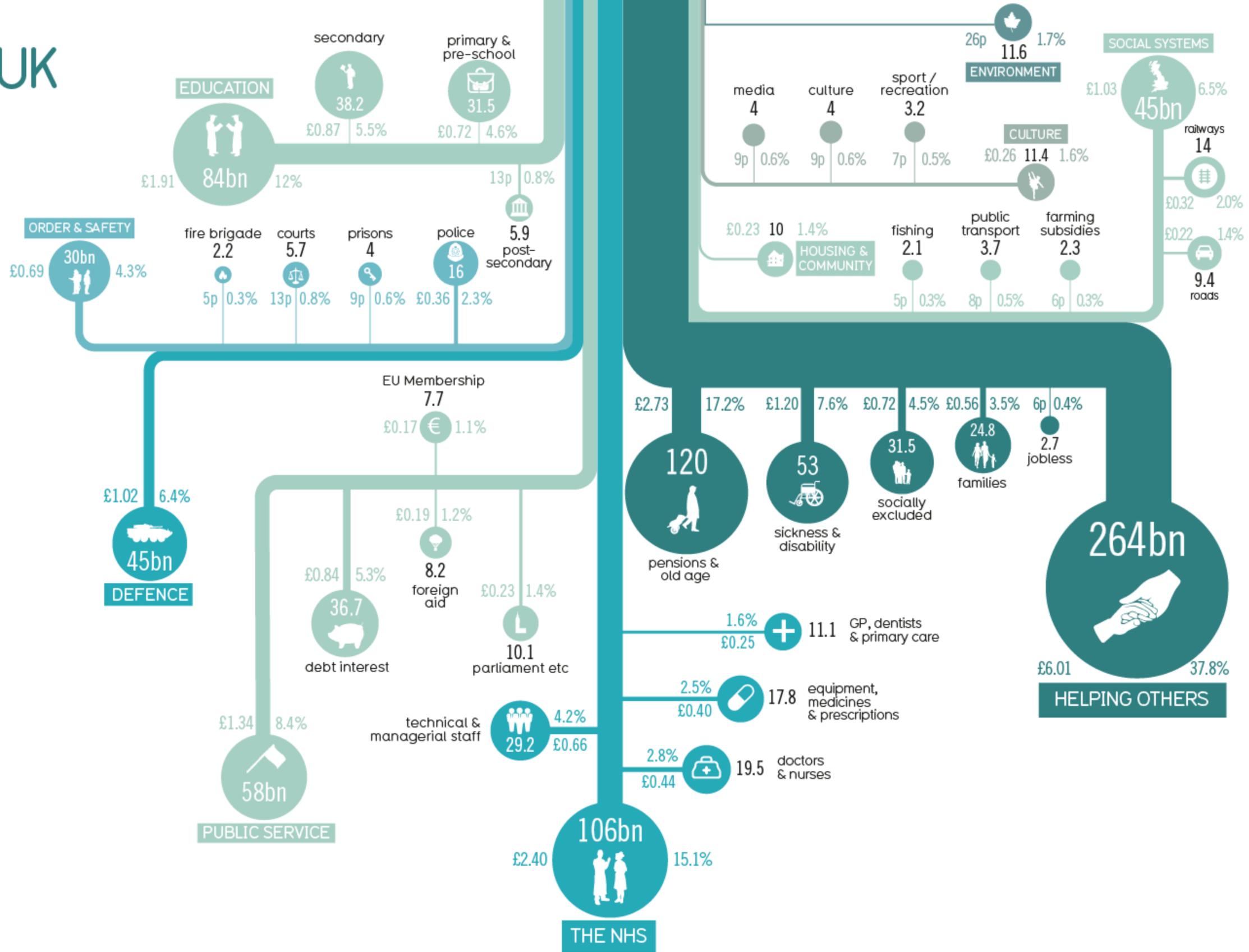
£2.73

Overseas aid

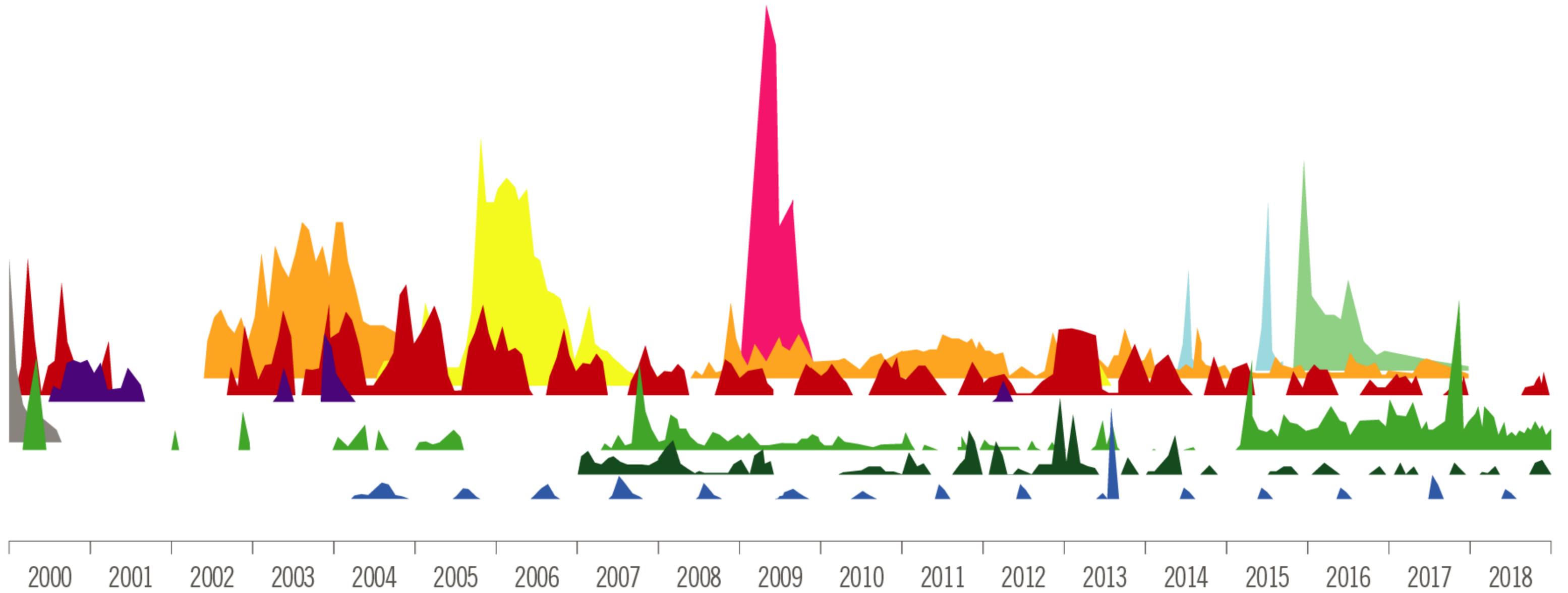


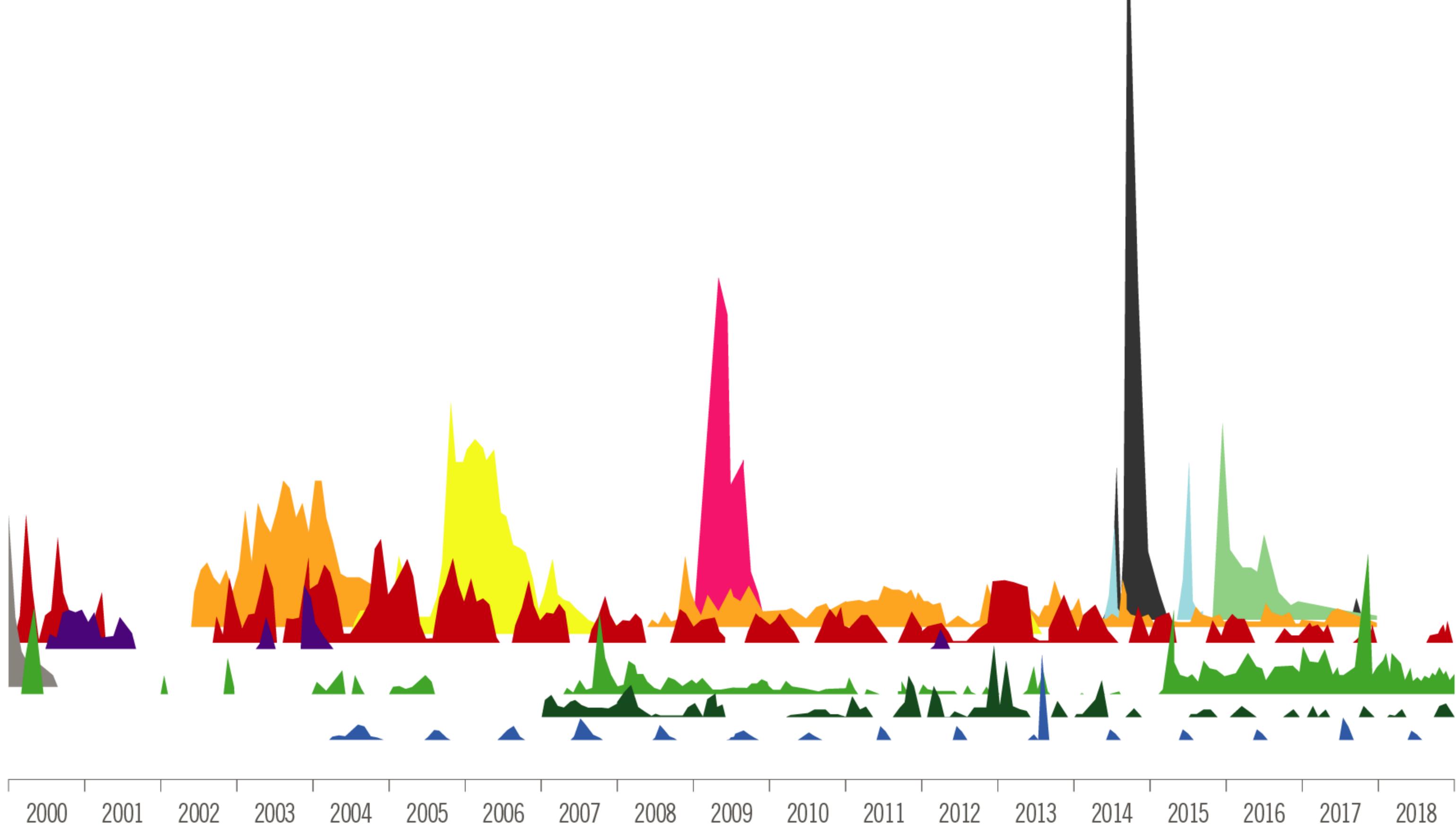
£0.19

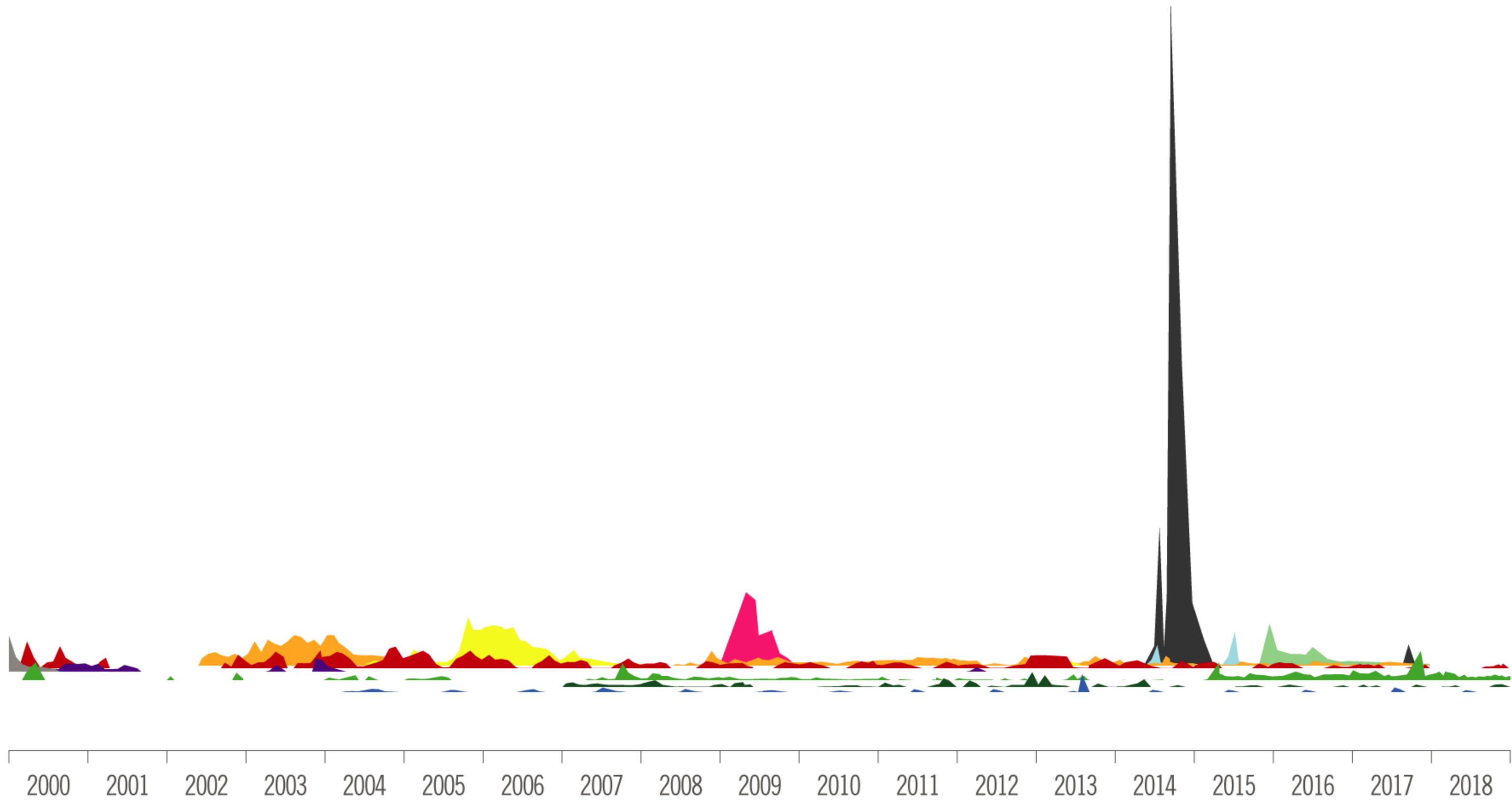
# Daily Bread UK











# Interest over time ?



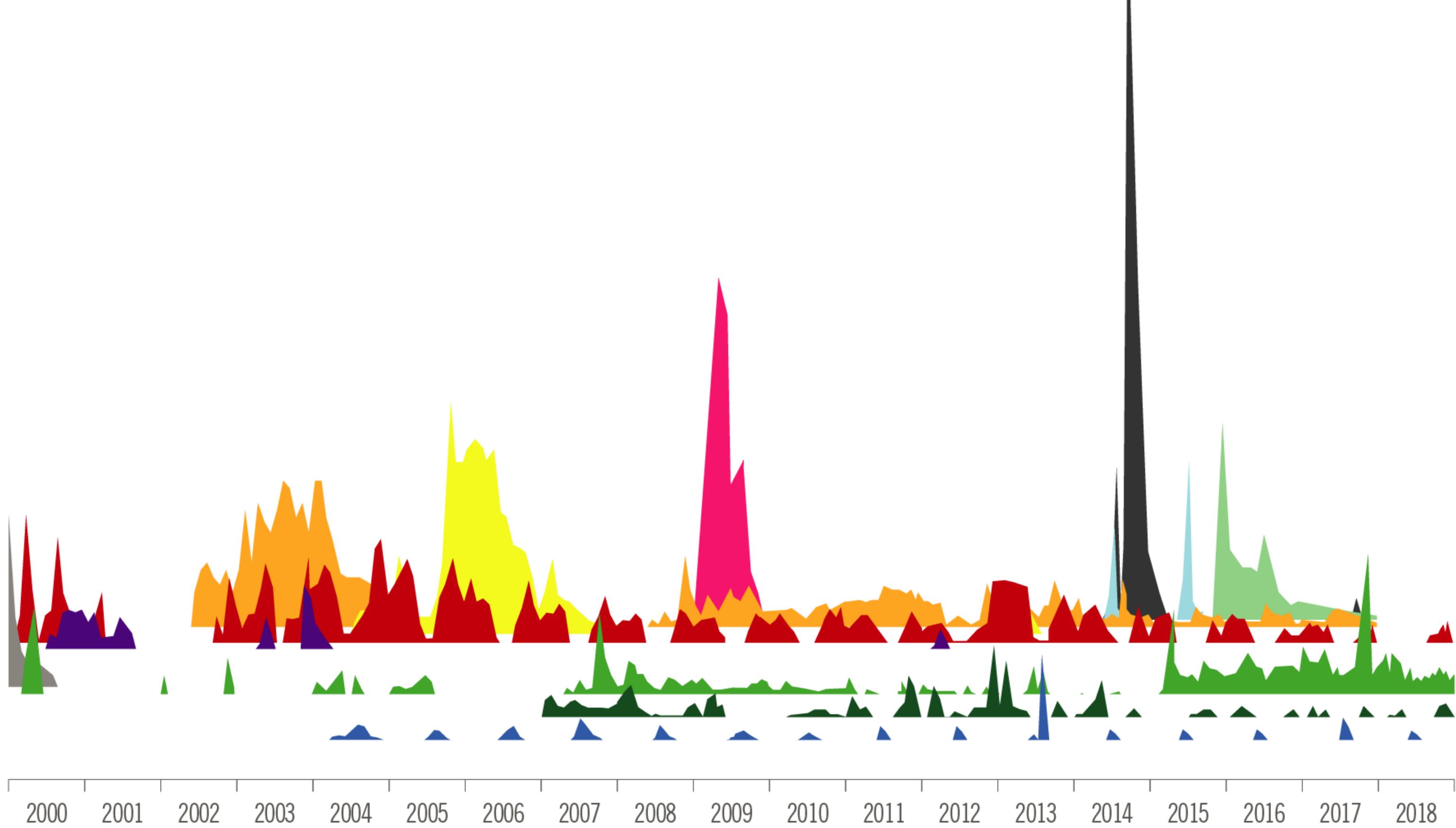
Average

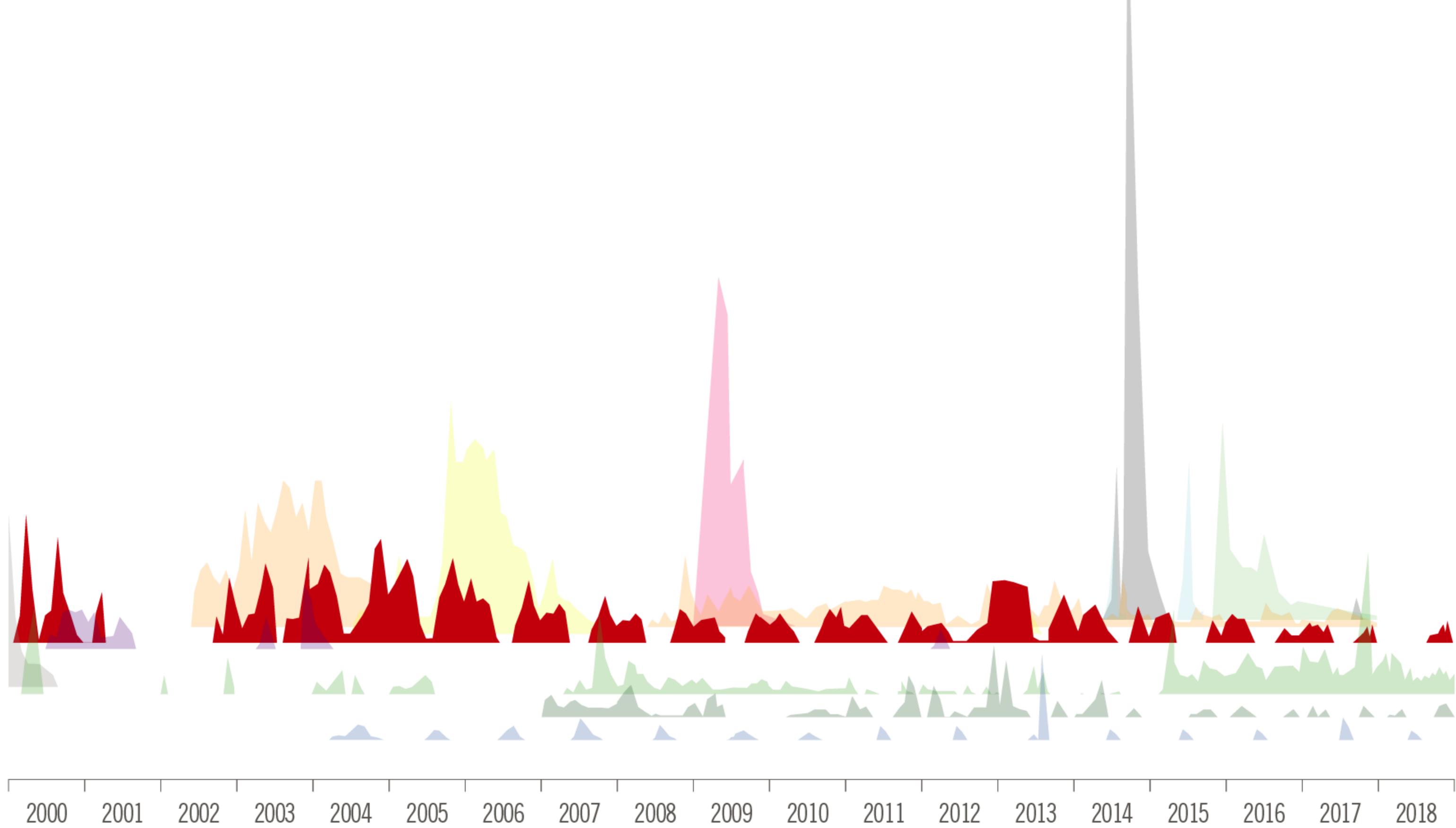
Jan 1, 2004

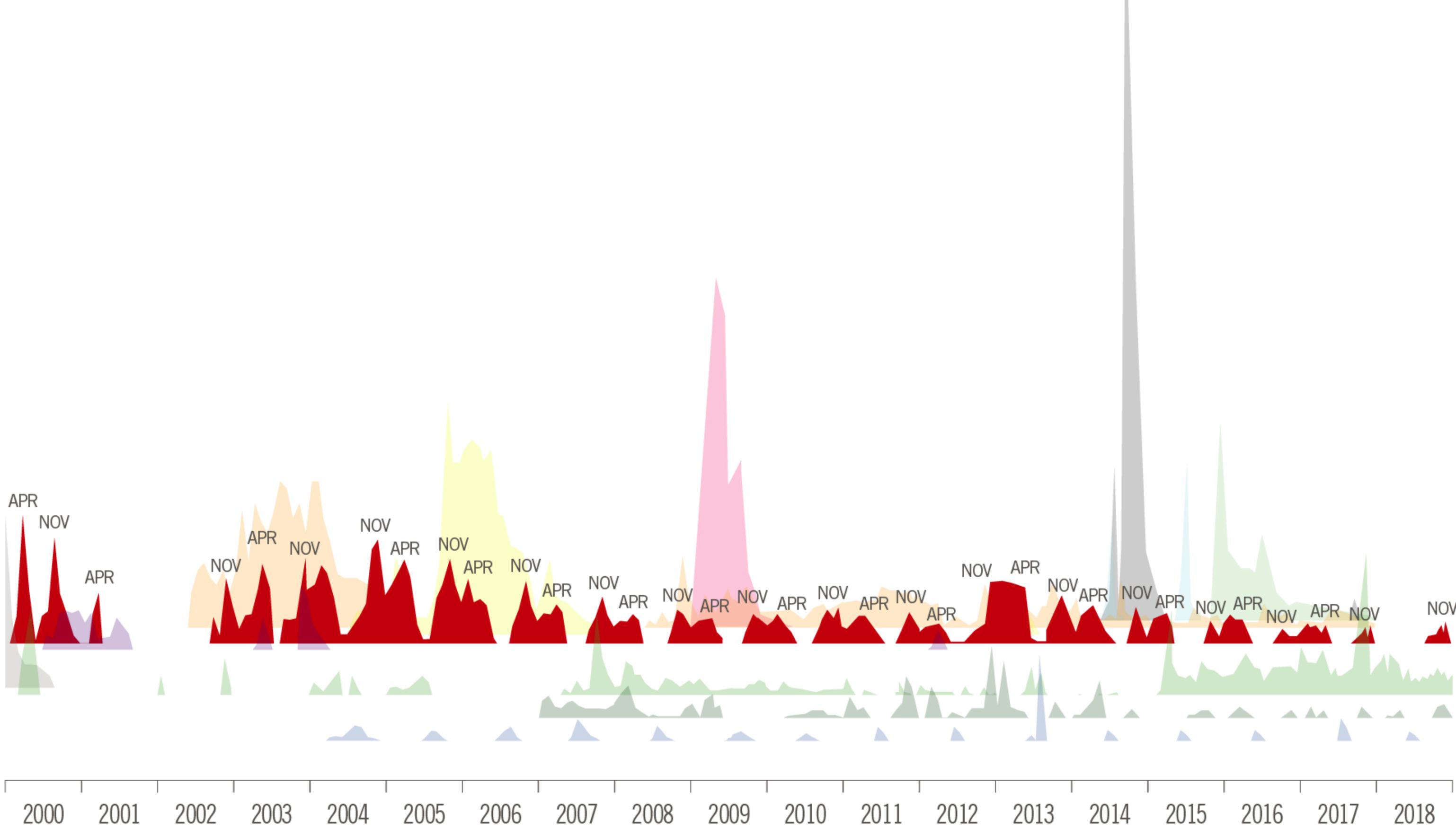
Jul 1, 2009

Jan 1, 2015

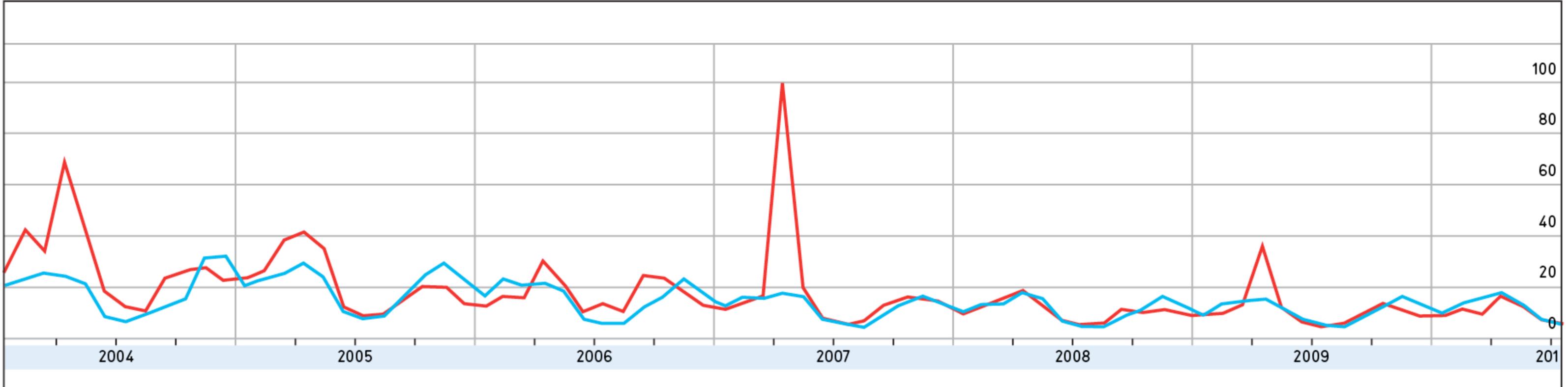
Note

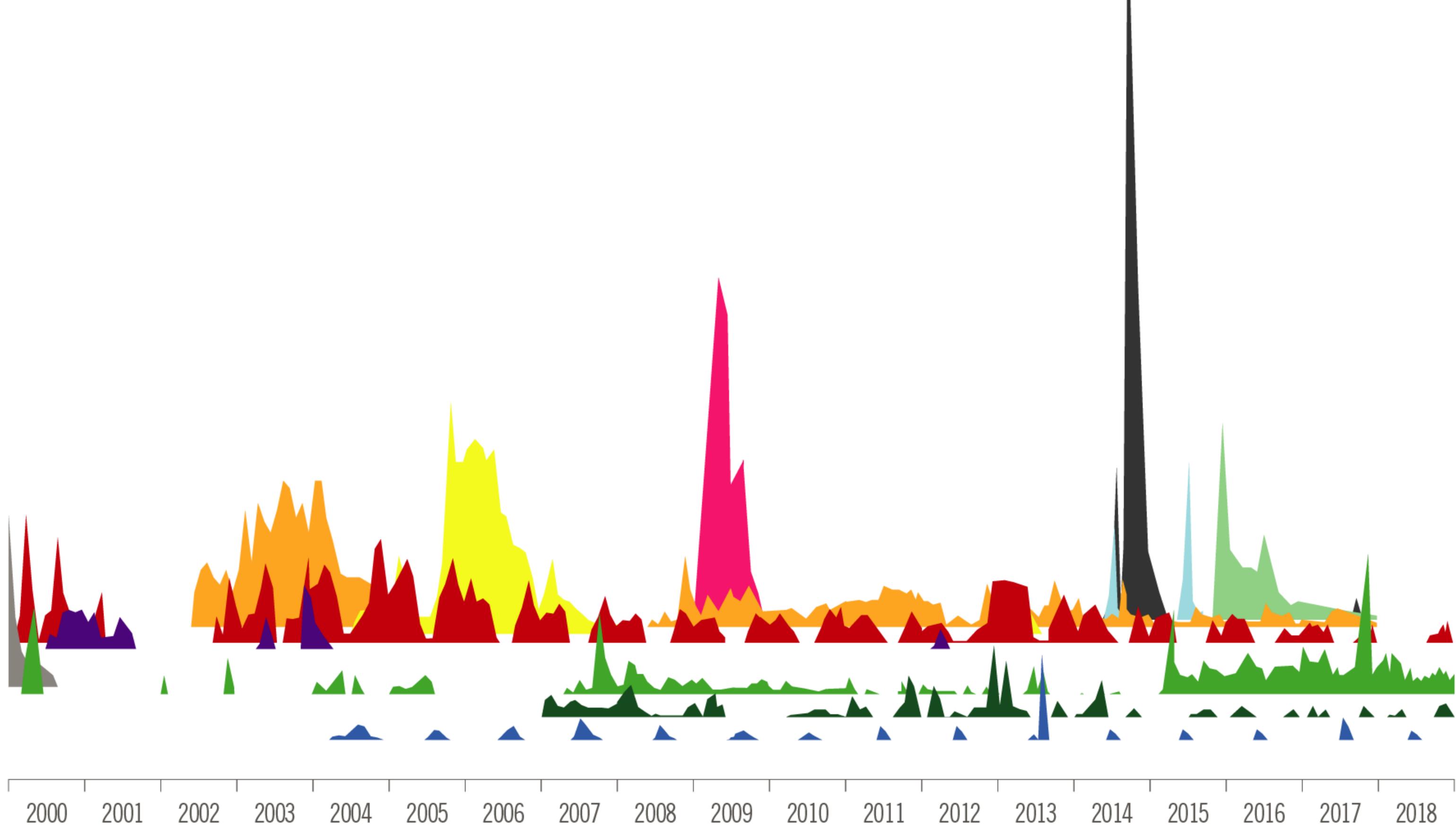




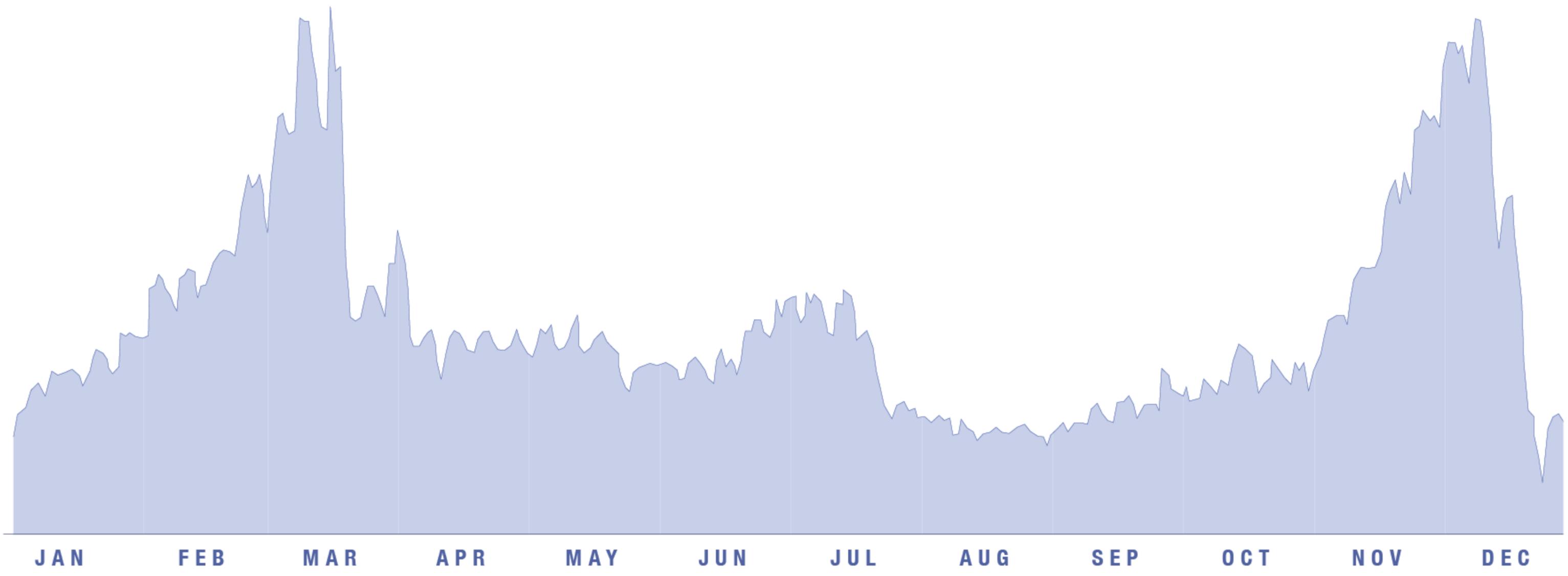


“columbine shooting” “violent video games”



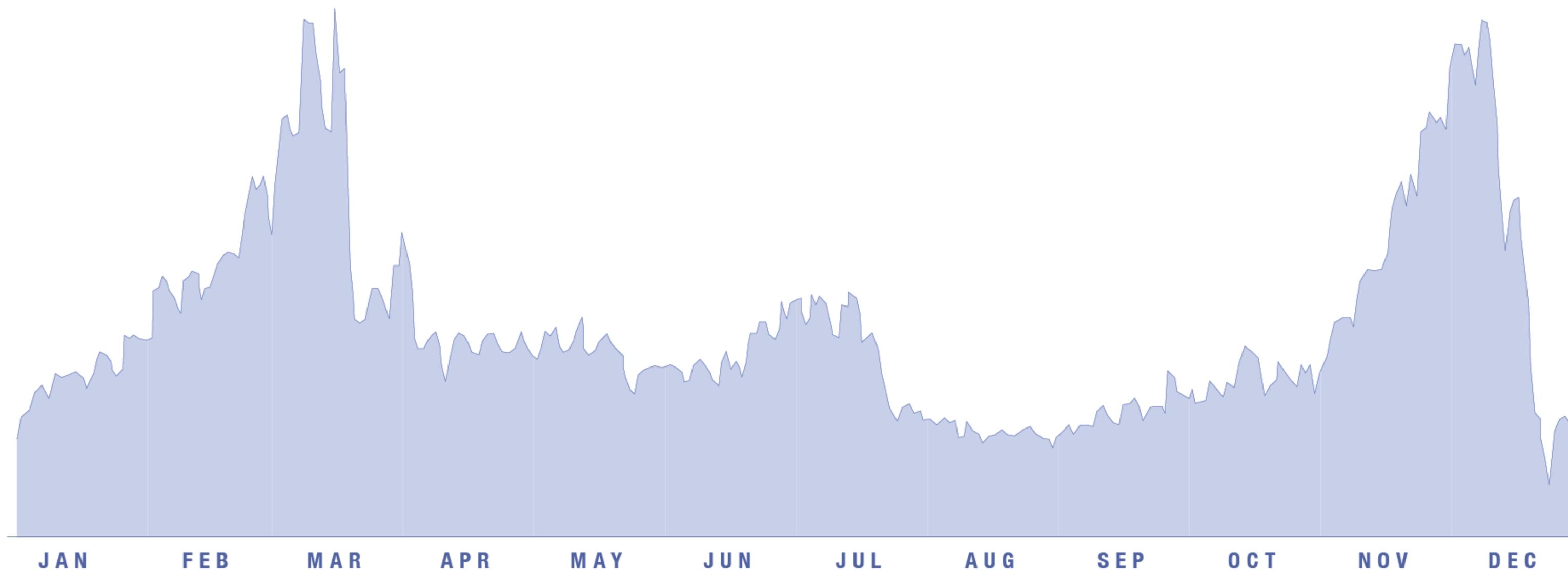






# Most Common Break Up Times

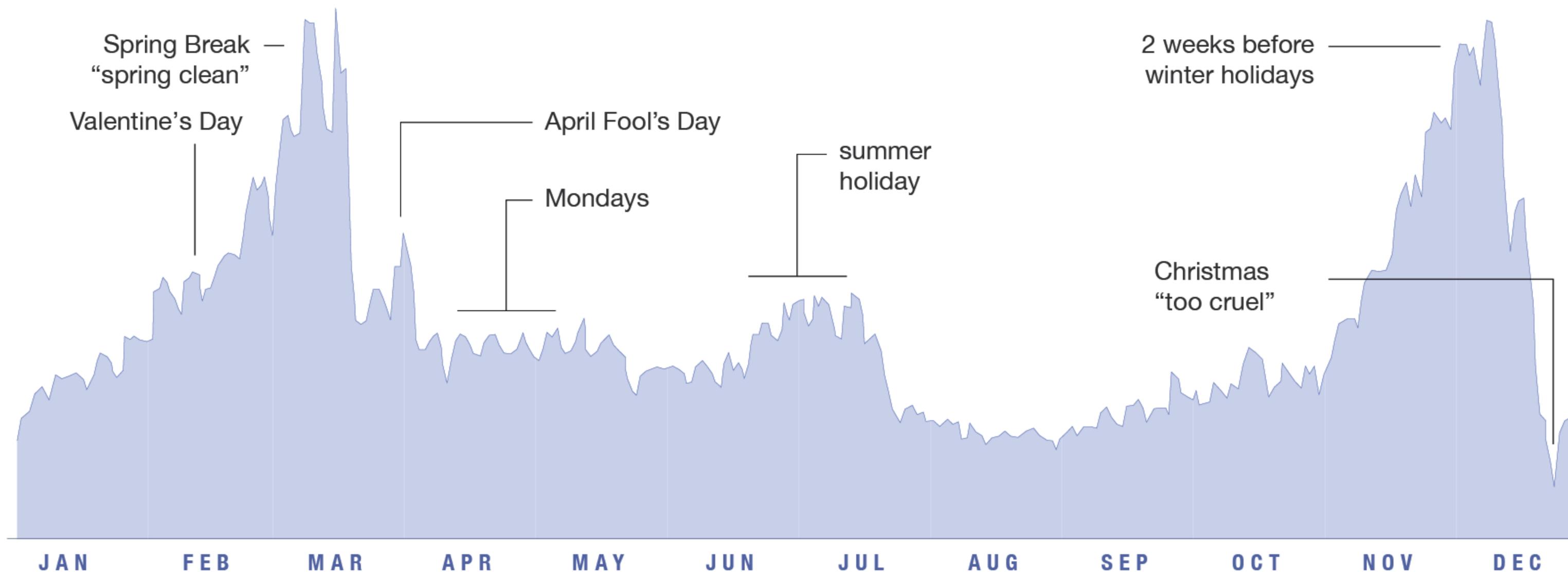
according to Facebook status updates



source: Facebook lexicon

# Most Common Break Up Times

according to Facebook status updates



source: Facebook lexicon

data is the new **oil**

data is the new **soil**



Do horoscopes all just say the same thing?









# Horoscoped

Most common words in star sign predictions



Whatever the situation or secret moment, enjoy everything a lot.

Whatever the situation or secret moment, enjoy everything a lot.  
Family and friends matter. Keep making love.

Whatever the situation or secret moment, enjoy everything a lot.

Family and friends matter. Keep making love.

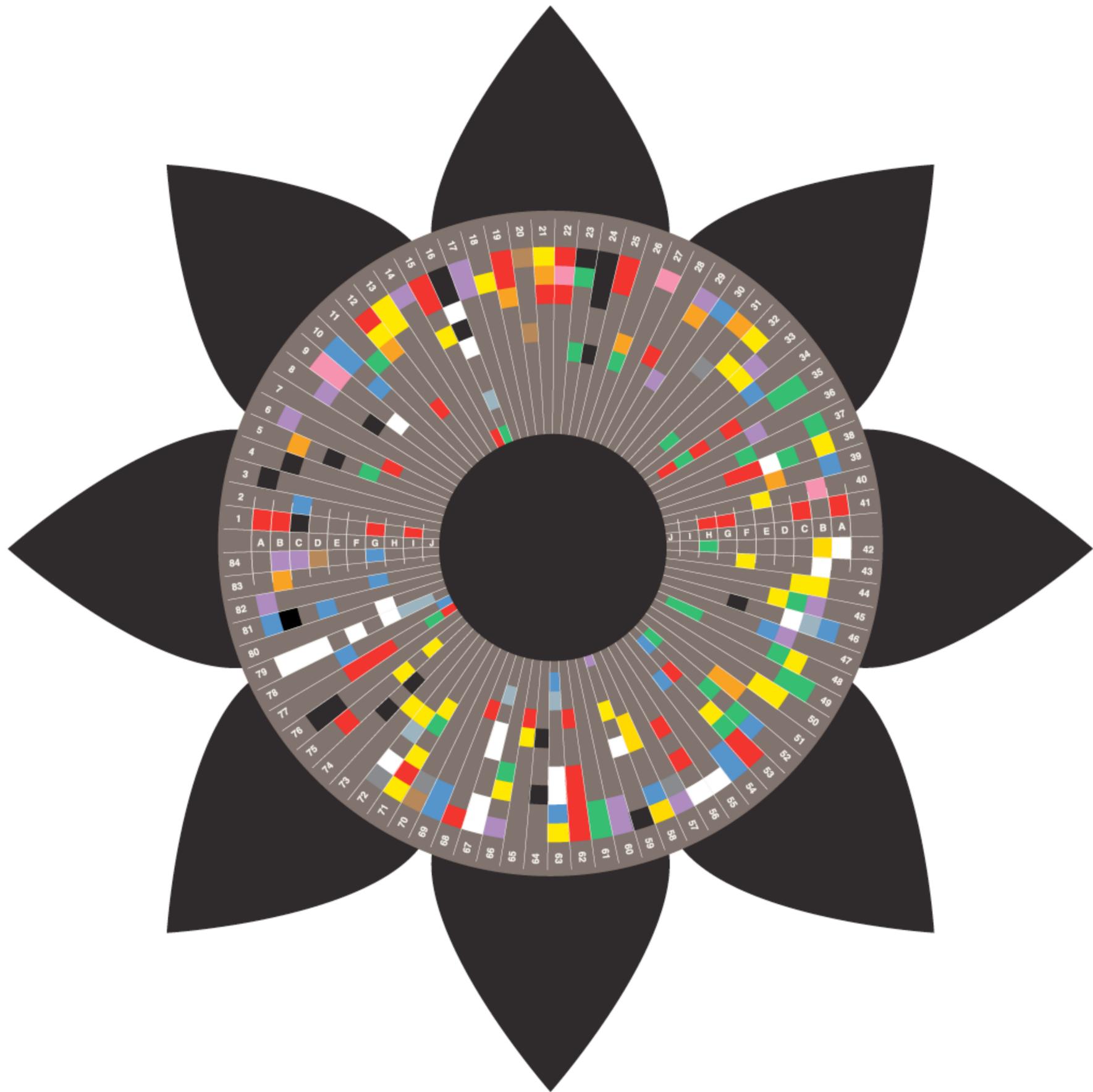
The world is life, fun and energy. Maybe hard. Or easy.

Whatever the situation or secret moment, enjoy everything a lot.

Family and friends matter. Keep making love.

The world is life, fun and energy. Maybe hard. Or easy.

Change your mind and a better mood comes along...”



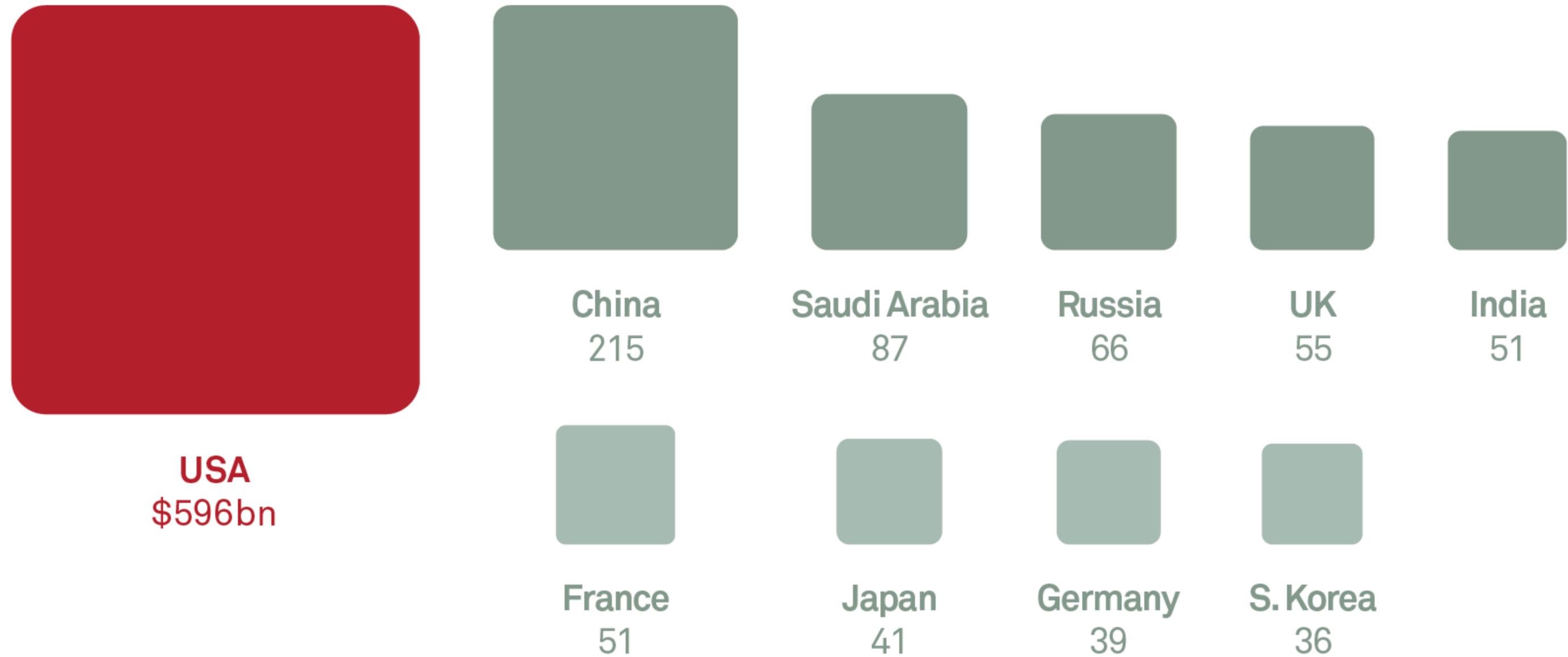
**Who has the biggest military budget?**

# Who has the biggest military budget?

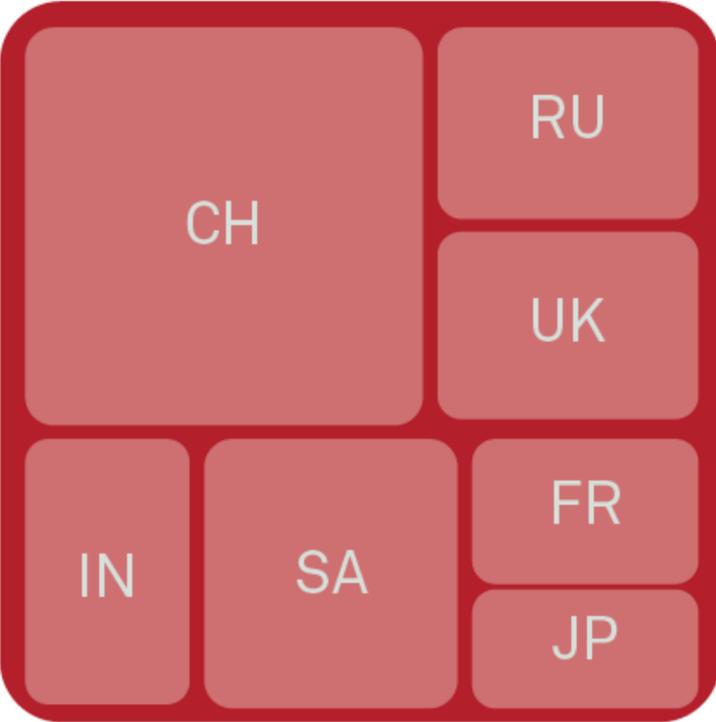


**USA**  
\$596bn

# Who has the biggest military budget?



# America's Military Budget



**USA military budget**

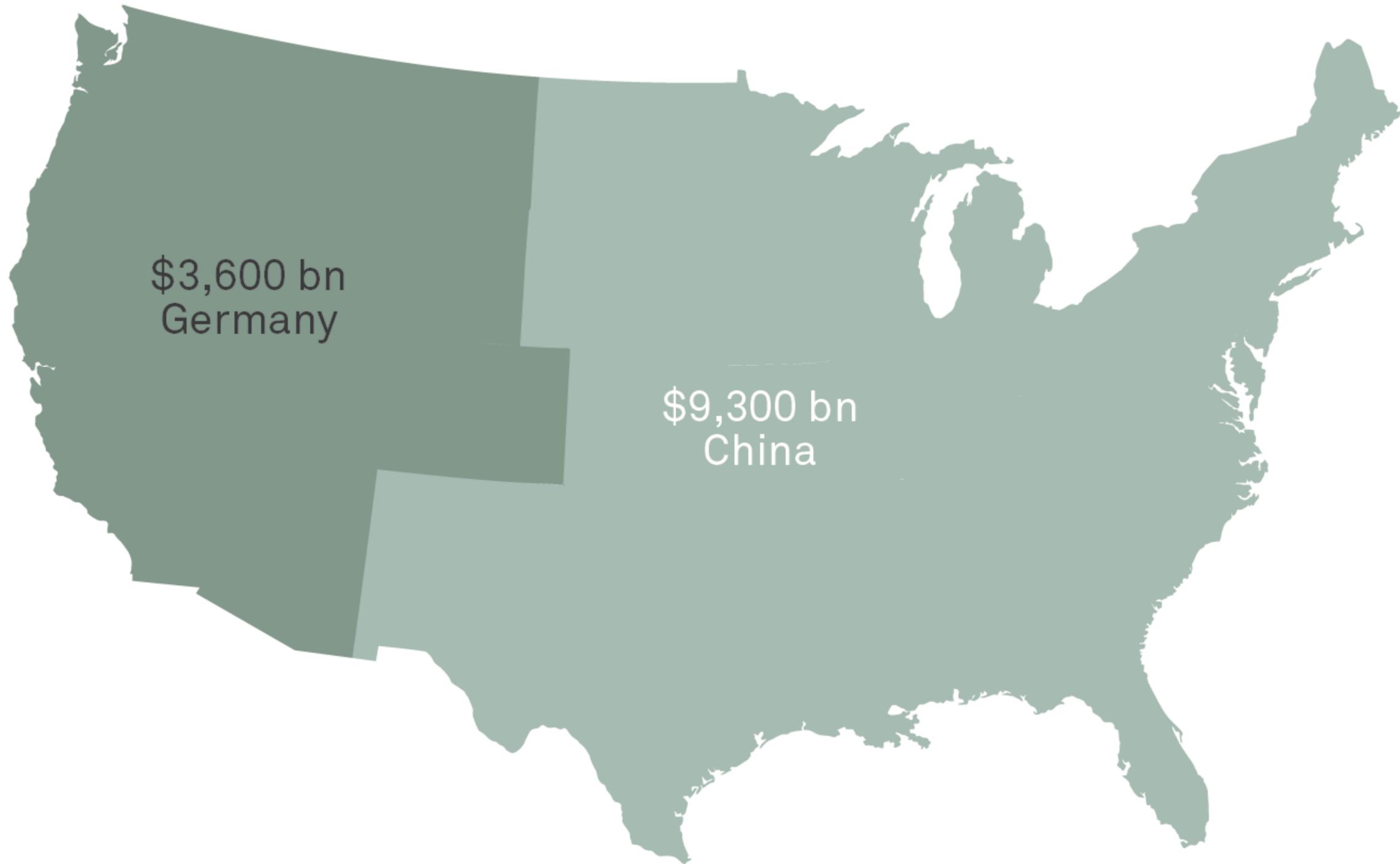


**Military Budgets  
rest of world**



**US budget deficit**

# How rich??



# Military Budget - % of GDP

# Military Budget - % of GDP



Oman  
16.1%



South Sudan  
13.8%



Saudi Arabia  
13.7%



Iraq  
9.1%



Algeria  
6.2%



Israel  
5.4%



Russia  
5.4%



Azerbaijan  
4.6%



Bahrain  
4.6%



Armenia  
4.5%



USA  
3.3%



UK  
2%

**Who has the biggest army?**

# Who has the biggest army?



China  
2.3m



US  
1.5m



India  
1.3m



North Korea  
1.2m



Russia  
840,000

**Who has the biggest army? % of population**

# Who has the biggest army? % of population



North Korea



Eritrea



Israel



Djibouti



Jordan



US  
(52nd)

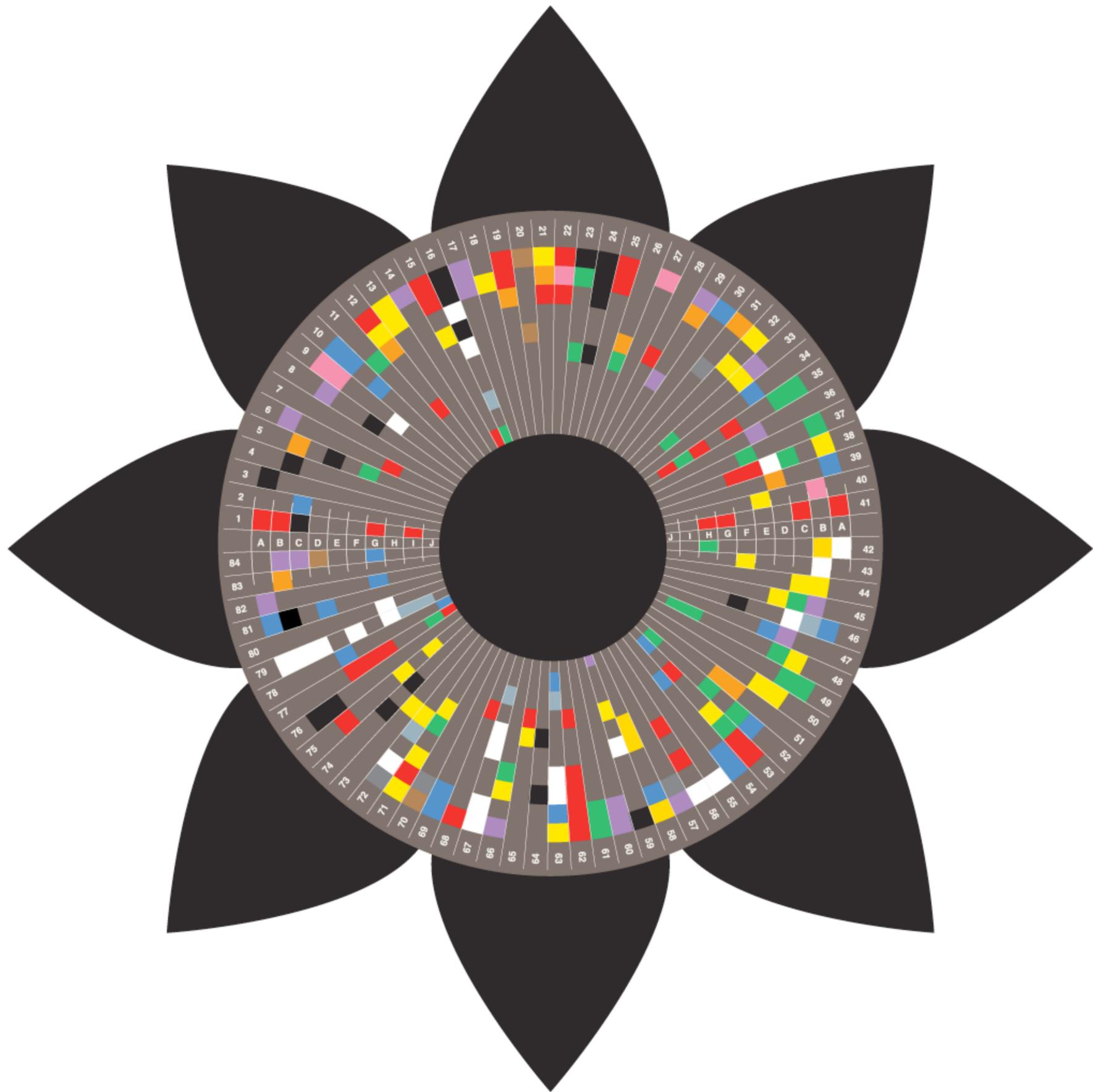


UK  
(97th)



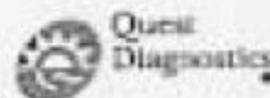
China  
(124th)

**Who has the biggest military budget?**



ALIGN  
HERE

GUEST DIAGNOSTICS NI  
SEND ATTN: DONA LITTLE/SEND OUTS  
TO 33608 ORTEGA HIGHWAY  
SAN JUAN CAPISTRANO, CA 92690-6130



Nichols Institute®

Quest Diagnostics Incorporated  
33608 Ortega Hwy., San Juan Capistrano, CA 92675  
CLIENT SERVICES - (800) 553-6446  
Director: Jon Nakamoto, M.D., Ph.D.

PATIENT NAME DOE, JOE		PATIENT ID NO. NOT GIVEN		DATE 06/11/2010	TIME NOT GIVEN
ACCESSION NO. 36904447	BIRTH DATE 55	GENDER MALE	SAMPLE ID NO. NOT GIVEN	OTHER ID NO.	RECEIVED 06/11/2010 09:41
REMARKS SAMPLE REPORT, NO SAMPLE SENT			REFERRING PHYSICIAN BUCK		REPORTED 06/11/2010 10:00
			STATUS FINAL		

TEST RESULT (+ = OUT OF RANGE) UNITS REFERENCE RANGE

Cardio CRP 0.4 mg/L

For Ages > 17 Years:

CCRP mg/L	Risk According to AHA/CDC Guidelines
<1.0	Lower Relative Cardiovascular Risk.
1.0-3.0	Average Relative Cardiovascular Risk.
3.1-10.0	Higher Relative Cardiovascular Risk. Consider retesting in 1 to 2 weeks to exclude a benign transient elevation in the baseline CRP value secondary to infection or inflammation.
>10.0	Persistent elevations upon retesting, may be associated with infection and inflammation.

## 1 About this test

This report evaluates your potential risk of heart disease, heart attack, and stroke.

## 2 Your results

### CRP level test

**3.3** your level of a specific protein in the blood linked to inflammation of blood vessels



### Total cholesterol level



### LDL "bad" cholesterol



### HDL "good" cholesterol



## 3 Summary You have an elevated risk of cardiovascular disease



1 in 4 men die from heart disease in the US

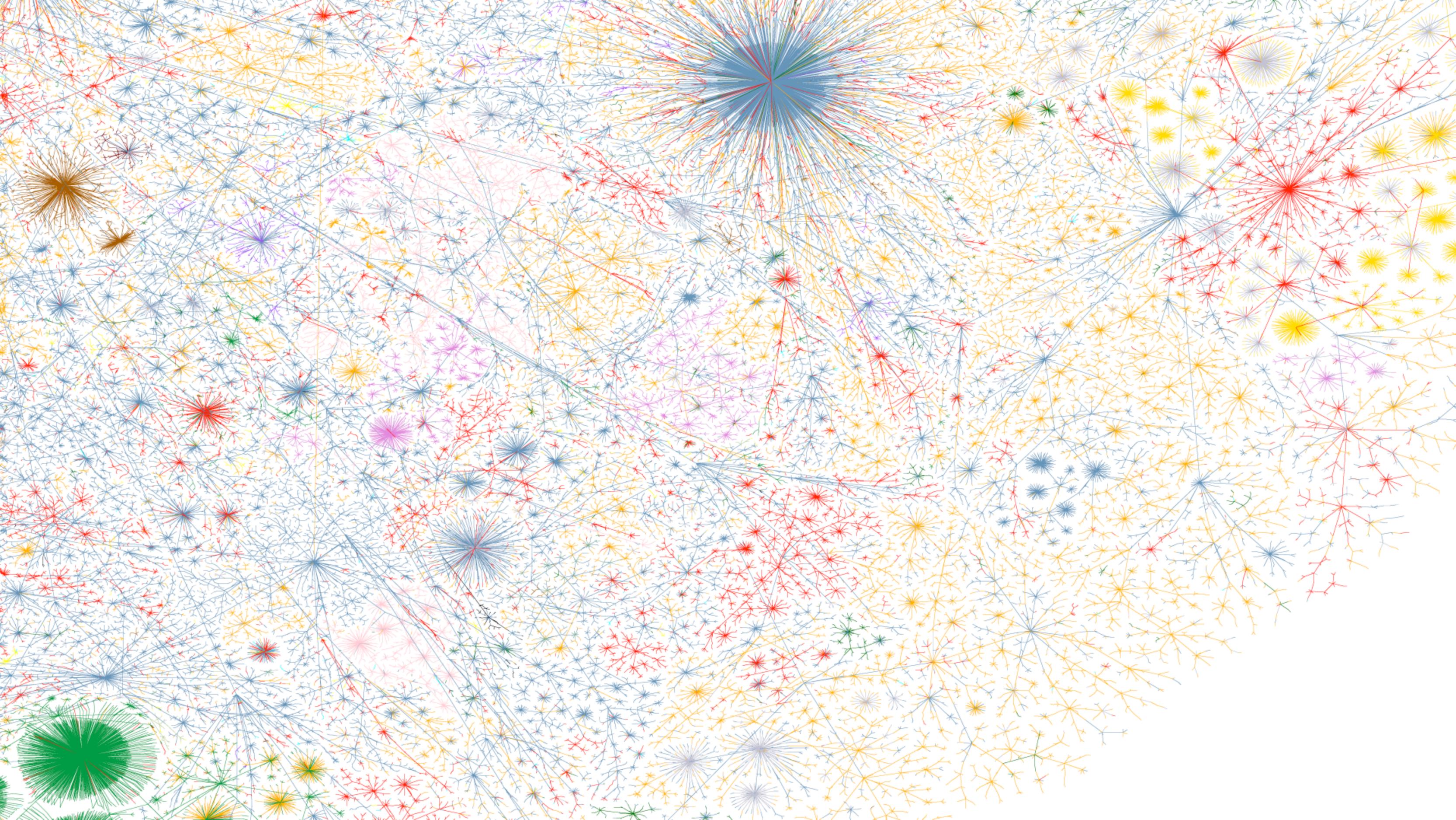


34% of all US deaths are cardiovascular-related



A quarter of people die within a year of suffering a heart attack

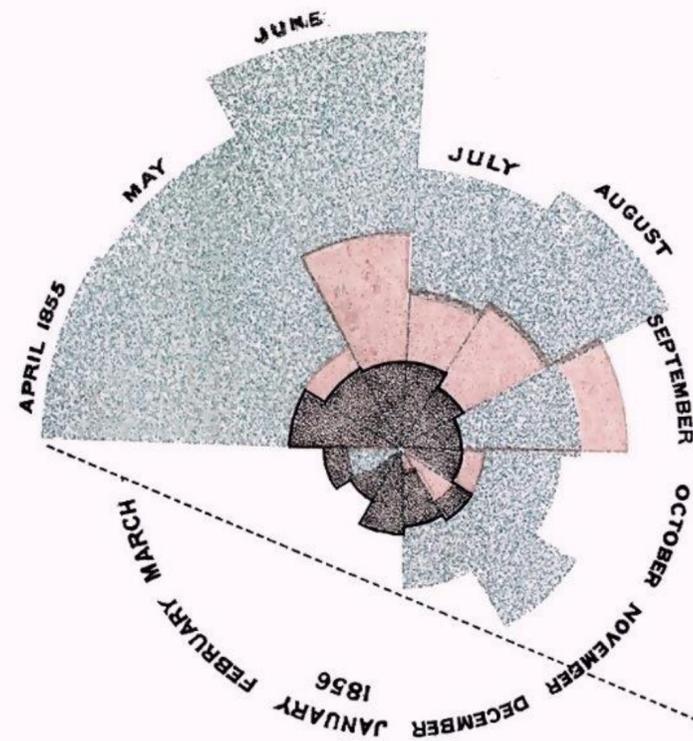




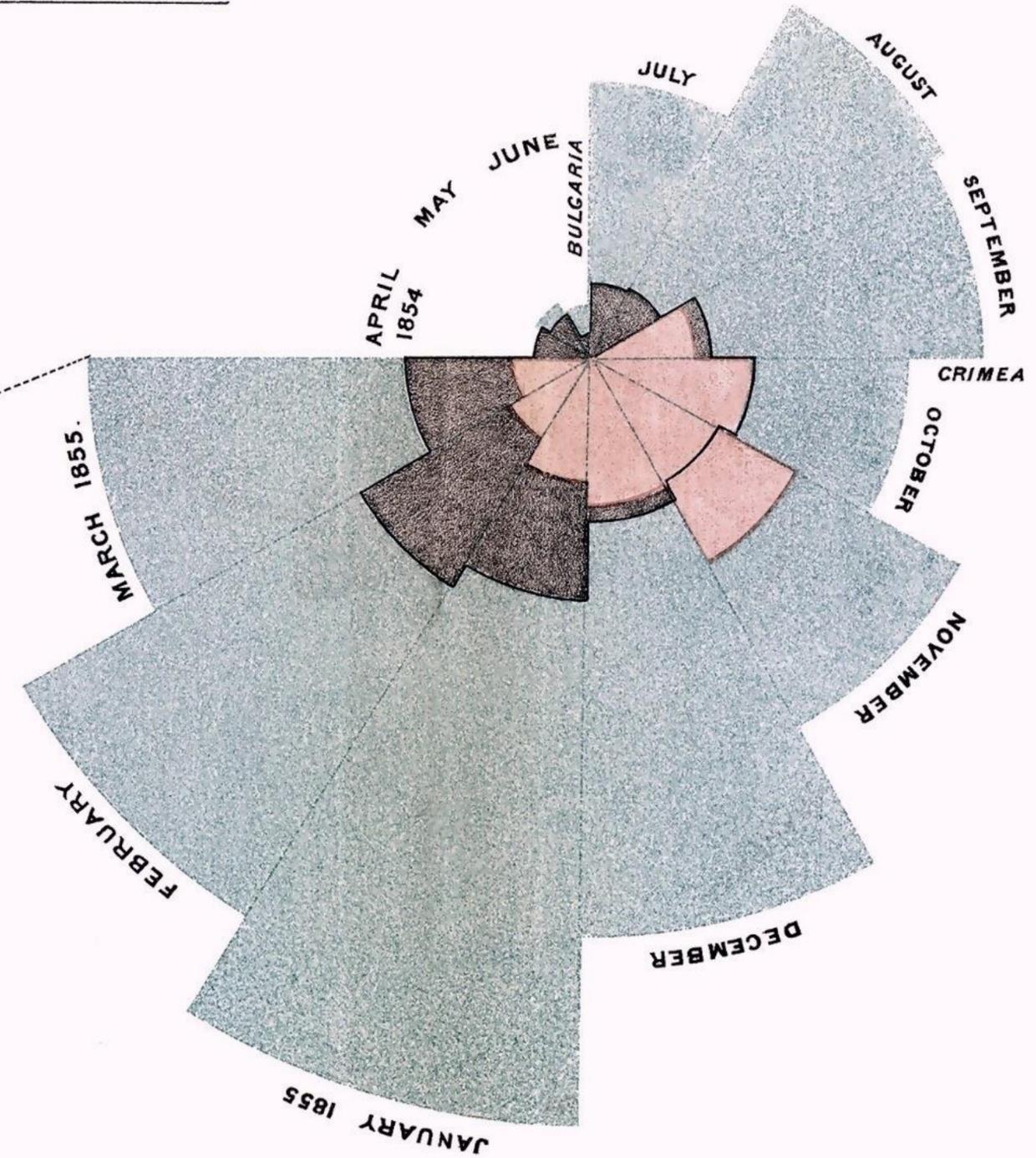


## DIAGRAM OF THE CAUSES OF MORTALITY IN THE ARMY IN THE EAST.

2.  
APRIL 1855 TO MARCH 1856.



1.  
APRIL 1854 TO MARCH 1855.



*The Areas of the blue, red, & black wedges are each measured from the centre as the common vertex.*

*The blue wedges measured from the centre of the circle represent area for area the deaths from Preventible or Mitigable Zymotic diseases; the red wedges measured from the centre the deaths from wounds; & the black wedges measured from the centre the deaths from all other causes.*

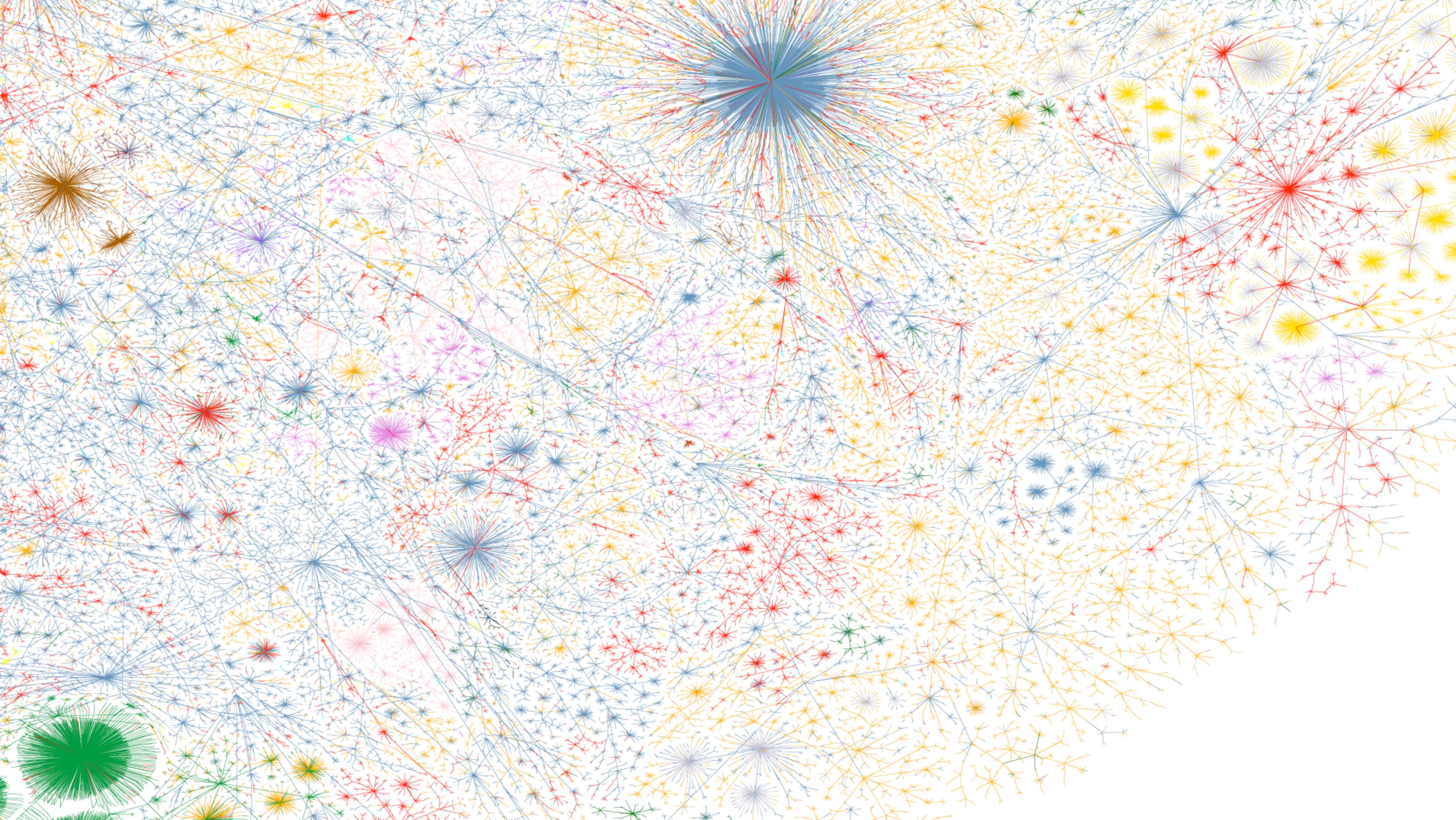
*The black line across the red triangle in Nov. 1854 marks the boundary of the deaths from all other causes during the month.*

*In October 1854, & April 1855, the black area coincides with the red; in January & February 1856, the blue coincides with the black.*

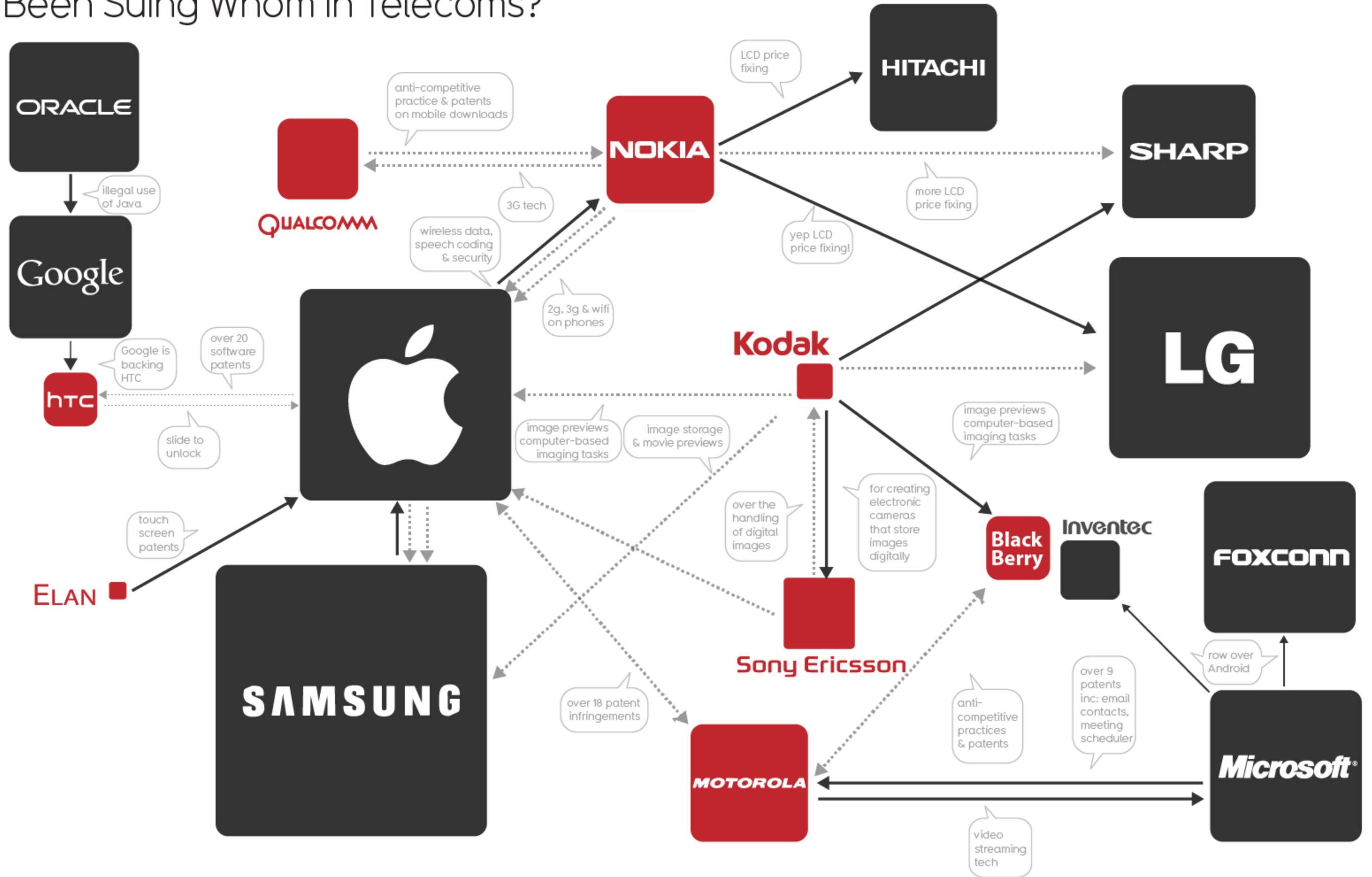
*The entire areas may be compared by following the blue, the red & the black lines enclosing them.*

# TEMPERATURE AND MORTALITY OF LONDON For every week of 11 years (1840-50.)





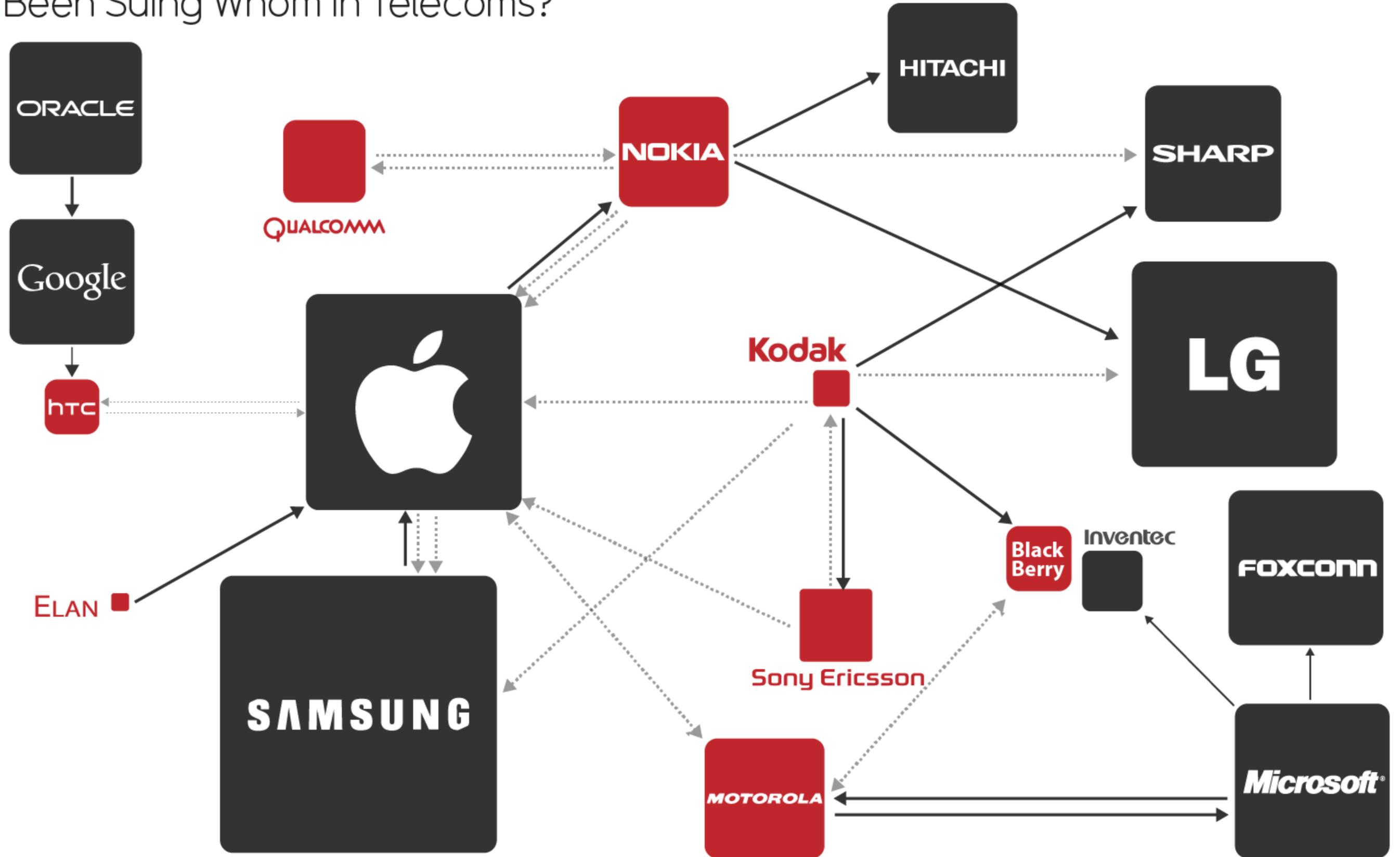
# Who's Been Suing Whom in Telecoms?



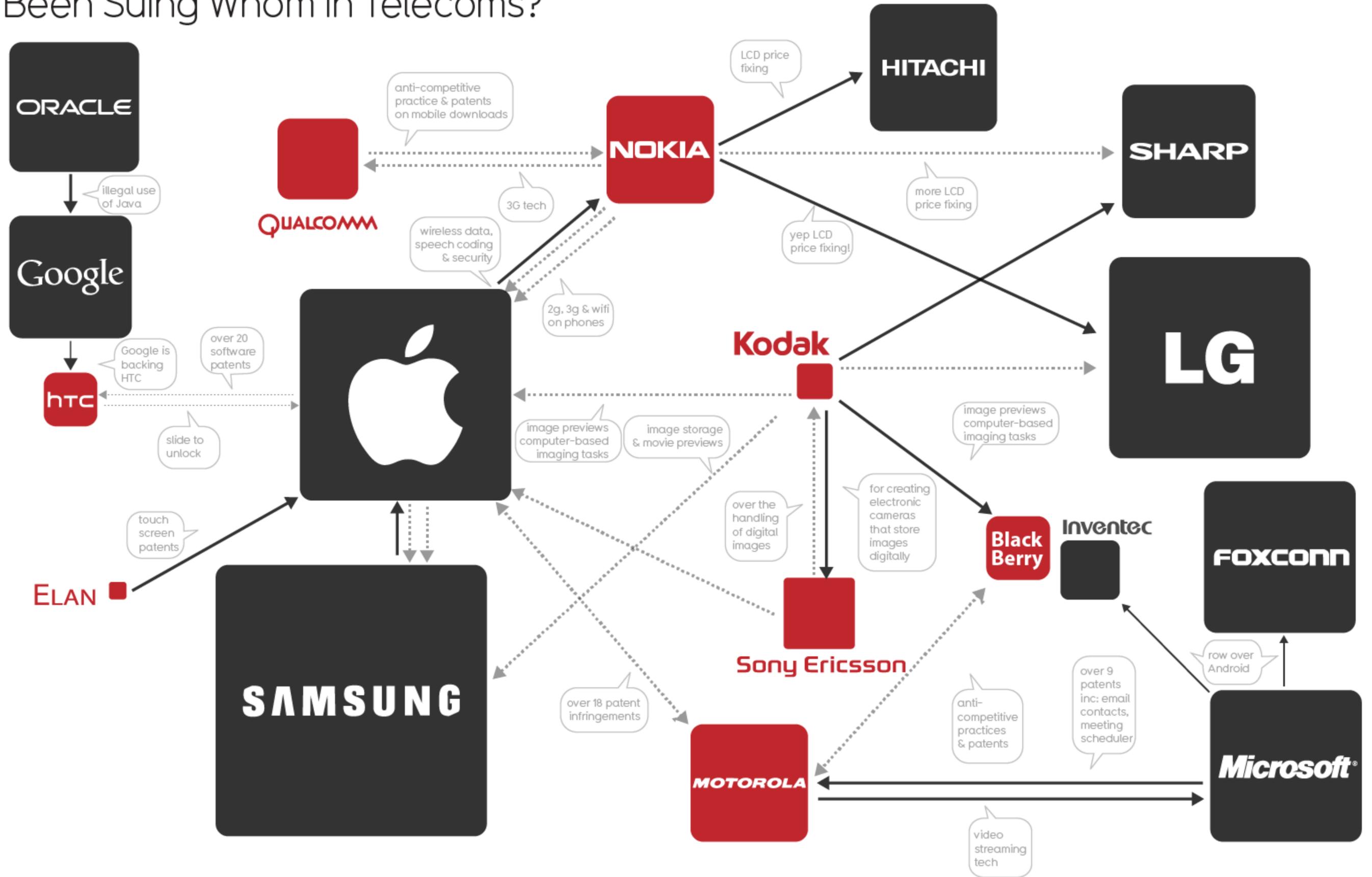




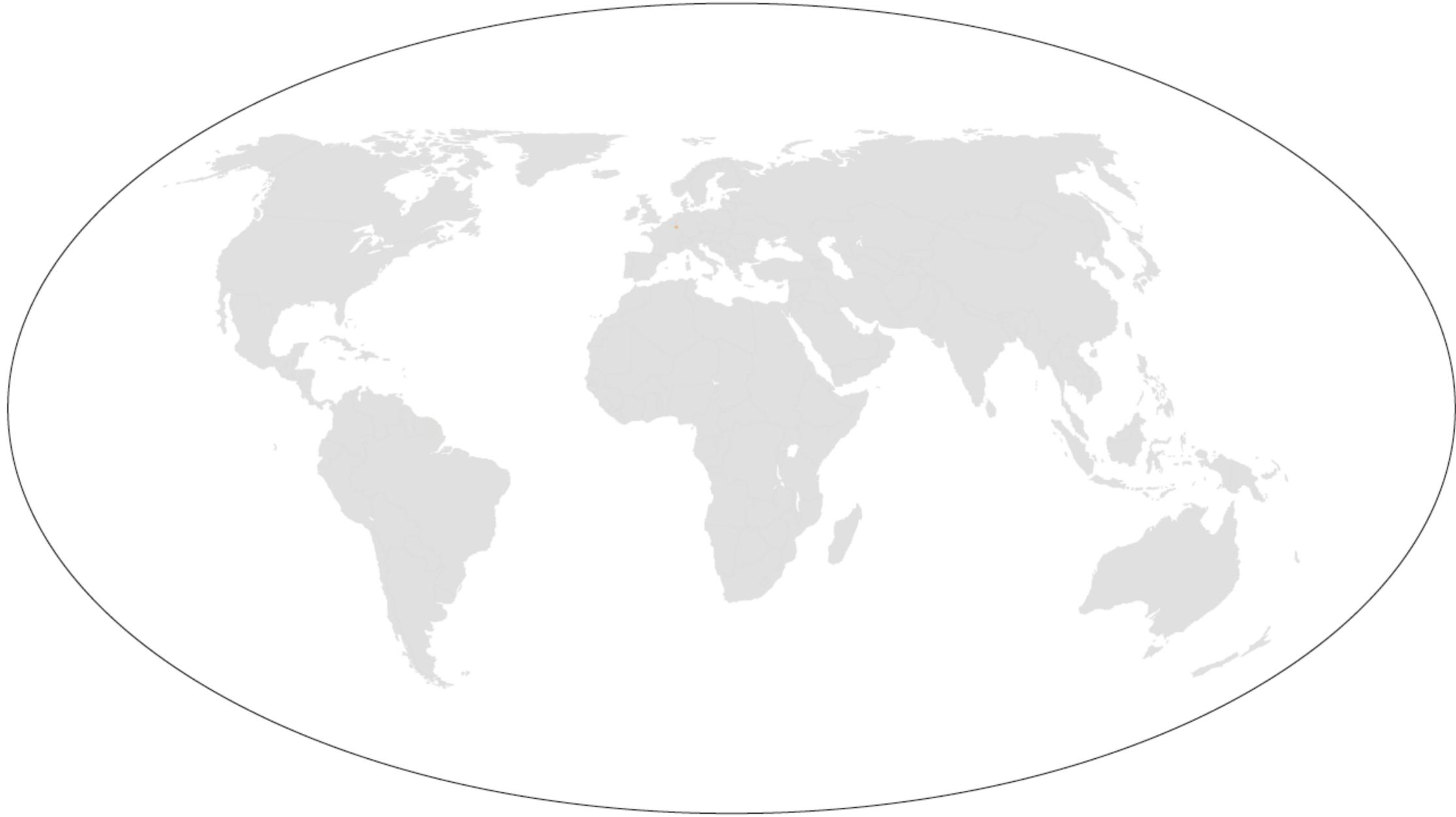
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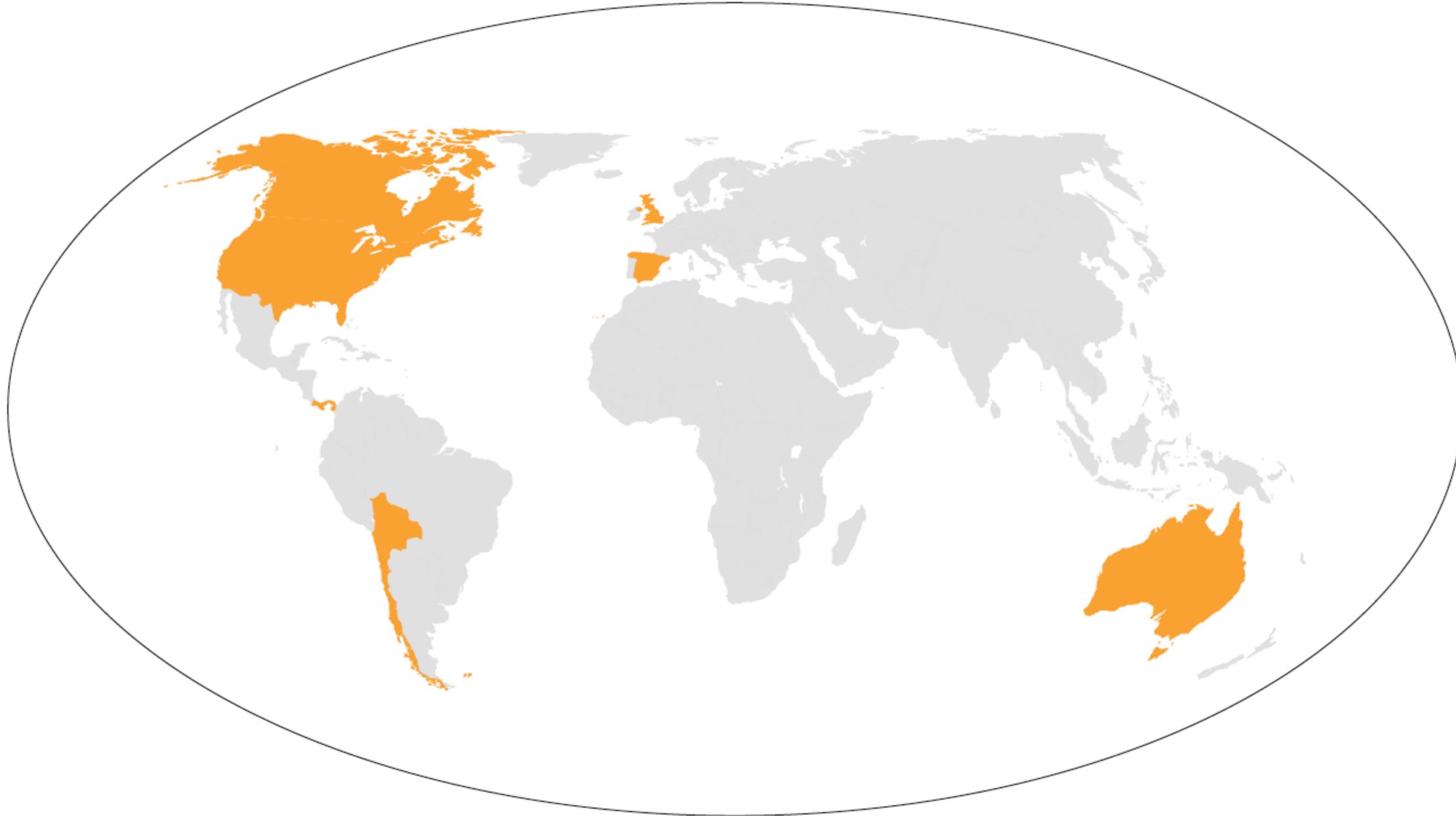
# Who's Been Suing Whom in Telecoms?



a new kind of camera

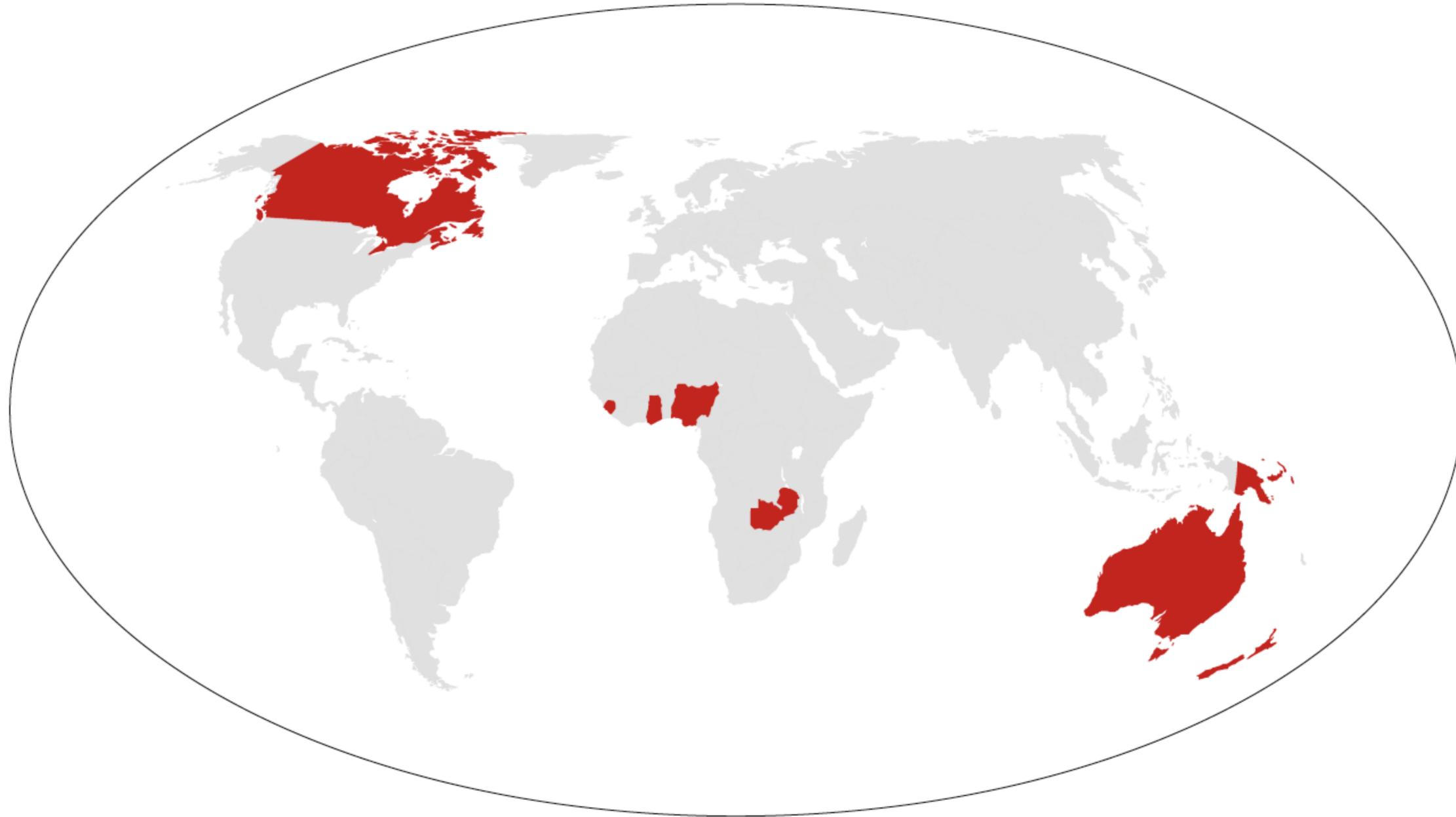


# cocaine users



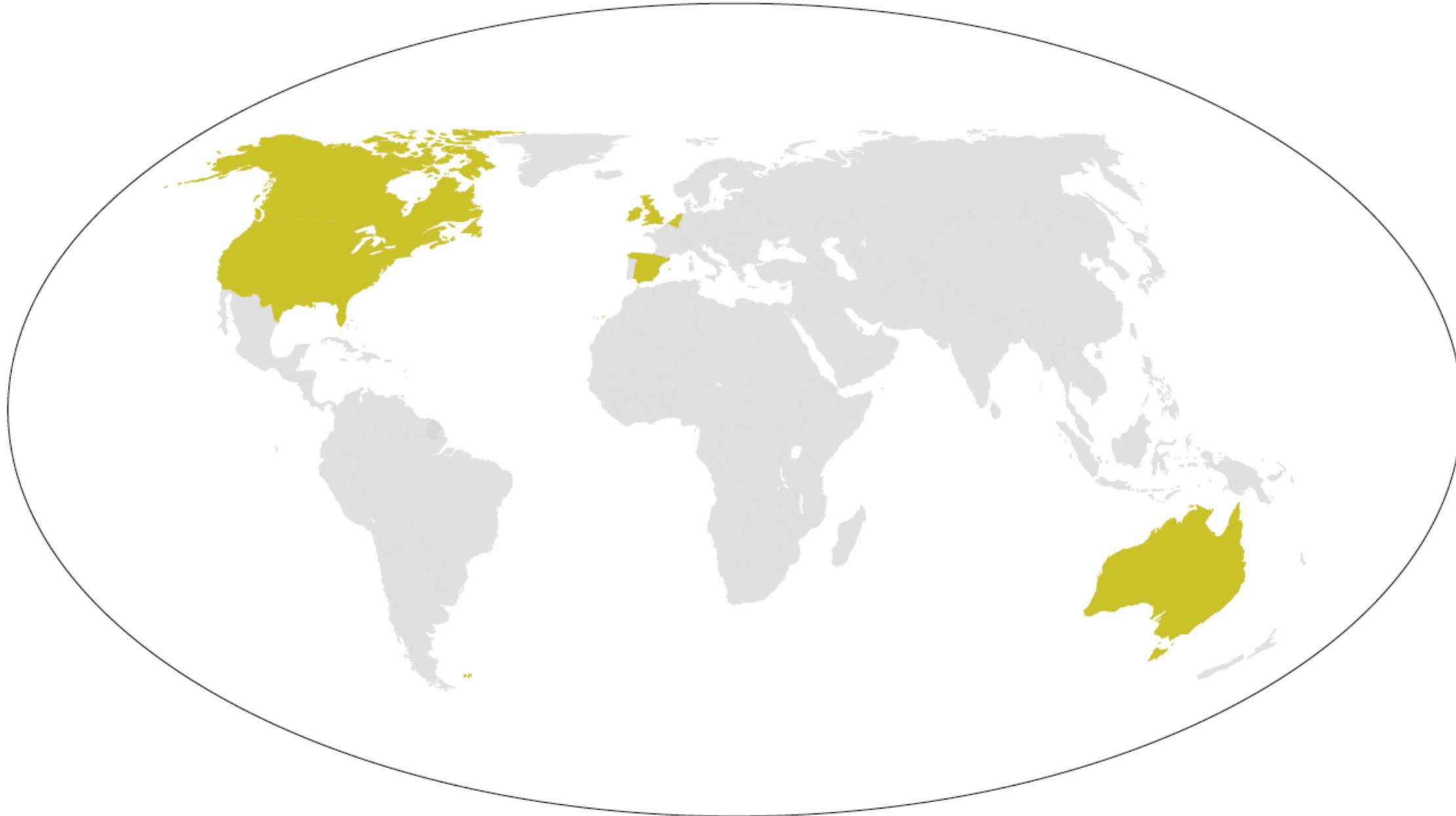
Australia Bolivia Canada Chile Panama Spain UK USA

# stoners



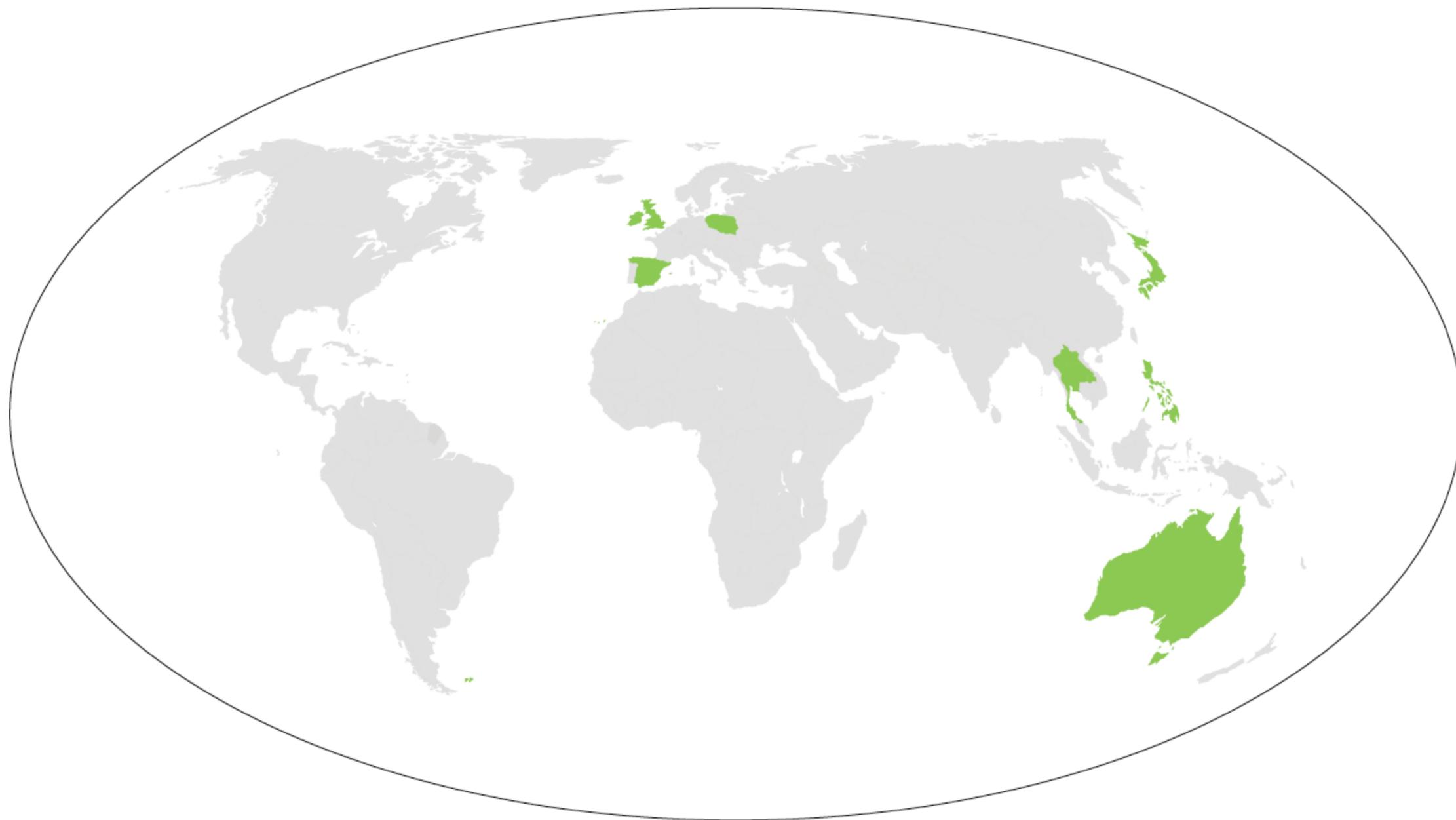
Australia Canada Ghana New Zealand Nigeria Papua New Guinea Sierra Leone Zambia

# ravers



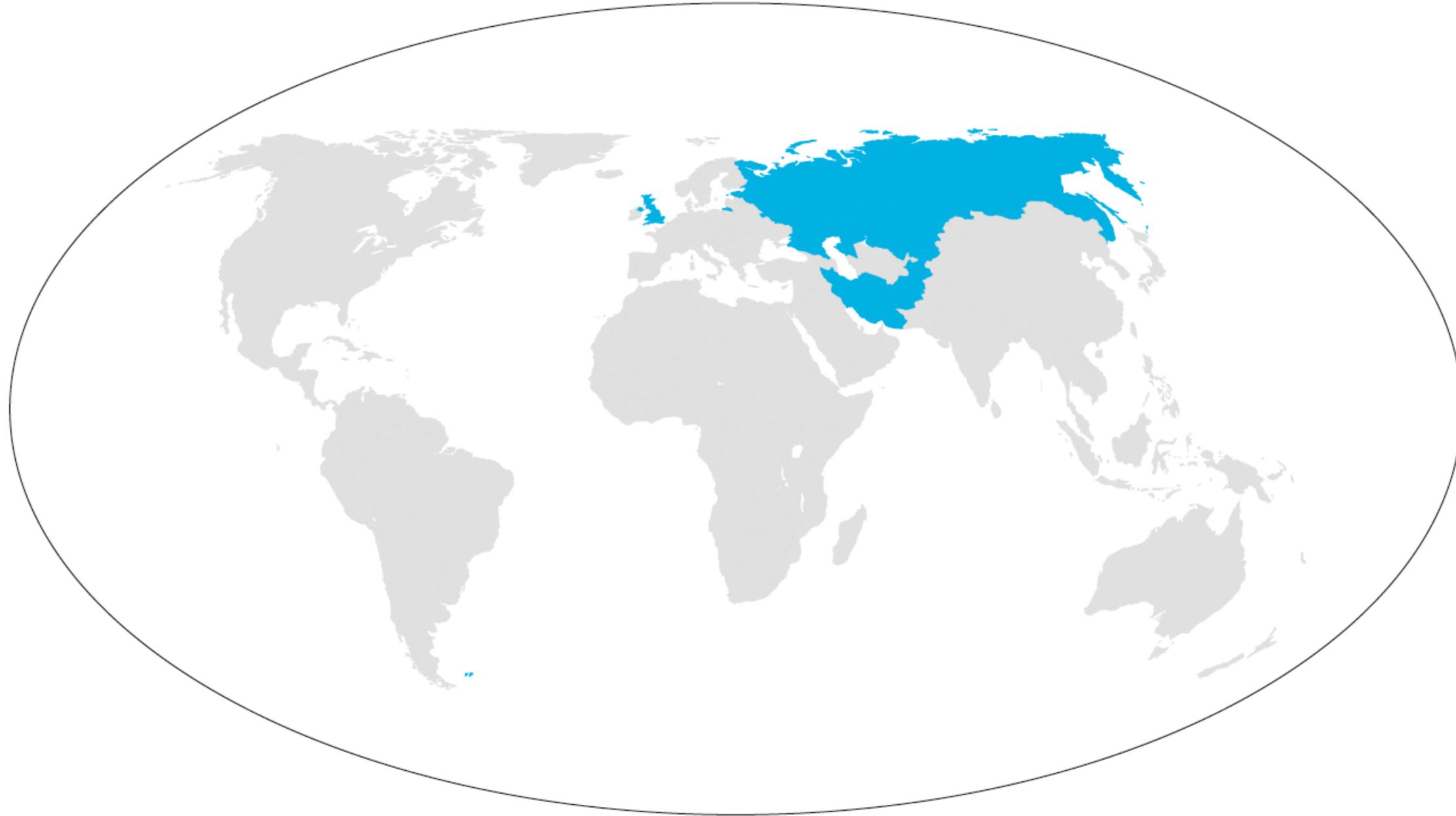
Australia Belgium Canada Ireland Nertherlands Spain USA UK

# speed freaks



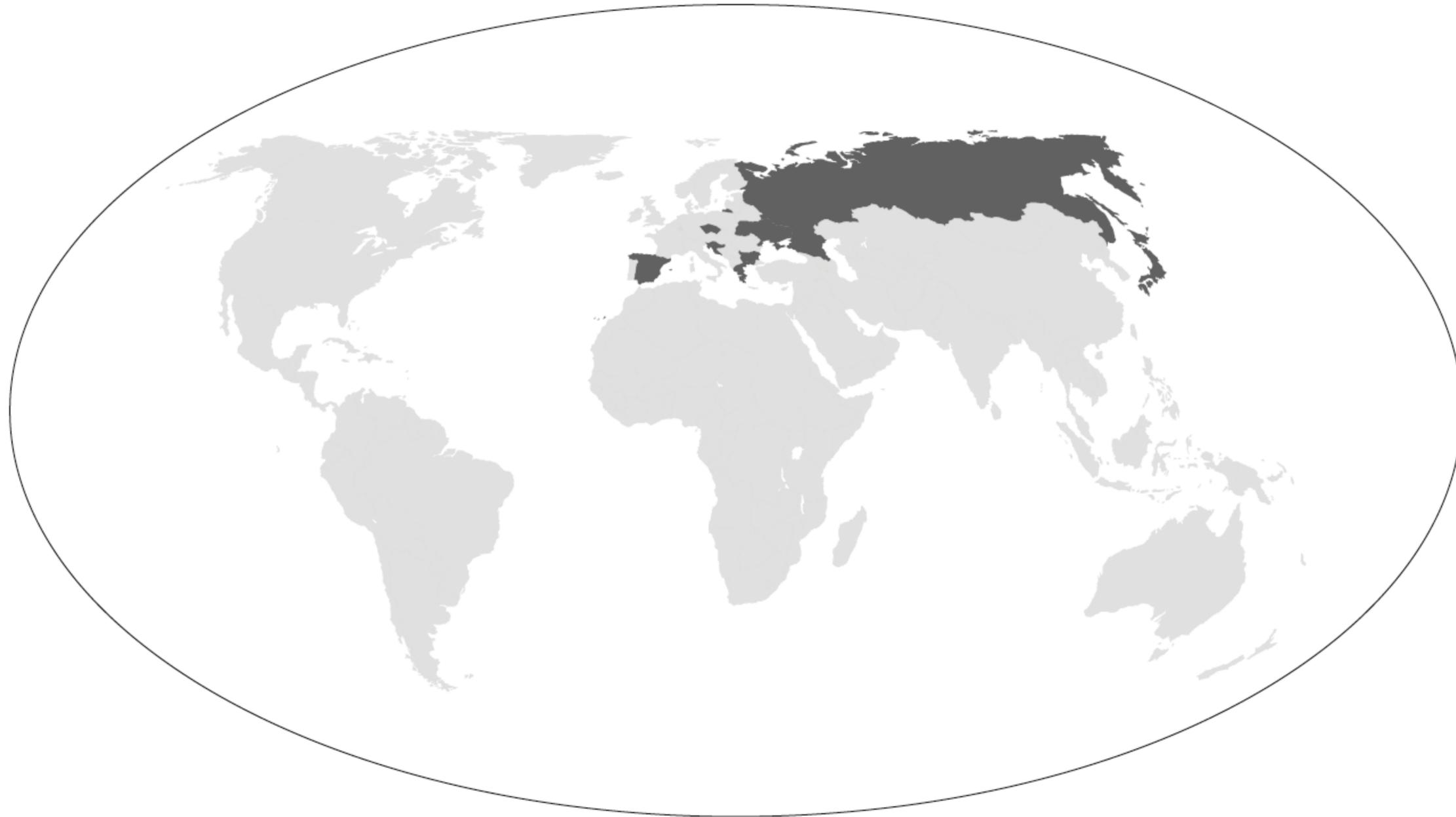
Australia Japan Philippines Poland Portugal Spain Thailand UK

# opiates



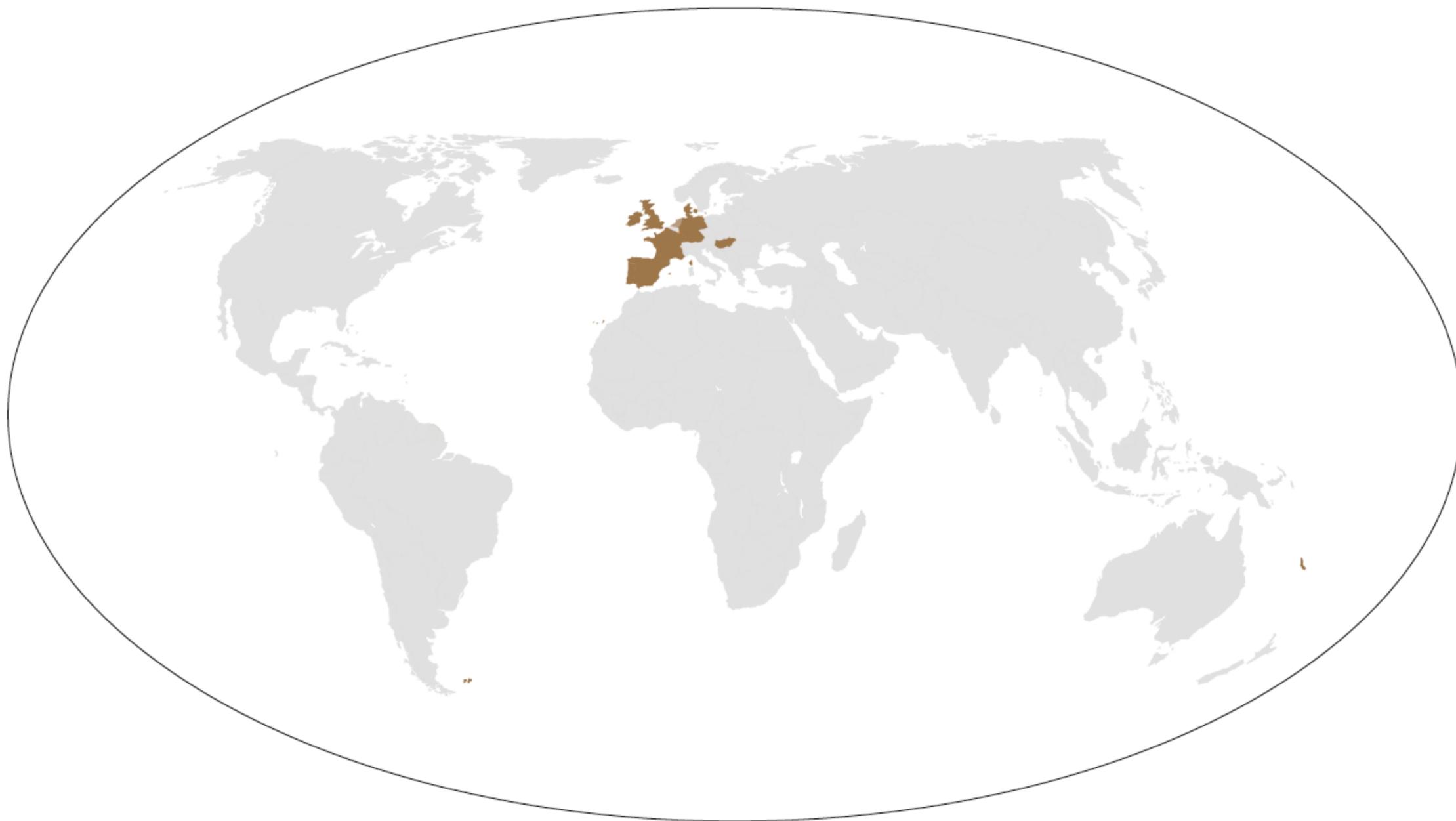
Afghanistan Estonia Iran Kazakhstan Kyrgyzstan Russia Tajikistan UK

# smokers



Bulgaria Cezch Republic Croatia Greece Russia Spain Ukraine

# drunks



Denmark France Germany Hungary Ireland Portugal Spain UK

brexit

**EUROPEAN UNION**

## EUROPEAN UNION

Romania

Croatia Bulgaria

Poland Denmark Sweden  
Czech republic Hungary

Spain Luxembourg

Finland Greece Belgium

Cyprus

Italy Germany Estonia

Ireland Malta France Latvia

Netherlands Slovenia Slovakia

Lithuania Austria Portugal

**EUROPEAN UNION**

Romania

Croatia Bulgaria

Poland Denmark Sweden  
Czech republic Hungary

**EUROZONE**

Spain Luxembourg  
Finland Greece Belgium  
Italy Germany  
France Estonia  
Ireland Malta Latvia  
Netherlands Slovenia Slovakia  
Lithuania Austria Portugal

Cyprus

Ireland

**EUROPEAN UNION**

**CUSTOMS UNION**

Romania

Croatia Bulgaria

Poland Denmark Sweden  
Czech republic Hungary

**EUROZONE**

Spain Luxembourg  
Finland Greece Belgium

Cyprus

Italy Germany  
France Estonia

Ireland

Malta  
Netherlands Slovenia Slovakia  
Latvia

Lithuania Austria Portugal

**EUROPEAN UNION**

**CUSTOMS UNION**

Romania  
Croatia Bulgaria Poland Denmark Sweden  
Czech republic Hungary

**EUROZONE**

Spain Luxembourg  
Finland Greece Belgium  
Cyprus Italy Germany Estonia  
Ireland Malta France Latvia  
Netherlands Slovenia Slovakia  
Lithuania Austria Portugal

Turkey

EUROPEAN ECONOMIC AREA

EUROPEAN UNION

CUSTOMS UNION

EUROZONE

Romania  
Croatia Bulgaria Poland Denmark Sweden  
Czech republic Hungary

Spain Luxembourg  
Finland Greece Belgium  
Italy Germany  
Cyprus Ireland Malta France Estonia  
Netherlands Slovenia Slovakia  
Lithuania Austria Portugal

Turkey

**EUROPEAN ECONOMIC AREA**

**EUROPEAN UNION**

**CUSTOMS UNION**

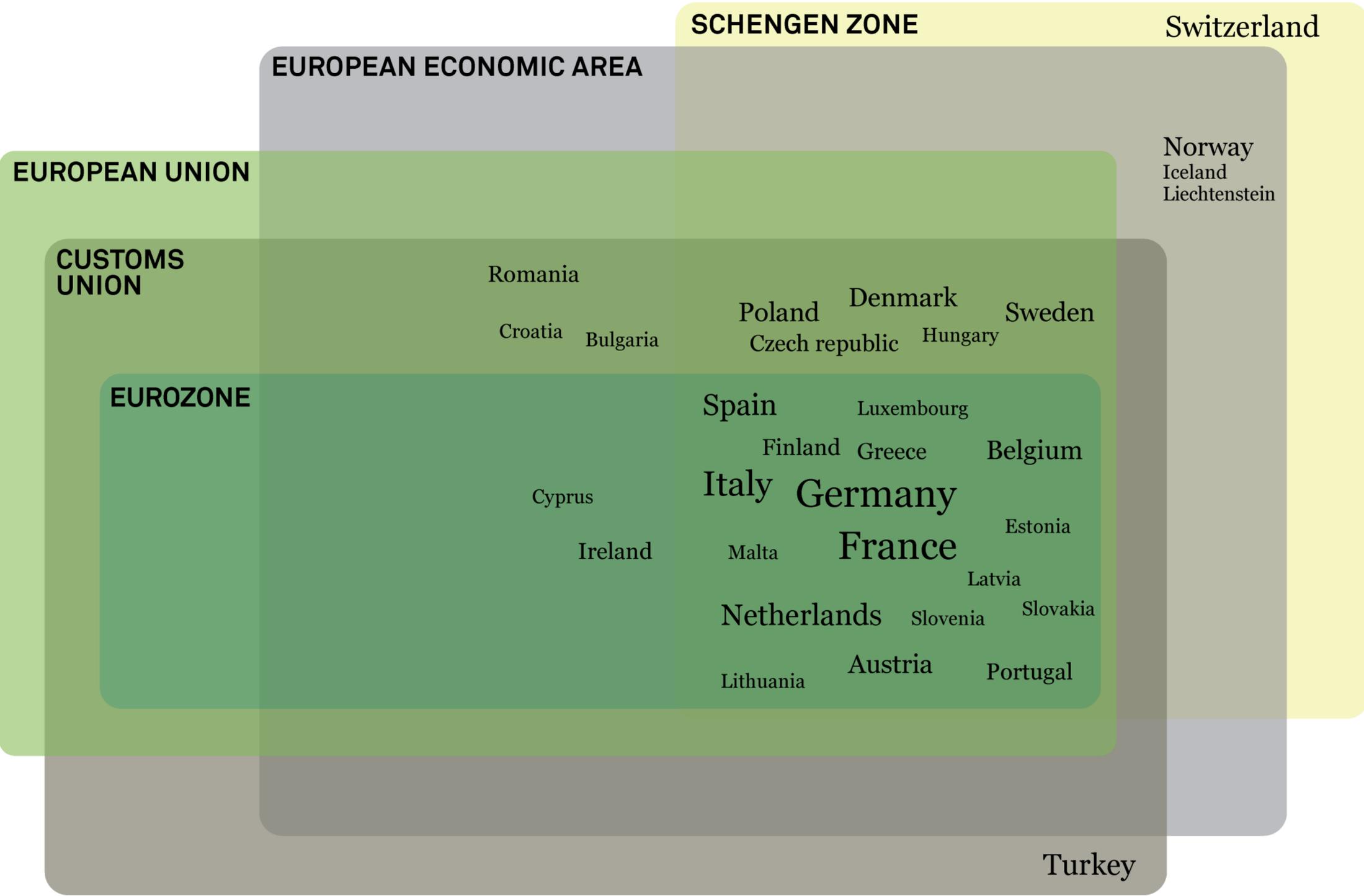
**EUROZONE**

Norway  
Iceland  
Liechtenstein

Romania  
Croatia Bulgaria Poland Denmark Sweden  
Czech republic Hungary

Spain Luxembourg  
Finland Greece Belgium  
Cyprus Italy Germany Estonia  
Ireland Malta France Latvia  
Netherlands Slovenia Slovakia  
Lithuania Austria Portugal

Turkey



**SCHENGEN ZONE**

Switzerland

**EUROPEAN ECONOMIC AREA**

Norway  
Iceland  
Liechtenstein

**EUROPEAN UNION**

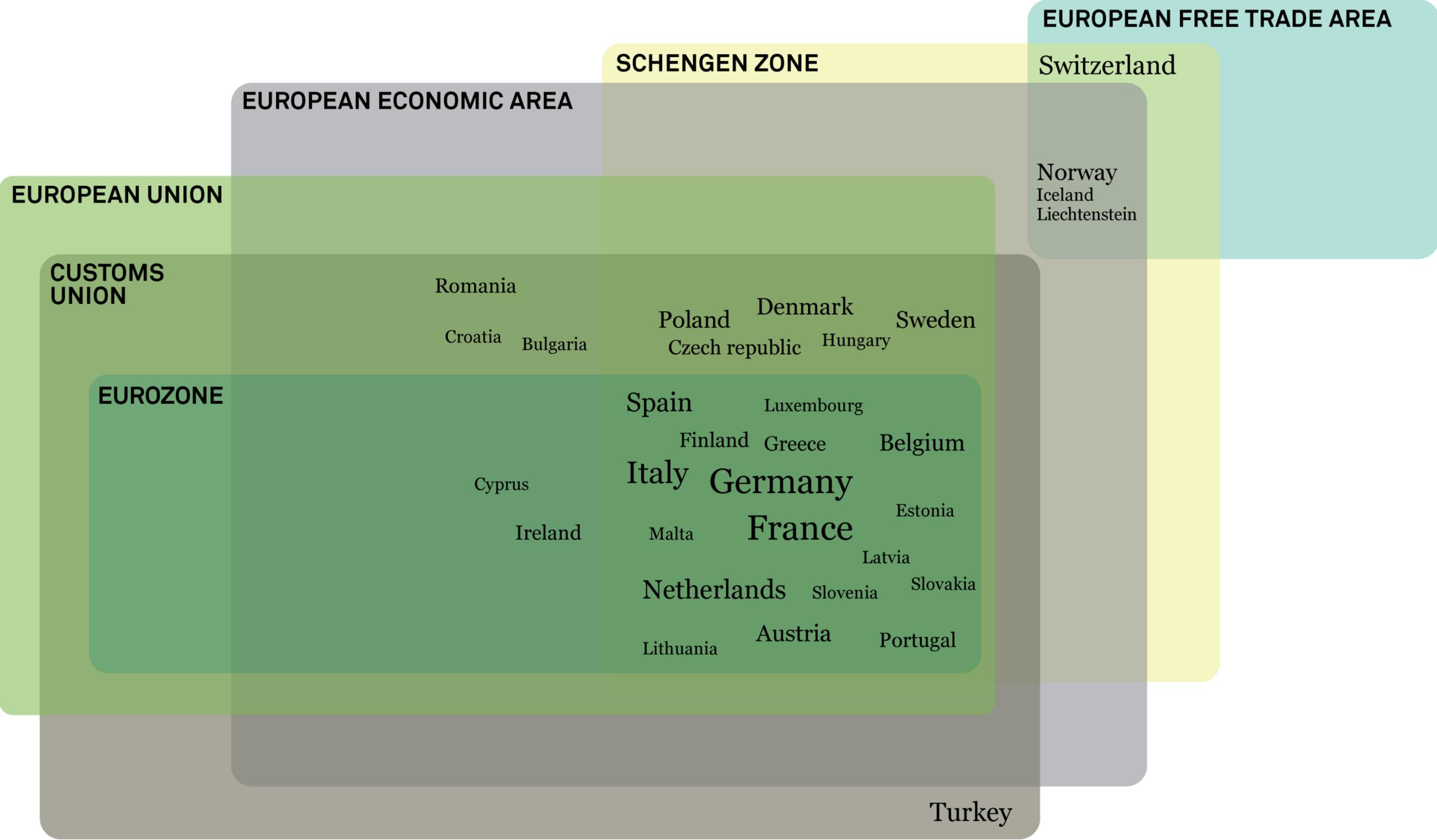
**CUSTOMS UNION**

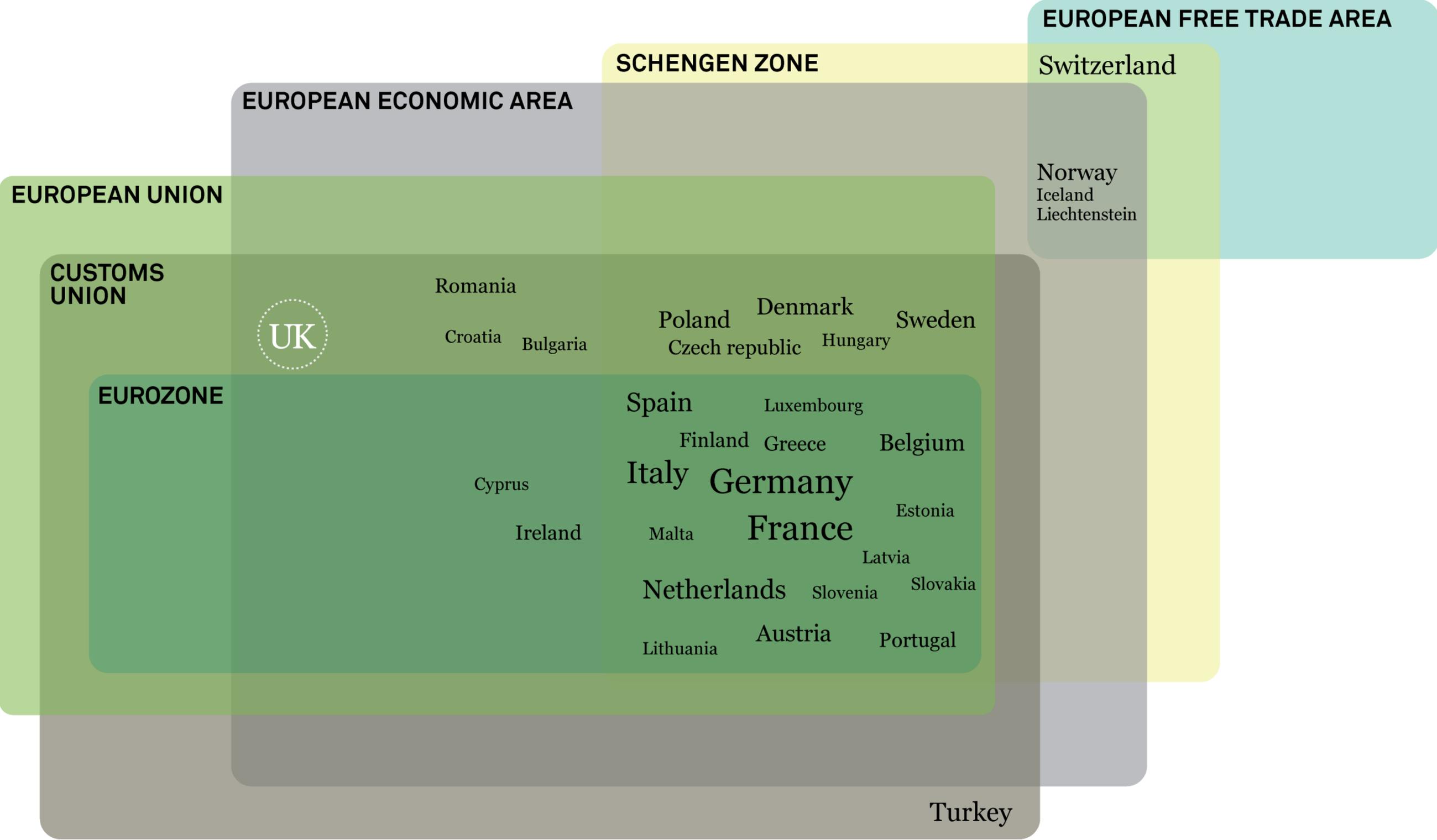
Romania  
Croatia Bulgaria Poland Denmark Hungary Czech republic Sweden

**EUROZONE**

Spain Luxembourg  
Finland Greece Belgium  
Italy Germany  
Cyprus Ireland Malta France  
Estonia  
Latvia  
Netherlands Slovenia Slovakia  
Lithuania Austria Portugal

Turkey





EUROPEAN ECONOMIC AREA

SCHENGEN ZONE

EUROPEAN FREE TRADE AREA

EUROPEAN UNION

CUSTOMS UNION

EUROZONE

UK

Switzerland

Norway  
Iceland  
Liechtenstein

Romania

Croatia Bulgaria

Poland Denmark Sweden  
Czech republic Hungary

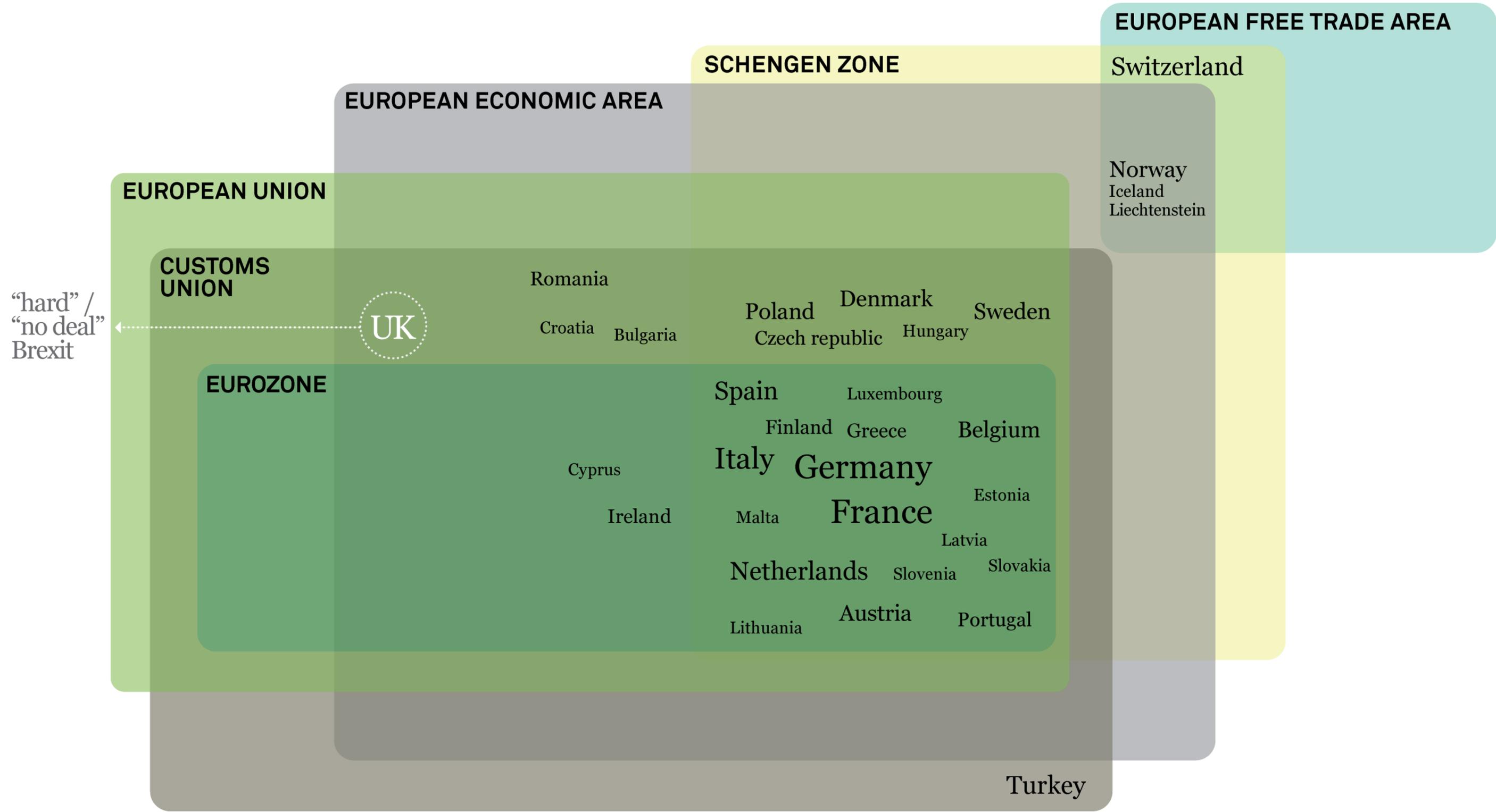
Spain Luxembourg  
Finland Greece Belgium

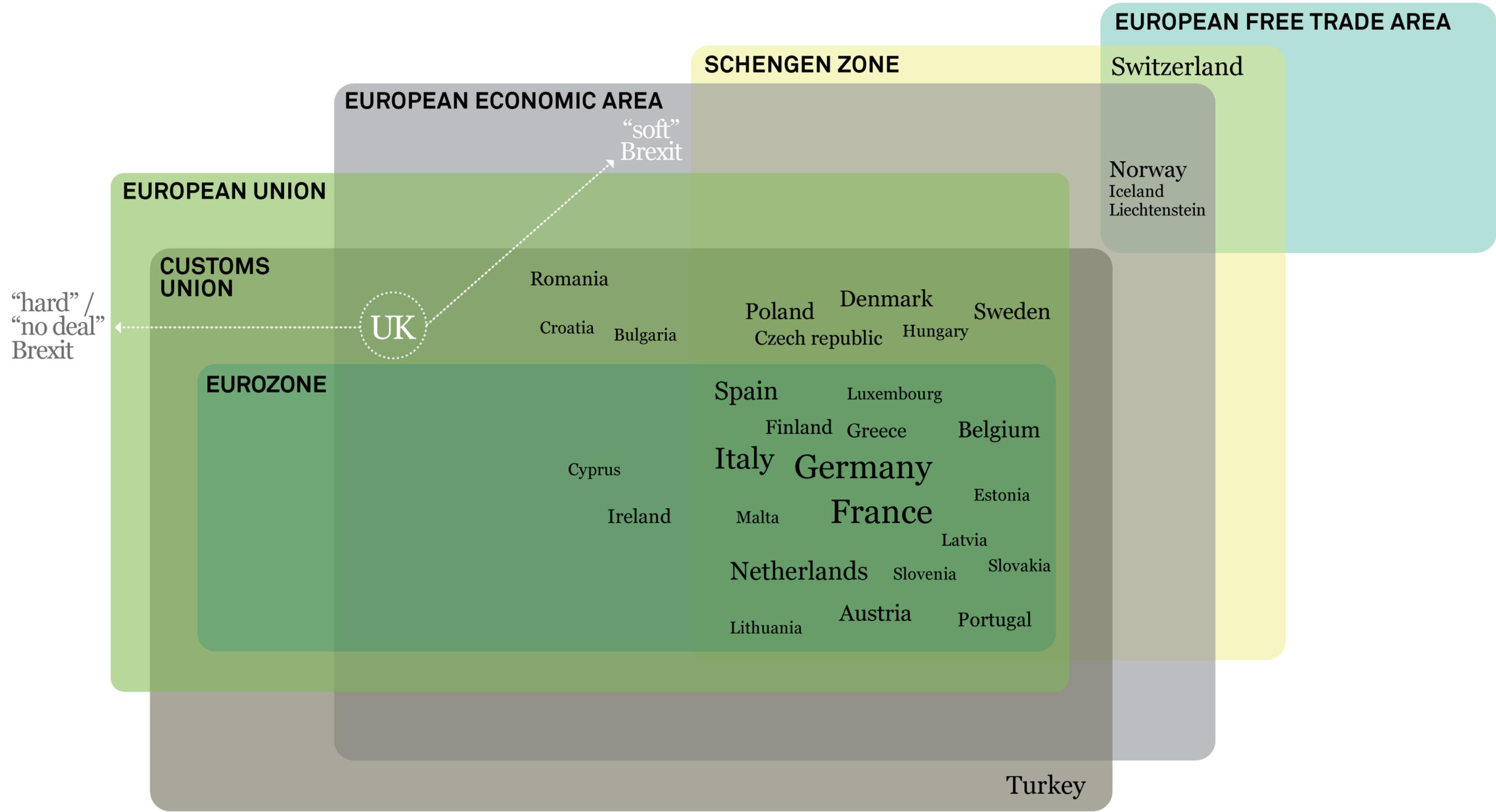
Cyprus Ireland Malta France  
Estonia

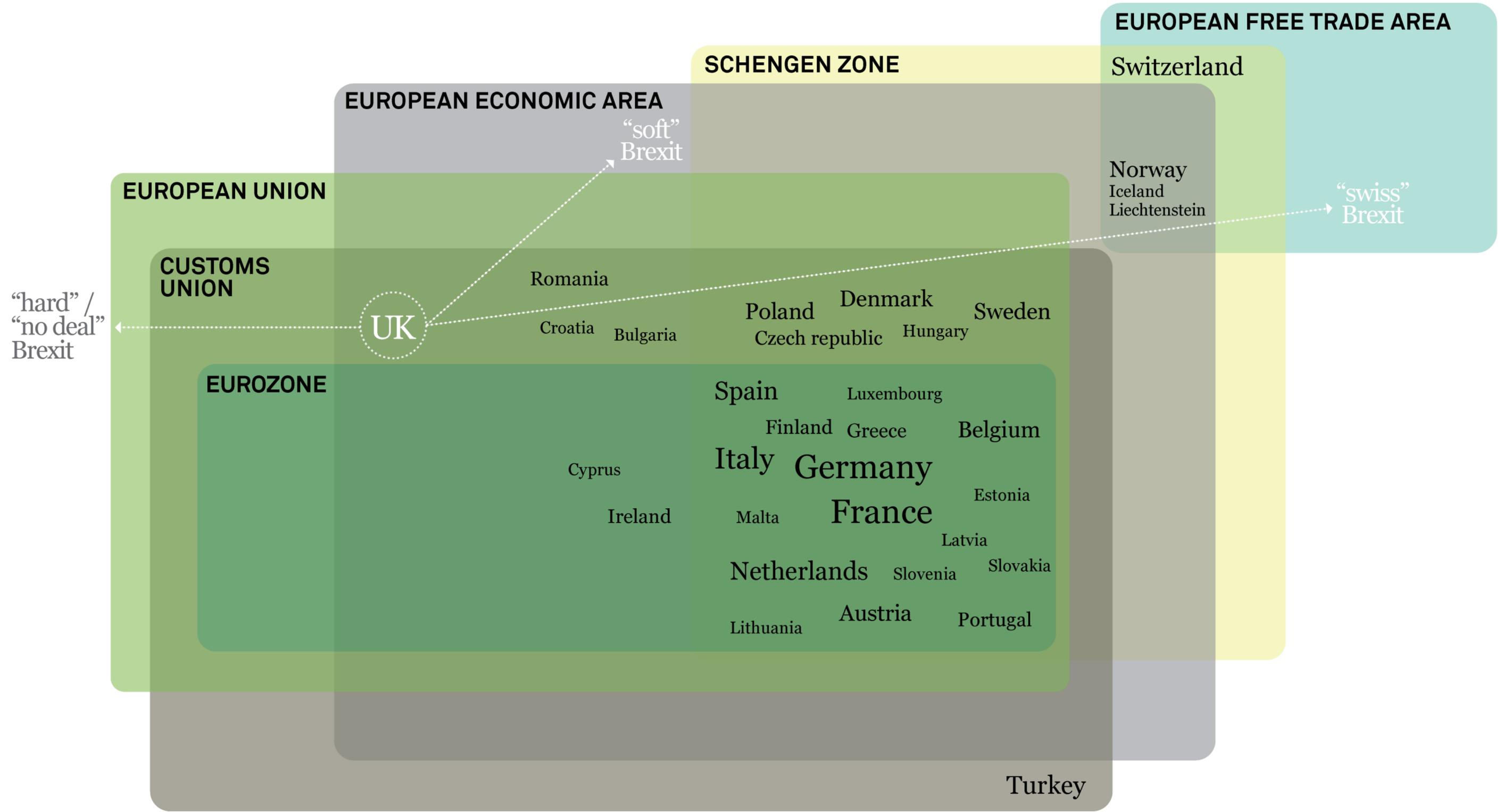
Netherlands Slovenia Slovakia

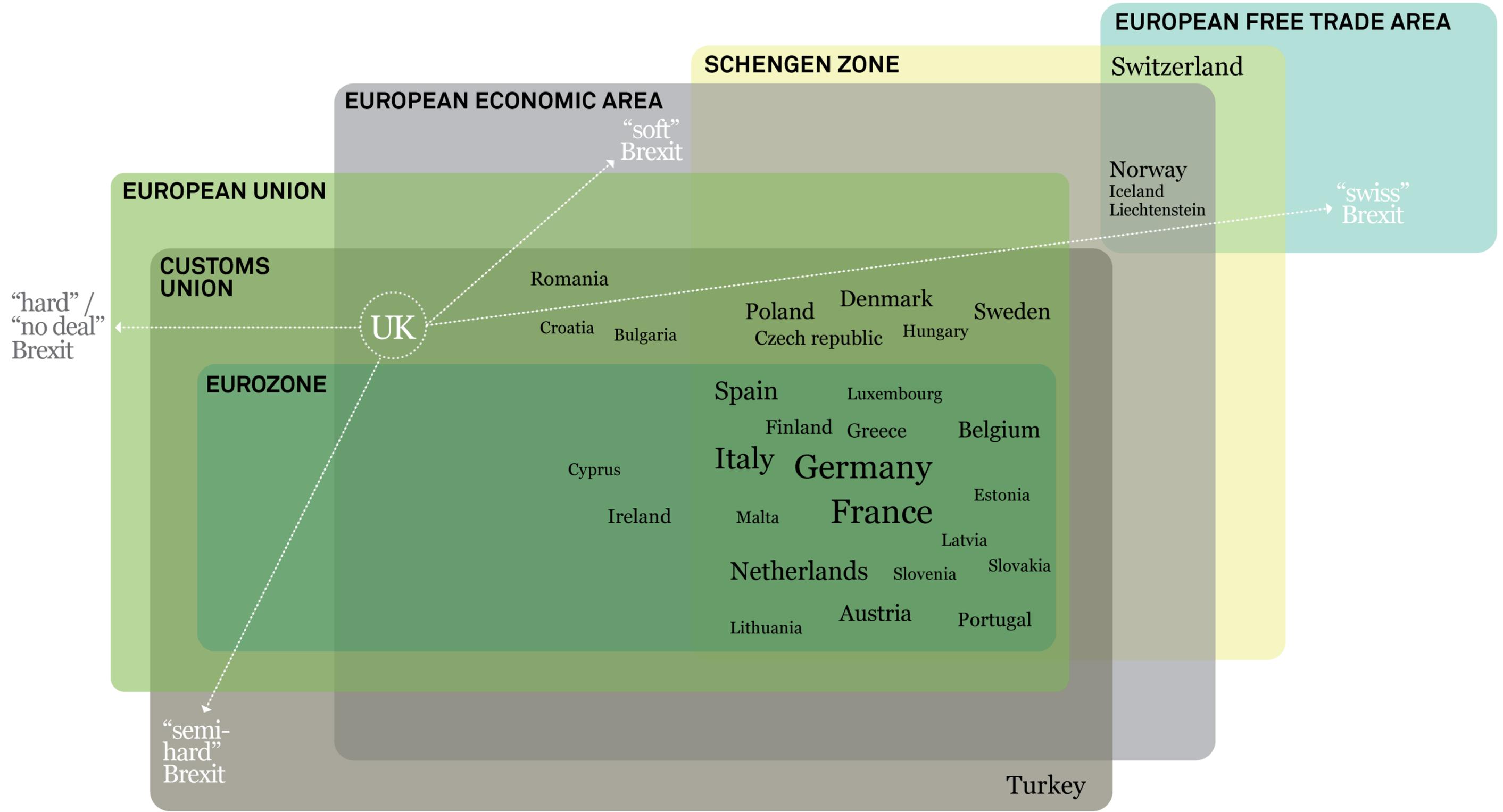
Lithuania Austria Portugal

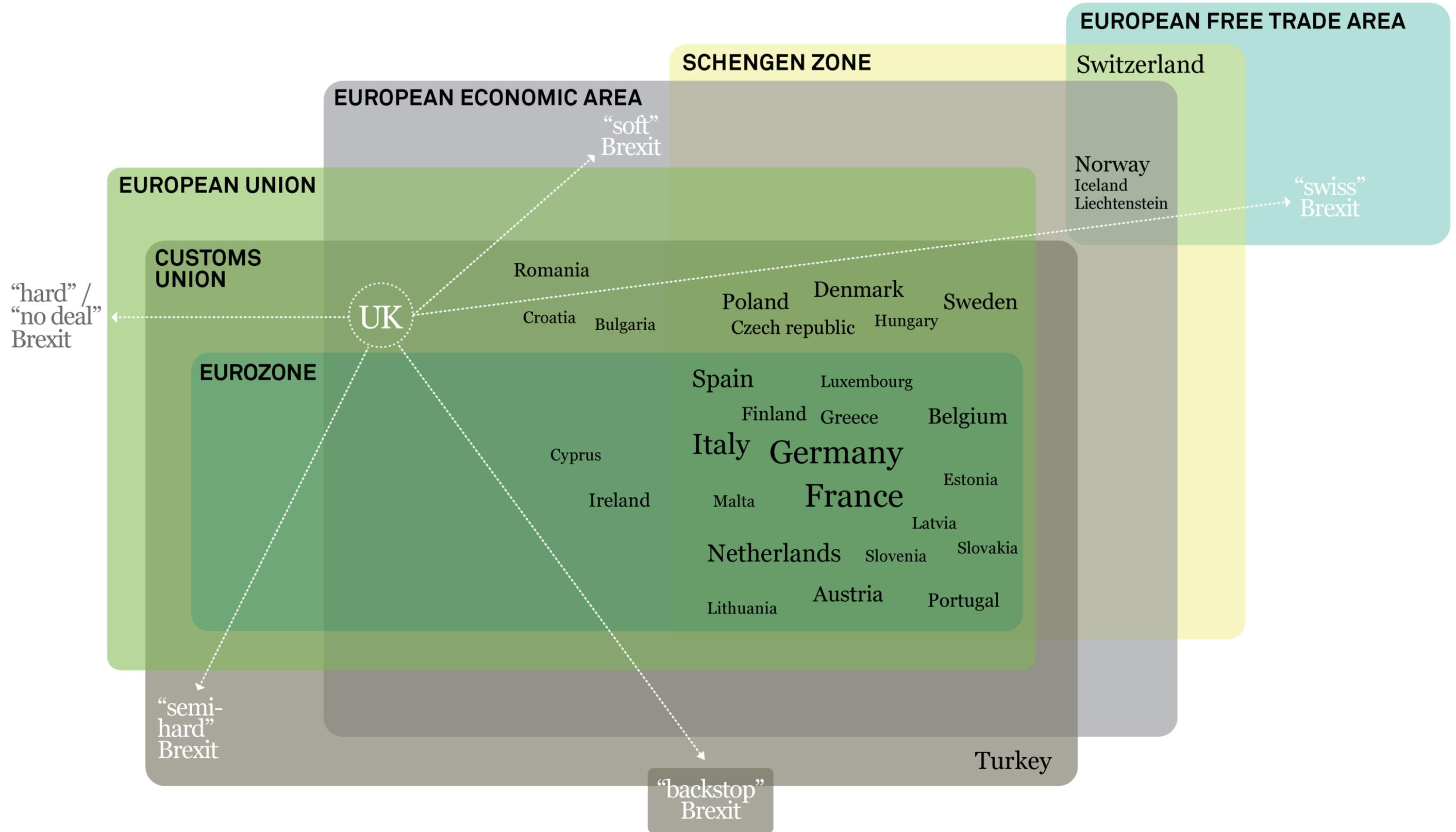
Turkey

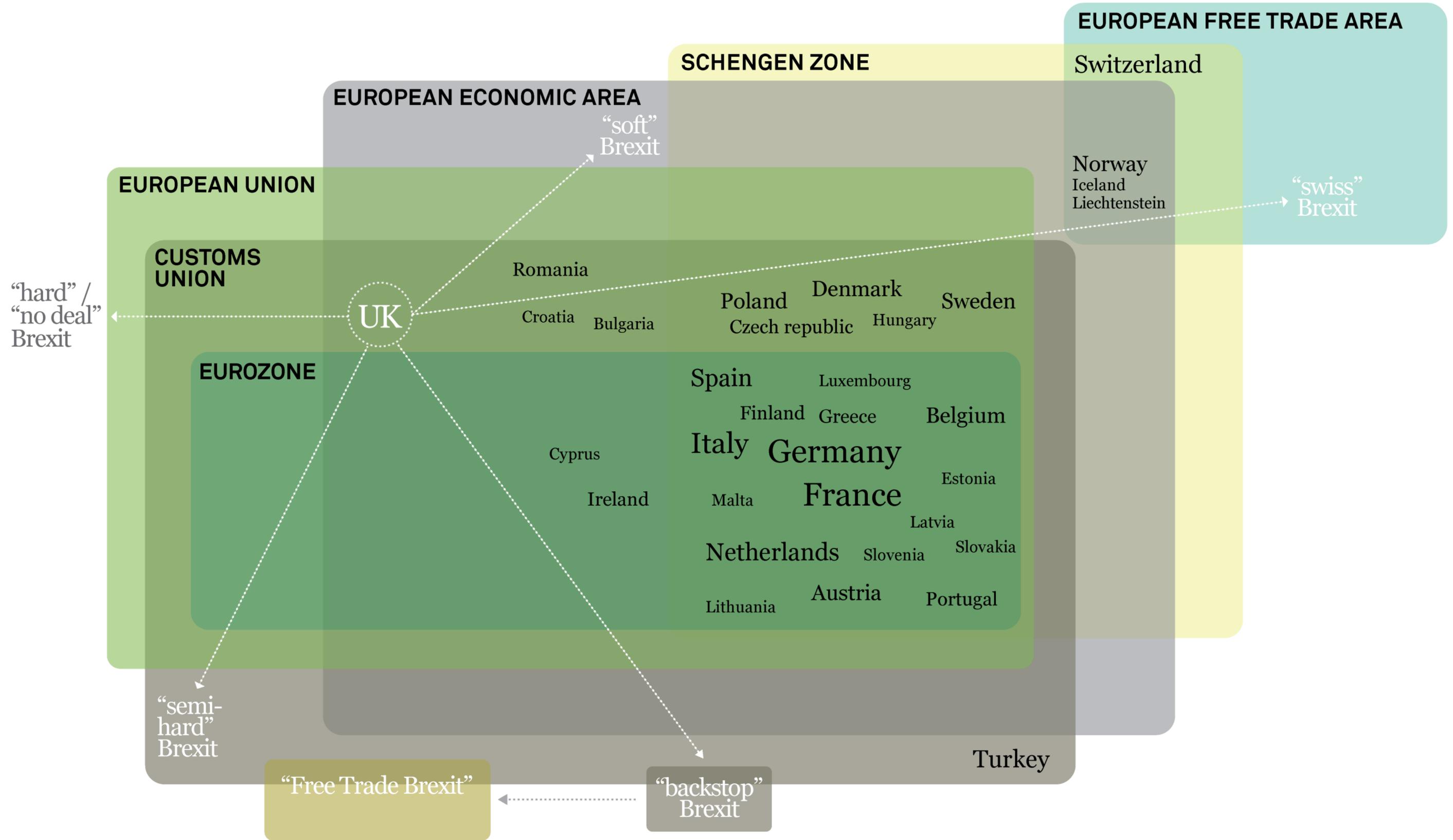


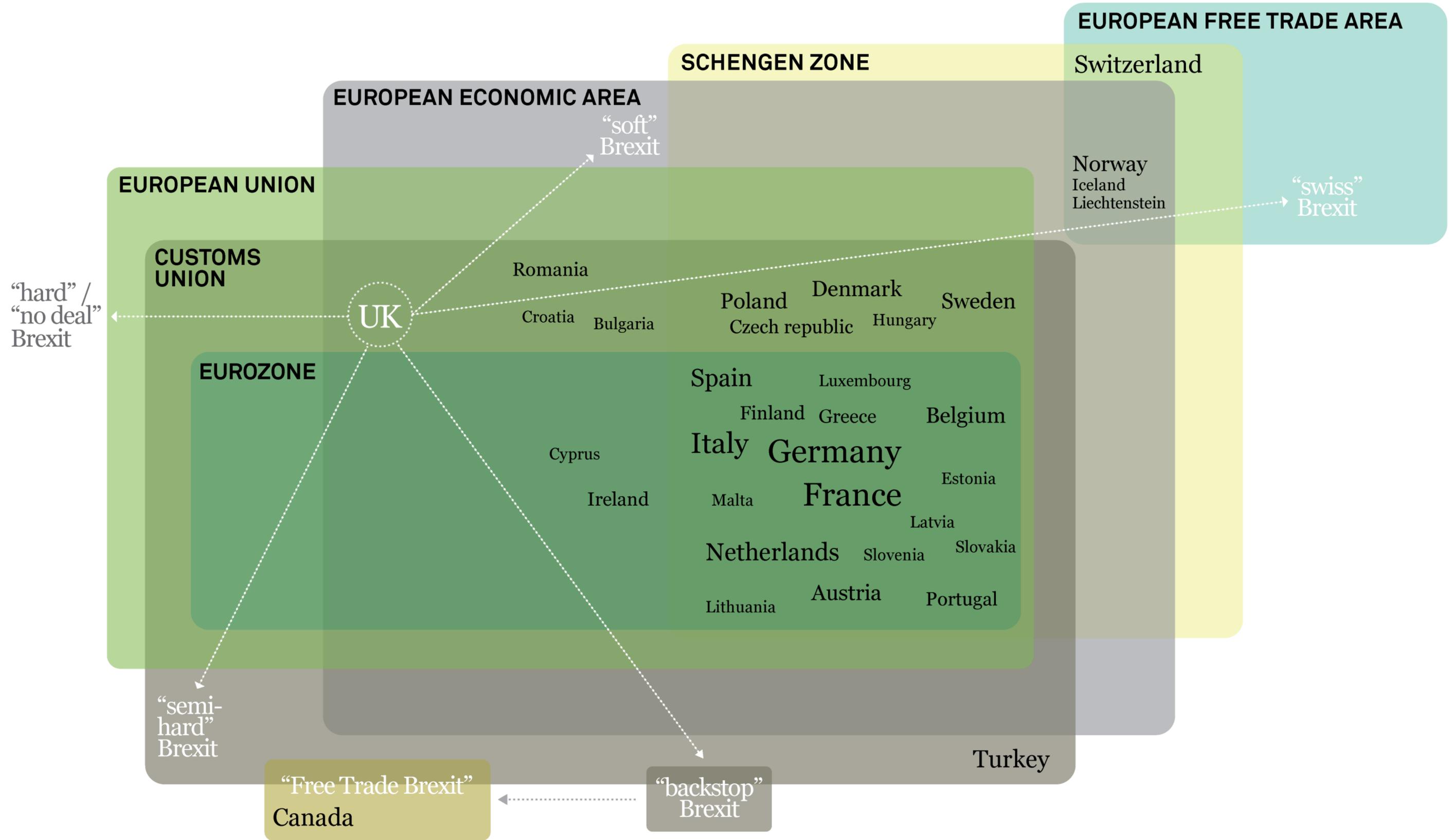


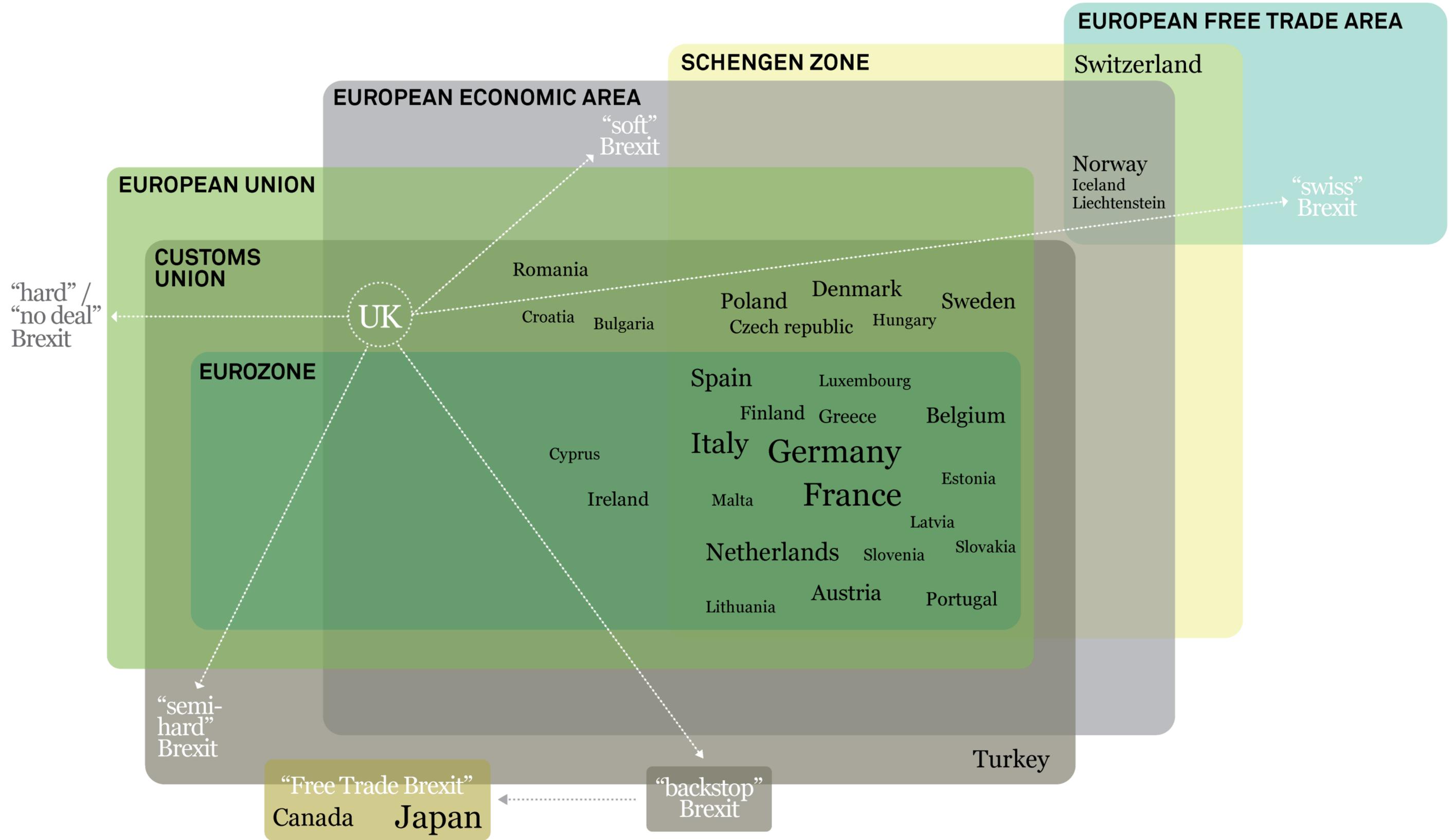


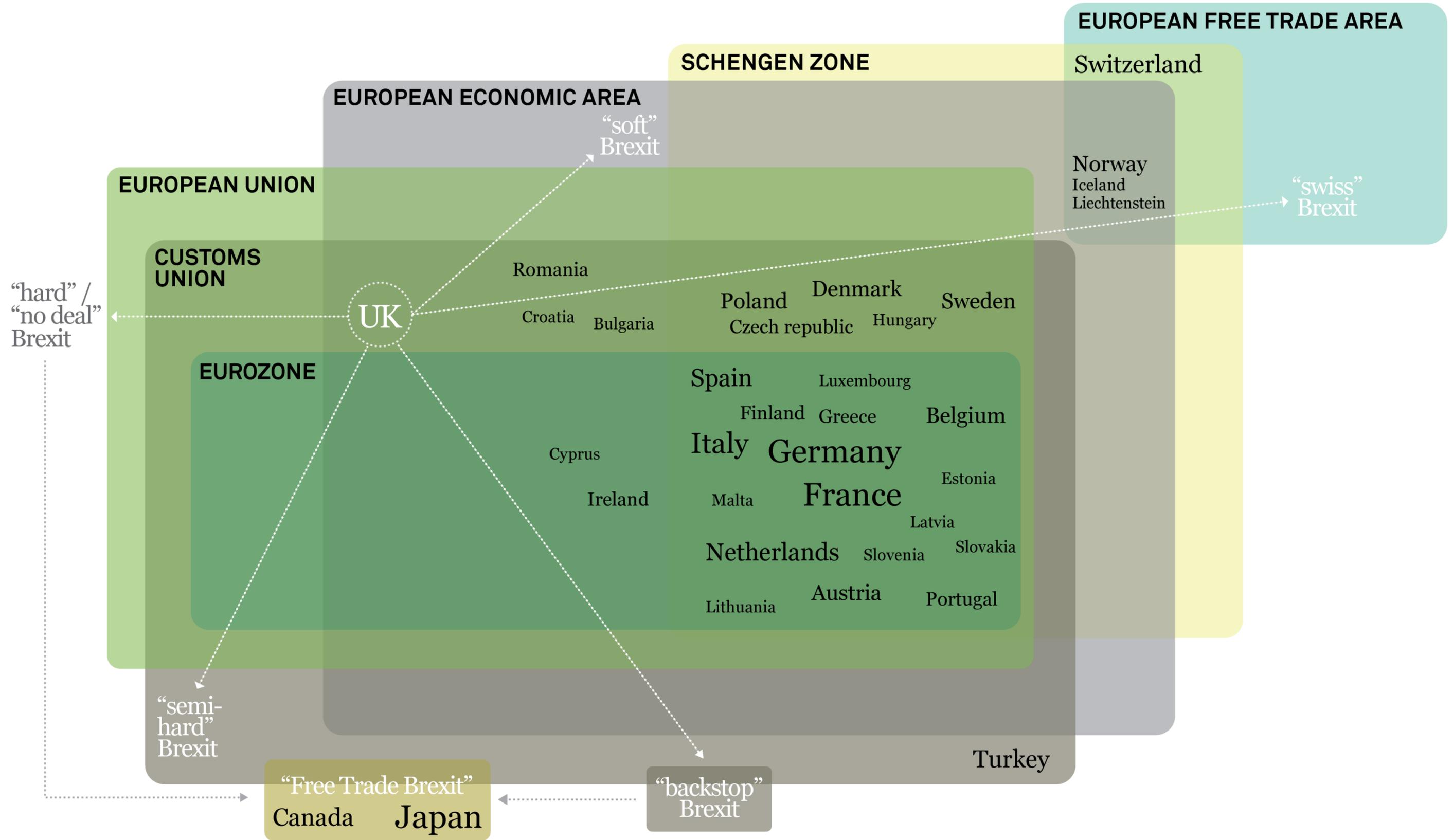










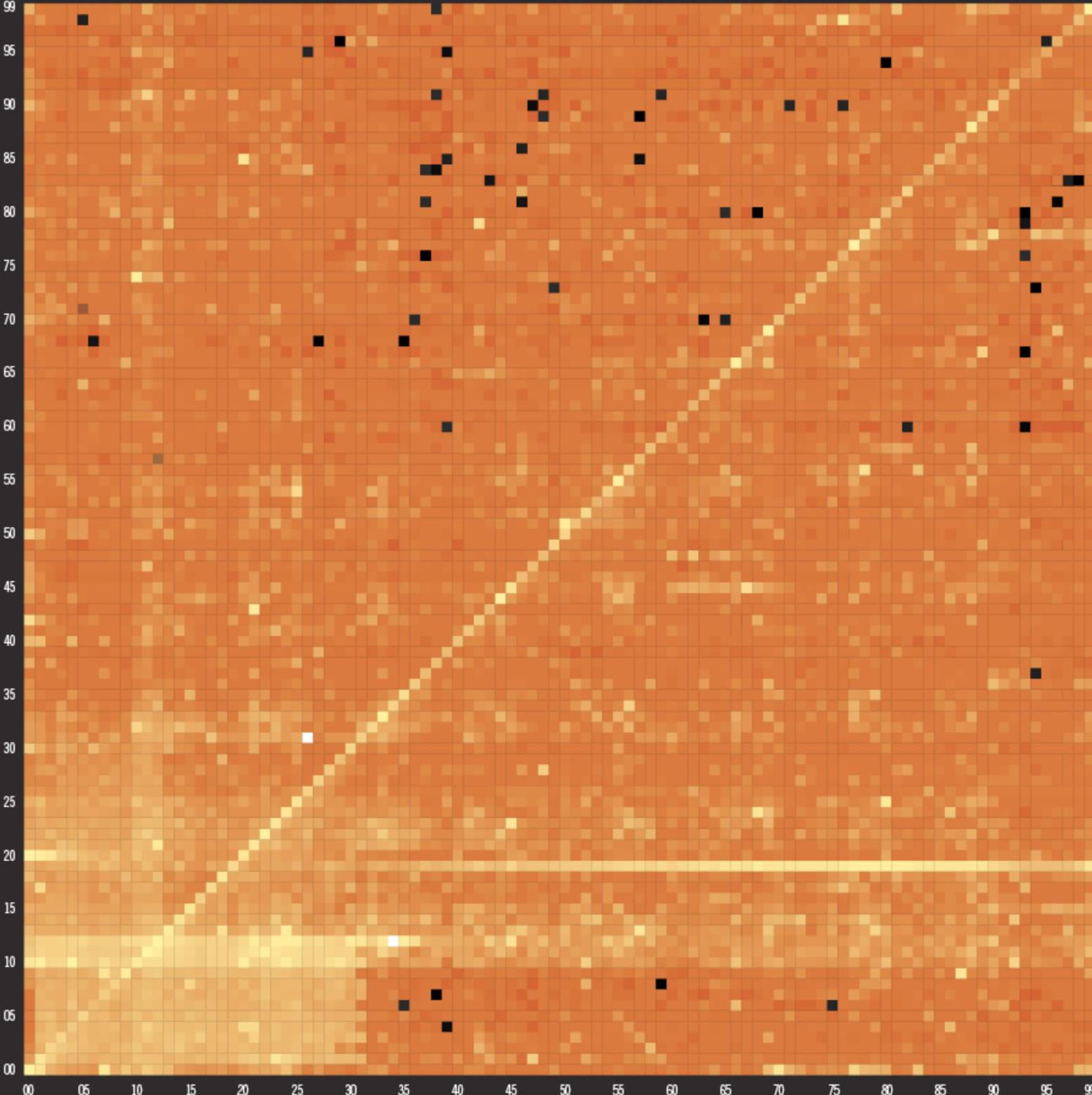


go wide

# Pin Point

Patterns in PIN Numbers

Nick Berry  
Data Genetics.com





# Top 500 Passwords

password / access RANK



A

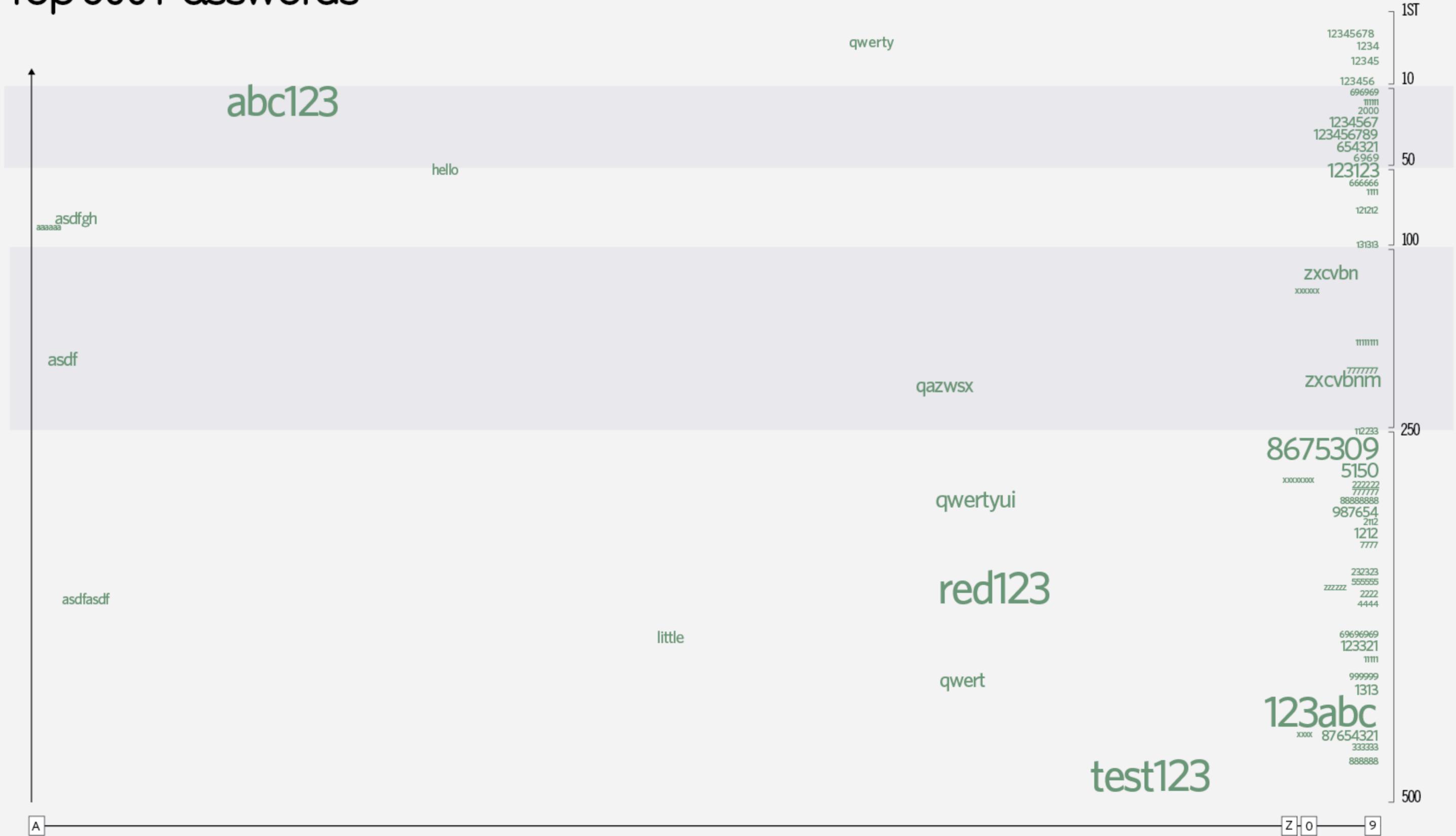
Z

0

9

# Top 500 Passwords

alpha-numeric RANK



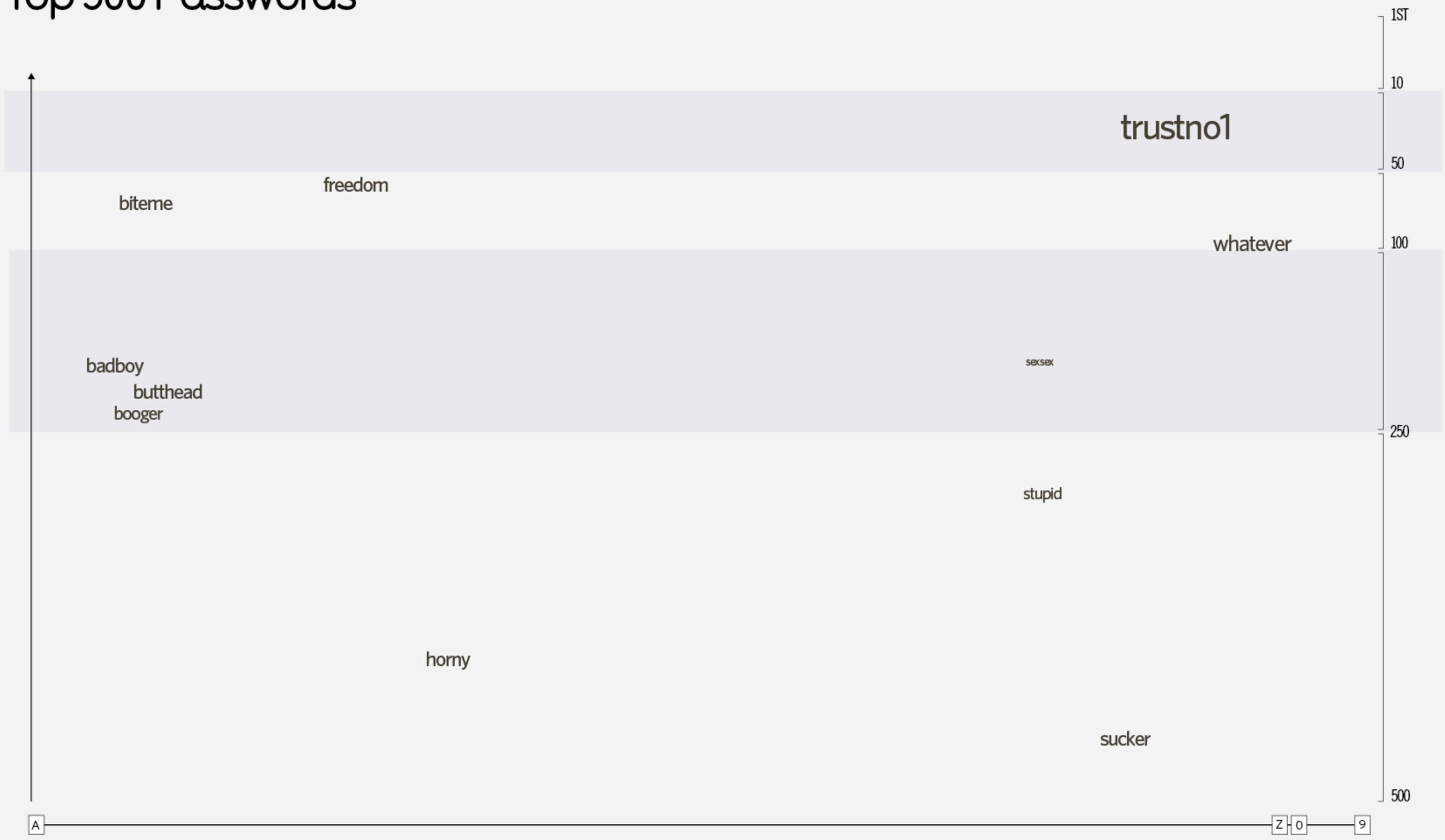
# Top 500 Passwords

sports RANK



# Top 500 Passwords

rebellious RANK



# Top 500 Passwords

nerdy RANK

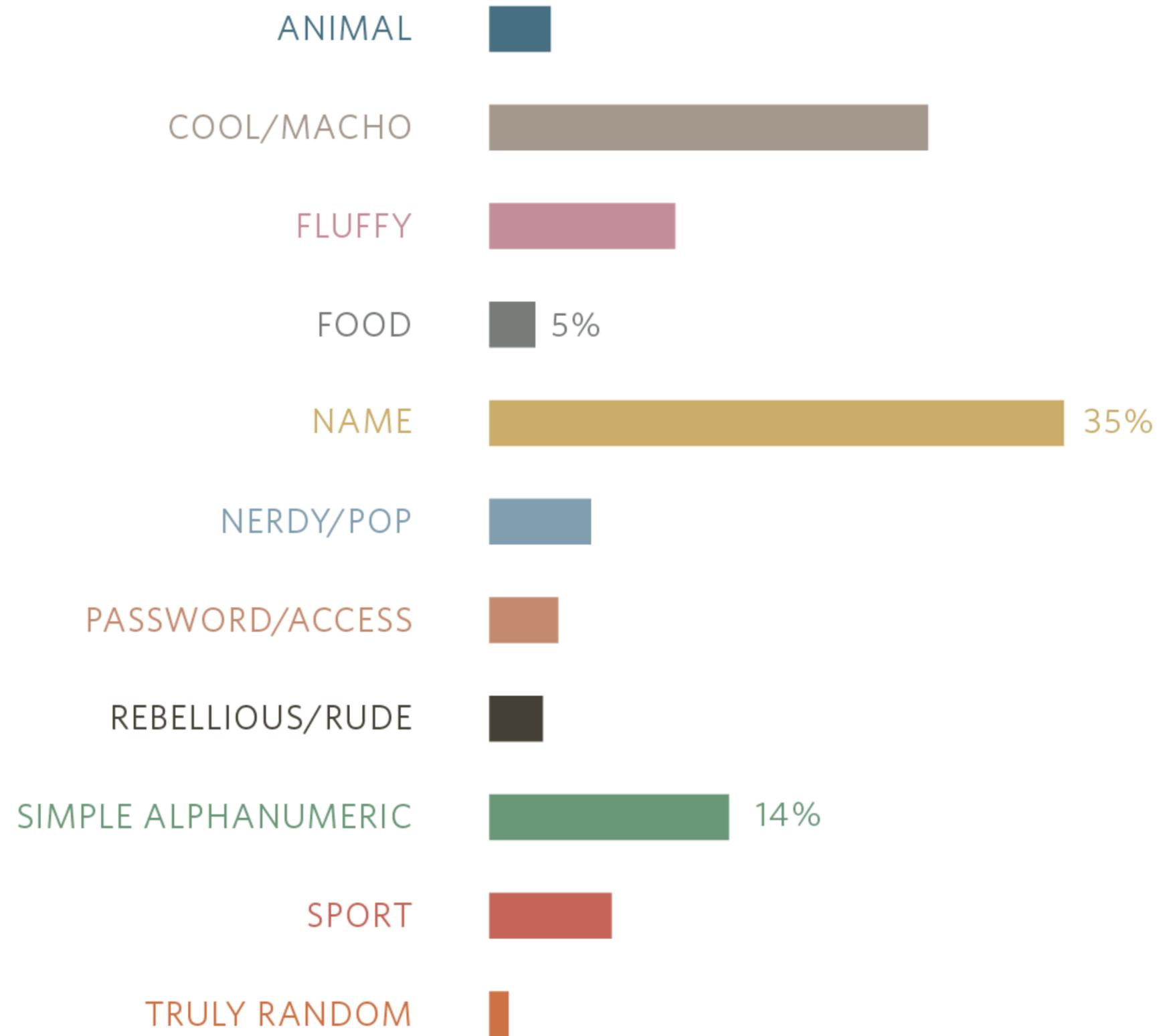








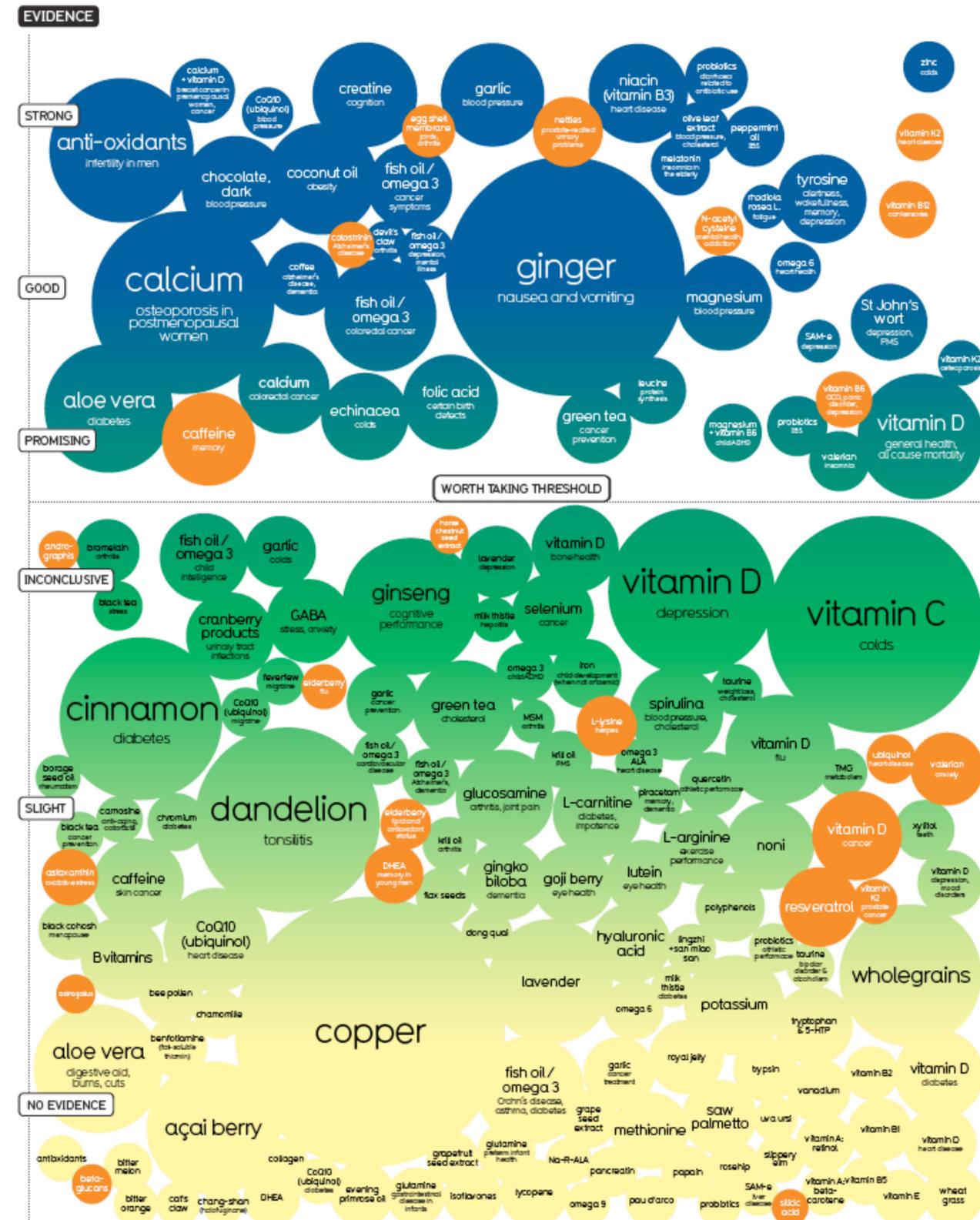




Snake Oil?

# Snake Oil?

Evidence for dietary supplements



# Snake Oil Supplements?

Scientific evidence for popular nutritional supps

Popularity  
(google hits)



One to Watch  
(few studies but promising results)



EVIDENCE

STRONG

**anti-oxidants**  
infertility in men

calcium + vitamin D  
breast cancer in premenopausal women, cancer

GOOD

**calcium**  
osteoporosis in postmenopausal women

PROMISING

**aloe vera**  
diabetes



WORTH TAKING THRESHOLD





Balloon Race: SnakeOil supplements? ☆

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1	name	alternativename	primaryvalue	subcategory	category	type	highlight	metric_001	metric_002	metric_003	metric_004	notes	exclude		firstsource	secondsource	thirdsource	
2	supplement	alternative name	EVIDENCE	condition	HEALTH CONDITION	TYPE	one to watch	POPULAR INTEREST	NO OF STUDIES WE EXAMINED	SCIENTIFIC INTEREST	UNUSED	notes	Exclude		Cochrane systematic review	Other International review board or metastudy	Link to main individual study	main study source
3			our score. 0 = no evidence, 1,2 = slight, 3 = conflicting, 4 = promising, 5 = good, 6 = strong	Health condition or claim made for supplement (appears in bubble)	the type of condition (appears in filter panel)	what type of substance is this? (appears in filter panel)	few studies / trials but positive potential. 2 trials or fewer, at least 1 with positive result.	google hits (used to scale the bubbles) - "supplement name + health"		Number of citations on Google Scholar (2000-2012) - "supplement name + health"	% improvement in trials.	Comments by Cochrane or other review/guidelines or our notes on the evidence.	Show this item in the viz?					
4	açai berry		0			plant / herb		22.7		3690								PubMed
5	aloe vera		3	diabetes	diabetes	plant / herb		21.4		12400							<a href="http://www.ncbi.nlm.r">http://www.ncbi.nlm.r</a>	PubMed
6	aloe vera		0	digestive aid, burns, cuts	general health	plant / herb		21.4		16800		There is currently an absence of high quality clinical trial evidence to support the use of Aloe vera as treatment for wounds.			<a href="http://summaries.cocf">http://summaries.cocf</a>			Cochrane Review
7	andro-graphis		2	respiratory tract infections	infections	plant / herb	OTW	0.644		3630							<a href="http://www.ncbi.nlm.r">http://www.ncbi.nlm.r</a>	
8	anti-oxidants		4	infertility in men	sex, men, children	compound		28		305000							<a href="http://www.biomedseg">http://www.biomedseg</a>	Reproductive Biomedicine Online
9	anti-oxidants		0	mortality	general health	compound		1.03		12100		beta carotene, vitamin A and vitamin E seem to increase the risk of death, not lower it			<a href="http://onlinelibrary.wilk">http://onlinelibrary.wilk</a>		<a href="http://jama.ama-assn.r">http://jama.ama-assn.r</a>	Cochrane Review
10	aspartic acid		0			compound		2.34		98900			X					
11	asta-xanthin		1	oxidative stress	general health	compound	OTW	1.65		8060							<a href="http://www.ncbi.nlm.r">http://www.ncbi.nlm.r</a>	PubMed
12	astragalus		0.5	dna damage, immune system	general health	plant / herb	OTW	0.385		19900							<a href="http://www.ncbi.nlm.r">http://www.ncbi.nlm.r</a>	Block, Mead (2003)
13	B vitamins		0.5	Alzheimer's	mental health	vitamin		7.62		26400							<a href="http://www.ncbi.nlm.ni">http://www.ncbi.nlm.ni</a>	PubMed
	bee pollen		0.5	weight loss, cancer	general health, cancer	other		3.77		4160							<a href="http://www.ncbi.nlm.ni">http://www.ncbi.nlm.ni</a>	European Journal of Medicinal Chemistry

interactive







# Based on a True True Story?

Scene-by-scene breakdown of Hollywood films

PEDANTRY LEVEL

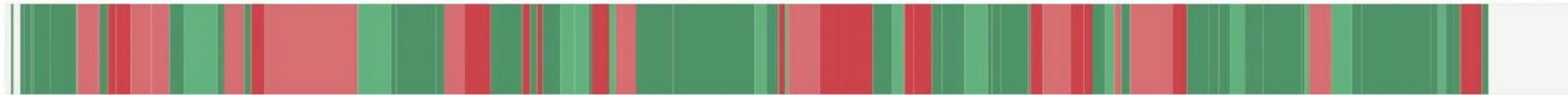
Flexible - c'mon, it's movies!

SORT

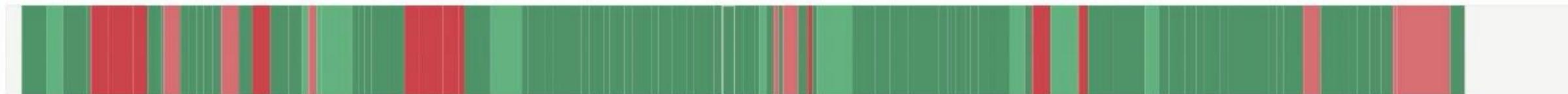
Title

TRUE TRUE-ISH FALSE-ISH FALSE UNKNOWN

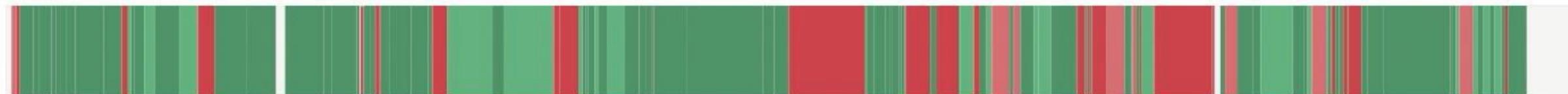
64.1% The Kings Speech



79.8% Rush



68.8% The Wolf of Wall Street



35.7% The Imitation Game



# Left

# Right

GOVERNMENT

GOVERNMENT

COMMUNIST LABOUR DEMOCRATS PARTIES

PARTIES REPUBLICAN CONSERVATIVE NATIONALIST



LIBERAL  
PROGRESSIVE

CONSERVATIVE  
TRADITIONAL



TRADE: fair trade  
SUPPORT: workers  
GOAL: personal freedom  
FOCUS: society

FOCUS: individual  
GOAL: economic freedom  
SUPPORT: employers  
TRADE: free trade



ECONOMY: regulated economy, business & industry = TAX AND SPEND

ECONOMY: de-regulated economy, business & industry = DON'T TAX AND SPEND

SOCIAL PROGRESS=EVOLUTION

SOCIAL PROGRESS=STATUS QUO

SOCIETY & CULTURE

SOCIETY & CULTURE

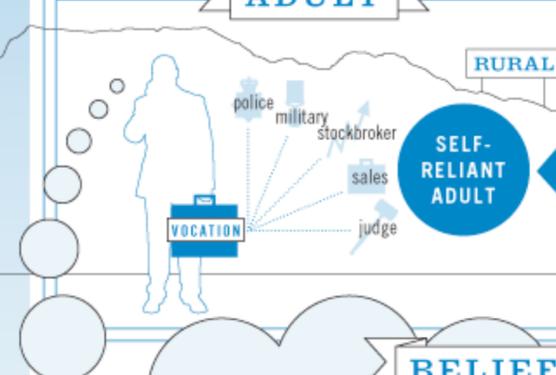
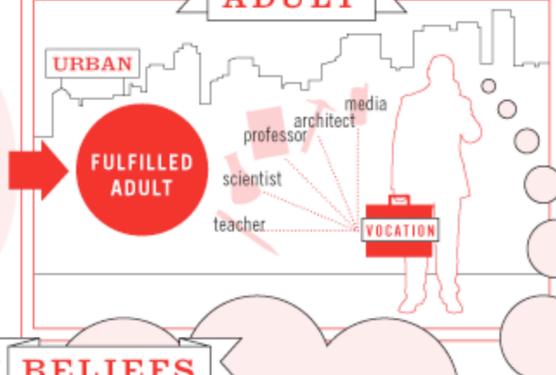


FAMILY

ADULT

ADULT

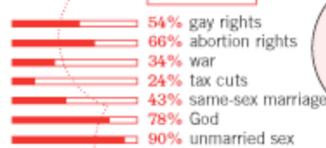
FAMILY



BELIEFS

BELIEFS

SUPPORT



EQUALITY is a level playing field  
FREEDOM is freedom from power, abuse and inequality  
but which is best?  
**EQUALITY**

PROTECT MINORITIES

RELIGION: scientific, non-organized, unconventional  
RIGHTS: others must observe  
CRIMINALS: social and economic victims  
HOMELESS: downtrodden, victims of the system  
SOCIETY: "ONE FOR ALL AND ALL FOR ONE"

VOTES FOR:

- FAIRNESS
- HELPING THOSE WHO CANNOT HELP THEMSELVES
- POSITIVE ROLE MODELS
- CHAMPIONS OF DOWNTRODDEN

- DIPLOMACY
- PACIFISM

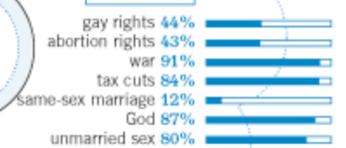
DOVES

GOVERNMENT

RELIGION: theistic, organized, conventional  
RIGHTS: others must not interfere  
CRIMINALS: choose to be criminals  
HOMELESS: no work ethic, no sense of shame  
SOCIETY: "SURVIVAL OF THE FITTEST"

EQUALITY is opportunity  
FREEDOM is the chance to achieve or fail  
but which is best?  
**FREEDOM**

SUPPORT



VOTES FOR:

- AGGRESSION
- MILITANCY

HAWKS

GOVERNMENT

- UPHOLDING ORDER
- HELPING THOSE WHO HELP THEMSELVES
- STRONG ROLE MODELS
- CHAMPIONS OF OPPORTUNITY

PIANISM)  
RURAL EVOLVING

CULT

media  
architect  
sor

VOCATION

organized, unconventional  
serve  
conomic victims  
ctims of the system

ALL AND  
NE"

# SOCIETY & CULTURE

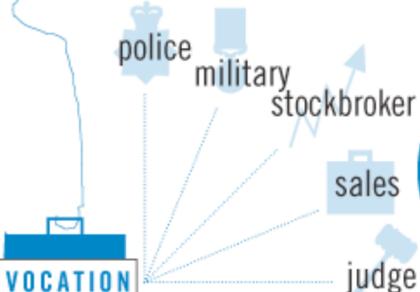
"The world is fine as it is" (PRESERVATION)

EXCLUSIVE NATIONALISTIC CONSERVATIVE



## ADULT

RURAL



## FAMILY

BUILDS CHARACTER

SELF-DEFENCE  
MORALITY  
DISCIPLINE

SELF-RELIANT CHILD

RELATIONSHIP BUILT ON RESPECT & FEAR

STRICT PARENT

INSTILLING MORAL STRENGTH & ABSOLUTES

TOUGH LOVE

EDUCATION

SKILLS TO SUCCEED TO COMPETE INDIVIDUALISM

ATMOSPHERE OF REWARD & PUNISHMENT

## BELIEFS

**RELIGION:** theistic, organized, conventional

**RIGHTS:** others must not interfere

**CRIMINALS:** choose to be criminals

**HOMELESS:** no work ethic, no sense of shame

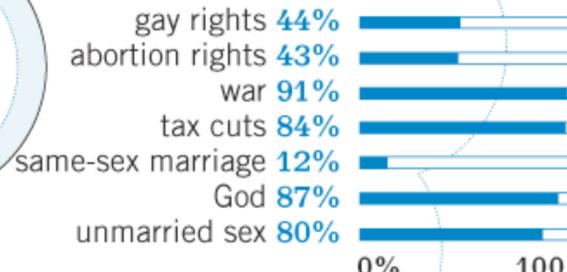
**SOCIETY:** "SURVIVAL OF THE FITTEST"

EQUALITY is opportunity  
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but which is best?

**FREEDOM**

## SUPPORT



IMMIGRATION CONTROL

## VOTES FOR:

AGGRESSION

MILITANCY

UPHOLDING ORDER

HELPING THOSE WHO HELP THEMSELVES

STRONG ROLE MODELS

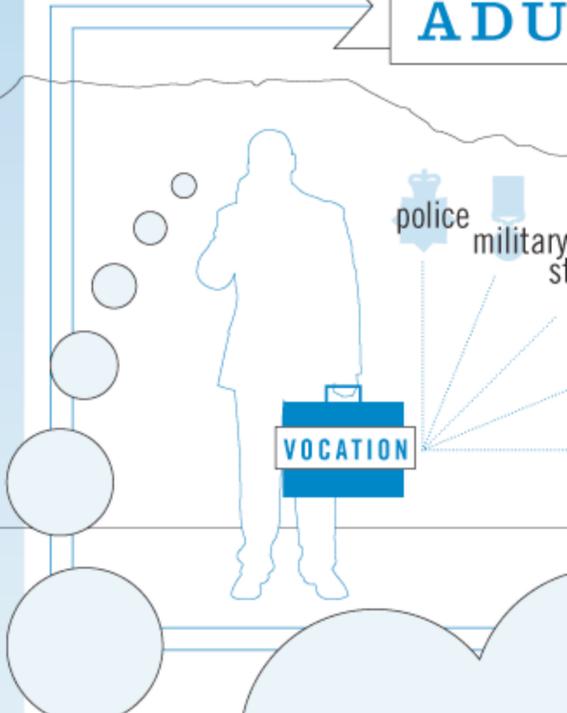
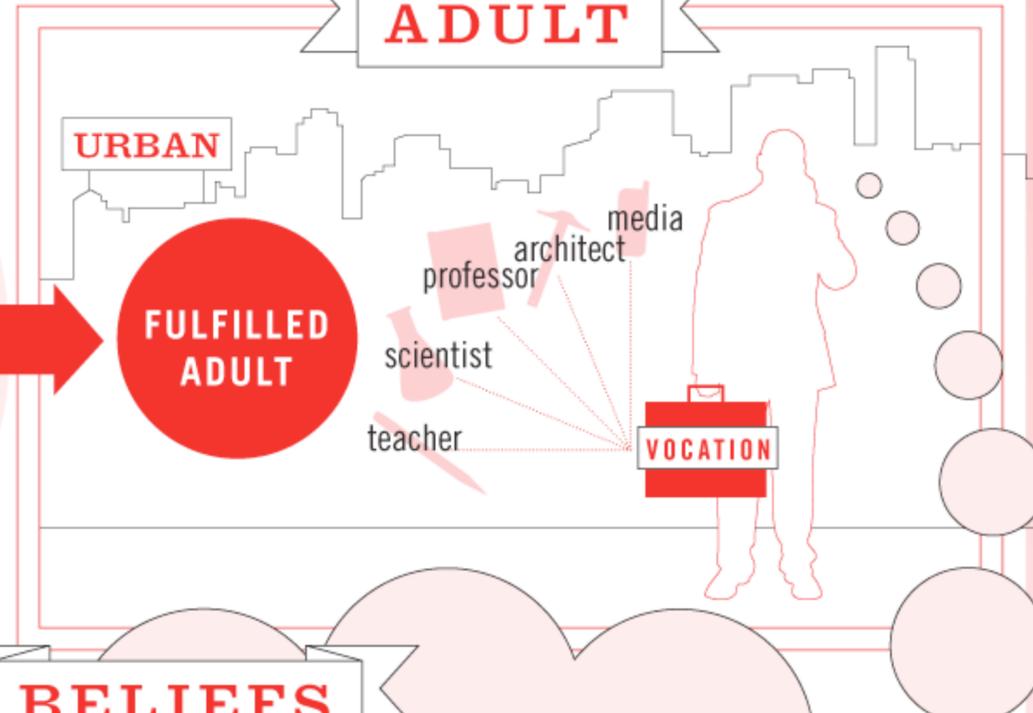
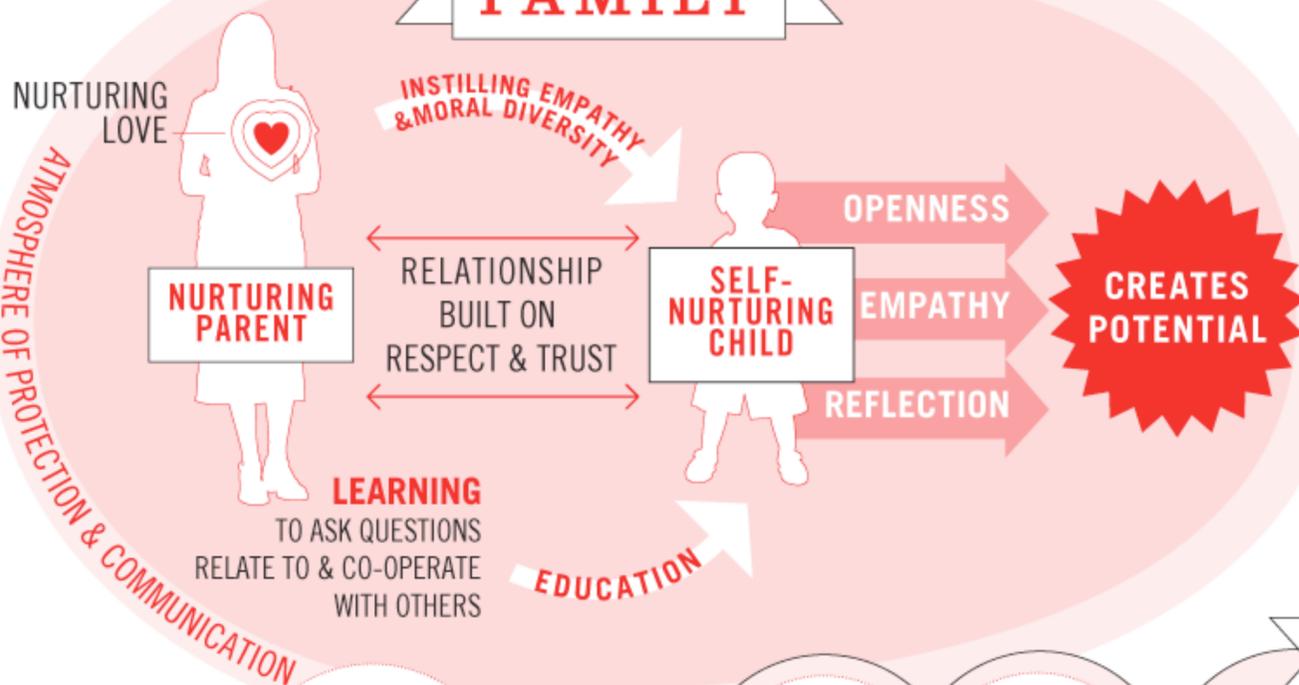
**INCLUSIVE MULTICULTURAL EVOLVING**

**EXCLUSIVE NATIONAL**

**FAMILY**

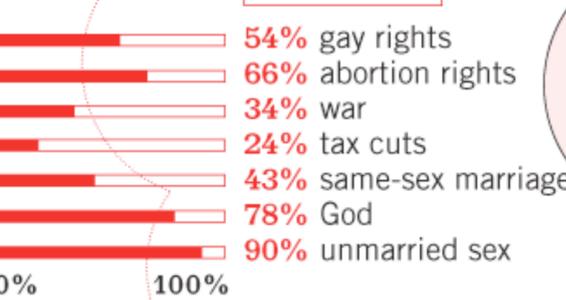
**ADULT**

**ADU**



**BELIEFS**

**SUPPORT**



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- CHAMPIONS OF DOWNTRODDEN

- DIPLOMACY
- PACIFISM

**DOVES**



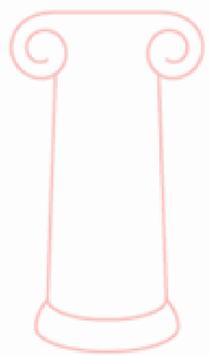
**GOVERNMENT**



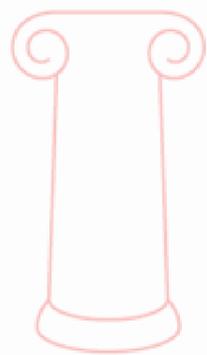
**GOVERNMENT**



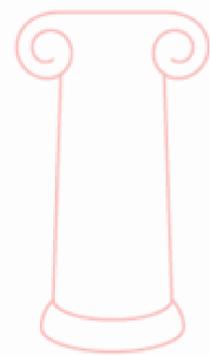
PROGRESSIVE  
NATURE



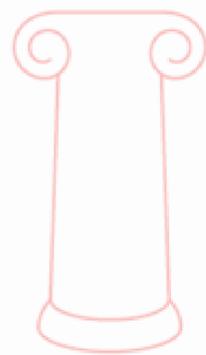
LOOKS TO  
THE FUTURE



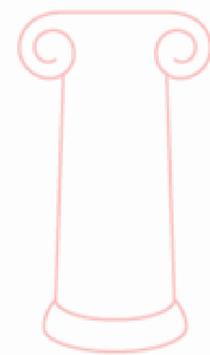
EGALITARIAN



IDEALISM



EQUALITY



LIBERAL

PROGRESSIVE

**TRADE:**  
fair trade

**SUPPORT:**  
workers

**GOAL:**  
personal freedom

**FOCUS:**  
society

**ECONOMY:** regulates economy, business & industry = **TAX AND SPEND**

## SOCIETY & CULTURE

D ON

**ETHICS**



“The world can be improved. Bring in the new.” **(UTOPIANISM)**

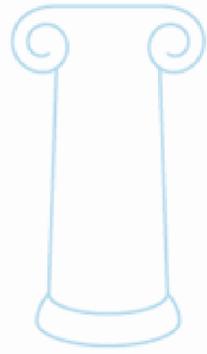
**INCLUSIVE MULTICULTURAL EVOLVING**

T.Y

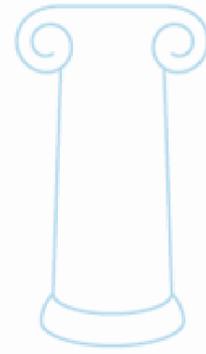
**ADULT**

**CONSERVATIVE  
TRADITIONAL**

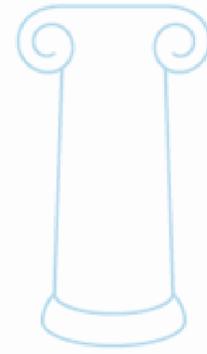
EQUITY



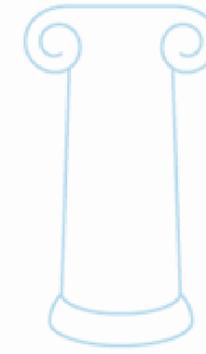
PRAGMATISM



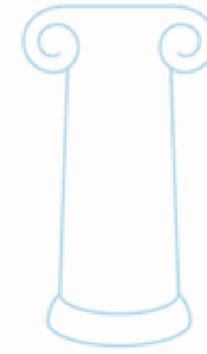
MERITOCRACY



LOOKS TO  
THE PAST



CONSERVATIVE  
NATURE



**FOCUS:**  
individual

**GOAL:**  
economic freedom

**SUPPORT:**  
employers

**TRADE:**  
free trade

**ECONOMY:** de-regulated economy, business & industry = **DON'T TAX AND SPEND**

**SOCIETY & CULTURE**

“Protect the good things about the world.” **(PRESERVATION)**

**EXCLUSIVE ESTABLISHED NATIONALISTIC**



**COMMUNITY**

BA

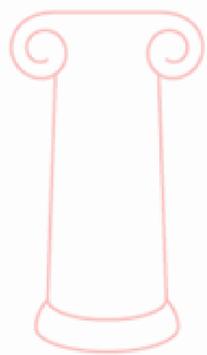
**ADULT**

**FAM**

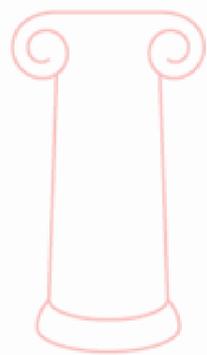
**DON'T**

**SOCIET**

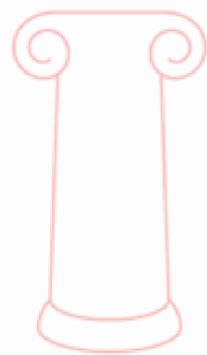
PROGRESSIVE  
NATURE



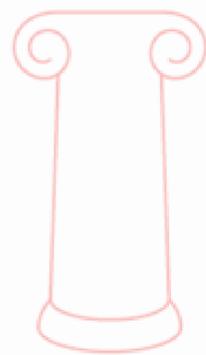
LOOKS TO  
THE FUTURE



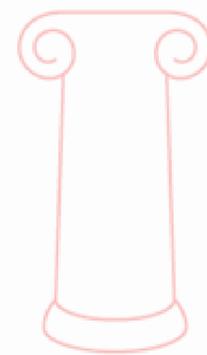
EGALITARIAN



IDEALISM



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SUPPORT:  
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ECONOMY: regulates economy, business & industry = TAX AND SPEND

## SOCIETY & CULTURE

...D ON

ETHICS



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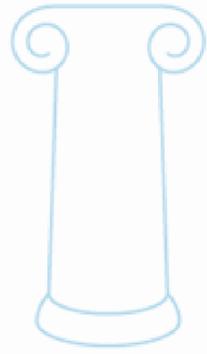
INCLUSIVE MULTICULTURAL EVOLVING

...T.Y

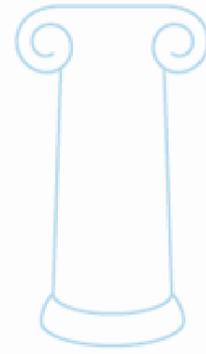
ADULT

**CONSERVATIVE  
TRADITIONAL**

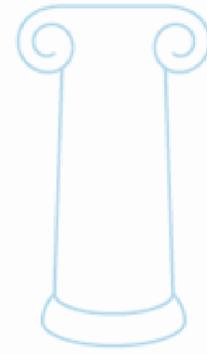
EQUITY



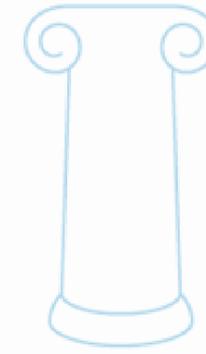
PRAGMATISM



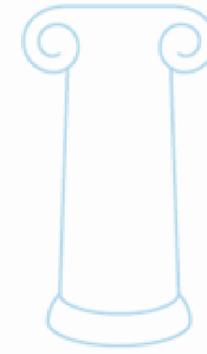
MERITOCRACY



LOOKS TO  
THE PAST



CONSERVATIVE  
NATURE



**FOCUS:**  
individual

**GOAL:**  
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**SUPPORT:**  
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**TRADE:**  
free trade

**ECONOMY:** de-regulated economy, business & industry = **DON'T TAX AND SPEND**

**DON'T**

**SOCIETY**

**SOCIETY & CULTURE**

“Protect the good things about the world.” **(PRESERVATION)**

**EXCLUSIVE ESTABLISHED NATIONALISTIC**



**COMMUNITY**

**BA**

**ADULT**

**FAM**

# Left

# Right

GOVERNMENT

GOVERNMENT

COMMUNIST LABOUR DEMOCRATS PARTIES

PARTIES REPUBLICAN CONSERVATIVE NATIONALIST



LIBERAL  
PROGRESSIVE

CONSERVATIVE  
TRADITIONAL



TRADE: fair trade  
SUPPORT: workers  
GOAL: personal freedom  
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ECONOMY: de-regulated economy, business & industry = DON'T TAX AND SPEND

SOCIAL PROGRESS=EVOLUTION

SOCIAL PROGRESS=STATUS QUO

SOCIETY & CULTURE

SOCIETY & CULTURE

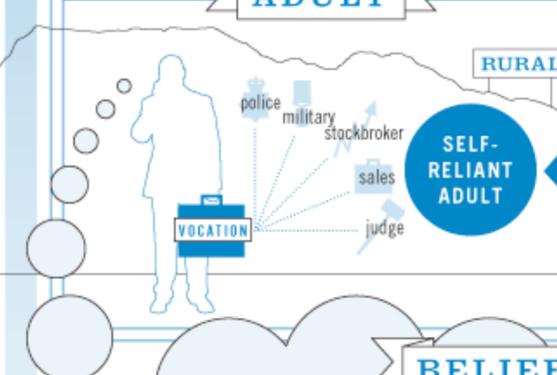
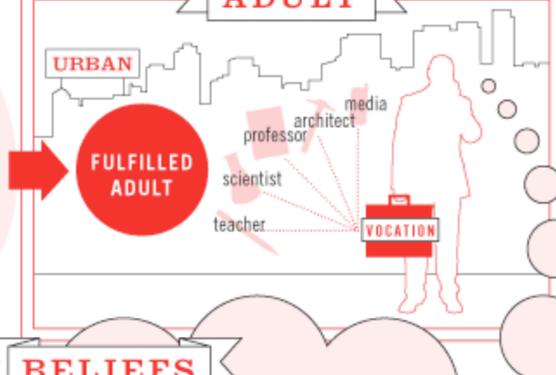


FAMILY

ADULT

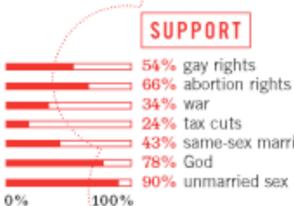
ADULT

FAMILY



BELIEFS

BELIEFS



**EQUALITY** is a level playing field  
**FREEDOM** is freedom from power, abuse and inequality  
but which is best?  
**EQUALITY**

**RELIGION:** scientific, non-organized, unconventional  
**RIGHTS:** others must observe  
**CRIMINALS:** social and economic victims  
**HOMELESS:** downtrodden, victims of the system  
**SOCIETY:** "ONE FOR ALL AND ALL FOR ONE"  
PROTECT MINORITIES

**RELIGION:** theistic, organized, conventional  
**RIGHTS:** others must not interfere  
**CRIMINALS:** choose to be criminals  
**HOMELESS:** no work ethic, no sense of shame  
**SOCIETY:** "SURVIVAL OF THE FITTEST"  
IMMIGRATION CONTROL



VOTES FOR:

- FAIRNESS
- HELPING THOSE WHO CANNOT HELP THEMSELVES
- POSITIVE ROLE MODELS
- CHAMPIONS OF DOWNTRODDEN

- DIPLOMACY
- PACIFISM

DOVES

GOVERNMENT

VOTES FOR:

- AGGRESSION
- MILITANCY

HAWKS

- UPHOLDING ORDER
- HELPING THOSE WHO HELP THEMSELVES
- STRONG ROLE MODELS
- CHAMPIONS OF OPPORTUNITY

EXAMINATION

EDUCATION

### LEARNING

TO ASK QUESTIONS  
RELATE TO & CO-OPERATE  
WITH OTHERS

COMMUNICATION

## BELIEFS

RELIGION: scientific, non-organiza

RIGHTS: others must observe

CRIMINALS: social and economic v

HOMELESS: downtrodden, victims

SOCIETY: "ONE FOR ALL  
ALL FOR ONE"

**EQUALITY** is  
a level playing field

**FREEDOM** is  
freedom from power  
abuse and inequality  
but which is best?

## EQUALITY

PROTECT  
MINORITIES

### SUPPORT



100%

### VOTES FOR:

FAIRNESS



DIPLOMACY



# BELIEFS

organized, conventional

not interfere

criminals

c, no sense of shame

IVAL OF THE  
T"

VOTES FOR:

AGGRESSION



UPHOLDING ORDER



**EQUALITY** is  
opportunity

**FREEDOM** is  
the chance to  
achieve or fail  
but which is best?

**FREEDOM**

IMMIGRATION  
CONTROL

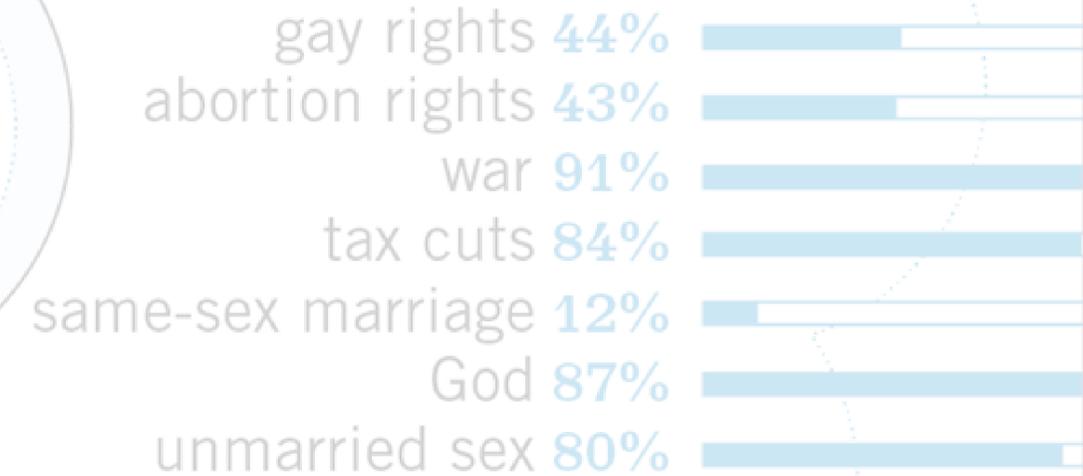
EDUCATION

**SKILLS**

TO SUCCEED  
TO COMPETE  
INDIVIDUALISM

ATMOSPHERE OF REWARD

## SUPPORT



0%

100%

EXAMINATION

EDUCATION

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### SUPPORT



100%

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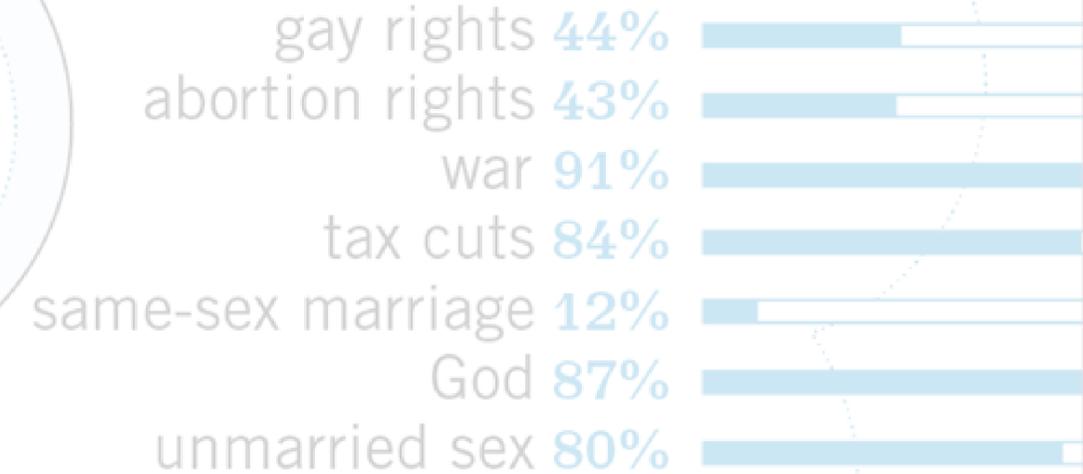
EDUCATION

**SKILLS**

TO SUCCEED  
TO COMPETE  
INDIVIDUALISM

ATMOSPHERE OF REWARD

## SUPPORT



0% 100%

# Left

# Right

GOVERNMENT

GOVERNMENT

COMMUNIST LABOUR DEMOCRATS PARTIES

PARTIES REPUBLICAN CONSERVATIVE NATIONALIST



LIBERAL  
PROGRESSIVE

CONSERVATIVE  
TRADITIONAL



TRADE: fair trade  
SUPPORT: workers  
GOAL: personal freedom  
FOCUS: society

FOCUS: individual  
GOAL: economic freedom  
SUPPORT: employers  
TRADE: free trade



ECONOMY: regulated economy, business & industry = TAX AND SPEND

ECONOMY: de-regulated economy, business & industry = DON'T TAX AND SPEND

SOCIAL PROGRESS=EVOLUTION

SOCIAL PROGRESS=STATUS QUO

SOCIETY & CULTURE

SOCIETY & CULTURE

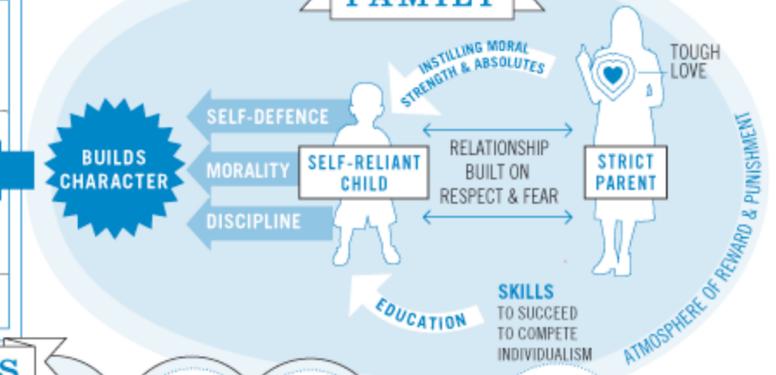
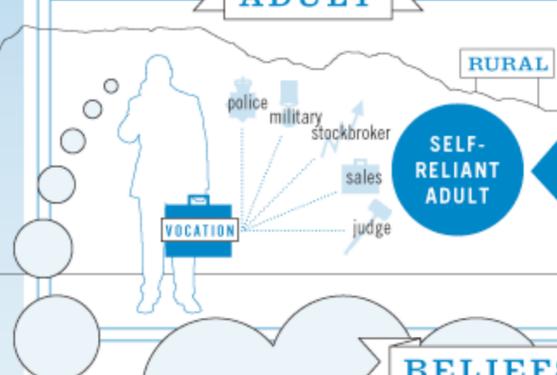
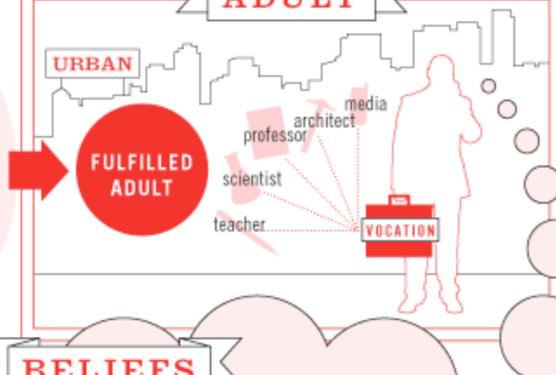


FAMILY

ADULT

ADULT

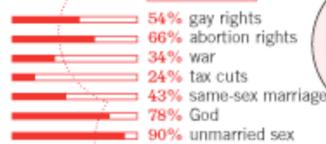
FAMILY



BELIEFS

BELIEFS

SUPPORT



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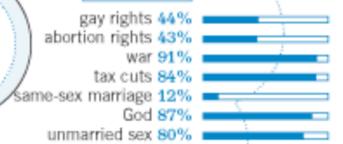
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SUPPORT



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Eco & Climate

Health

Clean Energy

Women & Girls

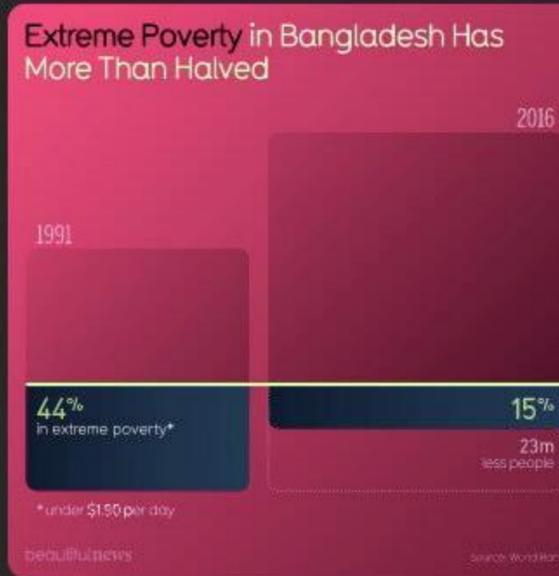
Society & Community

Quality Of Life

Nature & Animals

Conflict & Crime

Misc



Every Single Year We're Adding More and More Solar Power

Worldwide solar capacity (gigawatts)

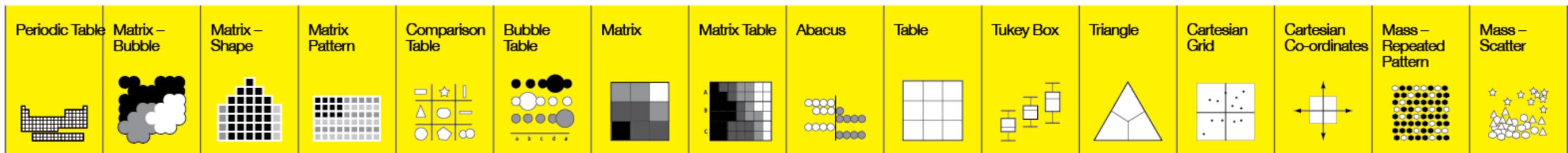
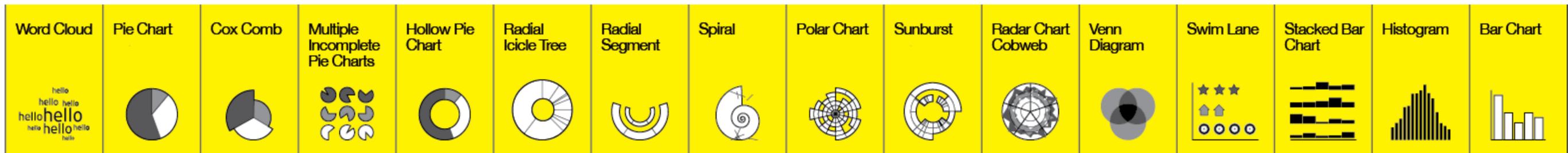
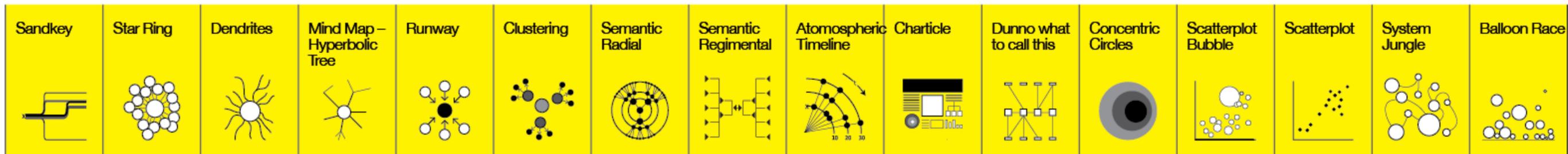
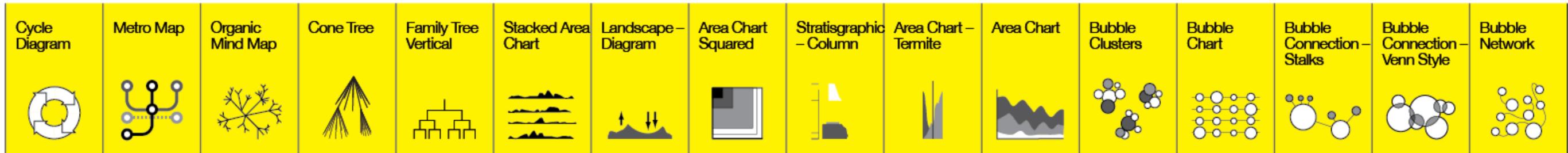
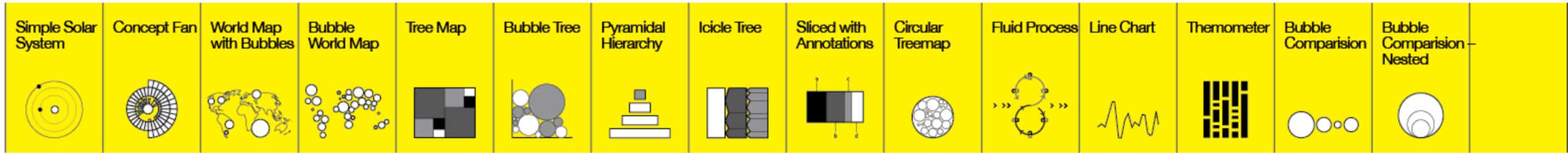
59 Nations Have Completely Banned Corporal Punishment

In all settings: home, schools & prisons

Paper Recycling in Europe Has Almost Doubled over 25 Years

Mountain Gorilla Populations Are Rising

Still one of the most endangered species in the world



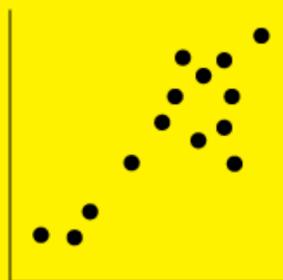
Pie Chart



Area Chart



Scatterplot



Stacked Bar Chart

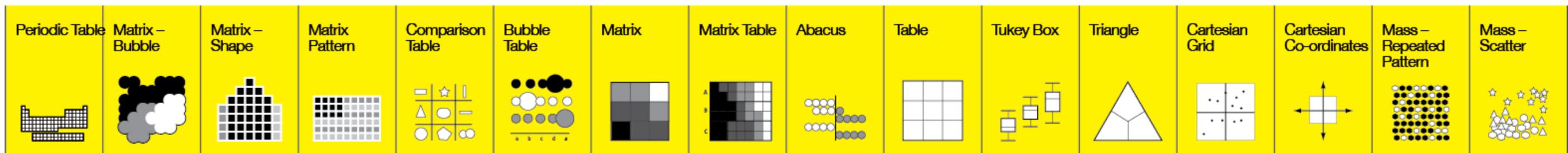
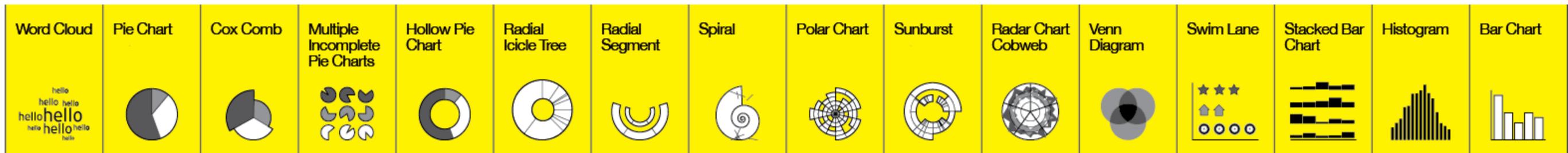
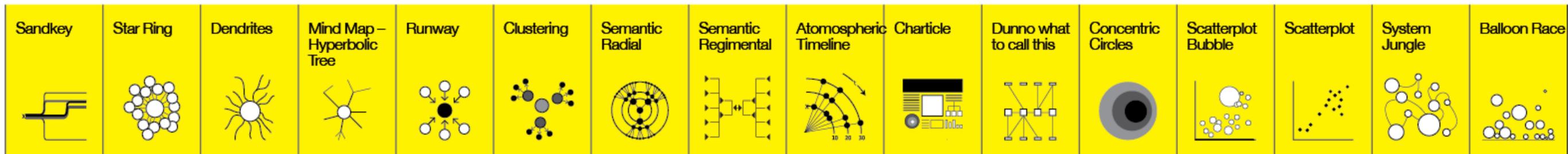
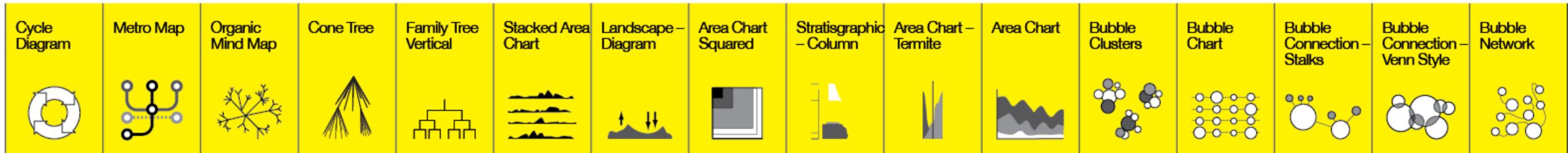
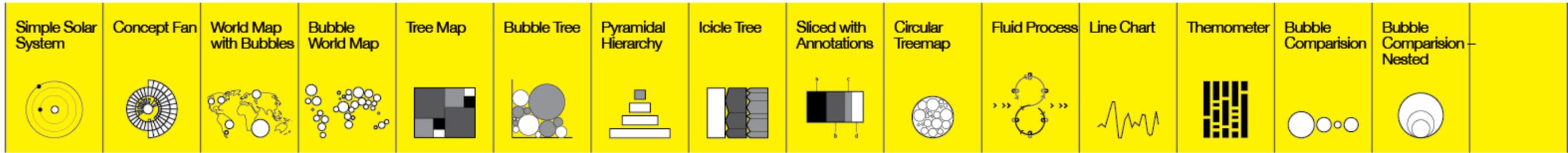


Histogram



Bar Chart







# Goggle Boxes

# Goggle Boxes

**200 billion hours**  
per year spent watching TV by US adults

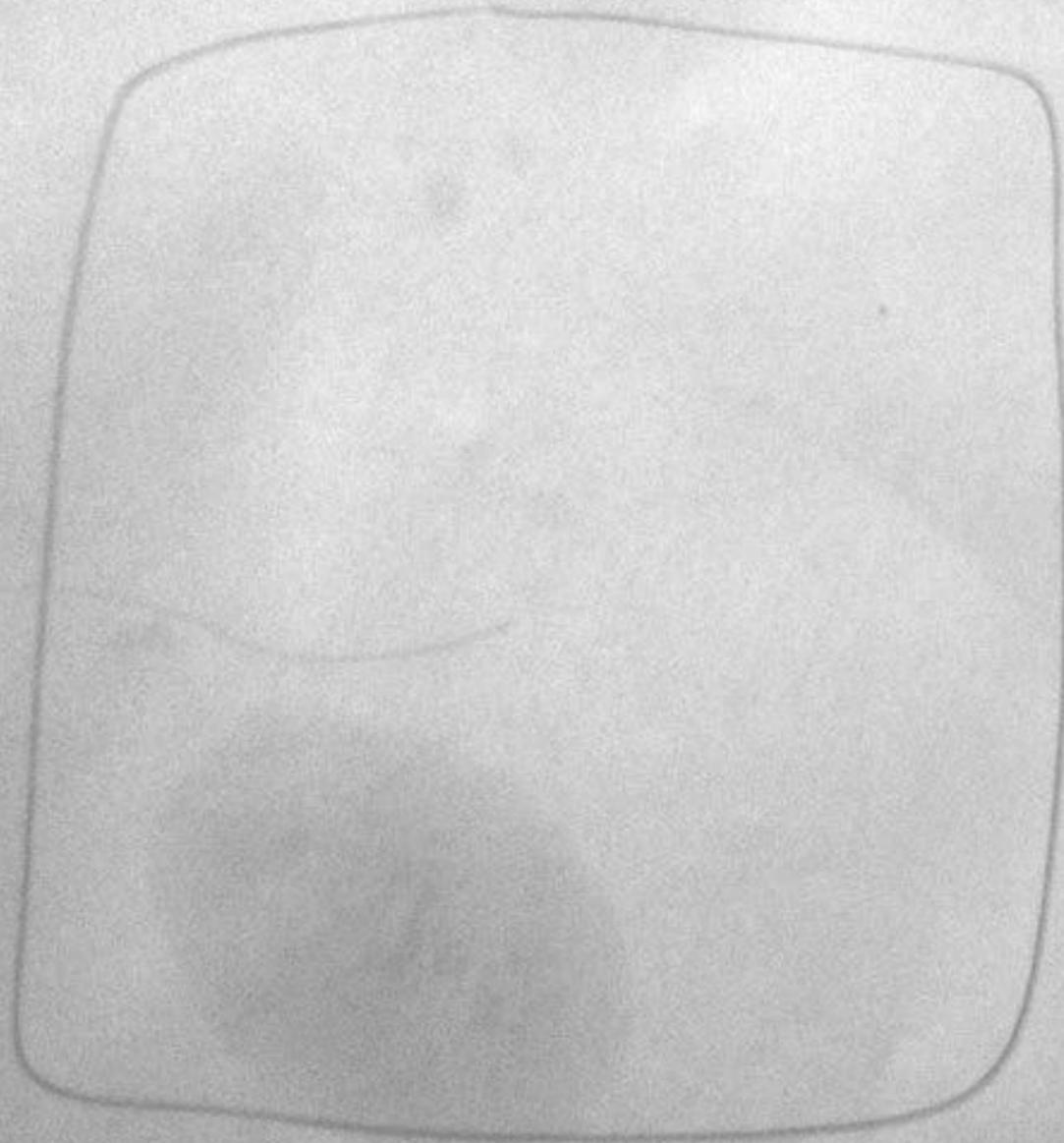
# Goggle Boxes

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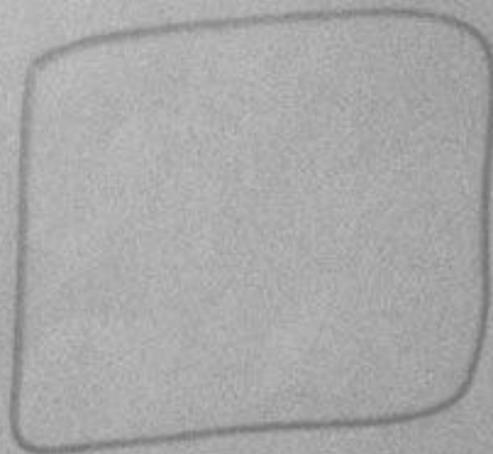
- **100 million hours**  
to create Wikipedia

WATCHING TV

2 hundred billion hours.  
every year



W. watching  
100 billion hours



\$3,500 billion budget

vs.

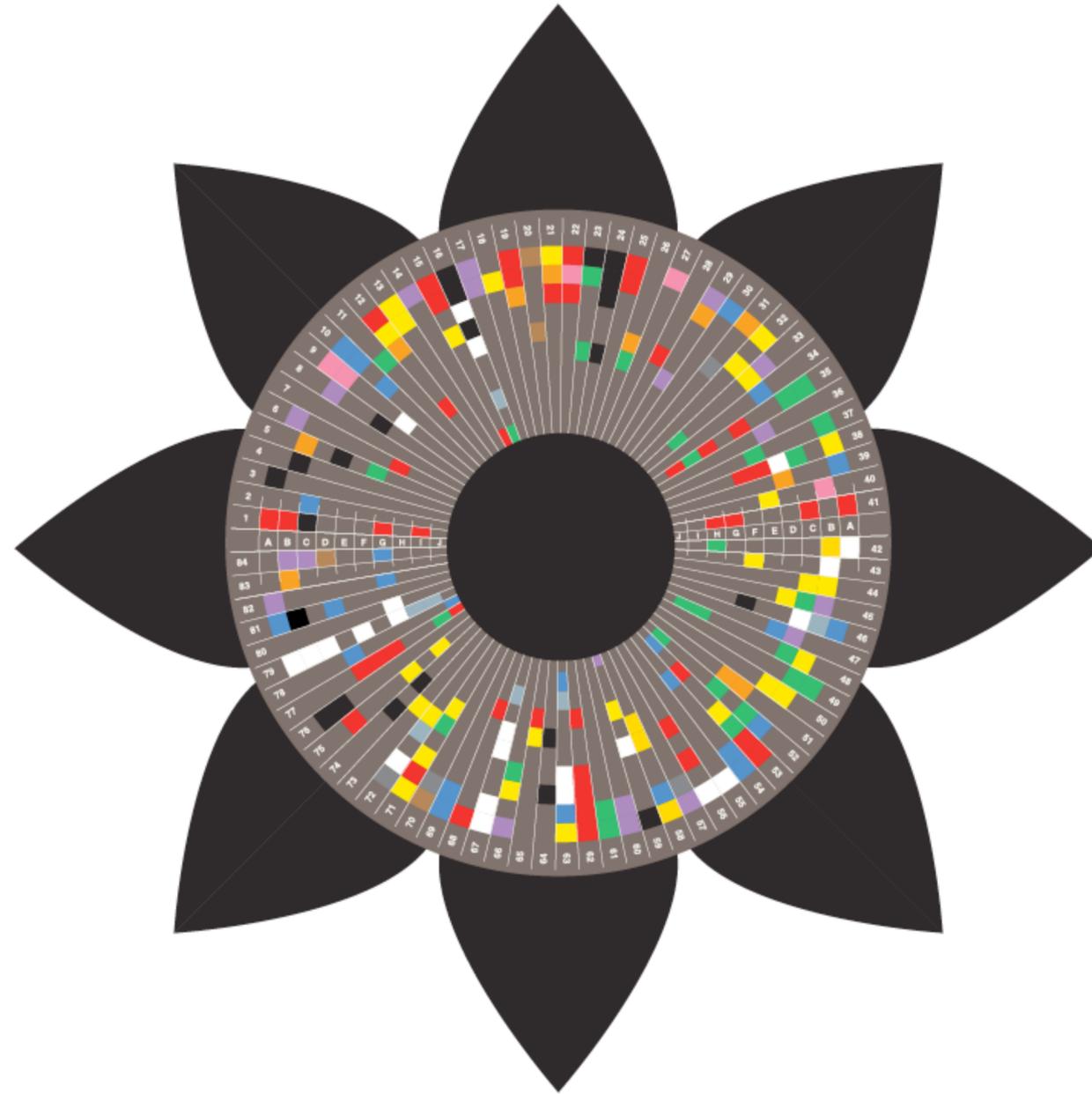
\$100m budget cut

**\$3,500 billion US Federal budget**

**\$3,500 billion US Federal budget**

- **\$100 million**  
budget cut

# Information is Beautiful



@infobeautiful