

Show Me

Empowering Decision Makers and Stakeholders with Data Analysis Tools to Further Communicate Science

Peter Sabee & Kari Paulson

REACH Data Services

A Division of North Jackson Company

When the decision-maker says,
Trust Me, the response is often

Show Me.

The relationship between experts and the rest of society is changing. In all areas of society it is now normal for assertions of authority to be questioned.

Facts, 360 B.C.-A.D. 2012

In memoriam: After years of health problems, Facts has finally died.

April 19, 2012 By Rex W. Huppke, Chicago Tribune reporter

To the shock of most sentient beings, Facts died Wednesday, April 18, after a long battle for relevancy with the 24-hour news cycle, blogs and the Internet.

Facts was born in ancient Greece, the brainchild of famed philosopher Aristotle. In its youth, Facts was viewed as “universal principles that everybody agrees on” or “shared assumptions.”

Facts is survived by two brothers, Rumor and Innuendo, and a sister, Emphatic Assertion.

The Past



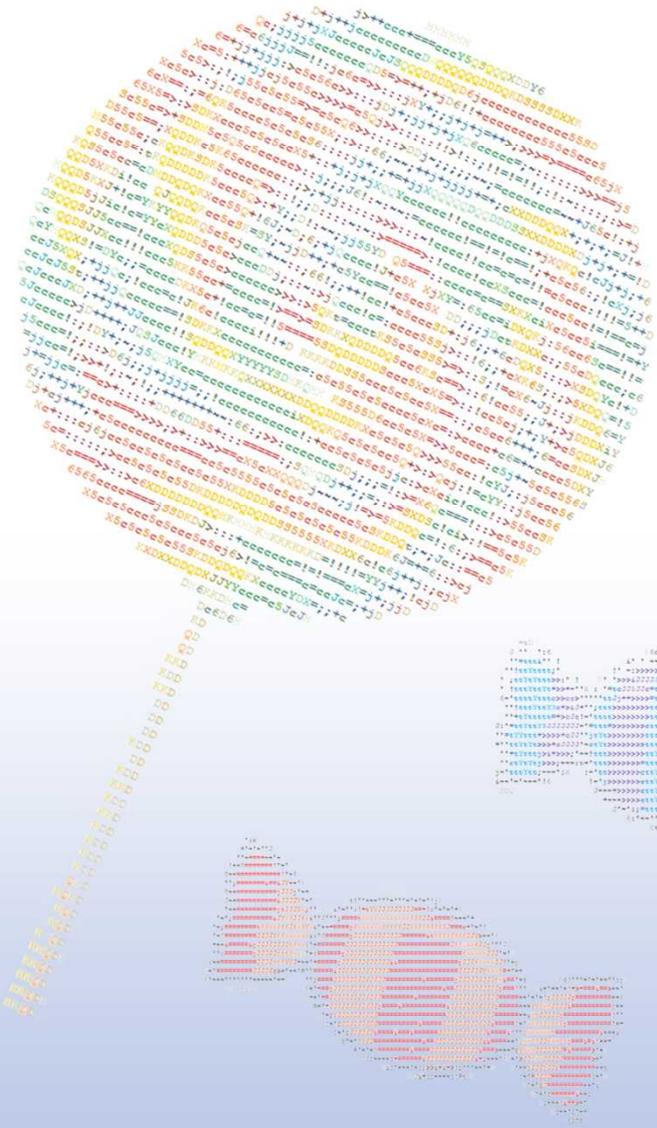
Real-Time



More Sensors,
More Real-Time Data,
More Stations,
More...

Data Candy

You can never have too much sweet, sweet data.



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VISICALC

The first spreadsheet program available for personal computers

The application that turned the microcomputer from a hobby for computer enthusiasts into a serious business tool.

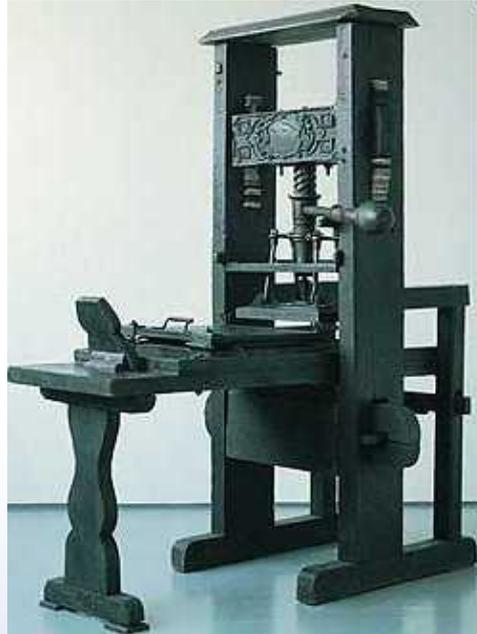
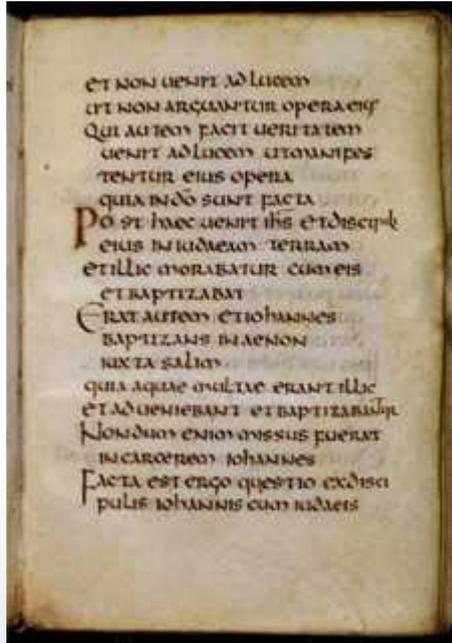
The screenshot shows the VISICALC spreadsheet interface. The title bar at the top reads '011 (L) TOTAL' and 'C10 25'. The spreadsheet has four columns labeled A, B, C, and D. The data is as follows:

	A	B	C	D
1	ITEM	NO.	UNIT	COST
2	---	---	---	---
3	MUCK RAKE	43	12.95	556.85
4	BUZZ CUT	15	6.75	101.25
5	TOE TONER	250	49.95	12487.50
6	EYE SNUFF	2	4.95	9.90
7				---
8			SUBTOTAL	13155.50
9			9.75% TAX	1282.66
10			TOTAL	14438.16

Access to Information



Democratization of Distribution



Ubiquitous Access to Information



Broadcast Yourself™



Get the world's geographic information at your fingertips.

[Download Google Earth](#)

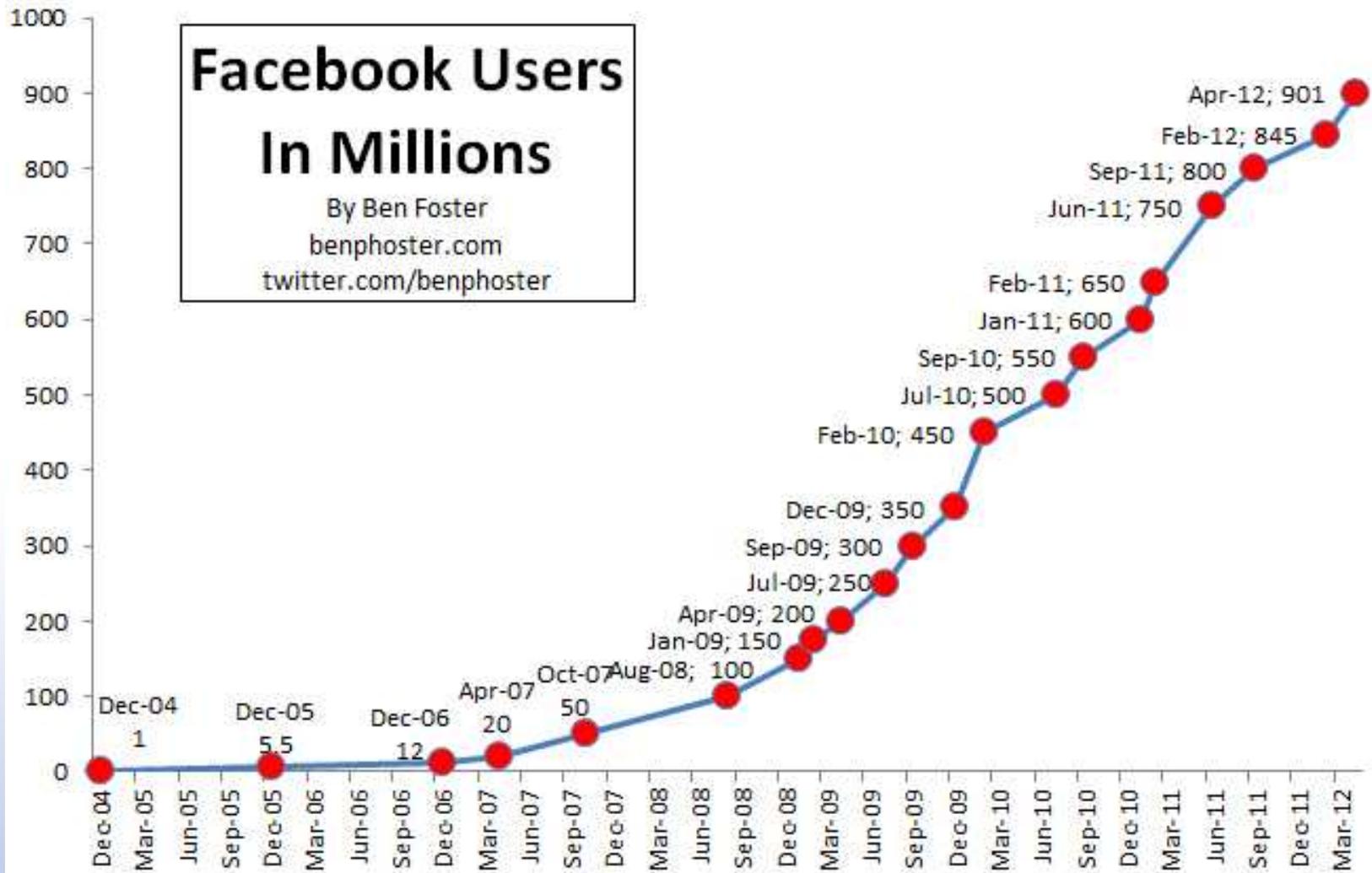
- Fly to any place around the world.
- See 3D buildings, imagery, and terrain.
- Find cities, places, and local businesses.



WIKIPEDIA
The Free Encyclopedia

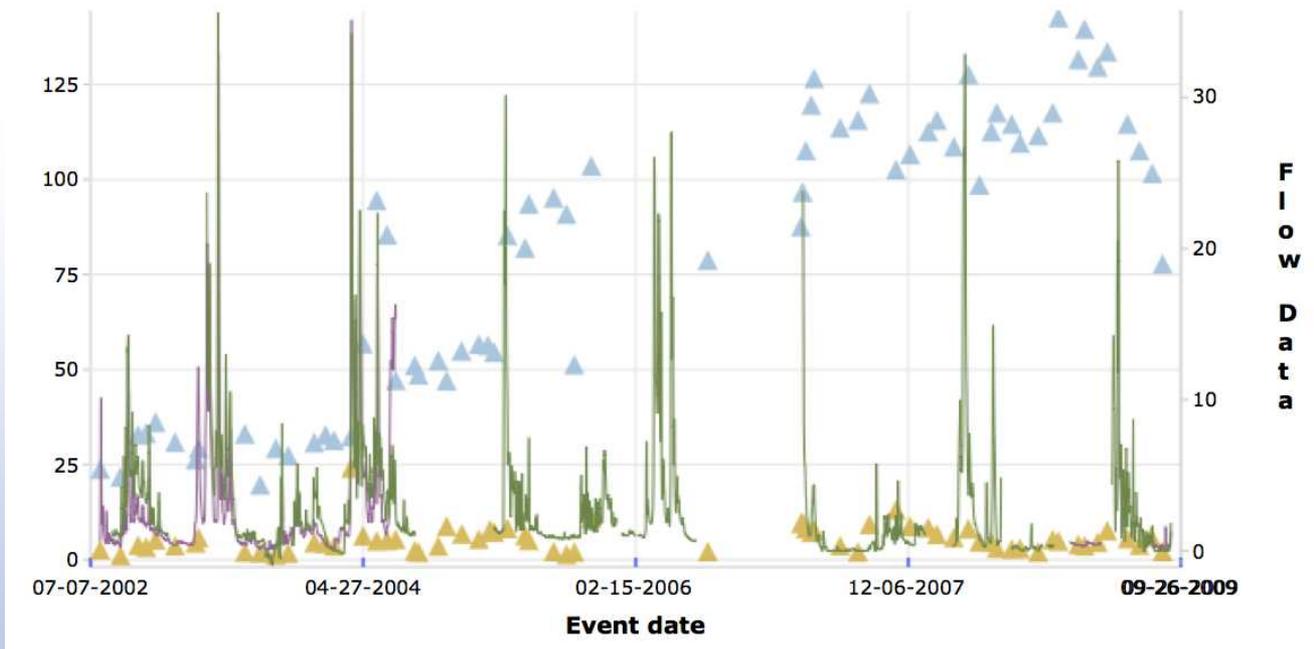
Facebook Users In Millions

By Ben Foster
benphoster.com
twitter.com/benphoster



Leveraging the Power of Social Networks

What do  &  have to do with communicating science?



When You Reach Influencers, You Reach Their Friends



Sarah Gramlich Howard

Great talk. The company that produces atrazine also produces the drug that counteracts its effects. Unbelievable.



Tyrone Hayes + Penelope Jagessar Chaffer:
The toxic baby? | Video on TED.com
www.ted.com

TED Talks Filmmaker Penelope Jagessar Chaffer was curious about the chemicals she was exposed to while pregnant: Could they affect her unborn child?

Like · Comment · Share · March 22 at 9:57am · 🌐

👍 **Linda Gardner Phillips** likes this.



Steve Collins why am I not surprised?

March 22 at 10:38am · Like



Jeri Burns I'm with you Steve, it's unreal

March 23 at 4:55am · Like

Write a comment...

How Do We Reach Influencers?

- Friendly environment
- Focus
- Visualization
- Freeway to the main message
- Guided discovery
- Speed



Friendly, Familiar & Inviting Interfaces

Entry Portal

northjacksonco.com https://reach.northjacksonco.com/StreamTemp/EntryPortal.aspx google earth

Welcome to the Stream Temperature Project


My town is:


My school is:

My school is in this watershed:

[Go to Dixon Creek Watershed Homepage](#)

Data Dump

vs.

Data Exploration



Only reaches users willing to deal with this:

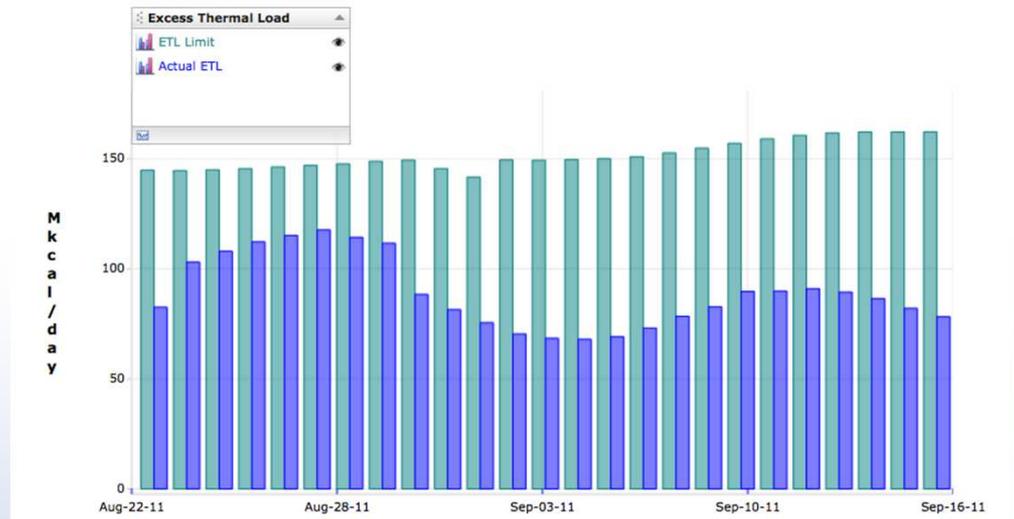
Date	ETL Limit Mkal/day	Actual ETL Mkal/day	Max Allowable Daily Effluent Flow (MGD)	Actual Daily Average Effluent Flow (MGD)
8/23/2011	145	83	33	5
8/24/2011	145	103	20	5
8/25/2011	145	108	18	6
8/26/2011	146	112	16	5
8/27/2011	146	115	15	5
8/28/2011	147	118	14	5
8/29/2011	148	114	16	5
8/30/2011	149	112	17	5
8/31/2011	149	88	31	5
9/1/2011	146	81	34	5
9/2/2011	142	76	37	5
9/3/2011	150	70	46	5
9/4/2011	149	68	48	5
9/5/2011	150	68	48	5
9/6/2011	150	69	48	6
9/7/2011	151	73	44	6
9/8/2011	153	78	40	6
9/9/2011	155	83	37	5
9/10/2011	157	90	32	5
9/11/2011	159	90	33	5
9/12/2011	161	91	33	5
9/13/2011	162	89	35	5
9/14/2011	162	86	37	5
9/15/2011	162	82	40	5
9/16/2011	162	78	44	5

Show ETL Limit Calc Option

Export to Excel

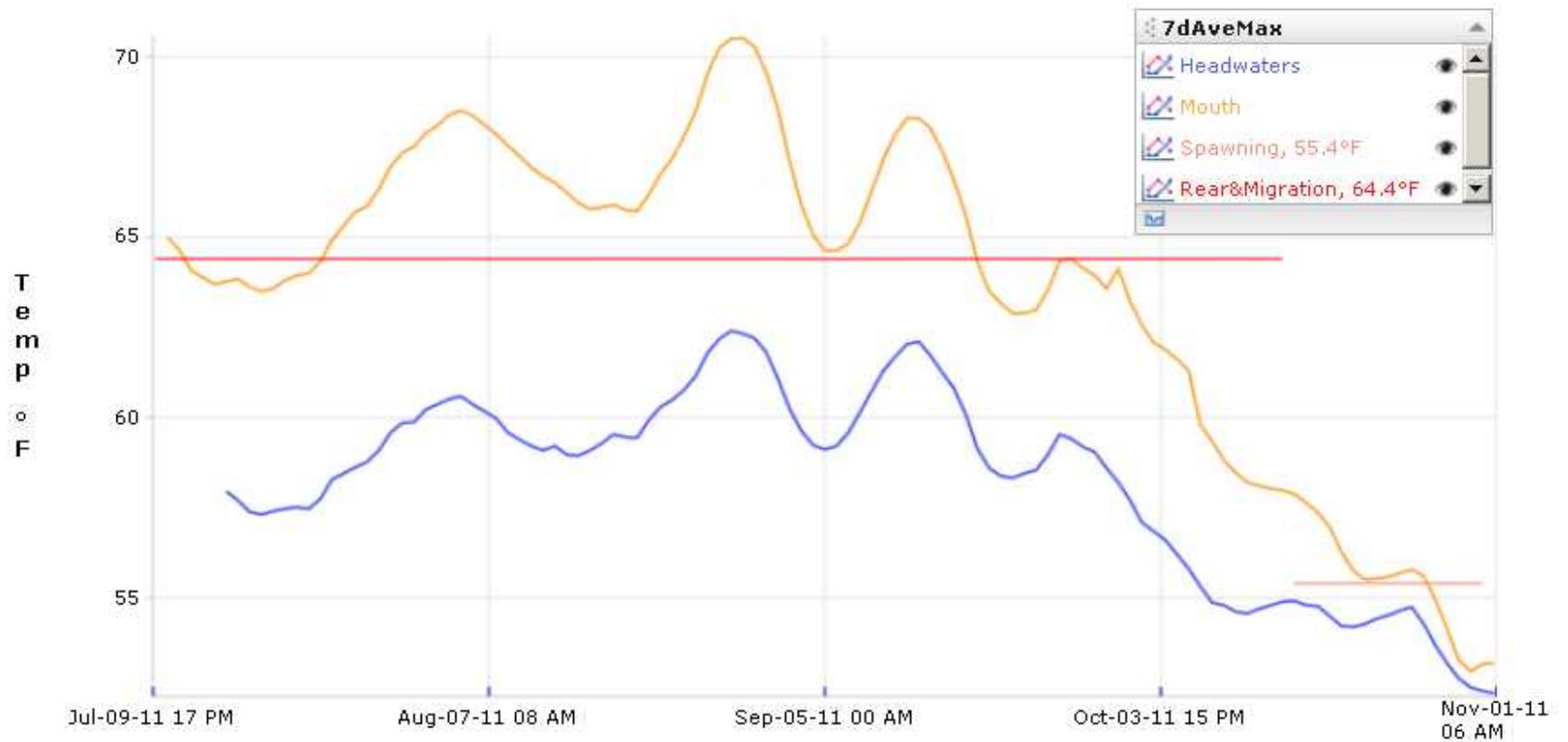


Sites with user friendly web tools reach more people



Let the Tools Focus Your Message

Stream Temperature Data Viewer



Every Second Counts



Nearly 50% of web users expect a site to load in 2 seconds or less and they tend to abandon a site that isn't loaded within 3 seconds

Vibrant Map Tools

McKenzie Water Quality

https://reach.northjacksonco.com/eweb/WaterQuality/WaterQuality.aspx

google earth

EUGENE WATER & ELECTRIC BOARD
McKenzie Water Quality Data Powered by North Jackson Company

Home | Data Exploration | Baseline Data | Storm Event Data | Data Download | Map

Find monitoring locations

that have Samples Detections Exceedances

for a period of Full record (1950--) Prior 2000 Post 2000 Custom

for a parameter or group of parameters

Query results:

Location	Analyte	Sampled	Detected	Exceeded	Min
E010	Lead, total	51	2	0	1.11
E01M	Lead, total	21	0	0	
E020	Lead, total	27	1	0	1.41
E02M	Lead, total	21	1	0	3.66
E050	Lead,	4	0	0	

[Table of Contents](#)

Zoom In | Zoom Out | Full Extent | Prev Extent | Next Extent | Pan | Deactivate

Easy to Use and Share

McKenzie Water Quality

https://reach.northjacksonco.com/eweb/WaterQuality/WaterQuality.aspx

EWEB EUGENE WATER & ELECTRIC BOARD

McKenzie Water Quality Data Powered by North Jackson Company

Home Data Exploration Baseline Data Storm Event Data Data Download Map

Find monitoring locations

that have

- Samples
- Detections
- Exceedances

for a period of

- Full record (1950--)
- Prior 2000
- Post 2000
- Custom

for a parameter or group of parameters

Lead, total

Locate

Query results:

Location	Analyte	Sampled	Detected	Exceeded	Min	Max
E210	Lead, total	53	1	1	25	25
E690	Lead, total	46	11	2	0.14	17

Table of Contents

Zoom In Zoom Out Full Extent Prev Extent Next Extent Pan Deactivate

Switch Basemap

“The health of a democratic society may be measured by the quality of functions performed by private citizens.”

— Alexis de Tocqueville, *Democracy in America*

Contact Information



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