



STANFORD SOCIAL INNOVATION REVIEW PRESENTS

DATA ON PURPOSE

TELLING GREAT STORIES WITH DATA

February 10, 9:00 a.m. – 1:00 p.m.

From Data Geek to Curator



Chris Royalty

Executive Creative Director,
Blue State Digital



Sarah Twombly

Strategy Director,
Blue State Digital



Sarah Newhall

Executive Vice President,
Strategy & Insights,
Blue State Digital



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Who we are

Hi, we're Blue State Digital.

We're a creative + tech agency for purpose-driven brands and organizations that want to scale their impact and transform how they engage people.



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Who we are

We apply a people-first, data-driven, campaign mindset to inspire supporters to do big things together.



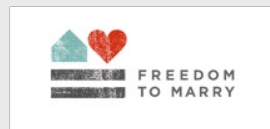
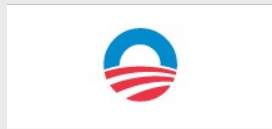
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**We work with leading organizations:
from Google to UNICEF, Obama to MIT,
Tate Modern to Ford Motor Company, to
name a few.**



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Our creative talent and proprietary technology have delivered billions of advocacy actions and fundraising dollars:

\$1.9

billion dollars
raised

600

websites built

39

billion emails
sent

31

million
contributors

5

presidential
elections won



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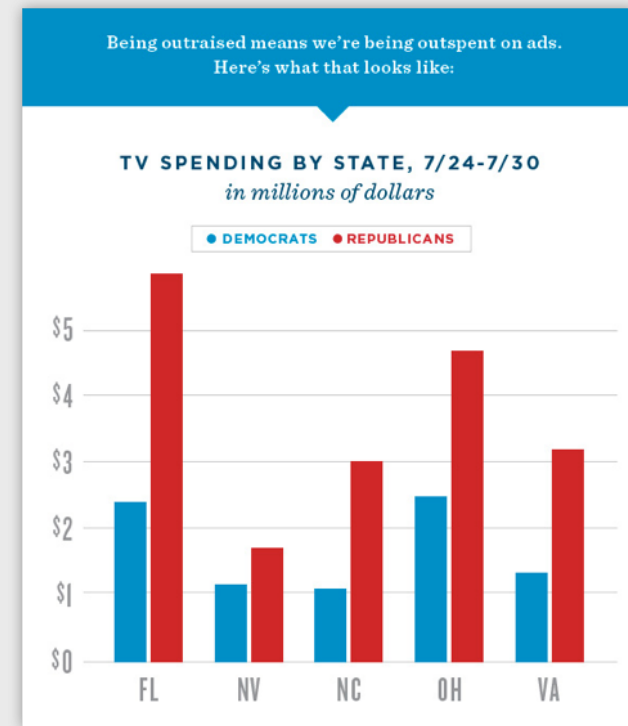
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How do we use data?

Data proves what's at stake.



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And motivates people to act.

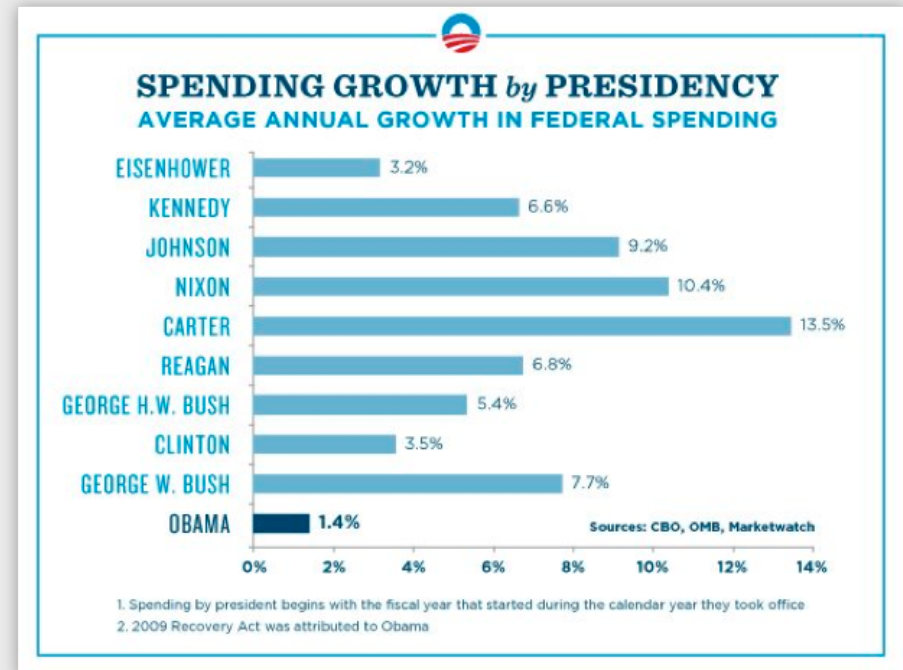


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Turns defense into offense.

We informed, inspired,
and always made it
shareable.

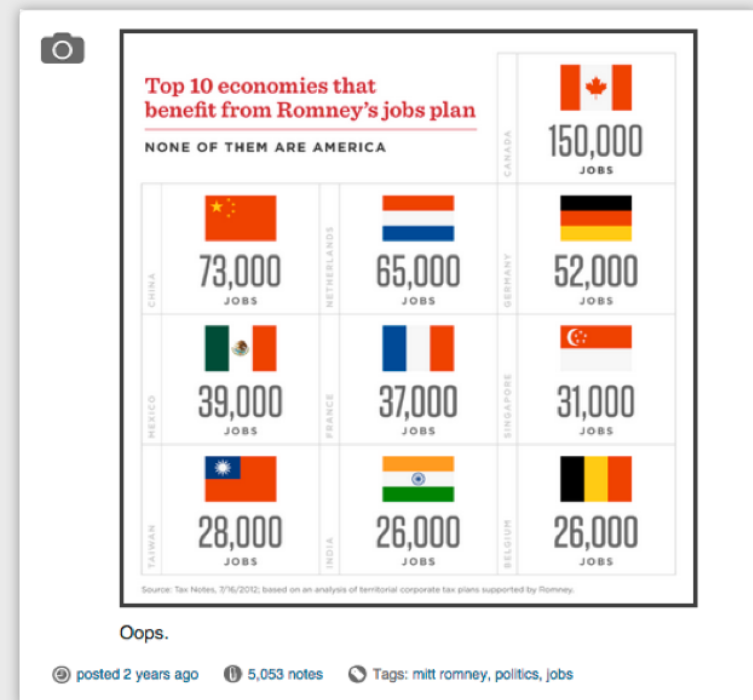


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And shapes the narrative.

Combat the other side with accurate and clear ‘explainers.’



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Moving from Data Geek to Data Curator



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1. Find a story in the data.



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Moving your mission forward



English

[Home](#) [About](#) [Partners](#) [Grant Portfolio](#) [Media Center](#) [Library](#) [Blog](#)



[Home](#) > [About](#) > [Results](#)

[About](#)

[Fighting AIDS, Tuberculosis and Malaria](#)

[Results](#)

[Strategy](#)

Results

The Global Fund began with a dream: a dream of creating a “war chest” of funding that would support the fight against AIDS, TB and malaria. Today that dream is a reality. Programs supported by the Global Fund, as of July 2015, have 8.1 million people on antiretroviral therapy for AIDS, have tested and treated 13.2 million people for TB, and have distributed 548 million insecticide-treated nets to protect families against malaria.

Related Content

15 JULY 2015 - NEWS RELEASE
[Results Show Strong Progress Against HIV, TB and Malaria](#)

-
[Results Factsheet – July 2015](#)



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Moving your mission forward

Convey impact.



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Moving your mission forward

And convey it in different ways.




1/3

FEWER DEATHS

FROM AIDS, TB AND MALARIA
IN COUNTRIES WHERE
THE GLOBAL FUND INVESTS



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Moving your mission forward

**Tell us about the
big picture.**

3 MILLION YOUNG LIVES
LOST EVERY YEAR.

BOYS AND GIRLS WHO COULD HAVE



UNICEF has helped nourish millions of children.
We need your help preparing for 2016.



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Moving your mission forward

Tell us about the big picture, and then bring those numbers to life with individual stories.



Author hails South Sudan's former child soldiers as future leaders

3,000 children are returning to a more normal life after forced conscription with the Cobra armed faction in South Sudan. Author Ishmael Beah, a former child soldier and advocate, talks with them about their future, and their past. Read more in *The Guardian*.

[READ MORE →](#)



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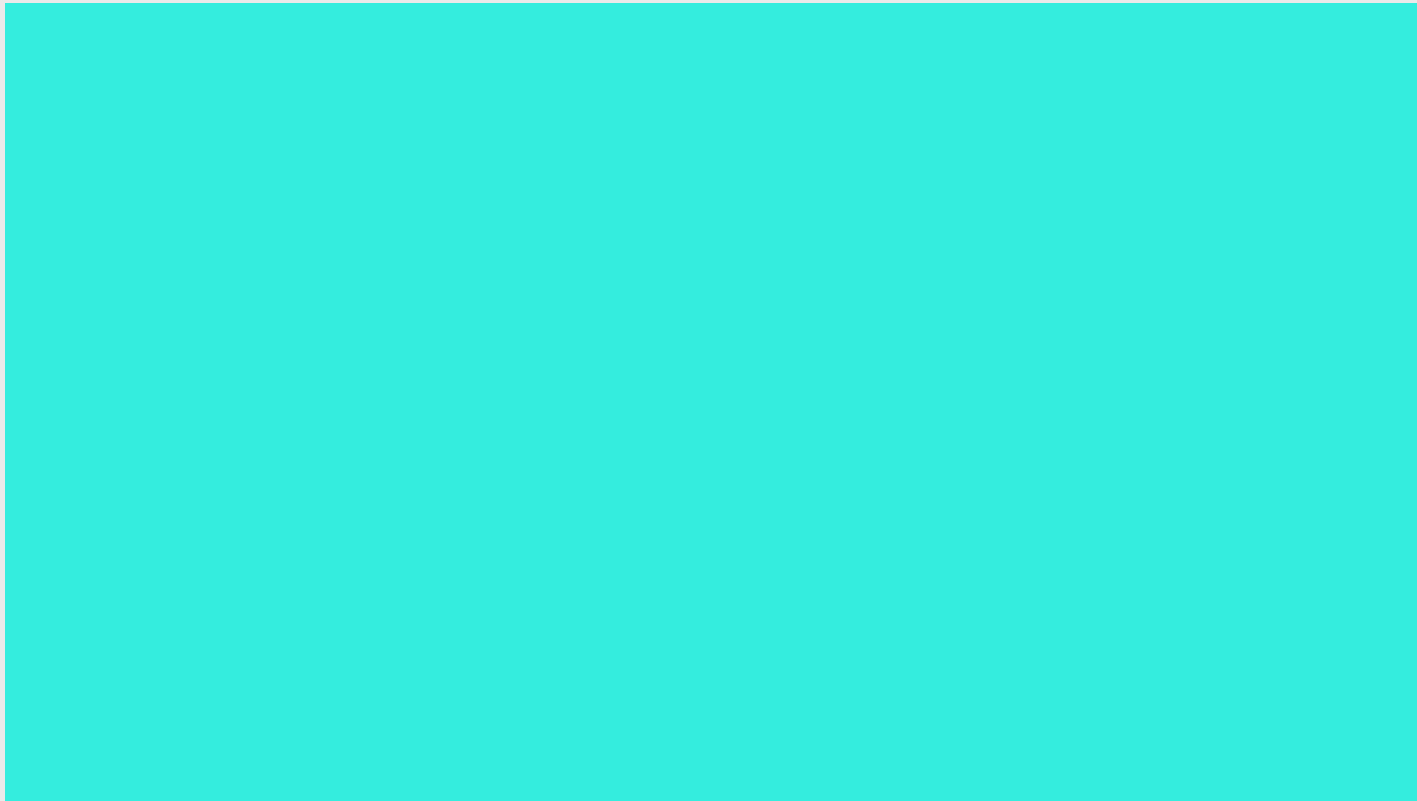
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Inspire your audience

Our Health California: Datagrams



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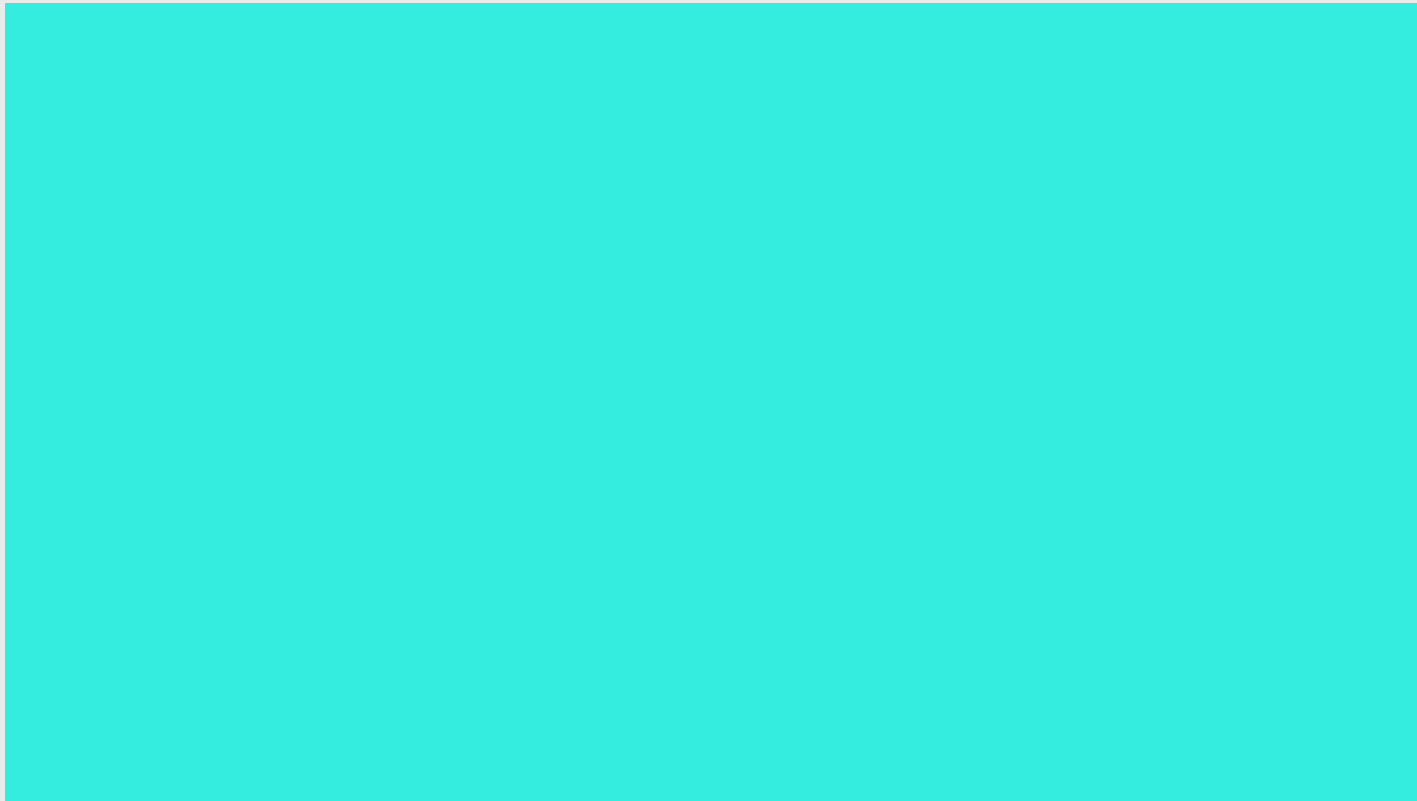
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Inspire your audience

Our Health California: Datagrams



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Our Health California: Datagrams



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Inspire your audience

Our Health California: Datagrams



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1. Recap

Find the story

Convey impact, not numbers

Toggle between the big picture and the individual

Get your audience inspired



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2. Content, Channel & Audience



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Access to information

Data that sheds light on how laws and policies affect Internet users and the flow of information online.

Browse the current reports



Government requests to remove content

A list of the number of requests we receive from governments to review or remove content from Google products.



Requests for information about our users

A list of the number of requests we received from governments to hand over user data and account information.



Requests by copyright owners to remove search results

Detailed information on requests by copyright owners or their representatives to remove web pages from Google search results.



Google product traffic

The real-time availability of Google products around the world, historic traffic patterns since 2008, and a historic archive of disruptions to Google products.



Safe Browsing

Statistics on how many malware and phishing websites we detect per week, how many users we warn, and which networks around the world host malware sites.



Encryption of email in transit

A report on how much email exchanged between Gmail and other providers is protected from snooping while it crosses the Internet.



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Overview

[Owners](#)
[Reporting organizations](#)
[Specified domains](#)
[Requests](#)
[FAQ](#)
[Download data](#)
[Visible changes](#)



Google regularly receives requests from [copyright owners](#) and [reporting organizations](#) that represent them to remove search results that link to material that allegedly infringes copyrights. Each request names specific URLs to be removed, and we list the domain portions of URLs requested to be removed under specified domains.

URLs requested to be removed from Search per week



This data consists of the copyright removal notices received for Search since 2011, with **some omissions**

[What's not included?](#)

Copyright removal requests received for Search in the past month

72,784,574 URLs Requested to be Removed

77,628 Specified domains

6,879 Copyright Owners

3,184 Reporting Organizations

Top Reporting Organizations in the Past Month ⓘ

	URLs
rivendell	18,288,570
Degban	9,895,388
BPI (British Reco...	5,482,249

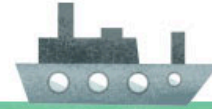
Top Copyright Owners in the Past Month ⓘ

	URLs
CANAL+	8,407,025
BPI LTD MEMBE...	5,482,249
APDIF Mexico M...	3,956,385

Top Domains Specified in the Past Month ⓘ

	URLs	% ⓘ
flowxd.me	2,755,096	≥ 50%
mangaeden.com	1,276,553	< 50%
genteflow.me	1,230,716	< 50%

How much email was encrypted in transit?



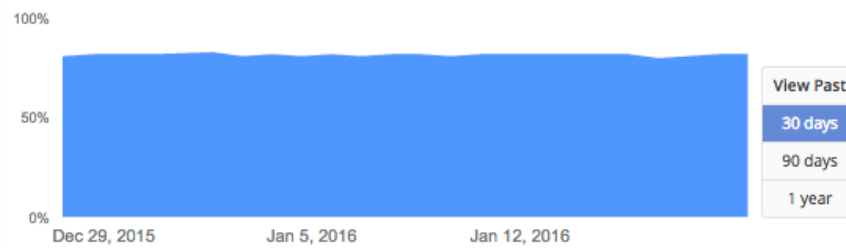
Generally speaking, use of encryption in transit increases over time, as more providers enable and maintain their support. Factors such as varying volumes of email may explain other fluctuations.

Outbound

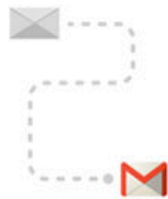


82%

Messages from Gmail to other providers.

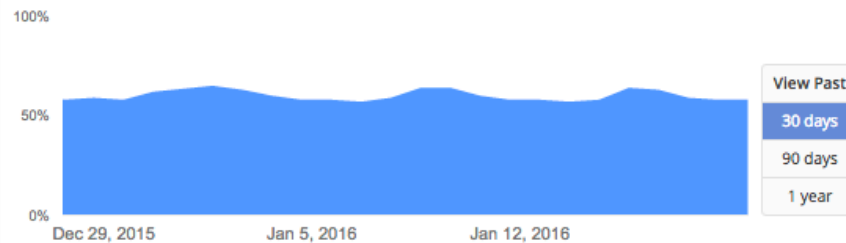


Inbound



58%

Messages from other providers to Gmail.



[Download data](#)



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Explore Requests from July to December 2014

[See more requests](#)

Request: We received two requests from the Ministry of Gender Equality & Family to remove or age-restrict a total of 5034 YouTube videos claimed to be harmful to youth.

Outcome: We age-restricted 4877 videos in South Korea.



South Korea

Explore Requests from July to December 2014

[See more requests](#)

Request: We received a copyright removal request from Ecuador's Secretary of Communication to remove a YouTube video that contrasted a speech by President Rafael Correa—broadcast on state-owned television—with footage of police officers beating protesters.

Outcome: We did not remove the video.



Ecuador

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By the numbers

Explore requests

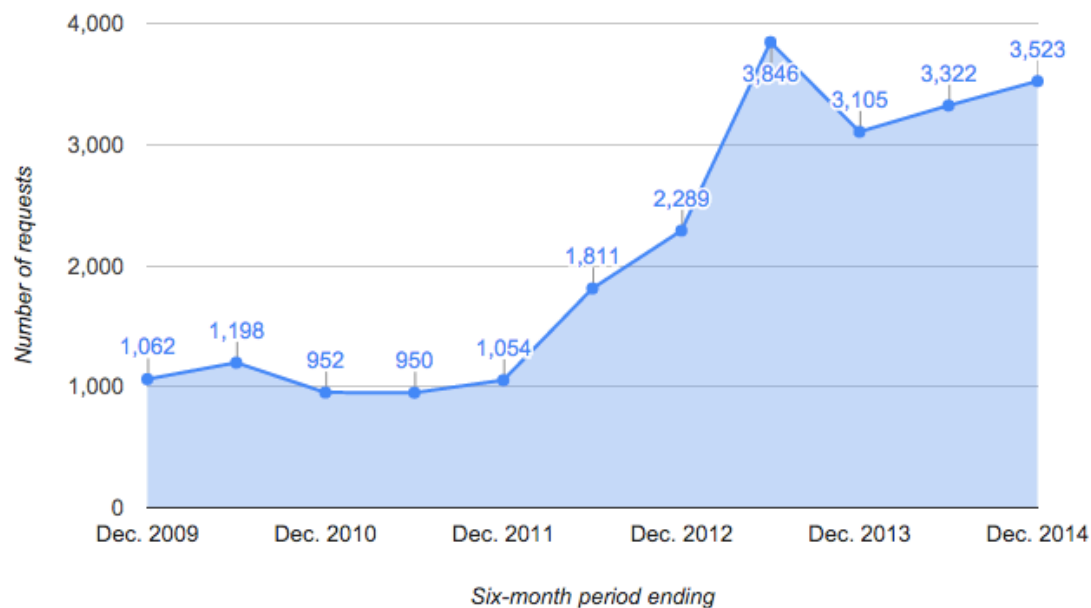
Reasons

Process

Products

Removal requests by the numbers

[See all data](#)



Total removal requests we have received by year since 2009.

Requests

Items

Totals

Reasons

Products

Branch



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Content, Channel & Audience

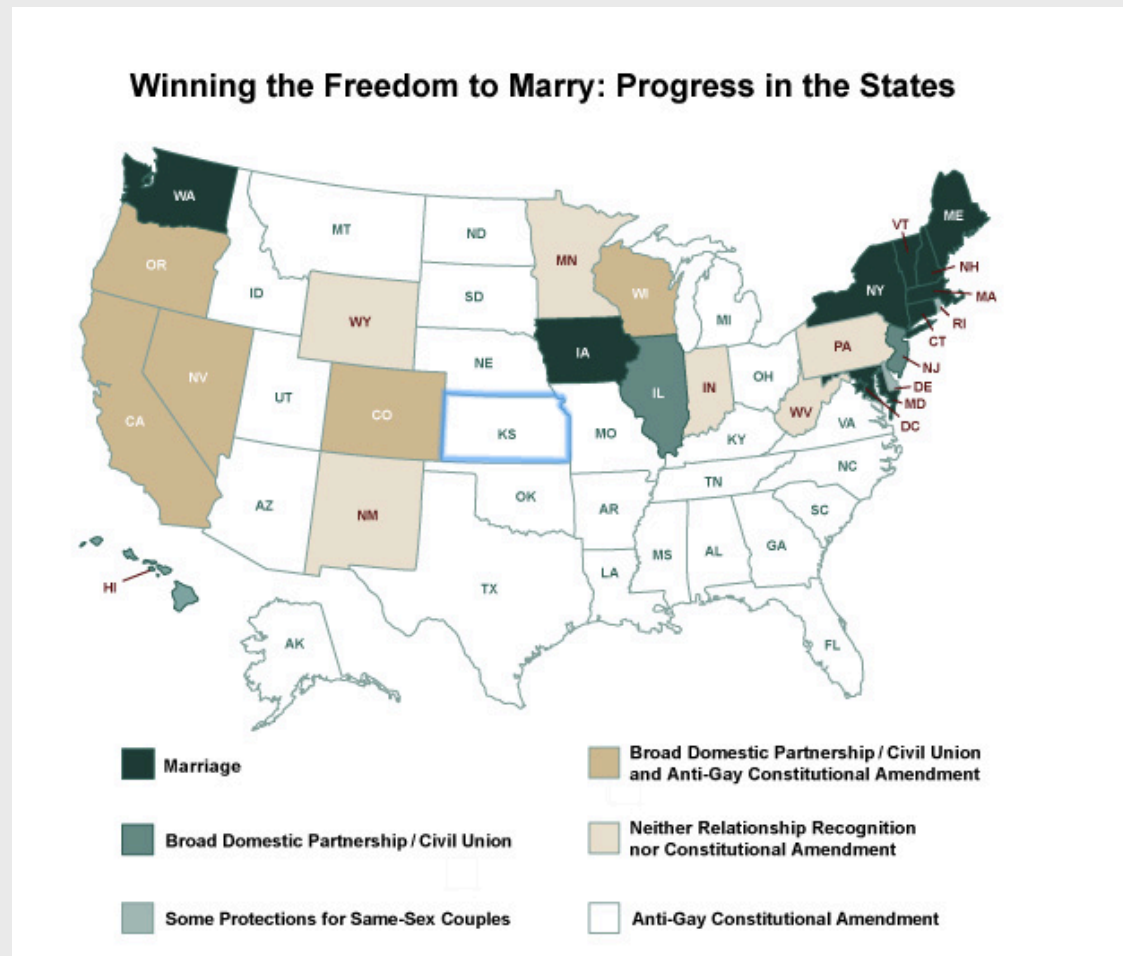


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Content, Channel & Audience

Web content



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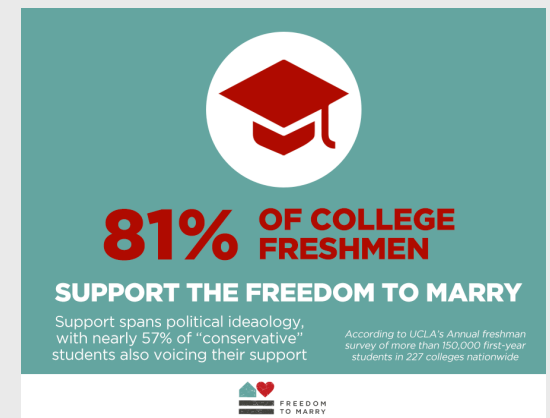
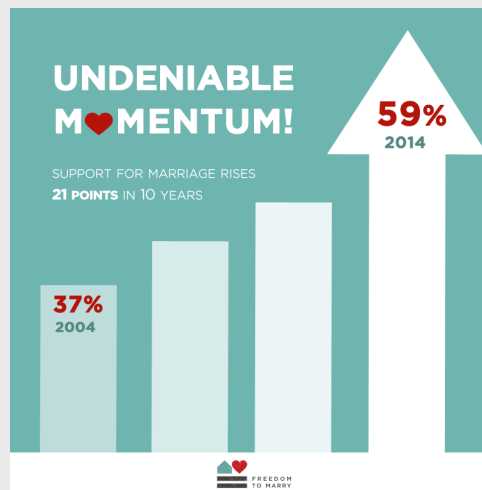
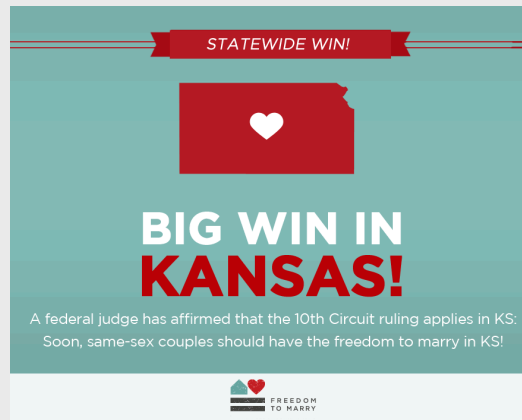
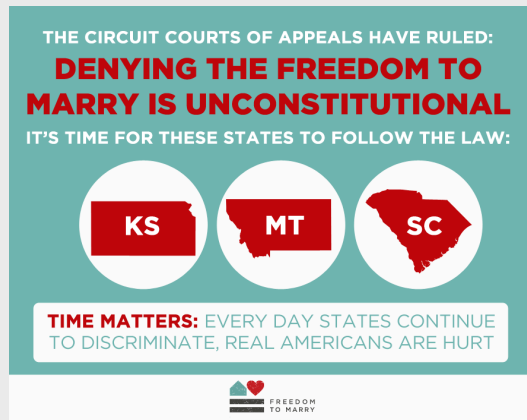
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Content, Channel & Audience

Facebook: specific, personal, accessible



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Content, Channel & Audience

Recap

Channel	Audience Need	Data Type
Web	Gain a deeper understanding of a topic or issue	Interactive, in-depth data visualizations
Facebook	Be entertained and make myself look good	Datagram video, graphics-based statistics and facts targeted or personalized when possible
Twitter	Inform myself and my network	Short video, stand alone statistics and facts



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3. Design for Action

EXPRESS DONATE: \$100

SEE MORE

LET'S GO!

Download product

TAKE THE QUIZ ▶

GET STARTED

Start a campaign

WATCH NOW ›

CREATE A PETITION

READ MORE FOR WOW

JOIN NOW ▶

DONATE



Action!

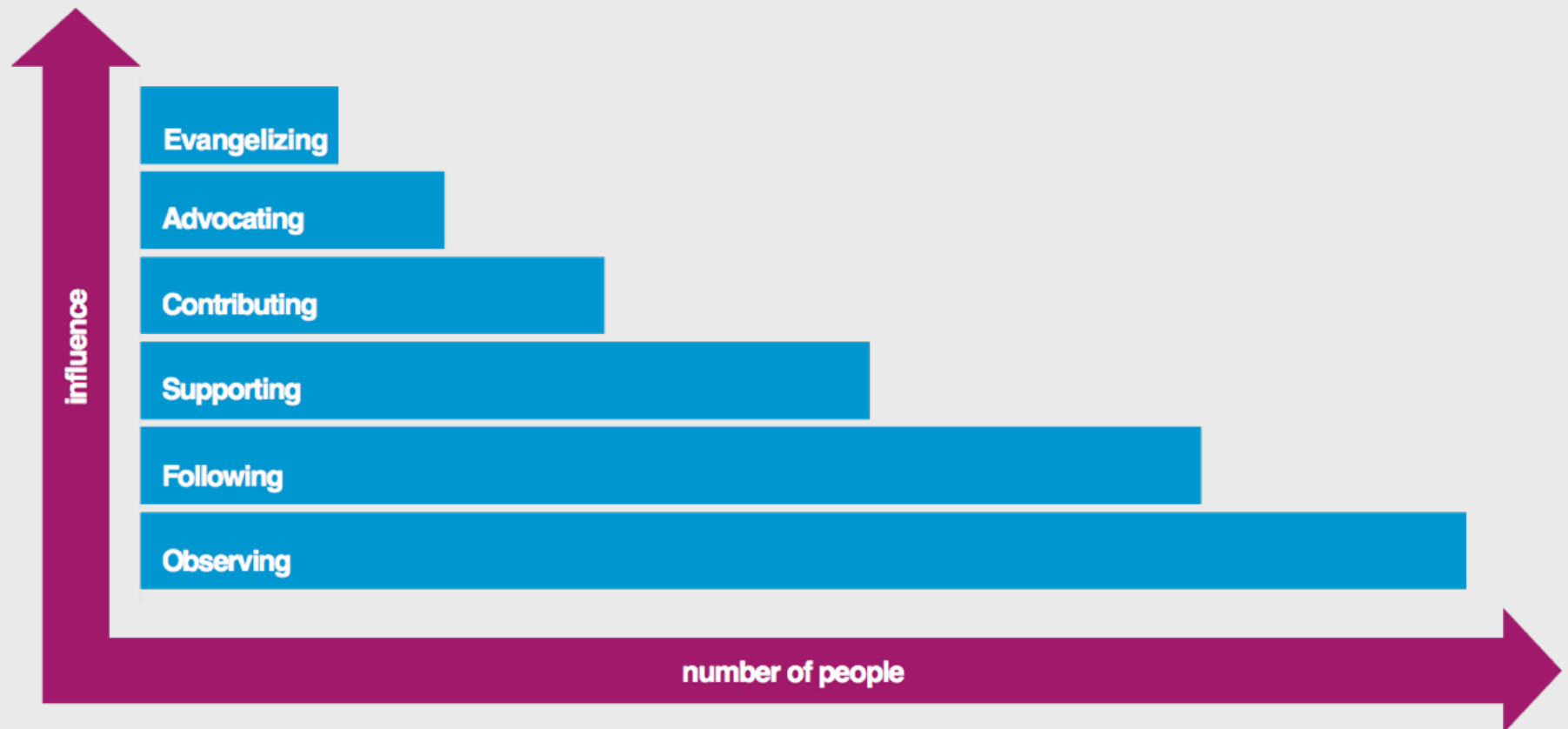
SIGN THE PETITION



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Map it Out

Do you pay attention to the news, geography, and events that shape our world every day? Play Map it Out now to see if you're a Map Master or a News Novice!

How well were you paying attention in 2015?

[Test your knowledge](#)



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This ancient capital – famed for its Great Mosque and burnt-brick architecture – has seen intense fighting this year.

Can you name the city?

Kabul, Afghanistan

Sana'a, Yemen

Damascus, Syria

Ljubljana, Slovenia





You're right!

Unfortunately, Yemen's capital of Sana'a has been the backdrop for violent fighting throughout 2015, disrupting normal life for thousands of Yemeni children.

But they have hope. Thanks to supporters like you, UNICEF has been on the ground since conflict broke out 8 months ago, providing psychological support, food, and medical supplies to over 150,000 children.

Next question



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That's it – good job!

Want to know how you stack up to the competition?

Get your score now to see how you compare – just enter your email address below.

How'd I do?

[No thanks, just take me to my results](#)



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Amazing!

You're a Map Master

I scored **6/6** playing Map it Out

unicef
UNITED STATES FUND

I'M A MAP MASTER!

Can you match my score?



Share on Facebook



Share on Twitter

Donate



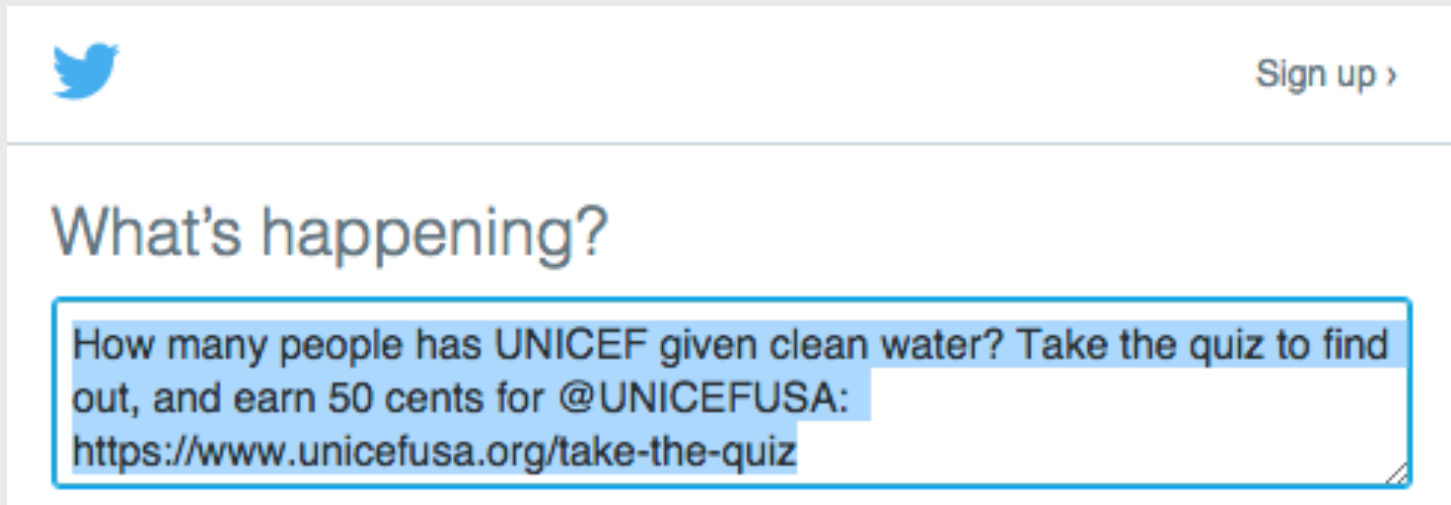
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I LOVE TEAM USA BECAUSE of the USA pride

I LOVE TEAM USA BECAUSE of Miracle on Ice

I LOVE TEAM USA BECAUSE of the underdogs

I LOVE TEAM USA BECAUSE it's bigger than myself

I LOVE TEAM USA BECAUSE we're America!


I LOVE TEAM USA BECAUSE [YOUR ANSWER HERE]

TELL US WHY YOU LOVE TEAM USA

&

GET A FREE I ♥ TEAM USA DECAL!

TELL US NOW



HURRY -- THEY WON'T LAST LONG!
ONLY THE FIRST 1,000 FANS TO SUBMIT A RESPONSE ARE ELIGIBLE TO RECEIVE THE DECAL




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Design for Action

I love Team USA because....



I LOVE TEAM USA BECAUSE of the USA pride

I LOVE TEAM USA BECAUSE of Miracle on Ice

I LOVE TEAM USA BECAUSE of the underdogs

I LOVE TEAM USA BECAUSE it's bigger than myself

I LOVE TEAM USA BECAUSE we're America!

I LOVE TEAM USA BECAUSE [YOUR ANSWER HERE]

Tell us why you support Team USA — and get a FREE “I <3 Team USA” window decal (just enter your details below).

Email*

First Name*

Last Name*

Address

City

State

ZIP Code

Twitter Handle?

Why Do You Love Team USA?*

SUBMIT

* denotes required field





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Design for Action

Donate Today and Support Team USA





If you believe in the Olympic dream, make a donation today.

Thank you for telling us why you love Team USA. Now, will you chip in to show your support for Team USA's Olympic and Paralympic hopefuls?

Team USA athletes rely on fans like you to help them pay for coaching, training, equipment, travel, and all the expenses that go into becoming one of the best athletes in the world.

No athlete makes it to the Olympic Games on their own. Your support is critical to their success because unlike other countries, Team USA does not receive government funding for its Olympic programs.

[use my saved payment information](#)

Contributor

Country

united states

First Name

Last Name

Address

City

State

Zip

Email Address



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Design for Action

We asked fans to tell us why they love Team USA.
Here's what they had to say:

I was fortunate to wear a USA Volleyball jersey from 1976 to 1980. Singing the national anthem with your hand over your heart is something I will cherish forever.
SHARON F., OH

I've watched Team USA since I was old enough to remember.
DAVID H., KS

I love Team USA because "impossible" isn't in their vocabulary.
MYLYN GRACE R., TX

Every athlete that puts on the red, white, and blue always gives 110% no matter the circumstances!
RAYMOND D., TX

There are a million reasons to love Team USA.
Whatever yours is, show our athletes you've got their backs.

INVEST IN THE FUTURE OF TEAM USA

DONATE TODAY



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4. Test & Learn



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Test & Learn

Heifer Over/Under Analyzer Machine

Revenue

Step 1:	Enter the date of the email	12/10/2015
Step 2:	Is there an email planned for tomorrow?	Yes
Step 3:	Enter total number of recipients of the email	150,075
Step 4:	Enter revenue raised	\$2,652
	Revenue per 1k from this email	\$17.67
	Revenue Benchmark	\$62.81
	<i>Womp! This one ain't doing so hot. Let's not send this to the rest of the list.</i>	



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Test & Learn

CREATING CHANGE

.....

For nearly 70 years Heifer's cornerstones have empowered people to change their lives.



Passing On the Gift

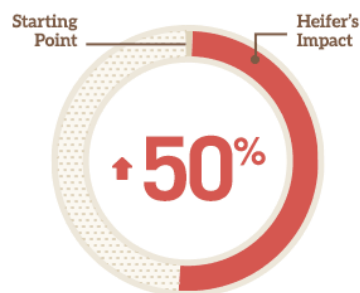


PASSING ON THE GIFT



We have all needed a helping hand in our lives. Start a cycle of positive change by helping others as you have been helped. The giving spirit grows exponentially with each person it impacts.

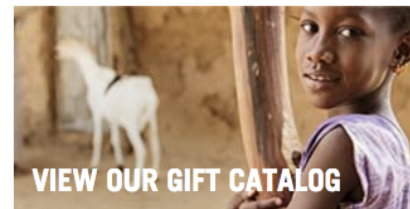
INCREASE IN IMPACT ON LARGER COMMUNITY



Where we work in Uganda*

*The External Evaluation of Heifer International's Efforts in

WHAT YOU CAN DO



VIEW OUR GIFT CATALOG

FUNDRAISE
FOR HEIFER

2X

EMPLOYER MATCHING
DOUBLES YOUR GIFT



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4. Putting it All Together



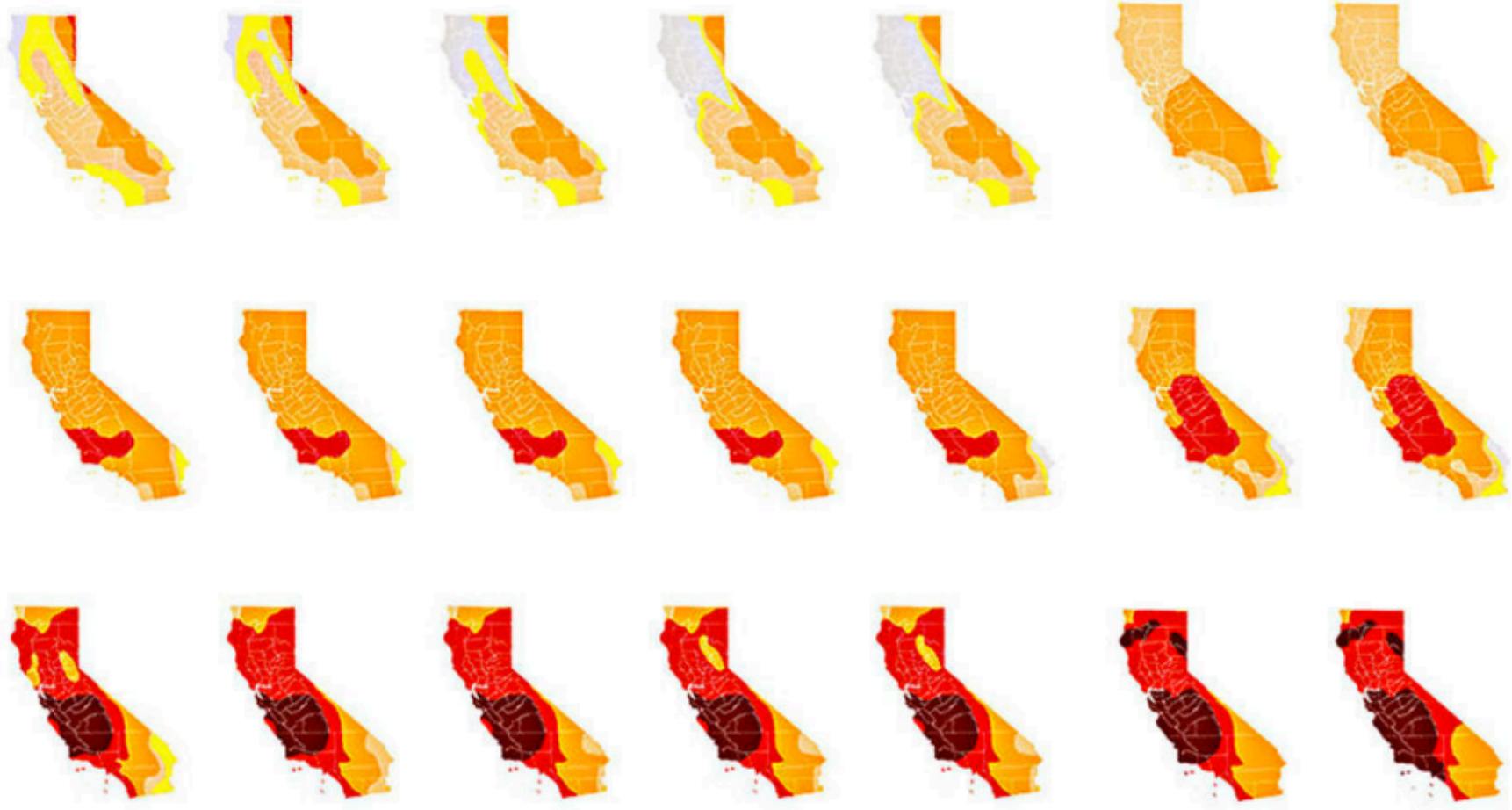
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Infographic 209 drought maps show just how thirsty California has become



Reverse Engineering

What was the story?

Who was it designed for?

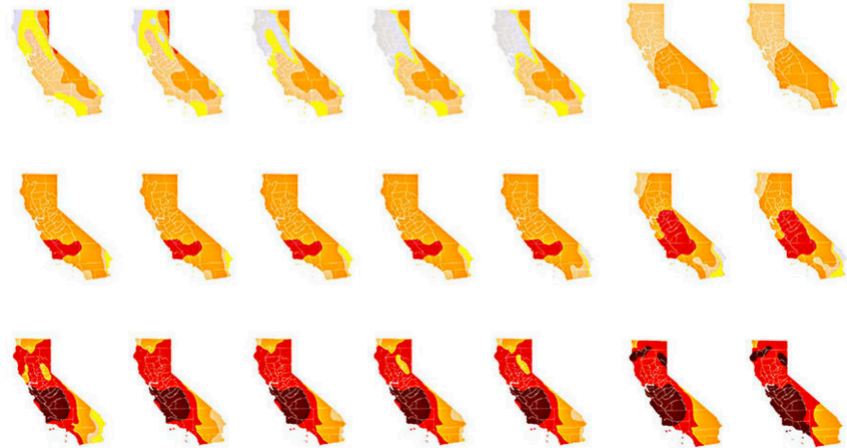
What data was included?

What data was excluded?

What action might it drive?

Why does it work?

Infographic 209 drought maps show just how thirsty California has become



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PRO-VOCATIVE

The dude map: How Americans refer to their bros

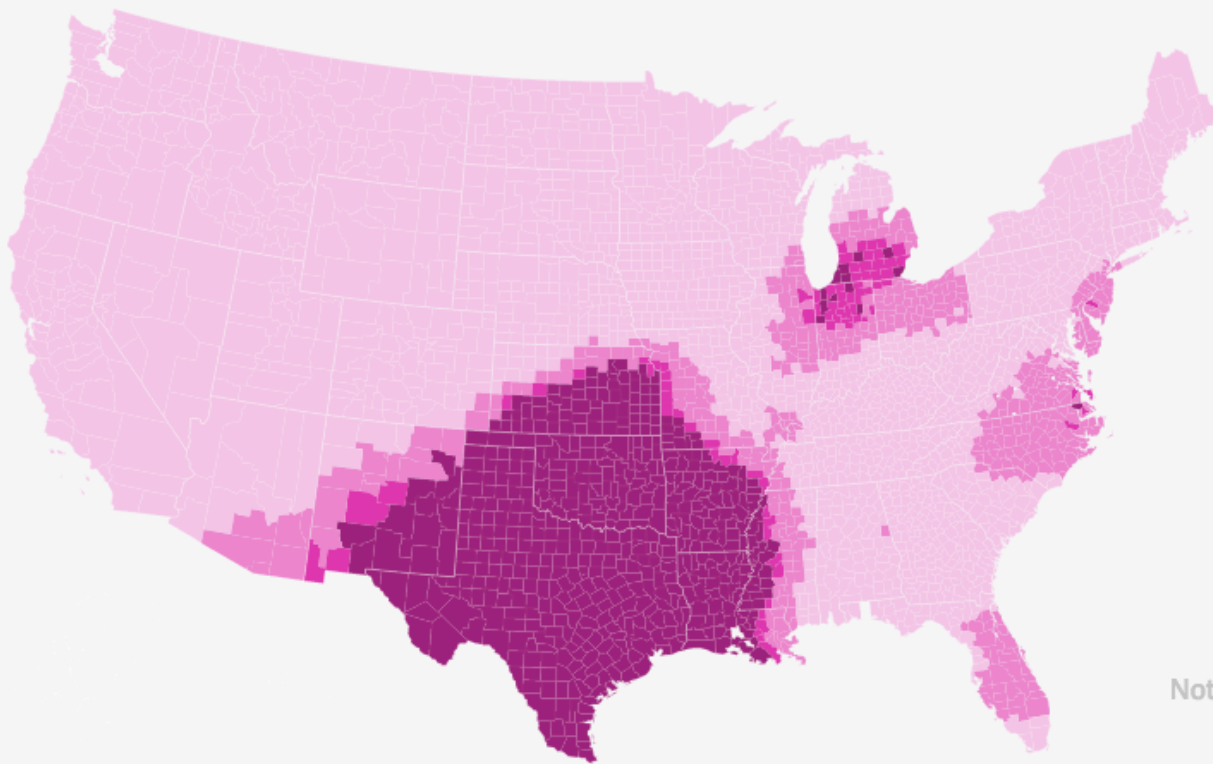
BRO

buddy

dude

fella

pal



Not common →

Very common →

Quartz | Data: Twitter, Grieve, Guo

Reverse Engineering

What was the story?

Who was it designed for?

What data was included?

What data was excluded?

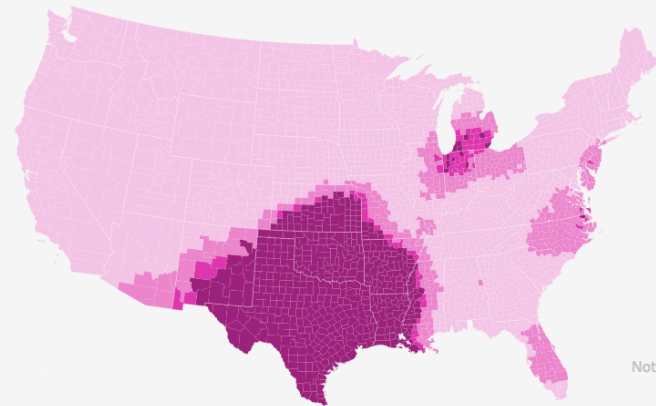
What action might it drive?

Why does it work?

PRO-VOCATIVE

The dude map: How Americans refer to their bros

BRO buddy dude fella pal



Quartz | Data: Twitter, Grieve, Guo



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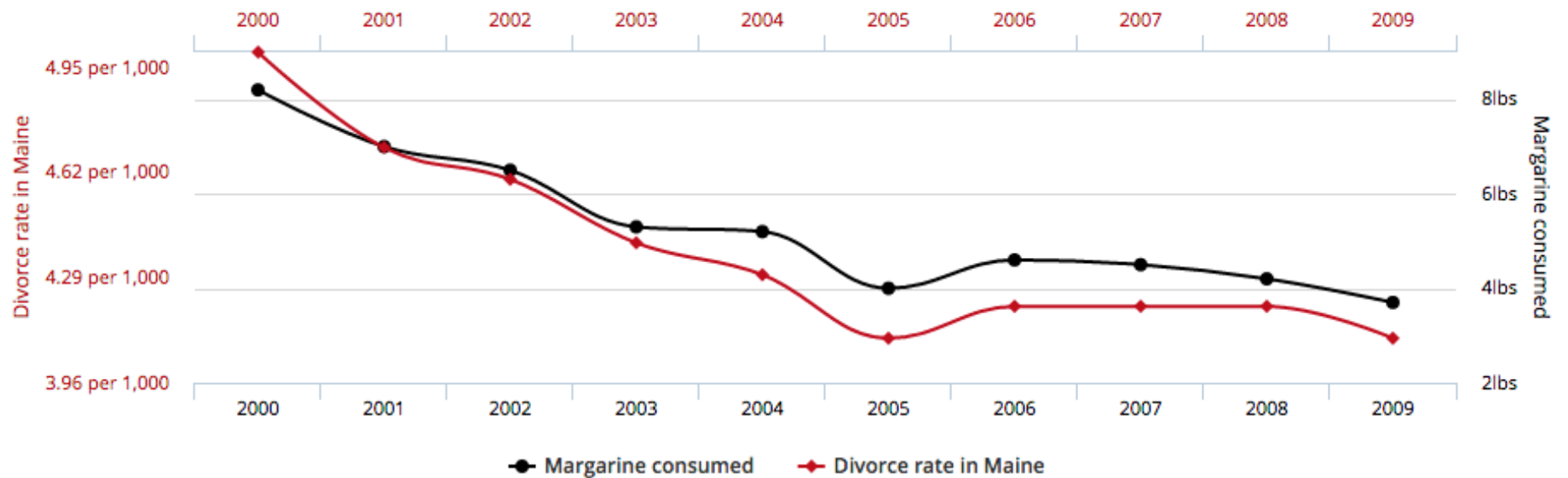
DATA ON PURPOSE

TELLING GREAT STORIES WITH DATA

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Divorce rate in Maine correlates with Per capita consumption of margarine

Correlation: 99.26% ($r=0.992558$)



tylervigen.com

Data sources: National Vital Statistics Reports and U.S. Department of Agriculture



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Reverse Engineering

What was the story?

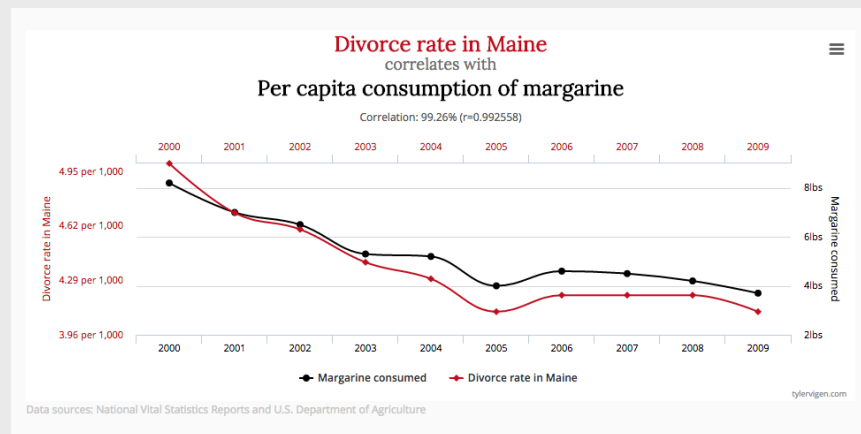
Who was it designed for?

What data was included?

What data was excluded?

What action might it drive?

Why does it work?



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Break time.



Your turn.

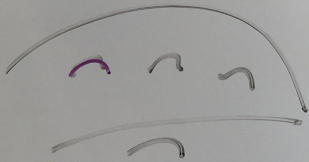
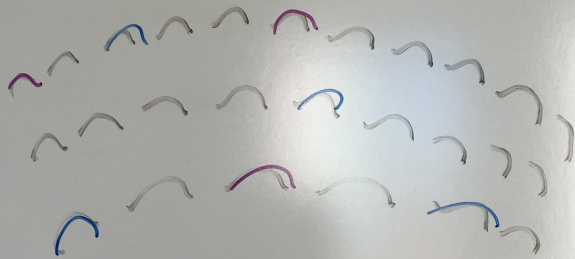


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Web

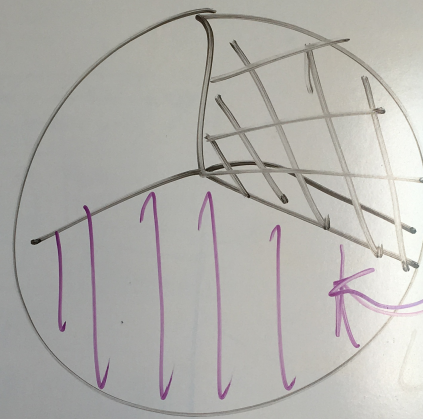
Let's clean up the senate



Find Out How Your Senator Votes

Facebook

Talk about Waste!



45% of
your taxes
go to
corporations

45%

Support Prop 12



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Headline

Graphic & Text

Call to Action



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Presentation time.



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Questions?



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