

“Research in Action” Podcast Instructor Guide

Use the following episode description, learning objectives, guiding questions and activity suggestions to more easily include “Research in Action” podcast episodes as a supplemental resource for your course.

Dr. Stephanie Evergreen on Data Visualization [00:00-35:10]

Research in Action - Episode 92

Podcast and Episode Information

“Research in Action” is a weekly podcast about topics and issues related to research in higher education featuring experts across a range of disciplines.

On this episode of the podcast, the guest is Dr. Stephanie Evergreen, an internationally-recognized data visualization and design expert. She has trained future data nerds worldwide through keynote presentations and workshops, for clients including Time, Adobe, Verizon, Head Start, American Institutes for Research, Rockefeller Foundation, Brookings Institute, and the United Nations. She writes a popular blog on data presentation at StephanieEvergreen.com. Her book, *Effective Data Visualization*, was published in Spring 2016. Her other book, *Presenting Data Effectively: Communicating Your Findings for Maximum Impact*, was just published in its second edition in June 2017. Both books hit #1 on Amazon bestseller lists.

Segment One [00:00-12:22] - In this segment, Stephanie defines data visualization.

Segment Two [12:23-22:28] - In this segment, Stephanie shares some common data viz errors and her recommendations for solutions.

Segment Three [22:29-35:10] - In this segment, Stephanie offers some ideas for how to create a positive organizational culture around data visualization.

Show notes and a transcript for this episode can be found at:

<http://ecampus.oregonstate.edu/research/podcast/e92/>

Learning Outcomes

By listening to this episode, students will be able to:

- Discuss the purpose of data visualization
- Cite resources for creating data visualization
- Discuss examples of common data visualization problems
- Review strategies for applying storytelling to data visualization

Guiding Questions for Listening

- What is data visualization?
- According to Dr. Evergreen, what are some of the important elements to keep in mind when creating data visualization?
- What resources does Dr. Evergreen suggest for those just getting started with data visualization?
- Why did Dr. Evergreen create the Evergreen Data Academy?
- According to Dr. Evergreen, what appear to be some of the more common data visualization problems?
- What does Dr. Evergreen offer as potential solutions to some of the common data visualization problems?
- According to Dr. Evergreen, what appear to be some benefits and challenges of creating dashboards?
- What strategies does Dr. Evergreen suggest as a way to begin the storytelling process for a data visualization project?
- What does Dr. Evergreen suggest for setting up early, “low-risk wins” for data visualization?
- What are some ways Dr. Evergreen shares she incorporates fun into data visualization?

Possible Activities

- Ask students to visit the show notes for this episode (<http://ecampus.oregonstate.edu/research/podcast/e92/>) and look at an additional resource that is linked in connection with this episode. Students can write a short review of that resource to share with their peers.
- Ask students to visit the show notes for this episode (<http://ecampus.oregonstate.edu/research/podcast/e92/>) and post an additional resource connected to the content of the episode in the comments section.
- Have students share questions that are raised for them based on the content of this episode. What would they ask Dr. Stephanie Evergreen if they could?

Suggested Citation (APA, 6th edition)

Linder, K. (Producer/host). (2018, January 1). *Dr. Stephanie Evergreen on Data Visualization* [Audio podcast]. Retrieved from <http://ecampus.oregonstate.edu/research/podcast/e92/>

Notes

About the Research in Action Podcast

“Research in Action” (RIA) is a podcast about topics and issues related to research in higher education featuring experts across a range of disciplines. Episodes are posted weekly and include guest interviews and occasional solo episodes. Guests are from a range of higher education institutions and share their expertise on qualitative, quantitative and mixed methods as well as their personal experiences as researchers, research and writing practices, organizational and productivity strategies, and much more. Some weeks, bonus content will also be posted.

“Research in Action” is hosted by [Dr. Katie Linder](#), research director for Oregon State University Ecampus.

Visit the podcast website to view [show notes and transcripts for each episode](#), explore our [episode guide](#), learn more about how to [contact us](#), or [suggest a future guest or topic](#).

You may subscribe to the [“Research in Action” RSS feed](#) or access the podcast via [iTunes](#), [Soundcloud](#) or [Stitcher](#).

“Research in Action” is also listed on [MERLOT](#).

The “Research in Action” podcast is a resource funded by Oregon State University Ecampus – ranked top ten in the nation for online education two years running by U.S. News & World Report. OSU Ecampus has more than 45 degree programs and more than 1,000 classes online.

Contact

Katie Linder, Ph.D.
Director of Research
Oregon State Ecampus
541-737-4629
kathryn.linder@oregonstate.edu

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