

Workshop 2

Title

Creatively visualizing and humanizing library data

Coordinators

Jordan Packer, Columbia University Libraries

Abstract

Libraries maintain a longstanding tradition of diligent data collection to address practical challenges and guide decision-making. These data collection processes have only expanded as technology and software have improved. We now have robust and dynamic library information systems that provide detailed information at our fingertips.

With this massive growth of both data and technology, a new frontier of library data visualization is possible. Successful data visualization has the power to communicate data, processes, and systems in just a glance. For libraries, data storytelling can inform decisions and enrich our understanding of systems. Using open access tools and knowledge-sharing platforms, library data can be creatively visualized and shared with others. This two-part workshop is designed to build hands-on, practical experience. The workshop will begin by introducing principles of information visualization and methods to creatively visualize both qualitative and quantitative data. Through activities and discussion, participants will learn to visually compare and evaluate data for simplicity, engagement, and maximum clarity.

In the second part, participants will have the opportunity to develop their own library data visualizations with the support of their peers. Having your own library data accessible will enhance the experience, but is not required. Participants will walk away with practical strategies for making library data accessible, meaningful, and visually creative.

Duration 2.5 hours total (1.5 hour for first part, 1 hour for second part)

Brief CV

EDUCATION

The New School – Parsons School of Design New York,
NY

M.S. in Design and Urban Ecologies
05/2023

University of California, San Diego La Jolla,
CA

B.A. in Sociology and Urban Studies and Planning
06/2018

PROFESSIONAL EXPERIENCE

Columbia University Libraries New York, NY
Assessment Program Senior Data Analyst 09/2023

– current

- Plan, develop, and execute appropriate assessment and planning approaches, methods, measures, techniques, documentation, and infrastructure for a sustainable institutional assessment program.
- Analyze quantitative data for trends, patterns, and projections, and synthesize data for presentation to the Libraries' Leadership team
- Develop, administer, manage, and produce reports for qualitative research studies, including surveys, focus groups, and interviews, producing reports
- Promote data transparency by creating and maintaining dashboards

The New School, Parsons School of Design New York,
NY

Part-Time Faculty 08/2023 -
current

- Information Visualization (Fall 2023)
 - Teach students to visually represent data using design principles
 - Use a project-based curriculum to guide students through creative approaches of analyzing and representing qualitative and quantitative data

Measure of America of the Social Science Research Council

Brooklyn, NY

Data Analyst 02/2022 -
12/2022

- Using R, analyzed ACS 1-year and 5-year data to create a youth disconnection report for the [United States](#) and spotlight reports for the [Los Angeles](#) and [New Orleans](#) metro-areas
- Visualized data for advisory panel presentations to guide continued research for reports
- Calculated education and income indexes for Portrait of California reports, with focus on the [San Joaquin Valley](#), [Del Norte](#), and [Mendocino County](#)
- Updated and revised the online [Santa Barbara Cottage Data2Go](#) using more recent data
- Hired, supervised, and mentored two undergraduate summer interns
- Participated in biweekly Learning What Works sessions to support local non-profits' use of data

Promoted from Intern to Data Analyst - 04/2022

VOLUNTEER

Interference Archive

Brooklyn, NY

Volunteer, Education Working Group

06/2023 –

current

- Lead class visits of groups of high school students, graduate students, and artists on how to use the Archive's materials
- Develop, facilitate, and host monthly public events around the theme of political education

SKILLS

- **Data:** R, Tableau, SPSS, Stata, NVivo, ELAN
- **Spatial / Graphic:** QGIS, Adobe Creative Suite, Carto, Google SketchUp, HTML/CSS
- **Communication:** Writing, Public Speaking, Active Listening
- **Interpersonal:** Teaching, Supervising, Hiring, Collaborating