

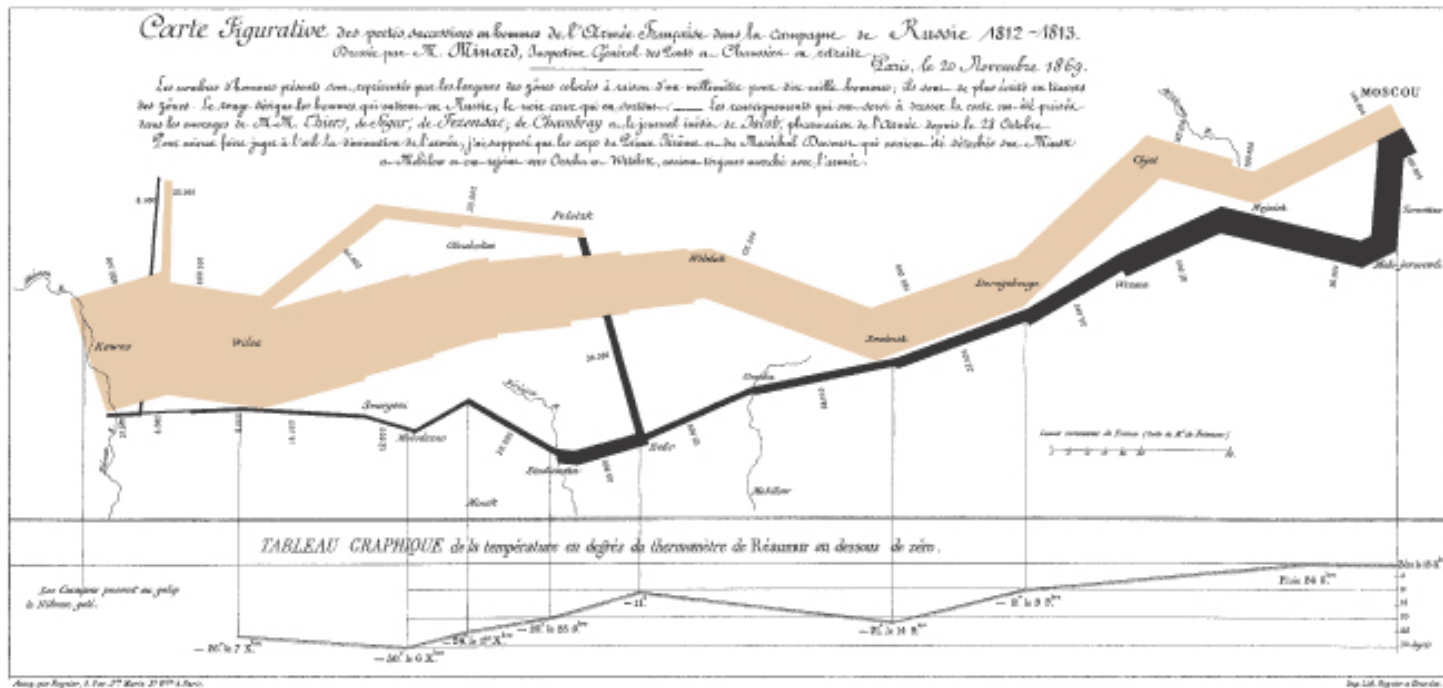
Tomáš Pruša

Martina Martínková

Hana Majerová

Vizualizace nutričních dat. Infodemiologie.

Historie



Napoleon's March to Moscow The War of 1812

Charles Joseph Mizard

This classic of Charles Joseph Mizard (1751-1856), the French engineer, shows the terrible fate of Napoleon's army in Russia. Described by E. J. Masey as seeming to defy the gaze of the historian by its brutal eloquence, this combination of data map and time-series, drawn in 1869, portrays the devastating losses suffered in Napoleon's Russian campaign of 1812. Beginning at the left on the Polish-Russian border near the Nieman River, the thick band shows the size of the army (422,000 men) as it invaded Russia in June 1812. The width of the band indicates the size of the army at each place on the map. In September, the army reached Moscow, which was by then sacked and deserted, with 100,000 men. The path of Napoleon's retreat from Moscow is depicted by the darker, lower band, which is linked to a temperature

scale and data at the bottom of the chart. It was a bitterly cold winter, and many froze on the march out of Russia. As the graphic shows, the crossing of the Berezina River was a disaster, and the army finally struggled back into Poland with only 30,000 men remaining. Also shown are the movements of auxiliary troops, as they sought to protect the rear and the flank of the advancing army. Mizard's graphic tells a rich, coherent story with its multivariate data, far more enlightening than just a single number bouncing along over time. Six variables are plotted: the size of the army, its location on a two-dimensional surface, direction of the army's movement, and temperature on various dates during the retreat from Moscow. It may well be the best statistical graphic ever drawn.

Definice

- Reprezentace abstraktních dat
- Zdroj kvantitativní data
- Interaktivita

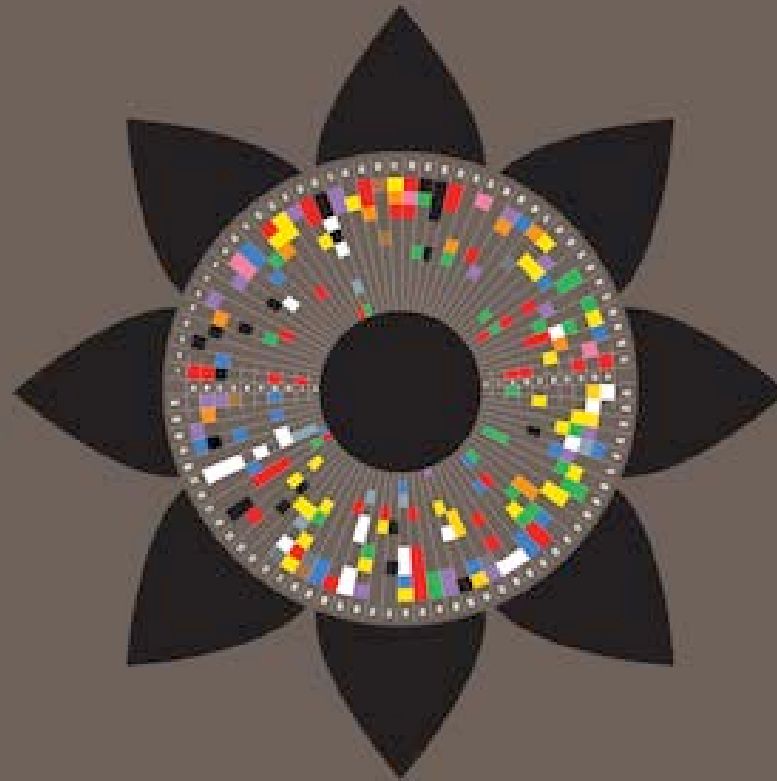
Vizualizace dat vs infografika

Cíl

- Podpora pochopení informací
- Odhadování souvislostí, vzorců a trendů
- Zacílení informací
- „Vyprávění příběhů“
- Prostor pro další práci s daty

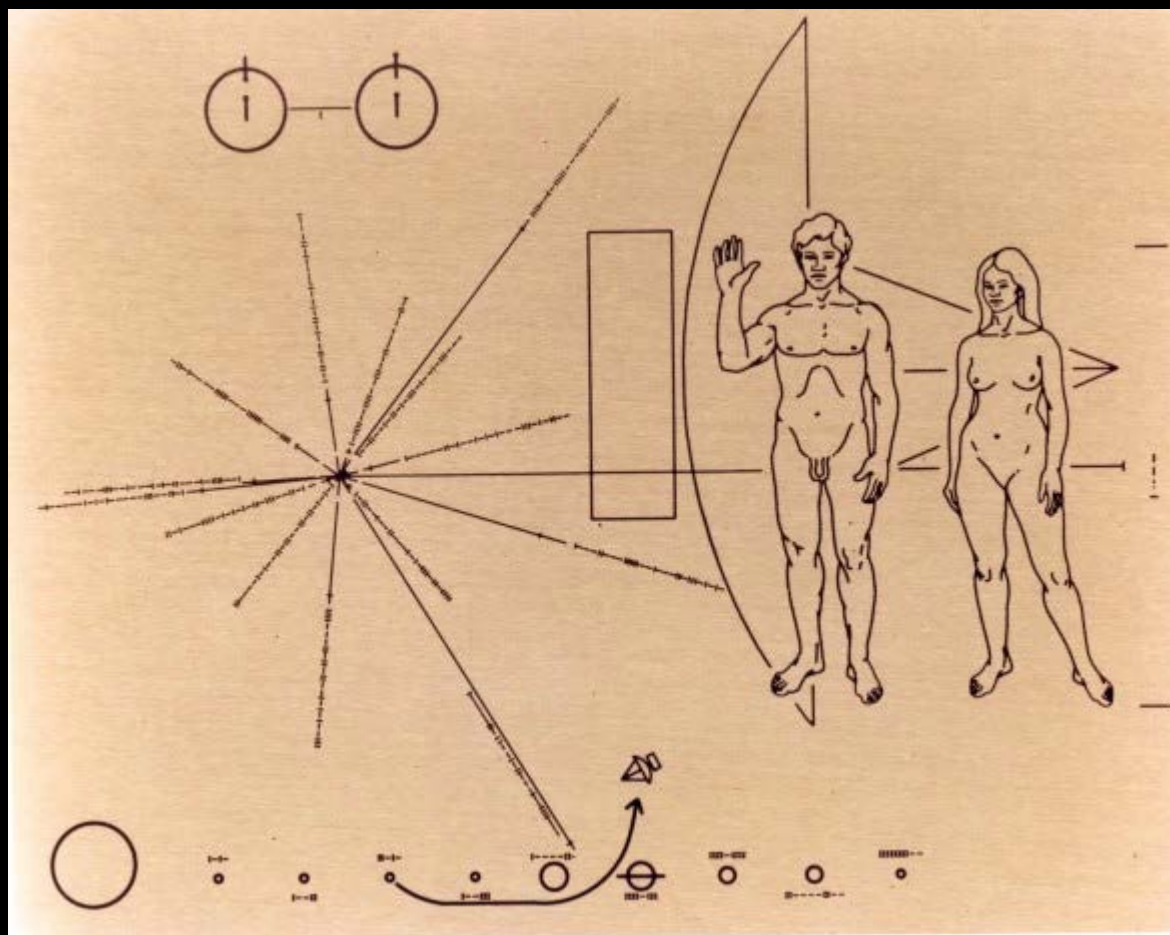


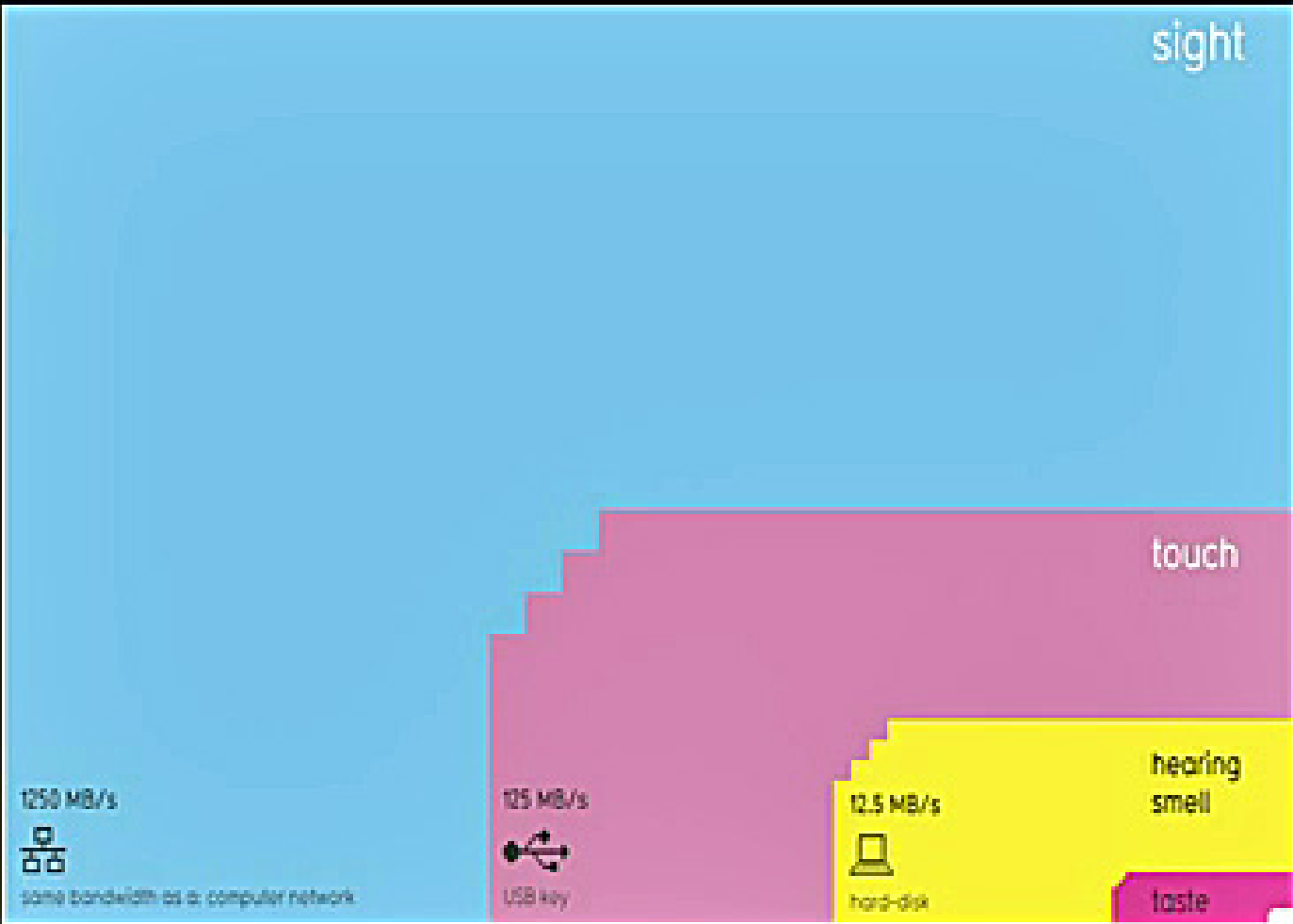
Information Is Beautiful



David McCandless

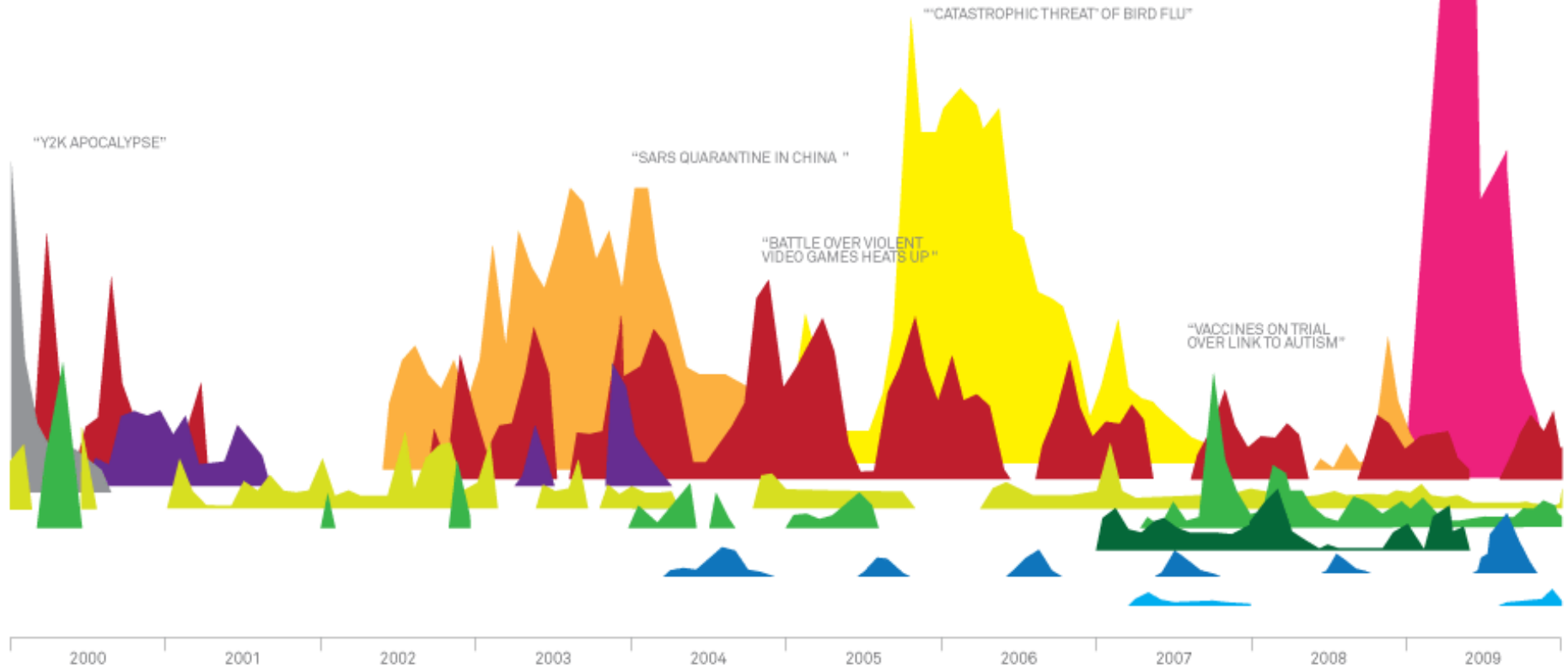
Univerzálnost





"BRITAIN PREPARES FOR 65000 DEATHS FROM SWINE FLU"

INTENSITY (No of stories)



Story (worldwide deaths)

- | | | | |
|-------------------------------|---------------------------|---------------------------------|-------------------|
| ▲ Killer Wasps (1000) | ▲ Autism Vaccinations (0) | ▲ Mad Cow Disease (204) | ▲ Bird Flu (262) |
| ▲ Killer Wifi (0) | ▲ Asteroid Collision (0) | ▲ Violent Video Games (Unknown) | ▲ Swine Flu (702) |
| ▲ Mobile Phones & Tumours (0) | ▲ Millenium Bug (0) | ▲ SARS (774) | |

Mountains Out of Molehills
A timeline of global media scare stories.

Data is the new oil.

Data is the new soil.

Mor dnešního internetu

<http://pinterest.com/prusatomas/>

Výživa

DEFINICE PORCE

Sůl, tuky, cukry

Jedna porce – cukr (10g), tuk (10g)

Mléko, mléčné výrobky

Jedna porce – 1 sklenice mléka (250ml), 1 kelímek jogurtu (200ml), sýr (55g)

Ryby, maso, drůbež, vejce, luštěniny

Jedna porce – 125g drůbežího, rybího či jiného masa, 2 vařené bílky nebo miska sójových bobů, porce sójového masa

Zelenina

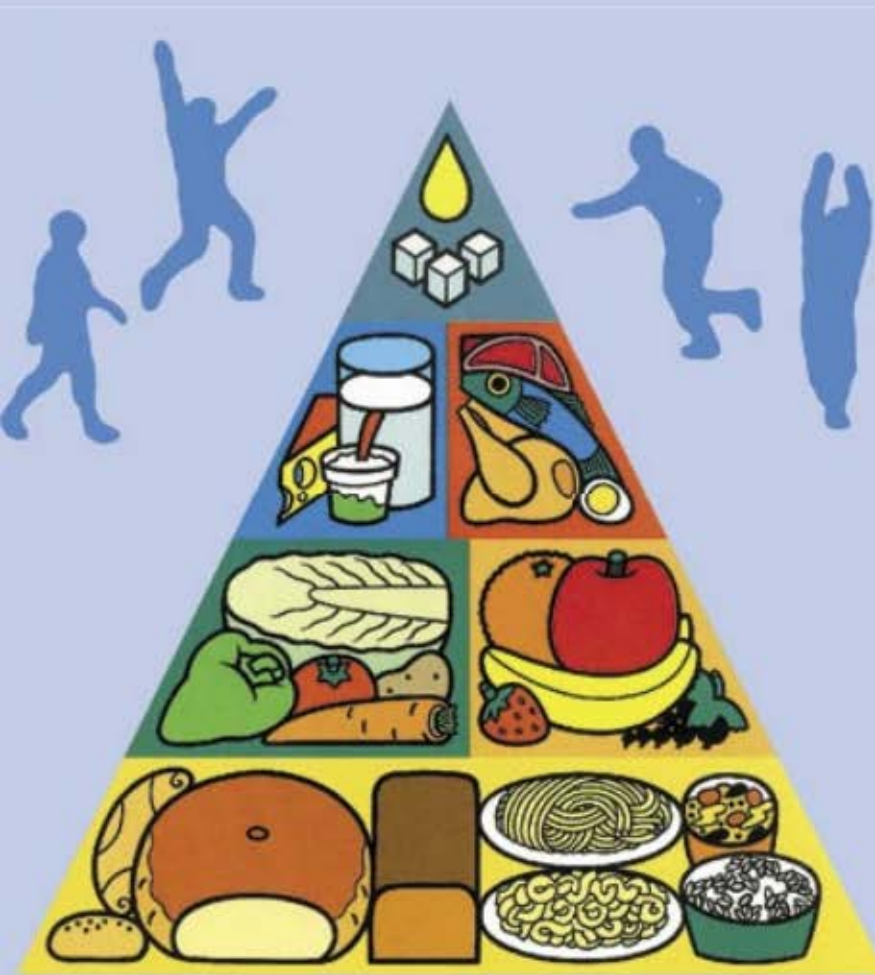
Jedna porce – velká paprika, mrkev či 2 rajčata, miska čínské zeli či salátu, půl talíře brambor či sklenice neředěné zeleninové šťávy

Ovoce

Jedna porce – 1 jablko, pomeranč či banán (100g), miska jahod, rybízu či borůvek, sklenice neředěné ovocné šťávy

Obilniny, rýže, těstoviny, pečivo

Jedna porce – 1 krajíc chleba (60g), 1 rohlík či houska, 1 miska ovesných vloček nebo müsli, 1 kopeček vařené rýže či vařených těstovin (125g)



Sůl, tuky, cukry: 0-2 porce

Mléko, mléčné výrobky: 2-3 porce

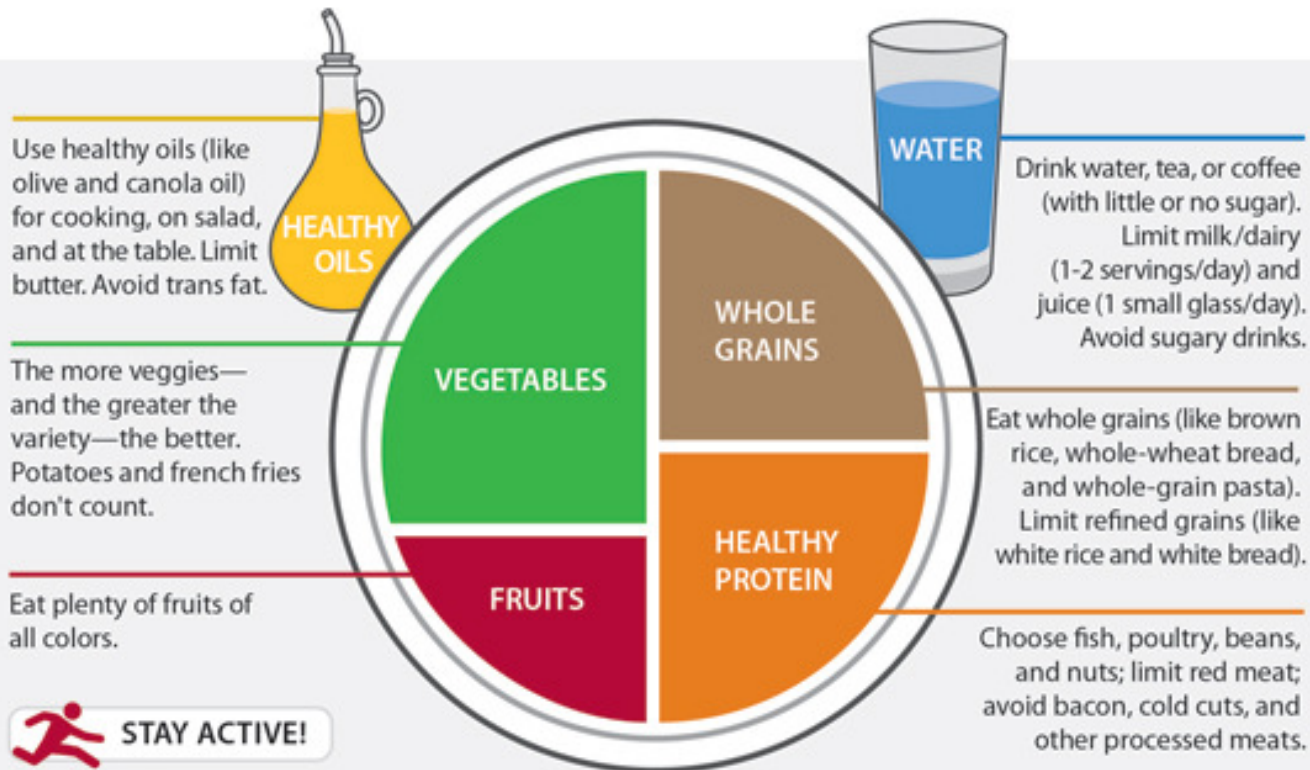
Ryby, maso, drůbež, vejce, luštěniny: 1-2 porce

Zelenina: 3-5 porcí

Ovoce: 2-4 porce

Obilniny, rýže, těstoviny, pečivo: 3-6 porcí

HEALTHY EATING PLATE



STAY ACTIVE!

© Harvard University



Harvard School of Public Health
The Nutrition Source
www.hsph.harvard.edu/nutritionsource

Harvard Medical School
Harvard Health Publications
www.health.harvard.edu

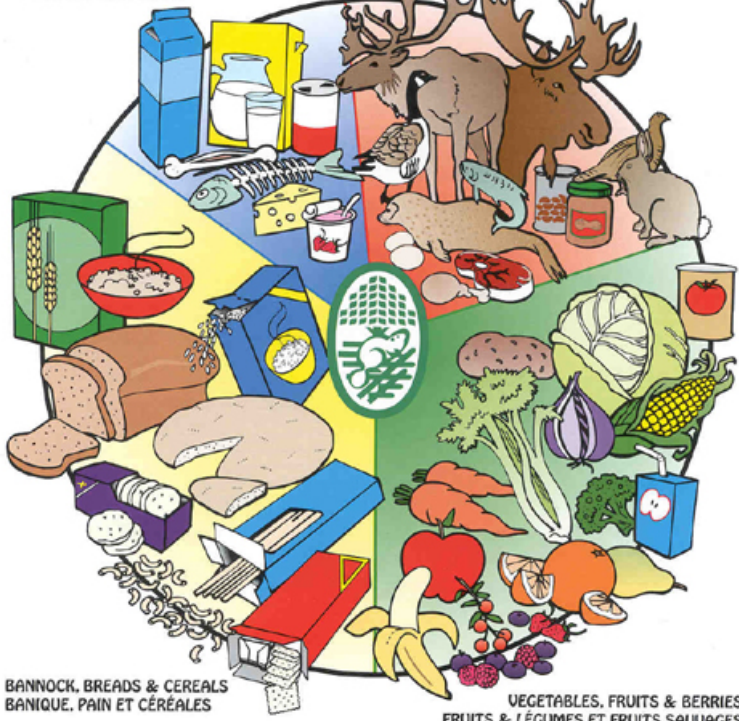


The Northern Food Guide

**EAT FOODS FROM EACH GROUP EVERY DAY FOR HEALTH
POUR ÊTRE EN SANTÉ MANGEZ DES ALIMENTS DE CHAQUE GROUPE**

MILK & MILK SUBSTITUTES
LAIT & SES SUBSTITUTS

MEAT & MEAT SUBSTITUTES
VIANDES & SES SUBSTITUTS



BANNOCK, BREADS & CEREALS
BANIQUE, PAIN ET CÉRÉALES

VEGETABLES, FRUITS & BERRIES
FRUITS & LÉGUMES ET FRUITS SAUVAGES

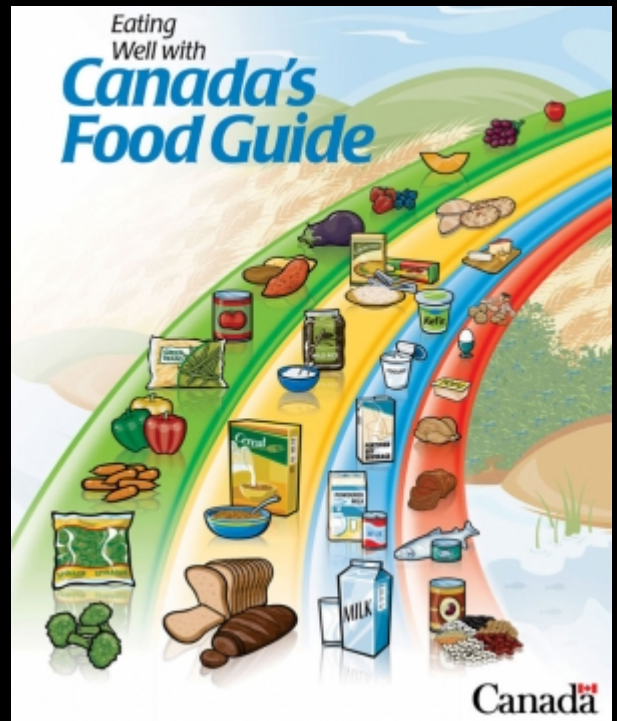


Japanese Food Guide Spinning Top

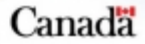
Do you have a well-balanced diet?

for one day	Example of dishes or food
5-7 Grain dishes <small>(Rice, Bread, Noodles, and Pasta)</small>	1sv = [rice bowl] - [bread] - [noodles] - [pasta] 1.5sv = [rice bowl] - [bread] - [noodles] - [pasta]
5-6 Vegetable dishes	1sv = [vegetable bowl] - [vegetable bowl] - [vegetable bowl] - [vegetable bowl] - [vegetable bowl] 2sv = [vegetable bowl] - [vegetable bowl]
3-5 Fish and Meat dishes <small>(Meat, Fish, Egg and Soy-bean dishes)</small>	1sv = [fish] - [meat] - [egg] - [soy-bean] - [meat] 2sv = [fish] - [meat] - [egg] - [soy-bean] - [meat] 3sv = [fish] - [meat] - [egg] - [soy-bean] - [meat]
2 Milk <small>(Milk and Milk products)</small>	1sv = [milk] - [cheese] - [yogurt] - [milk] - [milk] 2sv = [milk] - [milk]
2 Fruits	1sv = [apple] - [orange] - [banana] - [apple] - [orange] - [banana]

※ SV is an abbreviation of "Serving", which is a simply countable number describing the approximated amount of each dish or food served to one person.
Decided by Ministry of Health, Labour and Welfare and Ministry of Agriculture, Forestry and Fisheries.



Eating Well with
Canada's Food Guide



Interaktivita

Doplňky stravy

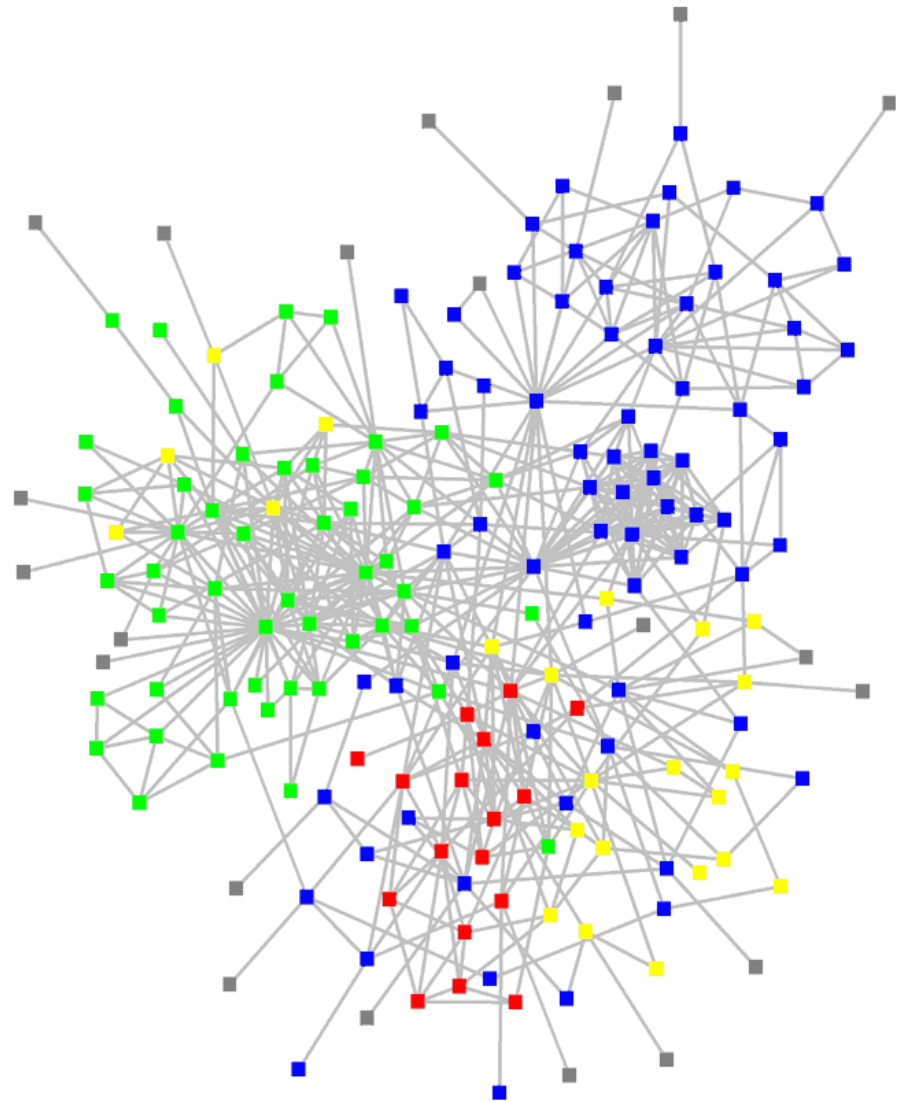
<http://www.informationisbeautiful.net/play/snake-oil-supplements/>

Nutriční databáze

<http://lonelydatum.com/blog/>

Infodemiologie

- Teorie sítí
- Šíření



Infodemiologie

„Sleduje a měří rytmus veřejného mínění, pozornosti, chování, znalostí a postojů tím, že se stopuje, co lidé dělají a co píšou na Internetu.“

Gunther Eysenbach

Infodemiologie

- Povědomí o tom, co veřejnost dělá, ví nebo co cítí ohledně současných problémů.
- Předpovídá budoucí vývoj.

Příklady

- Analýza dotazů z internetových vyhledávacích nástrojů pro předpověď.
- Sledování aktualizace statusů na mikroblozích pro sledování pandemie.
- Sledování a hodnocení nepoměrů v dostupnosti zdravotnických informací.

Příklady

- Sledování efektivity zdravotnických marketingových kampaní.
- Identifikace monitorování publikací na Internetu, které jsou relevantní k tématu veřejného zdraví.
- Extrahování dat s cílem tvorby výzkumných nástrojů zaměřených na monitoring vedlejších účinků léčiv.

[Google.org home](#)

Flu Trends

[Home](#)

United States

Florida

[Download data](#)

[How does this work?](#)

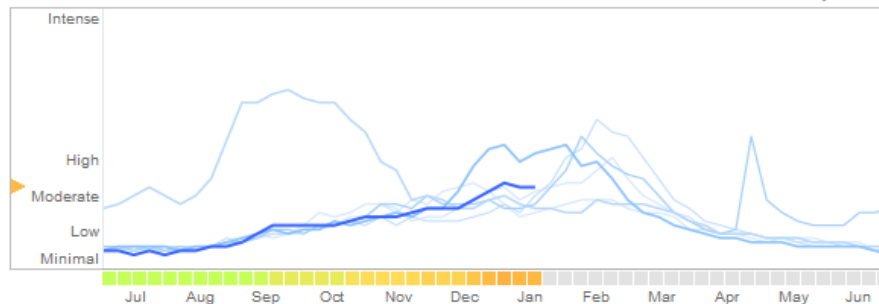
[FAQ](#)

Explore flu trends - United States

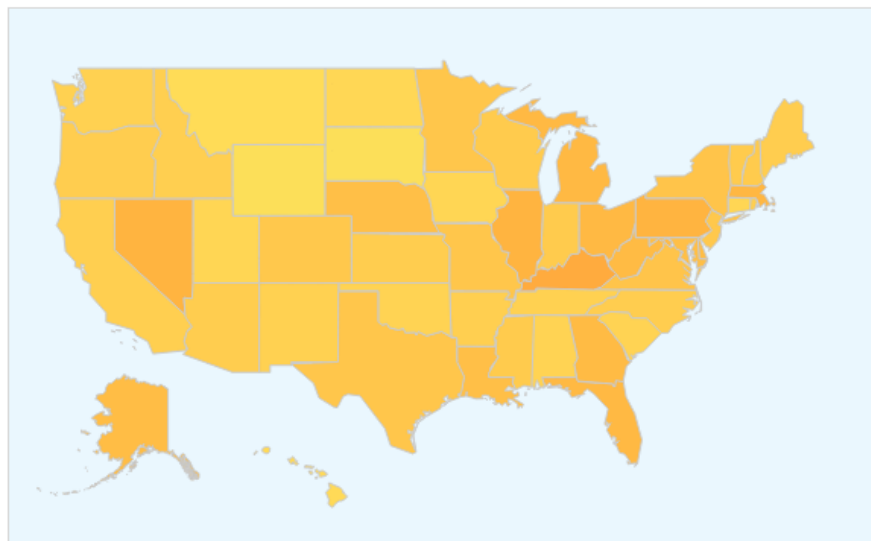
We've found that certain search terms are good indicators of flu activity. Google Flu Trends uses aggregated Google search data to estimate flu activity. [Learn more »](#)

[United States](#) > Florida

● 2011-2012 ● Past years ▼



States | [Cities](#) (Experimental)



Estimates were made using a model that proved accurate when compared to historic official flu activity data. Data current through January 19, 2012.

Fight influenza

CDC urges you to take these steps to protect yourself and others from the flu:

1. Get vaccinated against flu – it's your best defense.
2. Cover your cough, wash hands often.
3. Take antiviral drugs if your doctor recommends them.

 [Centers for Disease Control and Prevention](#)

Animated Flu Trends in Google Earth

[Download and explore](#) Flu Trends data in Google Earth. Need Google Earth? [Download it here.](#)

<http://www.google.org/flutrends/>

<http://www.youtube.com/watch?v=6111nS66Dpk>

Děkuji za pozornost.

Otázky?

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