Day 2 | Session 2
How to Present Information Differently
Types of Communication

**VERBAL**
Messages are transmitted through sounds or words

**ORAL**
Messages are transmitted via sounds
- Face to face conversation
- Telephone

**WRITTEN**
Messages are transmitted via words
- Books
- Magazines
- Email

**NONVERBAL**
Messages are wordless
- Body Language
- Gestures
- Eye contact

**VISUALIZATION**
Messages are transmitted via images
- Graphs
- Maps
- Posters
Visual communication is the transmission of information and ideas using symbols and imagery.

Visual communication is the conveyance of ideas and information in forms that can be seen.

Visual communication in part or whole relies on eyesight.

Visual aids are often used to help audiences of informative and persuasive speeches understand the topic being presented. Visual aids can play a large role in how the audience understands and takes in information that is presented.

Visual communication is a broad spectrum that includes signs, typography, drawing, graphic design, illustration, industrial design and et cetera.
Why Visual Communication?

Visual content is 40x more likely to get shared on social media than other types of content.

Buffer, 2014

Articles with an image every 75-100 words get double the number of social shares than articles with fewer images.

Buzzsumo, 2015

Colored visuals increase people’s willingness to read a piece of content by 80%.

Xerox, 2014

Source: https://www.hubspot.com/marketing-statistics
OUR BRAIN PROCESSES VISUALS 60,000x FASTER THAN TEXT

90%
OF INFO TRANSMITTED TO THE BRAIN IS VISUAL

50%
OF YOUR BRAIN IS ACTIVE IN VISUAL PROCESSING

70%
OF YOUR SENSORY RECEPTORS ARE IN YOUR EYES

40%
OF PEOPLE RESPOND BETTER TO VISUALS
BEYOND PRETTY PICTURES
HOW INFOGRAPHICS CAN HELP YOUR BUSINESS

CREATE ORDER OUT OF CHAOS
Infographics make cluttered numbers and statistics streamlined and clear. There's nothing we humans respond to more than things presented to us in a simple way (except maybe chocolate).

SIMPLIFY AND EMPOWER COMMUNICATION FASTER
Presentation design is really important - it needs to be visual, engaging and easy to understand. Presenters using visual aids are twice as likely to be more persuasive.

ESTABLISH CREDIBILITY
If your reports and presentations are full of stats and information from trustworthy sources your company will be seen as one that knows their stuff. Reliability goes a long way in business.

TARGET SPECIFIC AUDIENCE AND USER GROUPS
Digital marketing is all about knowing your audience and making stuff they like. Infographics can be easily tailored to deliver information effectively to different user groups.

HELP AUDIENCE UNDERSTAND COMPLEX DATA
Psychologists have discovered that 83% of learning occurs visually. This means people are more likely to understand complex data if it's put in front of them as a great visual.

GATHER INSIGHTS FROM MAPPING AND VISUALISING DATA
Infographics help you see things you may never have seen before, and recognise relationships you never thought existed.

BUILD UP SOCIAL PRESENCE
Infographics are super-shareable, making them perfect for use on social media. The numbers are impressive: 45% of web users will click on a link if it features an infographic, and 36% will forward it.

BUILD LINKS, DRIVE TRAFFIC AND IMPROVE SEARCH ENGINE VISIBILITY
Need more hits on your website? Sites that use infographics see a 12% average increase in traffic. Infographics can earn the kind of elusive high-quality links your site needs to improve its search engine rankings.

www.dosm.gov.my / @StatsMalaysia
FACTS ABOUT
STORYTELLING
WITH YOUR DATA

1. DATA ANALYSIS
   is one of the hottest skill categories over the past two years for recruiters, reported by LinkedIn.

2. Visuals are processed 60,000 x faster than text.

3. The most popular TED Talks found that stories made up at least 65% of content.

4. Combine the right VISUALS, NARRATIVE, & DATA to have a data story that can influence and drive change.
HUMANS LOVE GOOD VISUALS

90% of the information transmitted to the brain is **VISUAL**

80% of people remember what they **SEE**

92% of all human communication is **Non-verbal**

Visuals are processed **60,000 times faster** in the brain than text

40% of people will **respond better to visual information** than text
The Power of Visual Content

- 40% of people respond better to visual info than plain text
- Conversions increase 86% when videos are used on a landing page
- 80% of what you see is retained
- Infographics can improve website traffic by 12%
- 20% of words on a webpage is read by the average user
- Landing pages with videos are 40x more shareable

To read or not to read...
• Visual communication helps in re-enforcing oral communication. It supports an oral communication.
• Pictures and illustrations have stronger impact than words.
• Visual communication jumps over the hurdle of language differences. With visual communication, it does not matter whether you can speak a particular language or not
• The visuals can pull down most barriers of communication and open up the people.
• The data and the figures can be easily presented very simply on the graphs, the pictures and the diagrams
• It is more efficient way of communicating with less effort & time.
• Visual communication can be very expensive.
• It takes more time and effort to produce it.
• If the information is huge, a visual aid may not be enough to convey everything.
• Need special knowledge and efficiency to deal with visual communication
• The visual communication involves the use of poorly designed visual aids that are difficult to understand or see
• Not all the information can be displayed through the visual communication
Visual Elements/Aids

- Photographs
- Graphs/Tabulations
- Pictograms
- Objects/Models
- Infographics
- Maps
Objects

• Involves bringing the object in question and using it for demonstration
• It is a suitable visual aid because the audience can clearly see exactly what you are talking about.
• The advantage of this is the object is often the centre of discussion.
• The use of objects as visual aids involves bringing the actual object to demonstrate on during the speech.
Models

• The model represent the object on a much smaller scale
• The models can serve as perfect representations of actual object
• This will enable the audience to fully comprehend the message.
• The models may not represent the actual object accurately as the proportions may be off.
Graphs

• Graphs are an important visual aid when showing the relationship between different quantities.
• Types of graphs: Line graphs, bar graphs and pie graphs and scatter plots.
• The graphs help the audience to visualize statistics so that they make a greater impact than just listing them verbally.
• The graphs can easily become cluttered during by including too much detail, overwhelming the audience and making the graph ineffective.
In a geography context, a map would be the most suitable item to use. A map can be used in showing different comparing them. This makes the audience know exactly where the speaker is referring to. It is simple to understand and can be used to make points of geographical reference. If a map has too much information on it, it may become cluttered therefore removing the focus of the audience from the main message.
Tables

• Tables are columns and rows that organize words, symbols, and/or data.
• Good tables are easy to understand. They are a good way to compare facts and to gain a better overall understanding of the topic being discussed.
• They can be overwhelming if too much information is in a small space or the information is not organized in a convenient way.
• Tables can be visual distractions if it is hard to read because the font is too small or the writing is too close together.
Photographs

• The photographs are great tools to explain points.
• The photographs are good tools to make or emphasize a point or to explain a topic.
• A photograph is also good to use when the actual object cannot be viewed.
• Using local photos can also help emphasize how your topic is important in the audience's area
• If the photograph is too small it just becomes a distraction. Enlarging photographs can be expensive if not using a power point or other viewing device
**Infographics**

- The infographics combine two or more visual elements into one image.
- Good infographics are easy to understand. They are a good way to compare facts and to gain a better overall understanding of the topic being discussed.
- They can be overwhelming if too much information is in a small space or the information is not organized in a convenient way.
- Infographics can be visual distractions if it is hard to read because the font is too small or the writing is too close together.
The interpretation of images is subjective and to understand the depth of meaning, or multiple meanings, communicated in an image requires analysis. Images can be analysed through many perspectives, for example these major perspectives presented by Paul Martin Lester:

- Personal perspective
- Historical perspective
- Ethical perspective
- Cultural perspective
- Critical perspective
EMployment Statistics Fourth Quarter 2018

Main Findings

Value of Gross Output

- 2017: RM12.758 b
- 2017: RM11.429 b
- 2016: RM11.325 b

Value of Intermediate Input

- 2017: RM981.7 b
- 2016: RM864.8 b

Value Added

- 2017: RM294.0 b
- 2016: RM257.1 b

No. of persons engaged

- 2017: 2,214,883 persons
- 2016: 2,119,158 persons

Salaries & Wages Paid

- 2017: RM74.9 b
- 2016: RM65.3 b

Value of Fixed Assets

- 2017: RM335.7 b
- 2016: RM296.8 b

Source: Annual Economic Statistics 2018, Manufacturing
Department of Statistics, Malaysia
ANNUAL ECONOMIC STATISTICS 2018
CONSTRUCTION SECTOR

MAIN FINDINGS

VALUE OF GROSS OUTPUT
2017: RM 204.4 billion (7.3% growth)
2015: RM 177.9 billion

VALUE OF INTERMEDIATE INPUT
2017: RM 131.8 billion (7.2% growth)
2015: RM 114.8 billion

VALUE ADDED
2017: RM 72.6 billion (7.2% growth)
2015: RM 63.2 billion

NUMBER OF PERSONS ENGAGED
2017: 1,330,266 persons (1.5% growth)
2015: 1,290,474 persons

SALARIES & WAGES PAID
2017: RM 39.2 billion (9.1% growth)
2015: RM 32.9 billion

VALUE OF FIXED ASSET
2017: RM 27.9 billion (5.4% growth)
2015: RM 25.1 billion

Annual growth rate 2015 and 2017

Source: Annual Economic Statistics 2018, Construction
Department of Statistics, Malaysia

MALAYSIA EXTERNAL TRADE
STATISTICS, JANUARY 2019

Exports posted a growth of 3.1% outpacing imports which grew 1.0%.

IMPORTS
- RM 88.4 billion (5.1%)
- RM 73.9 billion (1.0%)
- RM 187.3 billion (2.1%)
- RM 11.8 billion (19.2%)

EXPORTS
- RM 88.4 billion (5.1%)

TOTAL TRADE
- RM 166.3 billion (4.7%)

TRADE BALANCE
- RM 74.6 billion (4.5%)

Exports of major products:
- E&I Products: RM 40.1 billion (4.2%)
- Intermediate Goods: RM 34.5 billion (4.2%)
- Capital Goods: RM 15.7 billion (6.8%)
- Consumer Goods: RM 12.2 billion (3.3%)
- Others: RM 8.8 billion (2.3%)

Major trading partners:
- China: 18.2% (Share: 6.4%)
- Singapore: 12.4% (Share: 5.4%)
- European Union (EU): 12.2% (Share: 4.2%)
- ASEAN: 26.3% (Share: 9.6%)

Note: All changes are based on year-on-year comparison.
THANK YOU

TOWARDS

POPULATION & HOUSING CENSUS MALAYSIA 2020

Your Data Is Our Future