REVISITING HISTORIC VISUALIZATIONS

Part 1: Stopping an epidemic
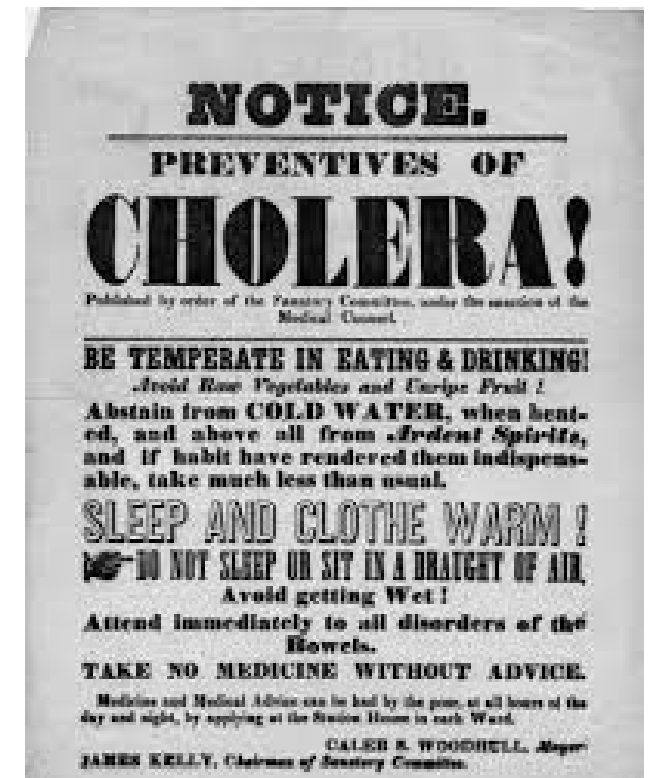
Some points to note….

- Visualizations are not technically complex
- Focus on **story-telling through data**
- Think outside of the regular bar, line charts etc.

Situation

- London, 1854
- World-wide cholera pandemic
- Nobody knew the cause
- 'Germ theory' did not exist
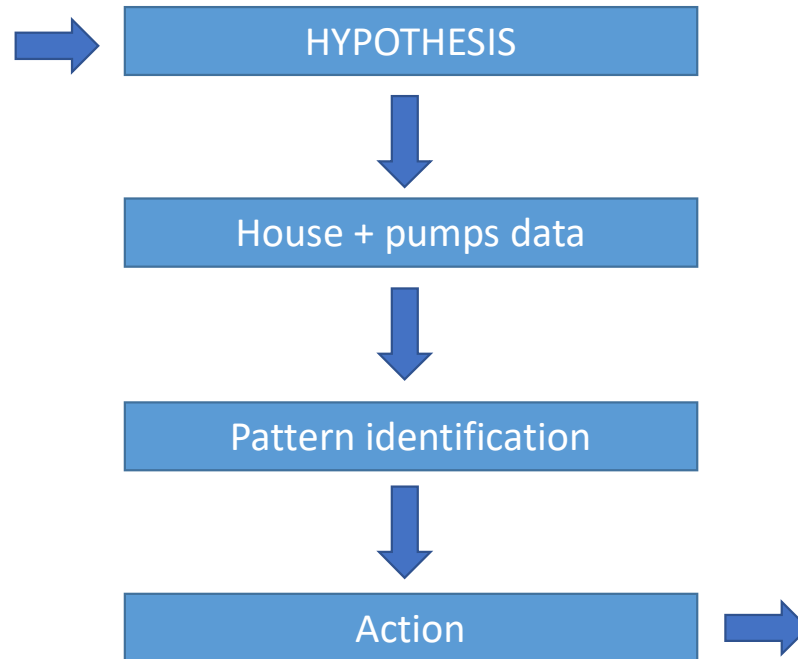- Conventional thinking: 'miasma'

But finally: The outbreak was controlled because of a data visualization

What was done?

Dr John Snow

HYPOTHESIS

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House + pumps data

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Pattern identification

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Action

Results

- Controlled the outbreak

- Dispelled conventional thinking, evidence of the 'germ theory' of disease

- Pioneered the 'hotspot' concept

The original and the remake