

Data-driven web publishing

(without a programmer)

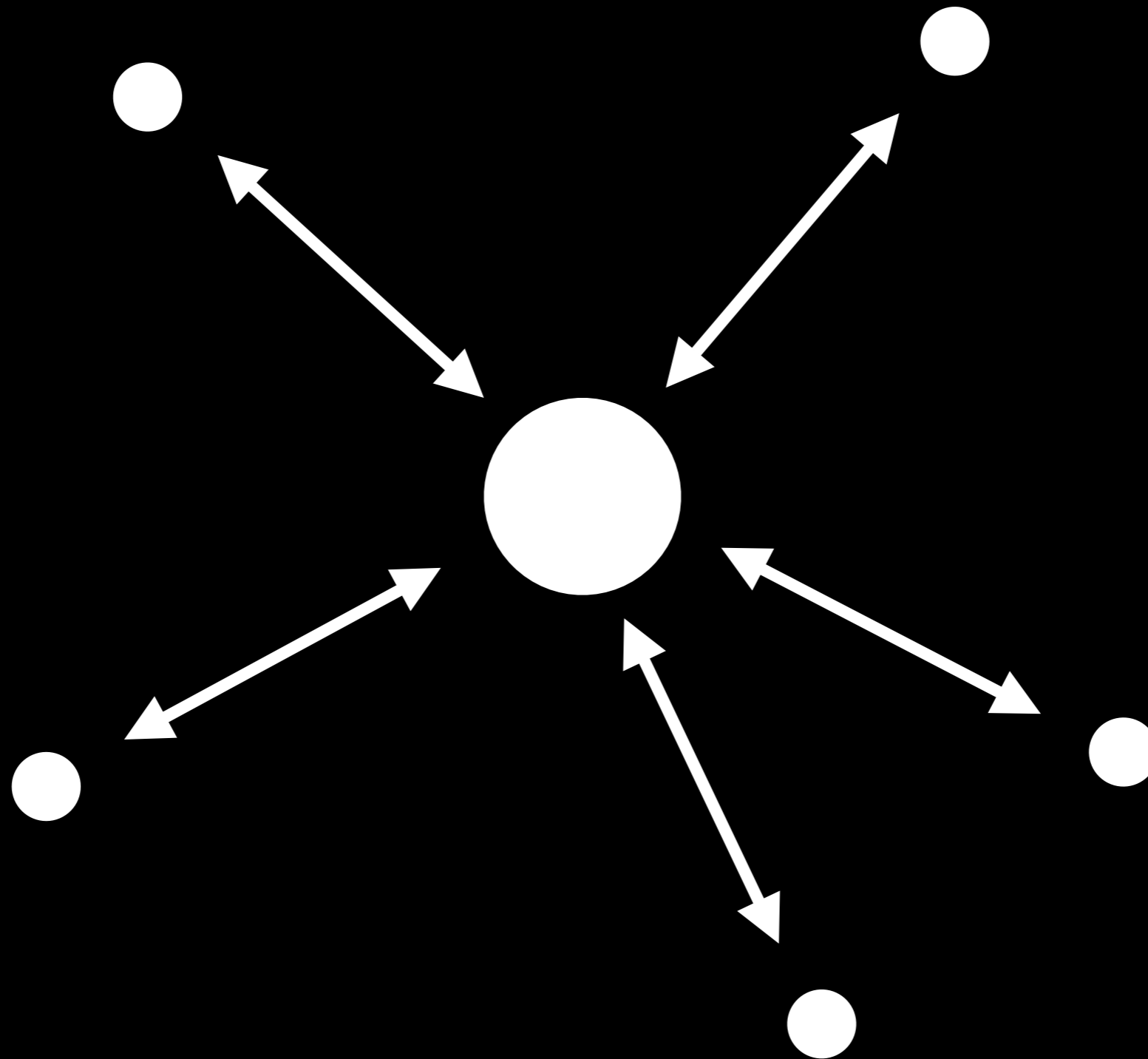


my datum

you is analyze them?

Uploaded to Flickr
by smiteme

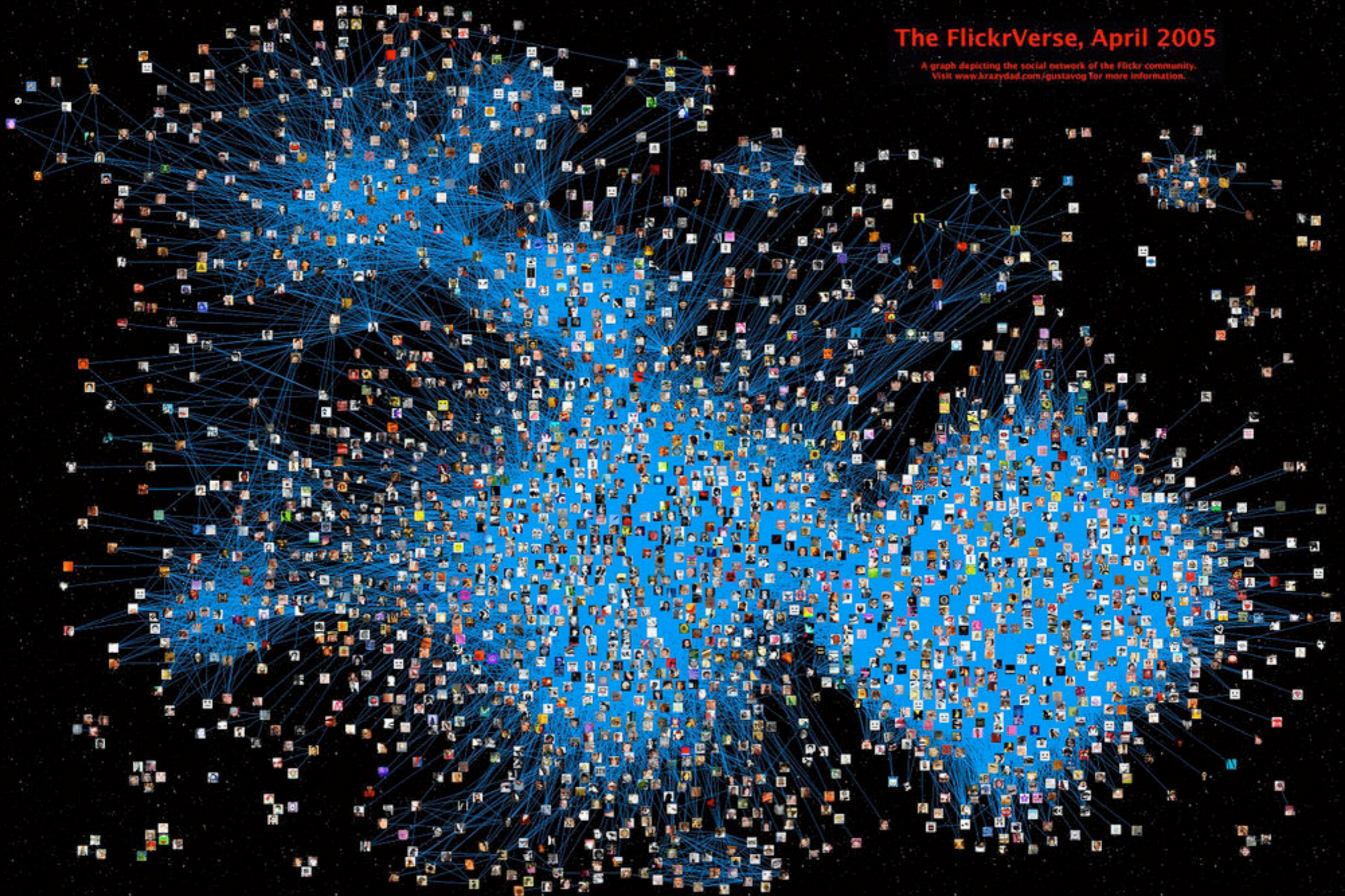
It's traditional to start with a joke, especially a tried-and-true chestnut. I'll drag out a tried-and-true meme instead. On the internet nobody knows you're a dog, a cat or a dog looking for cats who analyze data. But the picture is apt in another way -- we're all just cats with hands, scratching at a slew of information, trying to make sense of our lives.



Before we address the what, why and where of data, let's start with a little context. Here's a picture of the old publishing model. Real familiar to all of us, I know. There's the big dot in the middle, brokering the conversation with the little dots at the edges.

The FlickrVerse, April 2005

A graph depicting the social network of the Flickr community.
Visit www.krazydad.com/gustavog for more information.



And here's a visualization of the new model. Every node in the graph has a chance to become a key member of the network. The technologies that comprise the Internet are a decentralizing force, but they're not the first ones.



Uploaded to Flickr by -Kj.

Printing, videotape, cold type, copiers and desktop publishing were others. These are all tools that made it cheaper and easier to communicate with large numbers of people, and made it easier for more people to make their voices heard.

Paris
twice.

The New York Times

Thursday, March 5, 2009 Last Update: 10:50 PM ET

Search

Try Our
EXTRA
Home Page

Food Safety Problems Slip Past Private Inspectors

By MICHAEL MOSS and ANDREW MARTIN 31 minutes ago

Food manufacturers are increasingly hiring private auditors, but serious contamination problems are going undetected.

Document File: The Trouble With Food Safety Audits

Post a Comment | Read (17)

Layoffs Without Notice Sting Workers

By STEVE LOHR 26 minutes ago

Experts say the law requiring warning of certain kinds of



OPINION
DOUG GLANZ
Bling Tra
A climb up
profession
inevitably
comparabl

MOVES TO GIVE FDIC \$500B

DRUDGE REPORT

Truce May M...

By JANE PERLEZ and ... and Obama...

An accord between ... eds heart

G.O.P. Delays Fi...

... ed with 2

... ver Ohio

... ed as he

... at Funeral,

Treasury Secretary Geithner's choice for deputy withdraws from consideration... Developing...

Gupta opts out of surgeon general consideration... Developing...

Bankruptcy home loan bill passes House...

50,000 TAKE TO NYC STREETS TO PROTEST BUDGET CUTS...

Senate leader offers plan for 'green' power grid...



UPDATE: California Supreme Court marriage ban...

Chávez turns to Russians in goal oil price drives Venezuelan mir...

... building exte...

"Cheaper and easier" means not only that amateurs get a shot; it also means it's easier to compete with established players.

The Net turns everything to 11



Uploaded to Flickr by Bobasonic

Finally, the Internet has turned everything to 11. Large numbers create their own mass, their own gravity.



Uploaded to Flickr by hairymuseummatt

It's easy for us to imagine text, video and audio as a medium for communication. Video and audio are wired into our DNA. Speech, or at least the capability for it, is as well.



Uploaded to Flickr by listentoreason

Text may be a relative newcomer, but we can't imagine civilization without it.



Uploaded to Flickr by kokeshi

Data has long been the ugly stepchild. We need it, but we find it difficult to work with.
Aside: Much of what we know of some ancient cultures (Sumerians, for example) consists of their commercial records.

New tools lead to a content explosion

- MS Word > HTML > blogging software
- Photoshop > Digital cameras > Flickr
- DV > iMovie > YouTube

We have everything in place to do the same with data

- Data apps
- Free or near-free publishing
- Freely-available data

So what?



Uploaded to Flickr by rea *ل ع* i

Observe your world

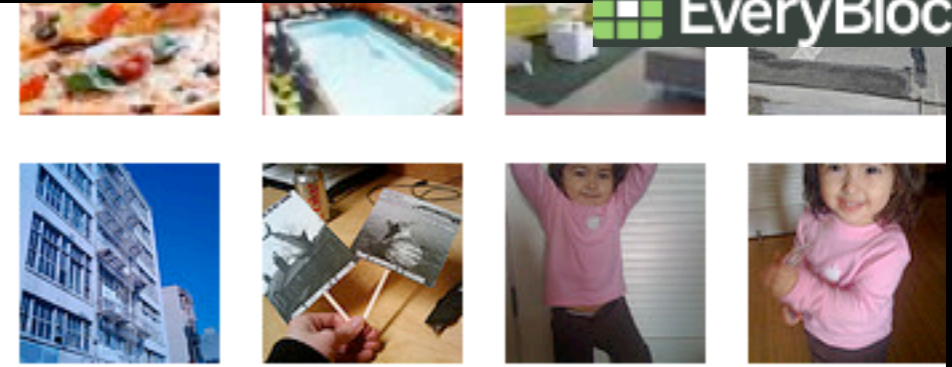


Lost: Pink Sony Camera

I lost my pink Sony camera somewhere near **12th and Folsom** streets early morning February 14. The photos are priceless and I will gladly pay for it back, **NO QUESTIONS ASKED**. I would be soooo happy for it back!!!

Posted to Craigslist on February 17, 2009.

[More lost and found postings in the area...](#)

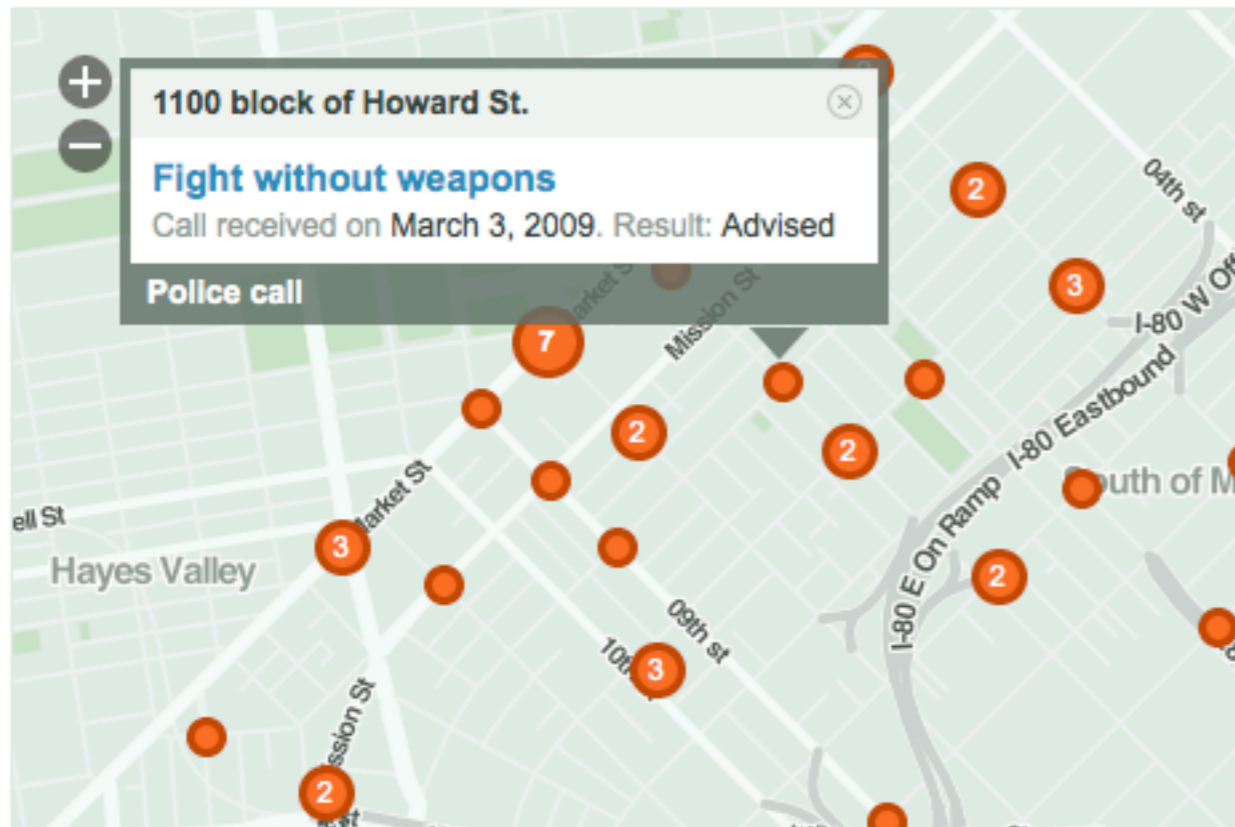


[More photos in the area...](#)

Police calls

Most recent Trends

List Map



Restaurant inspections

Mo

List Map

Routine inspection at EL NORTENO

Score: 100 . Inspected on March 2, 2009.

Reinspection - Routine inspection at KOH SAMUI & THE MONKEY

Inspected on February 27, 2009.

Routine inspection at 330 RITCH

Score: 96 . Inspected on February 27, 2009.

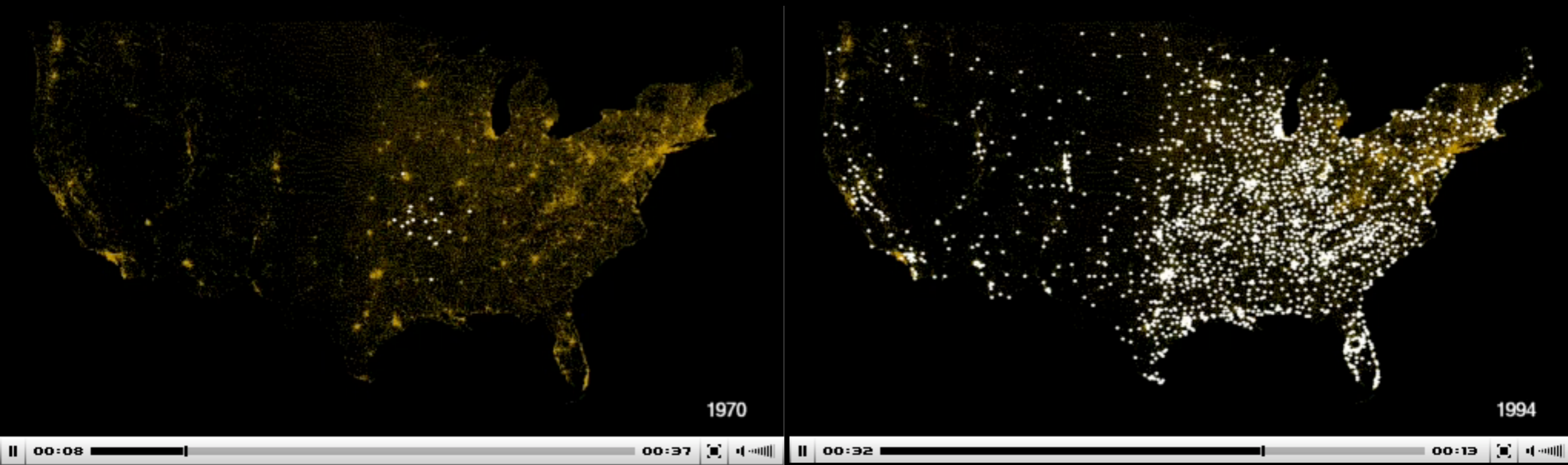
Routine inspection at PAZZO

Score: 84 . Inspected on February 26, 2009.

Routine inspection at A2 CAFE

2 h

Visualize your world



Fix your world

YEAR

ENTITY

NAME

BASE PAY

OVERTIME

GROSS PAY

Search

<u>BASE PAY</u>	<u>OVERTIME</u>	<u>GROSS PAY</u> ▼
\$111,252.58	\$31,749.40	\$182,854.19
\$97,522.88	\$6	
\$121,796.17	\$1	
\$112,278.40	\$1	
\$69,041.51	\$7	
\$107,794.56	\$2	
\$107,794.56	\$14,497.91	\$165,989.92
\$77,887.79	\$66,534.33	\$165,551.73
\$69,041.58	\$63,120.85	\$165,185.41

POWERED BY YOU AND THE RENO GAZETTE-JOURNAL

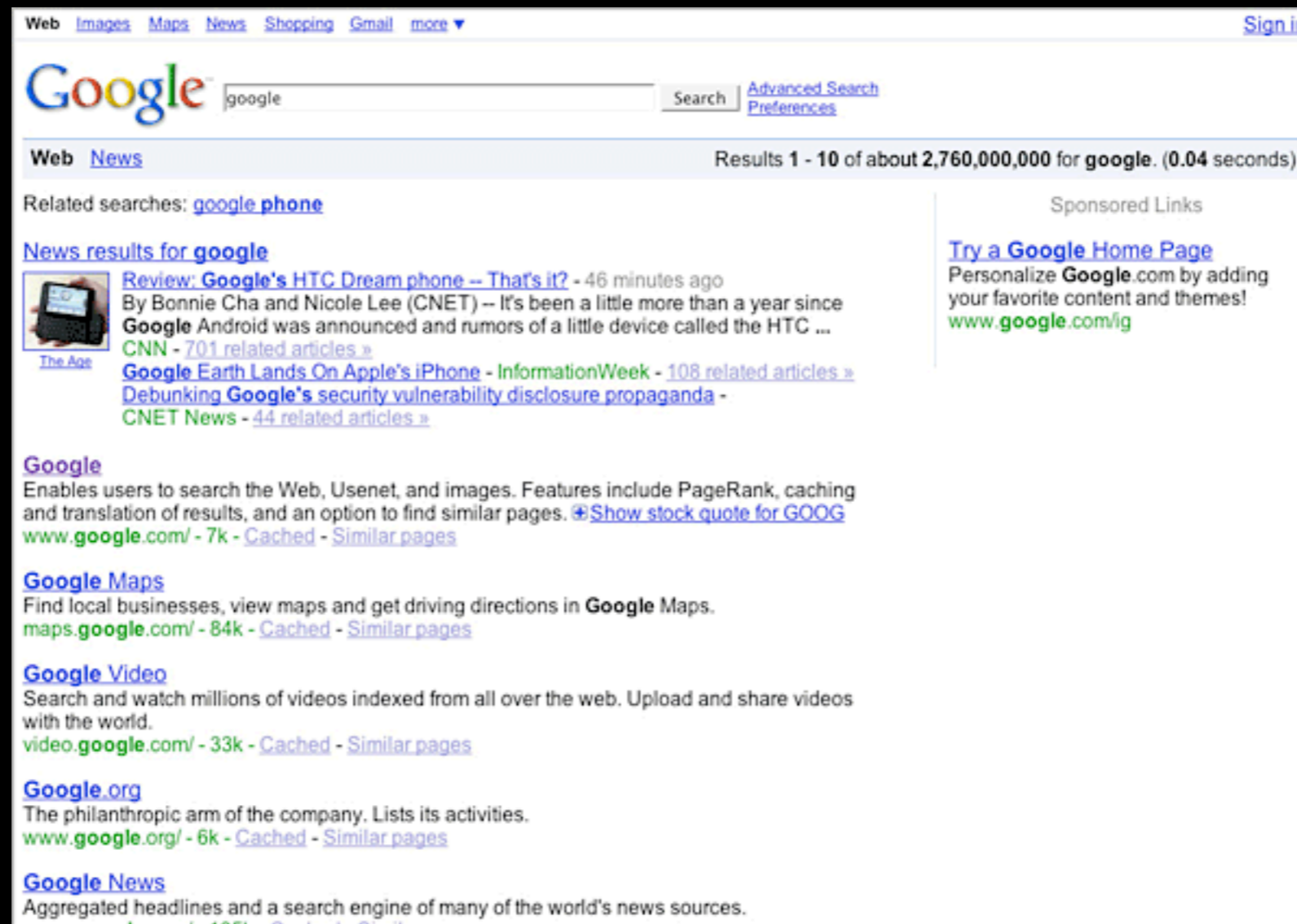
SPECIAL REPORT

Government Payroll: Salaries And The Budget

City of Reno to cut back hours of permit desk
 Reno city manager highest paid, longest serving
 Reno City Council paid most in state
 Is Reno top-heavy? Not an easy question to answer
 About the Regional Transportation Commission

Public spending: RGJ public employee salary analysis of overtime pay and its effect on the city budget. Think they spend too much? Too little? You can fix what's broken if you don't even know whether it is or not.

Transform your world



The image shows a screenshot of a Google search results page. At the top, there are navigation links for 'Web', 'Images', 'Maps', 'News', 'Shopping', 'Gmail', and 'more'. The Google logo is on the left, and a search bar with the text 'google' is in the center. To the right of the search bar are links for 'Advanced Search' and 'Preferences'. Below the search bar, it says 'Web News' and 'Results 1 - 10 of about 2,760,000,000 for google. (0.04 seconds)'. There are 'Related searches' for 'google phone' and 'Sponsored Links' for 'Try a Google Home Page'. The main results section is titled 'News results for google' and includes a small image of a phone with the caption 'The App'. The first news result is a review of Google's HTC Dream phone, dated 46 minutes ago, by Bonnie Cha and Nicole Lee (CNET). Below this are several other news links with their respective article counts, such as 'CNN - 701 related articles', 'Google Earth Lands On Apple's iPhone - InformationWeek - 108 related articles', 'Debunking Google's security vulnerability disclosure propaganda - CNET News - 44 related articles', 'Google', 'Google Maps', 'Google Video', 'Google.org', and 'Google News'. Each result includes a brief description and a link to the full article.

It's transformative: New ways of analyzing data change the way we look at everything. Who knew what a simple search form could do?

Tools of the trade:

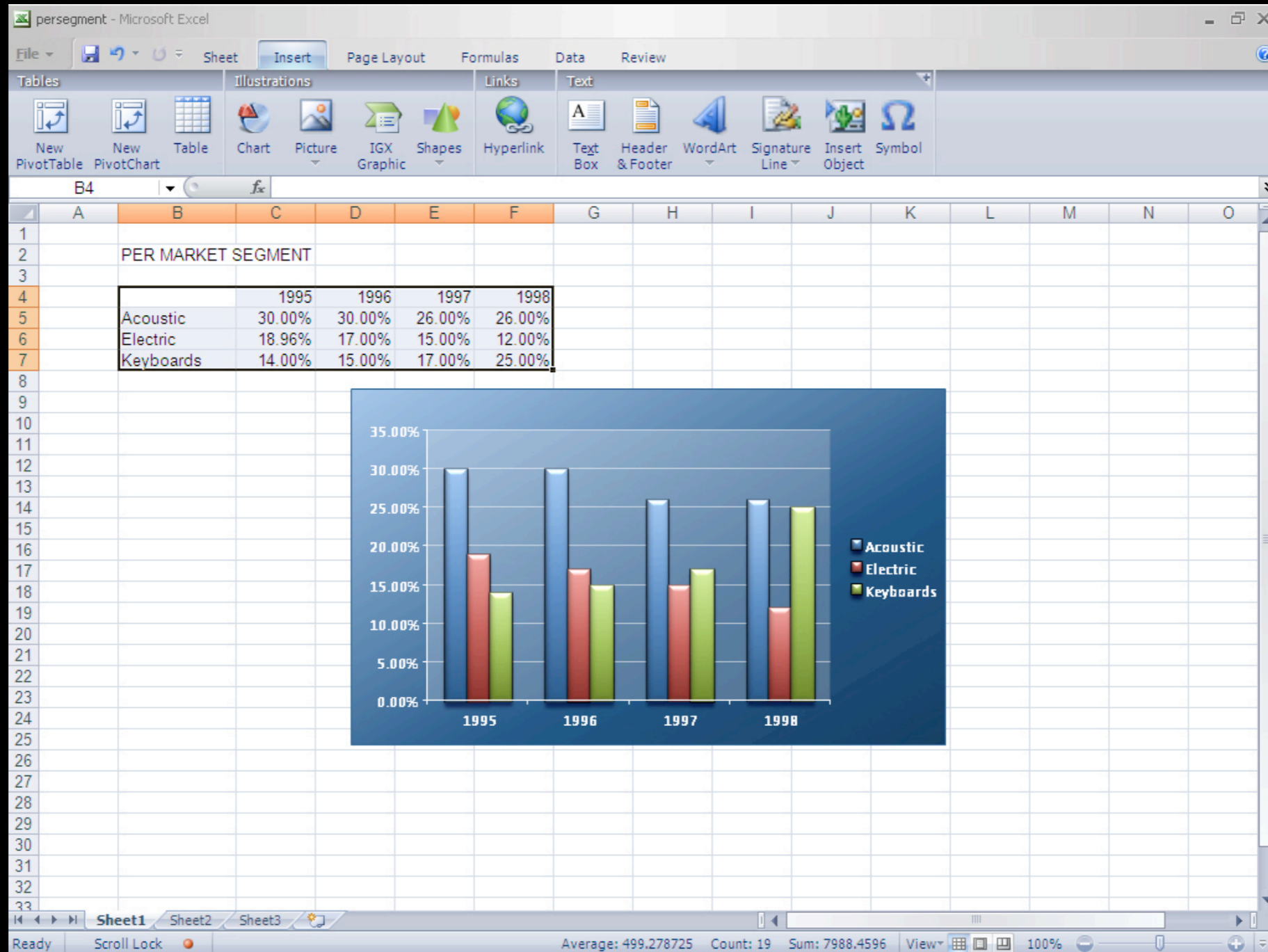
Excel

or OpenOffice

or Numbers (iWork)

or Google Docs

The Photoshop of data



Spreadsheets are fabulous data-cleaning tools, and really Microsoft deserves a lot of credit there. Excel has evolved (and other applications have evolved in response) because they started to realize that people were mostly using Excel to manage lists. They weren't just using it as a giant calculator on steroids. They were using it to manage data.

A word on functions

Microsoft Excel - xlfdic02.exe (Read-Only)

File Edit View Insert Format Tools Data Window Help

Type a question for help

Arial 10 B I U

B2 fx Age Calculation

	B	C	D	E	
1	Sort	View	Category	Location	< Welcome > About
14	ABS	Mathematical	Built-in	Returns the absolute value of a number	
15	AND	Logical	Built-in	Returns TRUE if all its arguments are TRUE	
16	AVERAGE	Statistical	Built-in	Returns the average of its arguments	
17	BIN2DEC	Engineering	Analysis ToolPak	Converts a binary number to decimal	
18	CEILING	Mathematical	Built-in	Rounds a number to the nearest integer or to the nearest multiple of s	
19	CELL	Information	Built-in	Returns information about the formatting, location, or contents of a cel	
20	CHAR	Text	Built-in	Returns the character specified by the code number	
21	CHOOSE	Lookup	Built-in	Chooses a value from a list of values	
22	CLEAN	Text	Built-in	Removes all nonprintable characters from text	
23	CODE	Text	Built-in	Returns a numeric code for the first character in a text string	
24	COMBIN	Mathematical	Built-in	Returns the number of combinations for a given number of objects	
25	CONCATENATE	Text	Built-in	Joins several text items into one text item	
26	CONVERT	Engineering	Analysis ToolPak	Converts a number from one measurement system to another	
27	CORREL	Statistical	Built-in	Returns the correlation coefficient between two data sets	
28	COUNT	Statistical	Built-in	Counts how many numbers are in the list of arguments	
29	COUNTA	Statistical	Built-in	Counts how many values are in the list of arguments	
30	COUNTBLANK	Information	Built-in	Counts the number of blank cells within a range	
31	COUNTIF	Mathematical	Built-in	Counts the number of nonblank cells within a range that meet the give	
32	DATE	Date	Built-in	Returns the serial number of a particular date	
33	DATEDIF	Date	Built-in	Calculates the difference between two dates. Undocumented in v5/7/9.	
34	DATEVALUE	Date	Built-in	Converts a date in the form of text to a serial number	
35	DAVERAGE	Database	Built-in	Returns the average of selected database entries	
36	DAY	Date	Built-in	Converts a serial number to a day of the month	
37	DAYSECO	Date	Built-in	Calculates the number of days between two dates based on a 360 day	

Documentation Instructions Analysis ToolPak FunctionList Time Calculation TimeSheet For Flexi

Ready

I've studied enough math and computer science to become immune to it, but when you say the word "function" in this context it usually triggers horrible memories of trig or precalculus, and your inner teen comes forward, sweating and asking you to make it stop.

Data comes in dirty

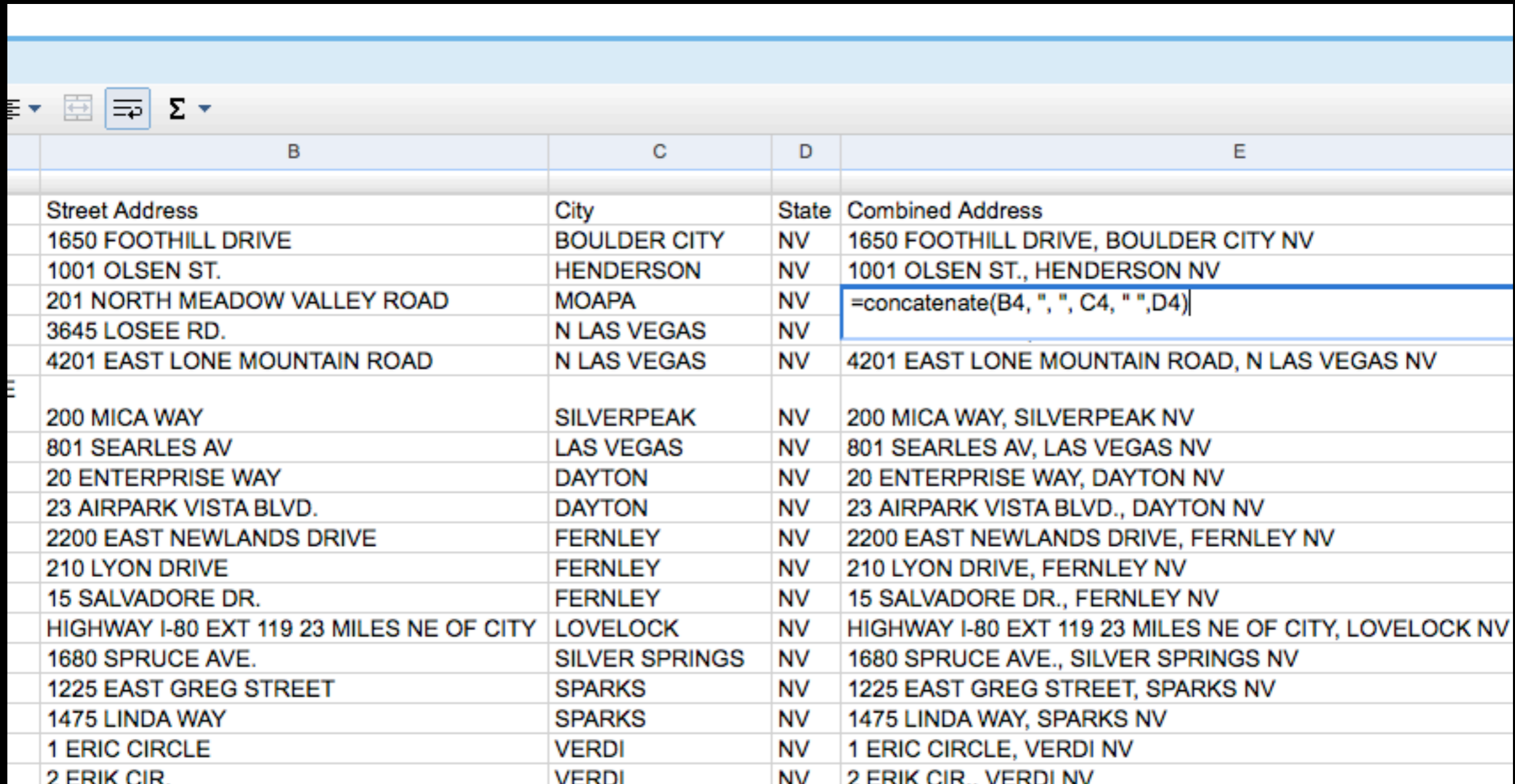
A	B	C	D
Name	Street Address	City	State
FIBERGLASS SPECIALITIES INCORPORATED	1650 FOOTHILL DRIVE	BOULDER CITY	NV
GOOD HUMOR-BREYERS ICE CREAM	1001 OLSEN ST.	HENDERSON	NV
LASCO BATHWARE	201 NORTH MEADOW VALLEY ROAD	MOAPA	NV
CAPITAL CABINET CORP.	3645 LOSEE RD.	N LAS VEGAS	NV
UNIVERSAL URETHANE INCORPORATED	4201 EAST LONE MOUNTAIN ROAD	N LAS VEGAS	NV
MINERAL RIDGE RESOURCES INCORPORATED MINERAL RIDGE MINE	200 MICA WAY	SILVERPEAK	NV
ANDERSON DAIRY	801 SEARLES AV	LAS VEGAS	NV
UNITED GILSONITE LABORATORIES	20 ENTERPRISE WAY	DAYTON	NV
RTP CO	23 AIRPARK VISTA BLVD.	DAYTON	NV
QUEBECOR WORLD NEVADA INC	2200 EAST NEWLANDS DRIVE	FERNLEY	NV
RMAX OPERATING%2C LLC	210 LYON DRIVE	FERNLEY	NV
ESSENTIAL WEST	15 SALVADORE DR.	FERNLEY	NV
COEUR ROCHESTER INC.	HIGHWAY I-80 EXT 119 23 MILES NE OF CITY	LOVELOCK	NV

Unfortunately, most data comes in the door in need of cleaning. Maybe a field is in ALL CAPS, or a field needs to be broken up, or a field needs to be combined with another, or there is extra space around the data -- you get the picture.

Indispensable Friends

- TRIM(“ Something with spaces ”)
- PROPER(“SHOUTING”),
- UPPER(“small”) and LOWER(“BIG”)
- SUBSTITUTE(“wine”, “beer”, “wine-dark”)
- CONCATENATE(“One”, A2, “ Three”)

Indispensable Friends



Street Address	City	State	Combined Address
1650 FOOTHILL DRIVE	BOULDER CITY	NV	1650 FOOTHILL DRIVE, BOULDER CITY NV
1001 OLSEN ST.	HENDERSON	NV	1001 OLSEN ST., HENDERSON NV
201 NORTH MEADOW VALLEY ROAD	MOAPA	NV	=concatenate(B4, ", ", C4, " ", D4)
3645 LOSEE RD.	N LAS VEGAS	NV	
4201 EAST LONE MOUNTAIN ROAD	N LAS VEGAS	NV	4201 EAST LONE MOUNTAIN ROAD, N LAS VEGAS NV
200 MICA WAY	SILVERPEAK	NV	200 MICA WAY, SILVERPEAK NV
801 SEARLES AV	LAS VEGAS	NV	801 SEARLES AV, LAS VEGAS NV
20 ENTERPRISE WAY	DAYTON	NV	20 ENTERPRISE WAY, DAYTON NV
23 AIRPARK VISTA BLVD.	DAYTON	NV	23 AIRPARK VISTA BLVD., DAYTON NV
2200 EAST NEWLANDS DRIVE	FERNLEY	NV	2200 EAST NEWLANDS DRIVE, FERNLEY NV
210 LYON DRIVE	FERNLEY	NV	210 LYON DRIVE, FERNLEY NV
15 SALVADORE DR.	FERNLEY	NV	15 SALVADORE DR., FERNLEY NV
HIGHWAY I-80 EXT 119 23 MILES NE OF CITY	LOVELOCK	NV	HIGHWAY I-80 EXT 119 23 MILES NE OF CITY, LOVELOCK NV
1680 SPRUCE AVE.	SILVER SPRINGS	NV	1680 SPRUCE AVE., SILVER SPRINGS NV
1225 EAST GREG STREET	SPARKS	NV	1225 EAST GREG STREET, SPARKS NV
1475 LINDA WAY	SPARKS	NV	1475 LINDA WAY, SPARKS NV
1 ERIC CIRCLE	VERDI	NV	1 ERIC CIRCLE, VERDI NV
2 ERIK CIR	VERDI	NV	2 ERIK CIR, VERDI NV

For example, here we create a new column by combining the street address, city and state using the CONCATENATE function.

Rinse, lather, repeat.

		3645 LOSEE
6	CAPITAL CABINET CORP.	
6	UNIVERSAL URETHANE INCORPORATED	F
7	MINERAL RIDGE RESOURCES INCORPORATED MINE	Tooltip Fiberglass Specialities Incorporated Good Humor-Breyers Ice Cream
8	ANDERSON DAIRY	F5;co Bathware
9	UNITED GILSONITE LABORATORIES	=proper(substitute(A5, "%2C", ","))
10	RTP CO	
11	QUEBECOR WORLD NEVADA INCORPORATED	Mineral Ridge Resources Incorporated Mineral Ridge Anderson Dairy
12	RMAX OPERATING%2C LLC	United Gilsonite Laboratories
13	ESSENTIAL WEST	Bl Co 13 SALVADO
14	COEUR ROCHESTER INC.	HIGHWAY I-8
15	NEVADA WOOD PRESERVING	1680 SPRUC

You can do pretty much anything you want with these and a few others by "chaining" them, which is just a fancy word for asking CONCATENATE to use something from column A along with something PROPER gets from TRIM who gets it from column B.

Gadgets

Add a Gadget

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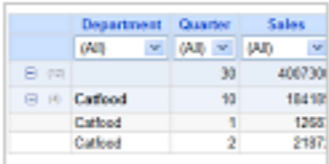
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Have a better idea?
[Write your own gadget](#) to display data in cool new ways. Want to see your gadget on this list? Submit it to us using the [submission form](#).

Many of the gadgets in this directory were developed by other companies or by Google's users, not by Google. Please read our [Terms of Service](#) and [Privacy Policy](#)




Department	Quarter	Sales
(All)	(All)	406730
Carfood	1	18410
Carfood	2	2197

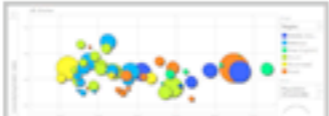
Table
By Google
An interactive table with filters and grouping.
[Add to spreadsheet](#)



Gauges
By Google
Each numeric value is shown as a gauge.
[Add to spreadsheet](#)

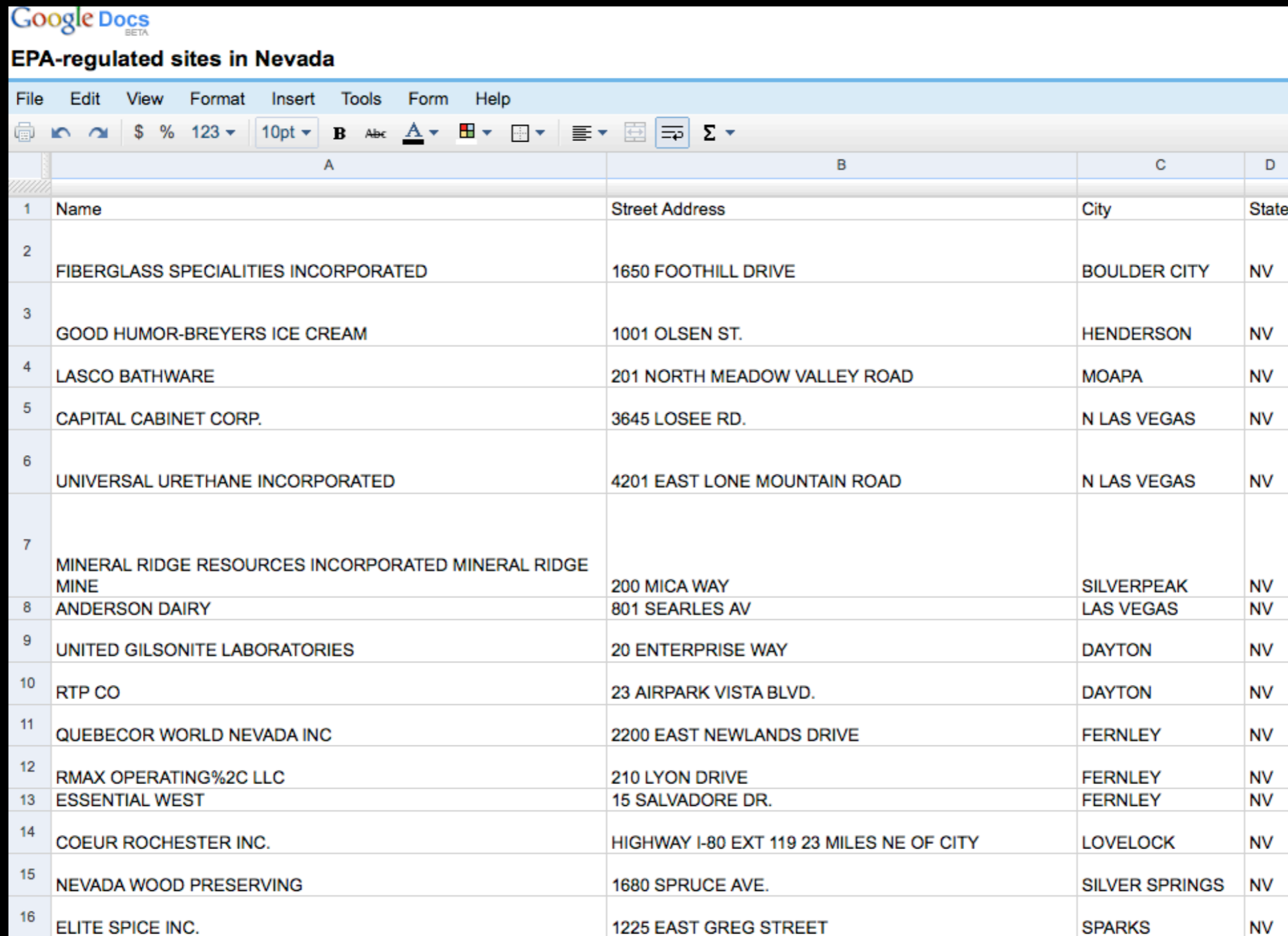


Interactive Time Series Chart
By Google
An interactive time series line chart like the one used in Google Finance. The first column contains dates and the second column contains values.
[Add to spreadsheet](#)



Motion Chart
By Google
A dynamic flash based chart to explore

Example: EPA sites



The image shows a Google Docs spreadsheet titled "EPA-regulated sites in Nevada". The spreadsheet contains a table with 16 rows of data. The columns are labeled "Name", "Street Address", "City", and "State". The data is as follows:

	A	B	C	D
1	Name	Street Address	City	State
2	FIBERGLASS SPECIALITIES INCORPORATED	1650 FOOTHILL DRIVE	BOULDER CITY	NV
3	GOOD HUMOR-BREYERS ICE CREAM	1001 OLSEN ST.	HENDERSON	NV
4	LASCO BATHWARE	201 NORTH MEADOW VALLEY ROAD	MOAPA	NV
5	CAPITAL CABINET CORP.	3645 LOSEE RD.	N LAS VEGAS	NV
6	UNIVERSAL URETHANE INCORPORATED	4201 EAST LONE MOUNTAIN ROAD	N LAS VEGAS	NV
7	MINERAL RIDGE RESOURCES INCORPORATED MINERAL RIDGE MINE	200 MICA WAY	SILVERPEAK	NV
8	ANDERSON DAIRY	801 SEARLES AV	LAS VEGAS	NV
9	UNITED GILSONITE LABORATORIES	20 ENTERPRISE WAY	DAYTON	NV
10	RTP CO	23 AIRPARK VISTA BLVD.	DAYTON	NV
11	QUEBECOR WORLD NEVADA INC	2200 EAST NEWLANDS DRIVE	FERNLEY	NV
12	RMAX OPERATING%2C LLC	210 LYON DRIVE	FERNLEY	NV
13	ESSENTIAL WEST	15 SALVADORE DR.	FERNLEY	NV
14	COEUR ROCHESTER INC.	HIGHWAY I-80 EXT 119 23 MILES NE OF CITY	LOVELOCK	NV
15	NEVADA WOOD PRESERVING	1680 SPRUCE AVE.	SILVER SPRINGS	NV
16	ELITE SPICE INC.	1225 EAST GREG STREET	SPARKS	NV

Let's get started on an example of something that's easy to do now. I grabbed some data off the EPA's site. This is a list of EPA-regulated sites in Nevada. Let's see how easy it is to publish online. The data came across in CSV format, which is easy to import into Google Docs. Since this is a list of addresses, my first thought is to map them. Now, this data set isn't a great choice for an interactive map because there are about 300 rows, and Google Maps gets real poky around 100. But I like maps, so let's give it a whirl.

Cleaning data

	C	D	E	F
	City	State	Combined Address	Tooltip
	BOULDER CITY	NV	1650 FOOTHILL DRIVE, BOULDER CITY NV	Fiberglass Specialities Incorporated
	HENDERSON	NV	1001 OLSEN ST., HENDERSON NV	Good Humor-Breyers Ice Cream
	MOAPA	NV	201 NORTH MEADOW VALLEY ROAD, MOAPA NV	Lasco Bathware
	N LAS VEGAS	NV	3645 LOSEE RD., N LAS VEGAS NV	Capital Cabinet Corp.
	N LAS VEGAS	NV	4201 EAST LONE MOUNTAIN ROAD, N LAS VEGAS NV	Universal Urethane Incorporated
	SILVERPEAK	NV	200 MICA WAY, SILVERPEAK NV	Mineral Ridge Resources Incorporated Mineral Rid
	LAS VEGAS	NV	801 SEARLES AV, LAS VEGAS NV	Anderson Dairy
	DAYTON	NV	20 ENTERPRISE WAY, DAYTON NV	United Gilsonite Laboratories
	DAYTON	NV	23 AIRPARK VISTA BLVD., DAYTON NV	Rtp Co
	FERNLEY	NV	2200 EAST NEWLANDS DRIVE, FERNLEY NV	Quebecor World Nevada Inc
	FERNLEY	NV	210 LYON DRIVE, FERNLEY NV	Rmax Operating, Llc
	FERNLEY	NV	15 SALVADORE DR., FERNLEY NV	Essential West
OF CITY	LOVELOCK	NV	HIGHWAY I-80 EXT 119 23 MILES NE OF CITY, LOVELOCK NV	Coeur Rochester Inc.
	SILVER SPRINGS	NV	1680 SPRUCE AVE., SILVER SPRINGS NV	Nevada Wood Preserving
	SPARKS	NV	1225 EAST GREG STREET, SPARKS NV	Elite Spice Inc.
	SPARKS	NV	1475 LINDA WAY, SPARKS NV	Master Bilt Engineered Structures
	VERDI	NV	1 ERIC CIRCLE, VERDI NV	Viking Metallurgical
	VERDI	NV	2 ERIK CIR., VERDI NV	Wells Manufacturing Co.
	WADSWORTH	NV	6000 ST. RTE. 447, WADSWORTH NV	Alta Gold Company Olinghouse Project
	WINNEMUCCA	NV	5505 CYANCO DRIVE, WINNEMUCCA NV	Cyanco
	YERINGTON	NV	1000 SIERRA WAY, YERINGTON NV	Fort Churchill Power Station
	YERINGTON	NV	102 BURCH DR., YERINGTON NV	Arimetco Incorporated Yerington Mine
	RENO	NV	4855 LONGLEY LN., RENO NV	Bts Group
	RENO	NV	7970 SECURITY CIRCLE, RENO NV	Sun Chemical Corp
B	RENO	NV	14551 INDUSTRY CIRCLE%2C SUITE B, RENO NV	Michelin North America Inc
	RENO	NV	14221 LEAR BLVD, RENO NV	Master Helco Ice Reno

We're going to use the Google Docs Map Gadget to produce an interactive map. In order to do that, we have to create two new columns: One for the full address, and one for the tooltip, which is the little balloon that pops up when you click on a point on the map.

Nitty-gritty

B	C	D	E
Street Address	City	State	Combined Address
1650 FOOTHILL DRIVE	BOULDER CITY	NV	1650 FOOTHILL DRIVE, BOULDER CITY NV
1001 OLSEN ST.	HENDERSON	NV	1001 OLSEN ST., HENDERSON NV
201 NORTH MEADOW VALLEY ROAD	MOAPA	NV	=concatenate(B4, ", ", C4, " ", D4)
3645 LOSEE RD.	N LAS VEGAS	NV	
4201 EAST LONE MOUNTAIN ROAD	N LAS VEGAS	NV	4201 EAST LONE MOUNTAIN ROAD, N LAS VEGAS NV
200 MICA WAY	SILVERPEAK	NV	200 MICA WAY, SILVERPEAK NV
801 SEARLES AV	LAS VEGAS	NV	801 SEARLES AV, LAS VEGAS NV
20 ENTERPRISE WAY	DAYTON	NV	20 ENTERPRISE WAY, DAYTON NV

F
Tooltip
Fiberglass Specialities Incorporated
Good Humor-Breyers Ice Cream
F5:co Bathware
=proper(substitute(A5, "%2C", ","))
Mineral Ridge Resources Incorporated Mineral Ridge Mine
Anderson Dairy
United Gilsonite Laboratories
Rtp Co
Quabbin World Nevada, Inc

We're going to use the Google Docs Map Gadget to produce an interactive map. In order to do that, we have to create two new columns: One for the full address, and one for the tooltip, which is the little balloon that pops up when you click on a point on the map. We're using some of the functions we mentioned earlier to assemble and clean up those two columns. And this is one of the nice things about spreadsheets: You can transform your data one column at a time, and see each intermediate step. So you can easily see it when you screw up.

The gadget

The screenshot shows an Excel spreadsheet with a 'Sites' gadget overlaid on a Google Map of Reno, NV. The gadget has the following settings:

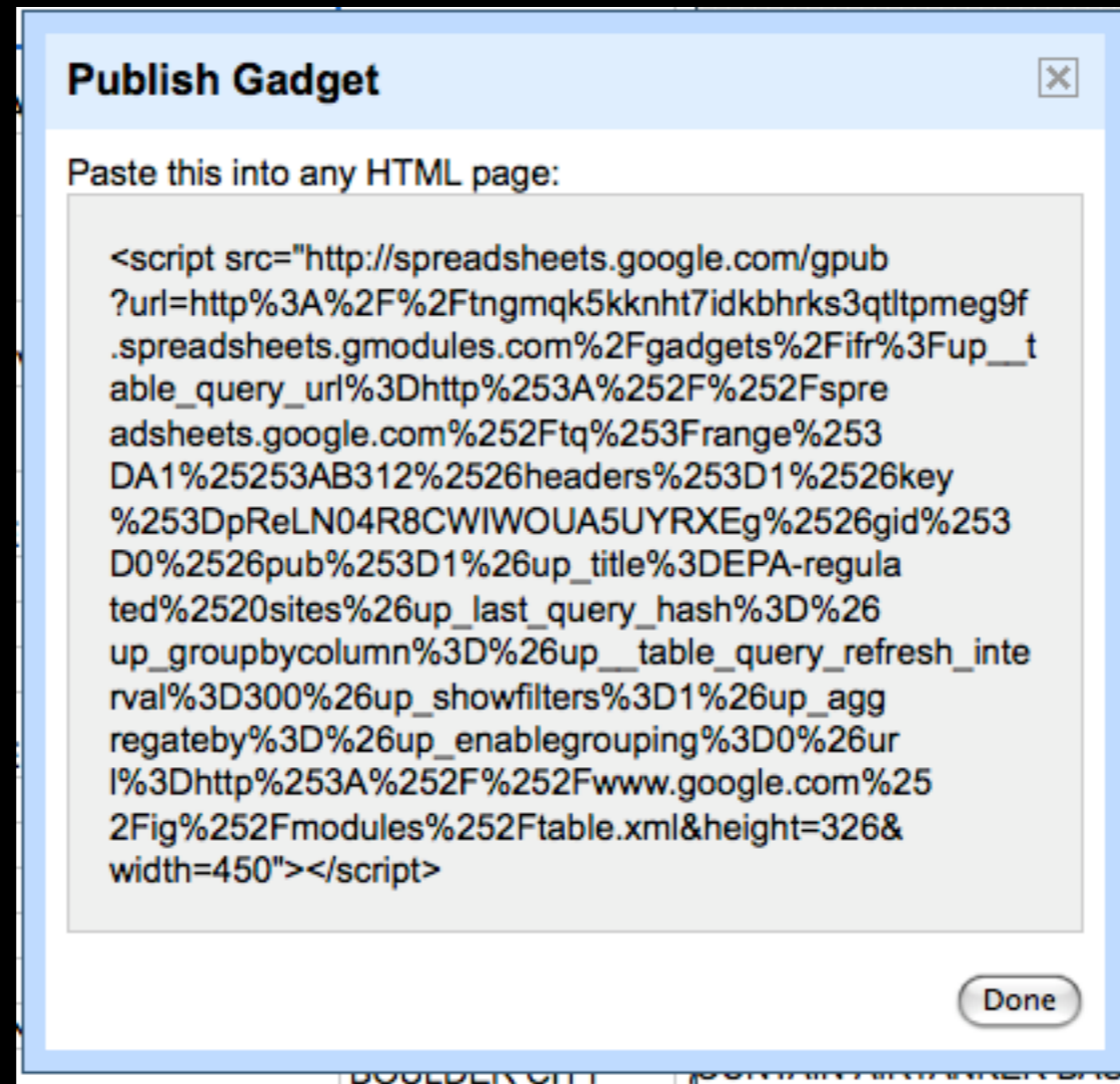
- Range: Sites!\$1:\$F313
- Number of header rows: 1
- Title: Sites
- Last column as tooltips:
- Zoom using mouse wheel:
- Map type: hybrid

A tooltip for 'Martin Iron Works' is visible on the map. The spreadsheet data is as follows:

Address	City	State	Address
1001 OLSEN ST.	HENDERSON	NV	1001 OLSEN ST., HENDERSON
201 NORTH MEADOW VALLEY ROAD	MOAPA	NV	201 NORTH MEADOW VALLEY
3645 LOSEE RD.	N LAS VEGAS	NV	3645 LOSEE RD., N LAS VEGA
201 EAST LONE MOUNTAIN P			
0 MICA WAY, SILVERPEAK M			
1 SEARLES AV, LAS VEGAS			
ENTERPRISE WAY, DAYTO			
AIRPARK VISTA BLVD., DAY			
00 EAST NEWLANDS DRIVE			
0 LYON DRIVE, FERNLEY N			
SALVADORE DR., FERNLEY			
GHWAY I-80 EXT 119 23 MIL			
80 SPRUCE AVE., SILVER S			
25 EAST GREG STREET, SP			
75 LINDA WAY, SPARKS NV			
ERIC CIRCLE, VERDI NV			
ERIK CIR., VERDI NV			
00 ST. RTE. 447, WADSWOR			
05 CYANCO DRIVE, WINNEI			
00 SIERRA WAY, YERINGTO			
2 BURCH DR., YERINGTON			
55 LONGLEY LN., RENO NV			
70 SECURITY CIRCLE, REN			
551 INDUSTRY CIRCLE%20			
331 LEAR BLVD., RENO NV			
255 MOUNT BISMARK STRE			
100 LEAR BOULEVARD, RE			
291 LEAR BLVD., RENO NV			
95 PROTOTYPE DRIVE, RE			
5 CATRON DR., RENO NV			
01 CONESTOGA DR., CAR			
00 ARROWHEAD DR., CAR			
TERSTATE 80 EXIT 212, VAL			
WALLY KAY WAY, MOAPA NV			
5 BRUCE WOODBURY DRIV			
9 E. GLENDALE AVE., SPAR			
4909 GONI ROAD	CARSON CITY	NV	4909 GONI ROAD, CARSON C

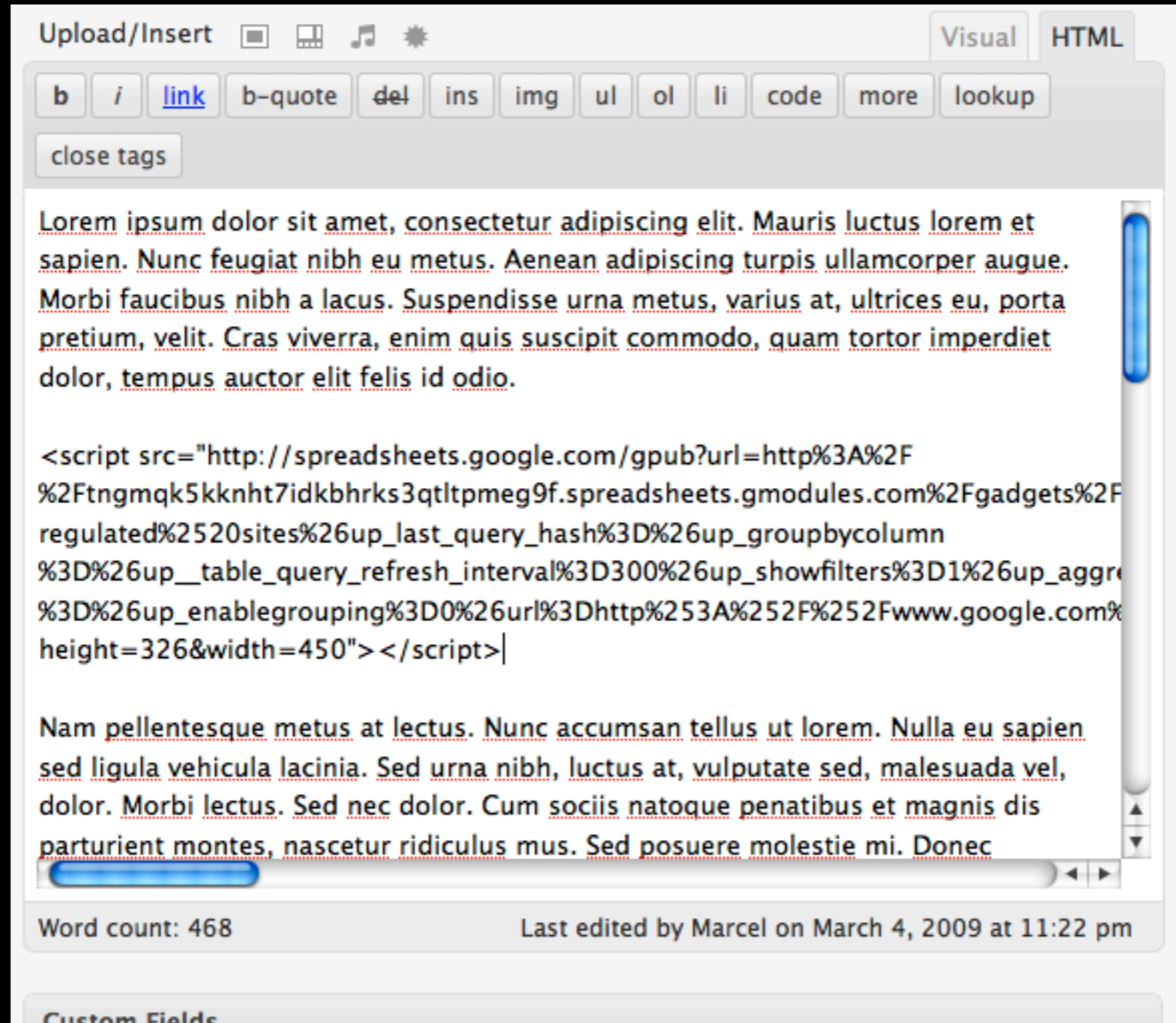
So, once we have those columns set up, we can bring in the gadget, which you do under the "Insert" menu. You have a few options here. It expects two columns of data, which you can select in the usual way if you've used Excel before -- you click and drag. Note that we've checked the "tooltip" box to use the last column as the text in the balloon that pops up when you click on the map pin. It's not real obvious, but there's a tiny little button in the top right-hand corner of the gadget that gives you the option to publish the map as an embedded element on another page.

Copy...



When you click there, you'll get a pop-up window that gives you a whole mess of code that you can paste into your page or blog software. Just ignore all the code, just copy and paste it.

...and paste



I use Wordpress, and it's fairly easy to drop into the HTML view and paste the code in between paragraphs.

Presto!

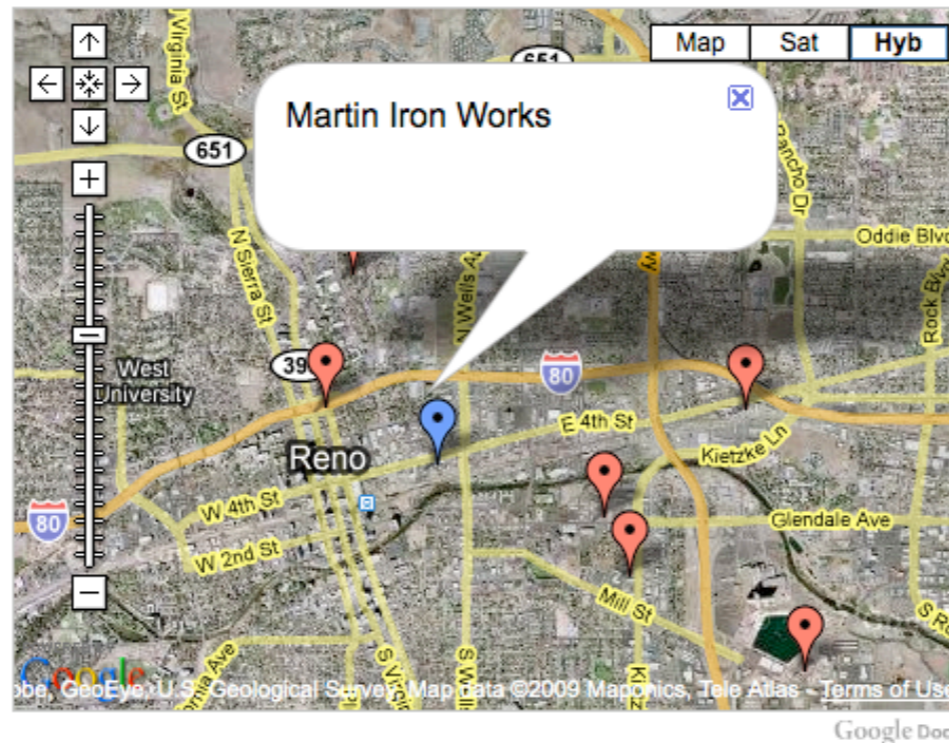
Burroland

Levys on demand

[Home](#) [About](#) [Example: An embedded map](#)

Example: An embedded map

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris luctus lorem et sapien. Nunc feugiat nibh eu metus. Aenean adipiscing turpis ullamcorper augue. Morbi faucibus nibh a lacus. Suspendisse urna metus, varius at, ultrices eu, porta pretium, velit. Cras viverra, enim quis suscipit commodo, quam tortor imperdiet dolor, tempus auctor elit felis id odio.



PICTURES

www.flickr.com

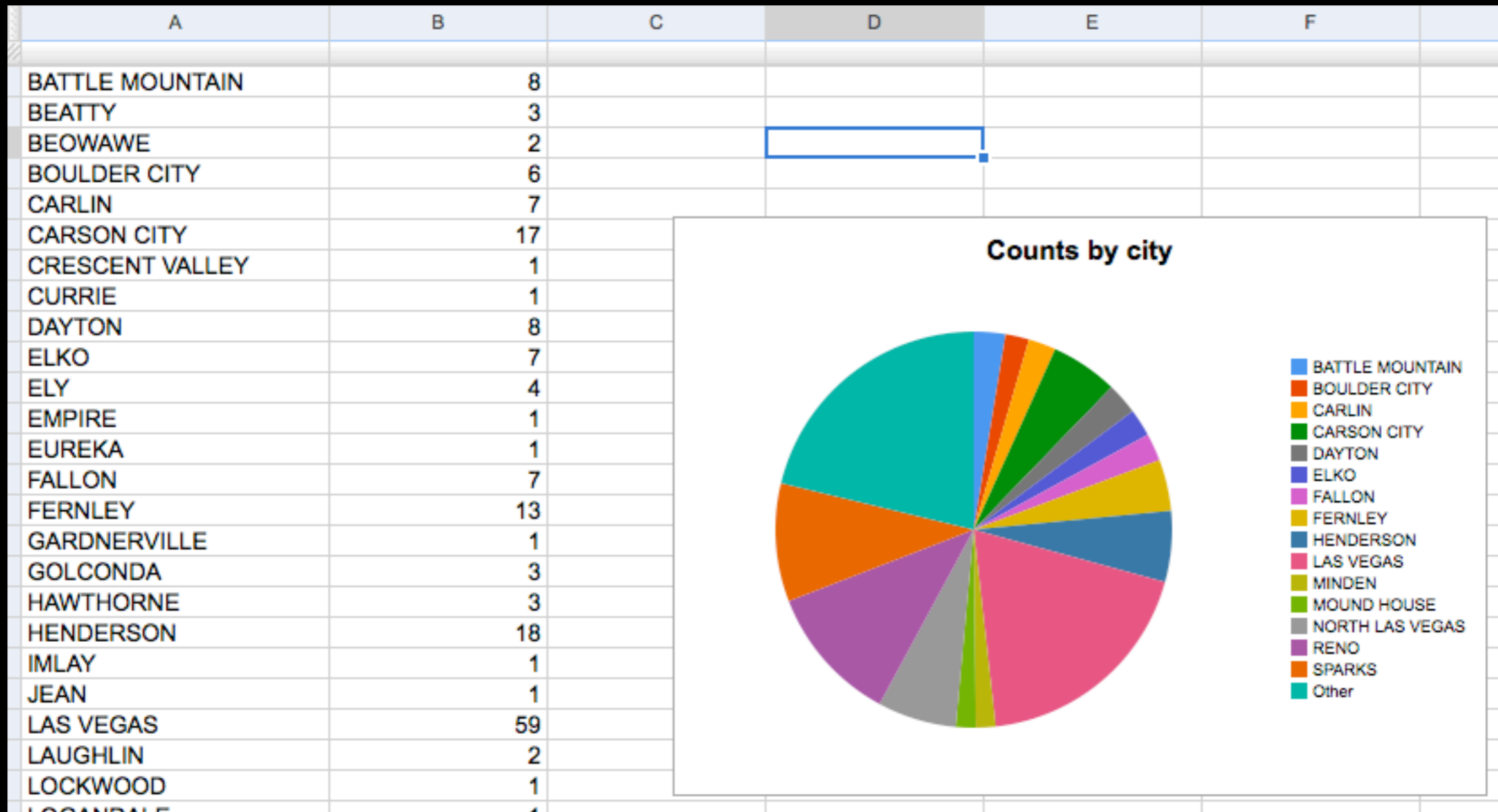


[amazon.com](#)
Wish List

BLOGROLL

[* Adrian Holovaty](#)

Pie, anyone?

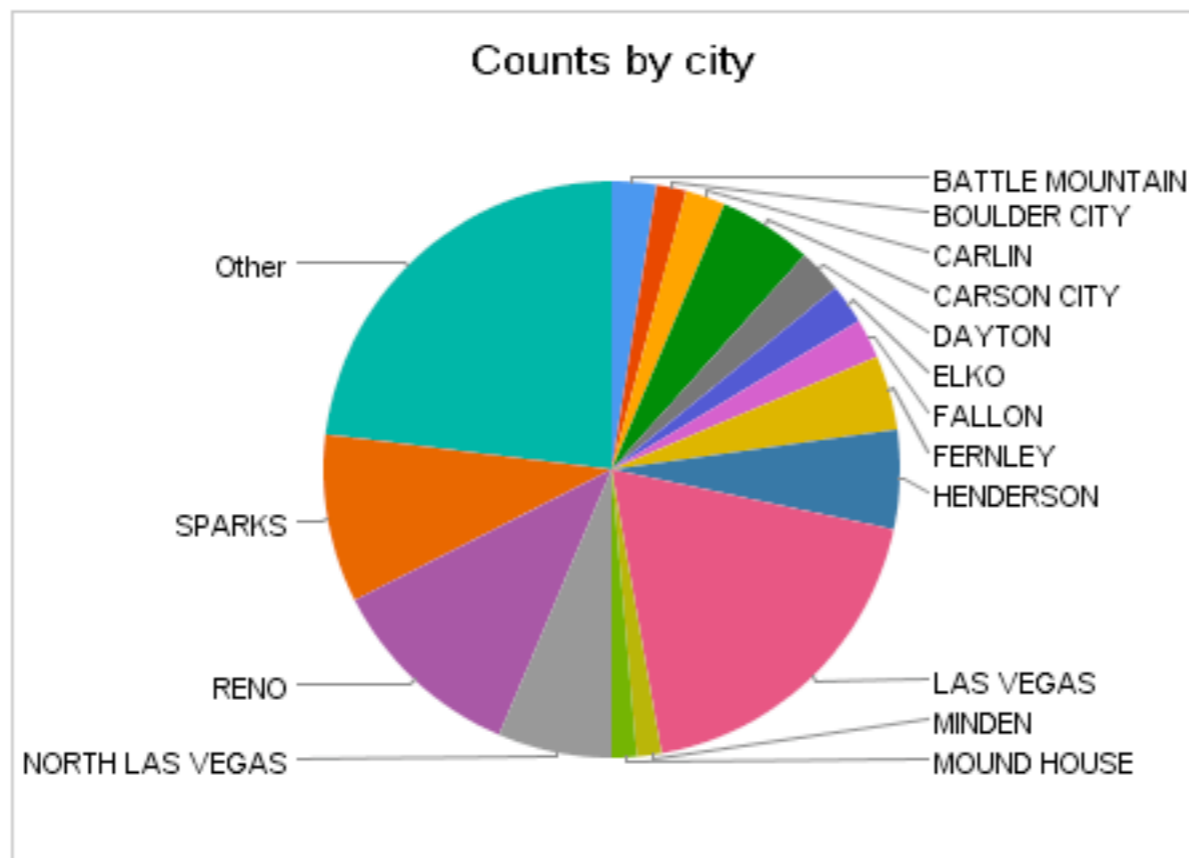


Let's say we have some data suitable for a pie chart. I've taken the EPA sites and grouped them by city, along with the number of sites in that city. I did it fairly easily in Google Docs -- I'm not going to cover how to do it in great detail, so if you're interested ask me and I'll send you the spreadsheet so you can see the formulas.

I like pie.

Example: An embedded chart

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris luctus lorem et sapien. Nunc feugiat nibh eu metus. Aenean adipiscing turpis ullamcorper augue. Morbi faucibus nibh a lacus. Suspendisse urna metus, varius at, ultrices eu, porta pretium, velit. Cras viverra, enim quis suscipit commodo, quam tortor imperdiet dolor, tempus auctor elit felis id odio.



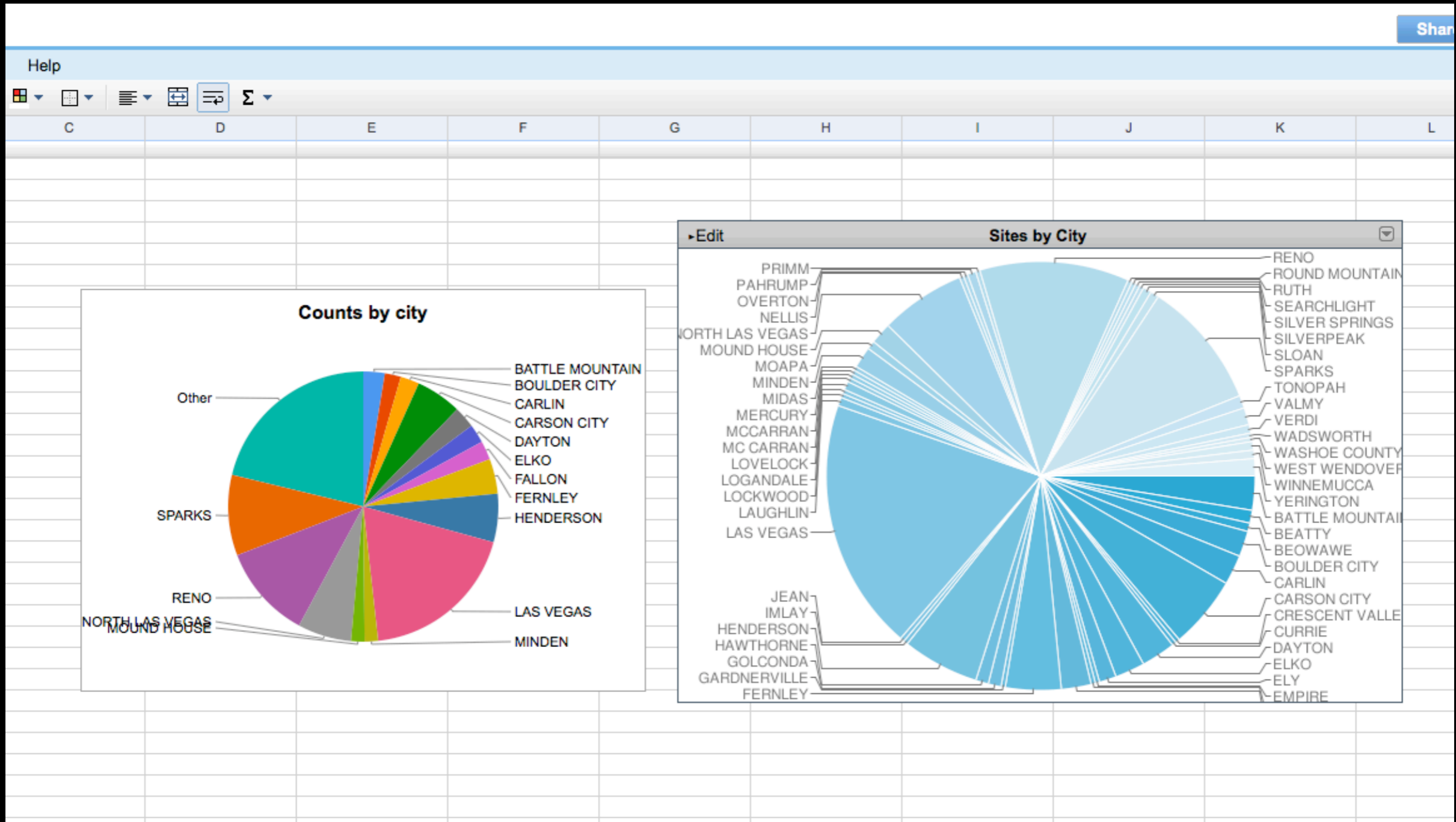
PICTURES

www.flickr.com



BLOGROLL

Well, not that pie.



Here we see the difference, side by side. The one on the right is made as a Gadget, and shows up as a little Flash object. I'm not a huge fan, although obviously the chart has a small issue as well. But you can work with the slices; I have them sorted by name, even though it would make more sense to sort them by size. It all depends on the data.

Just the facts, ma'am.

The screenshot shows the 'Table by Google' interface. The configuration panel at the top includes:

- Range: Sites!A1:b312
- Number of header rows: 1
- Title: EPA-regulated sites
- Show Filters:
- Enable Grouping:
- * required
- Buttons: Apply, Apply and close

Below the configuration is a table with two columns: Site Name and City. The table contains the following data:

Site Name	City
	(All)
	BATTLE MOUNTAIN
	BATTLE MOUNTAIN
CORP COPPER CANYON FACILITY	BATTLE MOUNTAIN
CO BATTLE MOUNTAIN	BATTLE MOUNTAIN
S CO BATTLE MOUNTAIN	BATTLE MOUNTAIN
CORPORATION MCCOY COVE MINE	BATTLE MOUNTAIN
CO	BATTLE MOUNTAIN
MOUNTAIN AIRTANKER BASE	BATTLE MOUNTAIN
RPORATED	BEATTY
G COMPANY	BEATTY
G INC	BEATTY
CORP MULE CANYON MINE	BEOVAWE
ES	BEOVAWE
ALITIES INCORPORATED	BOULDER CITY
DGE CORP	BOULDER CITY

And what if you just wanted to embed the table, and not any fancy-pants visualization?

Instant database

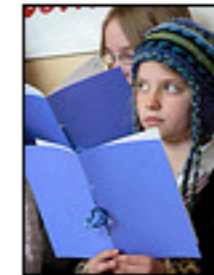
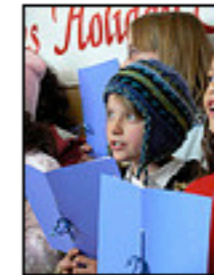
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris luctus lorem et sapien. Nunc feugiat nibh eu metus. Aenean adipiscing turpis ullamcorper augue. Morbi faucibus nibh a lacus. Suspendisse urna metus, varius at, ultrices eu, porta pretium, velit. Cras viverra, enim quis suscipit commodo, quam tortor imperdiet dolor, tempus auctor elit felis id odio.

Site Name	City
(All)	RENO
BTS GROUP	RENO
SUN CHEMICAL CORP	RENO
MICHELIN NORTH AMERICA INC	RENO
MASTER HALCO INC RENO	RENO
PRECISION ROLLED PRODUCTS INC	RENO
RR DONNELLEY & SONS CO	RENO
AMERICAN WATER HEATER COMPANY	RENO
INTERNATIONAL GAME TECHNOLOGY	RENO
CRUMRINE MFG JEWELERS	RENO
TRUCKEE MEADOWS WATER RECLAMATION FACILITY	RENO
STEAD WWTP	RENO
HAMILTON COMPANY	RENO
UNIVERSITY OF NEVADA%2C RENO	RENO
DUPONT RENO WESTERN DISTRIBUTI ON CENTER	RENO
REIMAGING INC DBA SIERRA XRAY SVCS	RENO
SIERRA CHEMICAL CO	RENO

Google Docs

Nam pellentesque metus at lectus. Nunc accumsan tellus ut lorem. Nulla eu sapien sed ligula vehicula lacinia. Sed urna nibh, luctus at, vulputate sed, malesuada vel, dolor. Morbi lectus. Sed nec dolor. Cum sociis natoque

www.flickr.com



amazon.com
Wish List

BLOGROLL

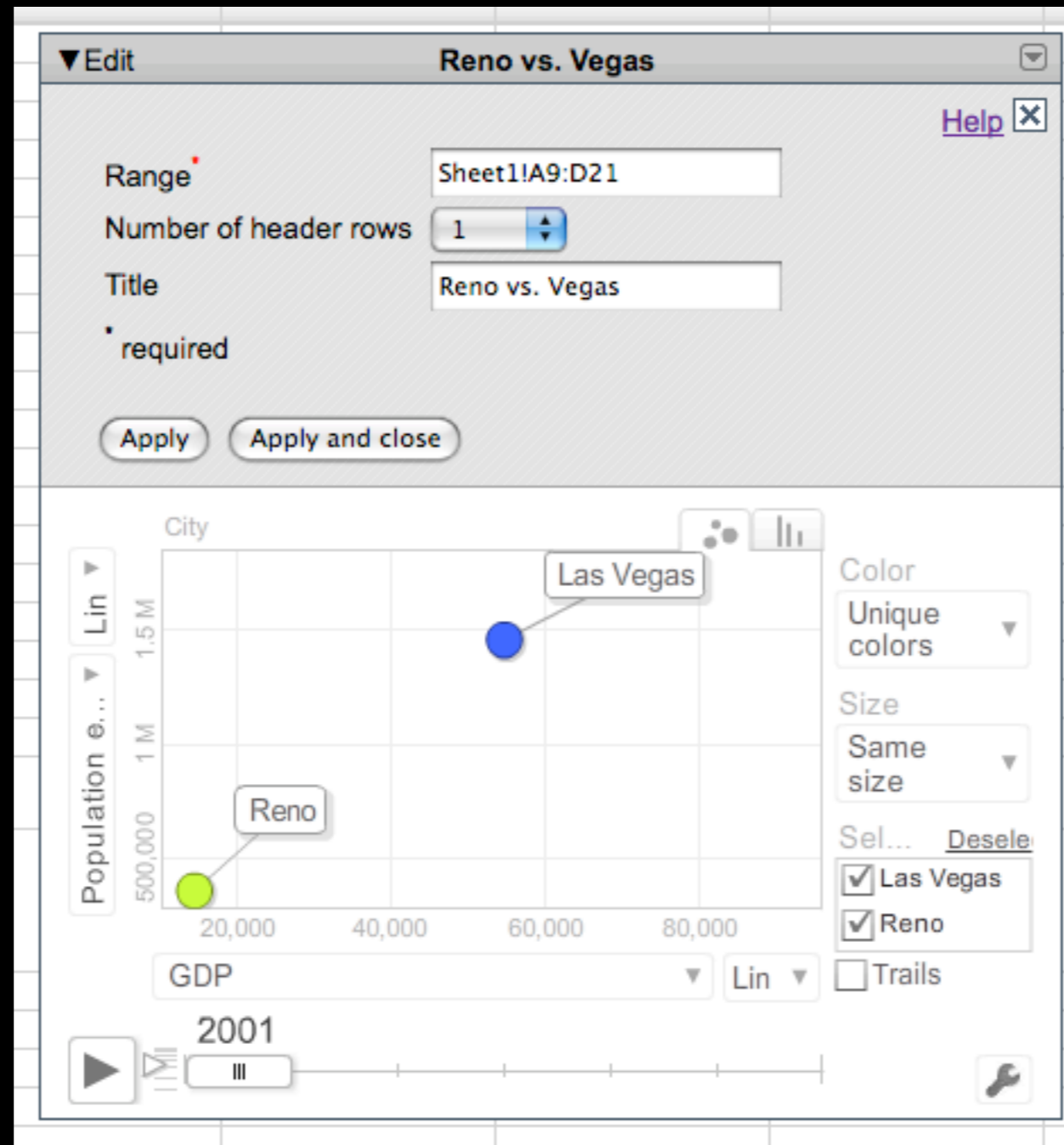
- * [Adrian Holovaty](#)
- * [beatnik sidearm](#)
- * [Just Jake](#)

Reno vs. Vegas

City	Year	GDP	Population est.
Las Vegas	2001	54720	1457069
Las Vegas	2002	58041	1516604
Las Vegas	2003	63303	1573930
Las Vegas	2004	73188	1647734
Las Vegas	2005	83366	1708758
Las Vegas	2006	91500	1777168
Reno	2001	14477	355203
Reno	2002	14880	365352
Reno	2003	15505	374841
Reno	2004	17167	385150
Reno	2005	17751	394823
Reno	2006	18915	402245

Maps and charts are fine and all, but some of the visualizations we've discussed are fun because they move -- they show something happening in time. Again, this is easy. I put together a small data set comparing Reno and Las Vegas from 2001 to 2006 on two measurements: GDP and population. I got the GDP figures from the Commerce Department, and the population figures are estimates from the Census department.

Make it move!



So now that we have the data, we're going to use the Motion Chart gadget to visualize the difference. There's a lot of cruft here on the screen, but once I click through to the live version everything should make sense.

Where to find data?

- The government, of course
- Freebase
- Geocommons
- Many Eyes (IBM research project)

Or, get it yourself

Rate my presentation, please

I'd like to know what you thought of my presentation, "Data-driven web publishing without a programmer," given at the 2009 Nevada Interactive Media Summit. I would appreciate it if you could answer a few questions so I can improve my presentations in the future. At the very least, please leave some amusing comments.

* Required

Secret Password *

If you were at the talk, you'd know it.

How would you rate the quality of the informaton?

1 2 3 4 5

Poor Excellent

How would you rate Marcel's presentation abilities?

1 2 3 4 5

Poor Excellent

Was Marcel's presentation useful to you?

1 2 3 4 5

Not at all Extremely so

Or you could gather your own data with a form. This is something else Google makes extremely easy. As an example, I've whipped up a working evaluation form for this presentation. You can find a link to the live version on my blog at loslevys.com.

Ask 'em questions

Rate my presentation, please

I'd like to know what you thought of my presentation, "Data-driven web publishing without a programmer," given at the 2009 Nevada Interactive Media Summit. I would appreciate it if you could answer a few questions so I can improve my presentations in the future. At the very least, please leave some amusing comments.

Secret Password *

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1 2 3 4 5

Poor Excellent

Was Marcel's presentation useful to you?

1 2 3 4 5

Not at all Extremely so

Question Title

Help Text

Question Type

x

x

x

or [add "Other"](#)

Make this a required question

Here's a view of the form editing interface. I've included a closer look at how you edit a multiple-choice question.

Ready for action

Rate my presentation, please Share ▾

File Edit View **Format** Insert Tools Form (0) Help

10pt **B** Abc A ▾ [Color] ▾ [Grid] ▾ [List] ▾ [Link] ▾ Σ ▾

	A	B	C	D	E	F	G	
1	Timestamp	Secret Password	How would you rate the quality of the informaton?	How would you rate Marcel's presentation abilities?	Was Marcel's presentation useful to you?	Would you go see Marcel speak again?	Was it what you expected?	Ma
2								
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And hey presto! Here's what the spreadsheet looks like right now, all ready for you to fill in with your insights, compliments and grossly unfair criticism.

A form, so what?



Uploaded to Flickr by rea *ل ع* i

Here's what!

Rate my presentation, please

I'd like to know what you thought of my presentation, "Data-driven web publishing without a programmer," given at the 2009 Nevada Interactive Media Summit. I would appreciate it if you could answer a few questions so I can improve my presentations in the future. At the very least, please leave some amusing comments.

* Required

Secret Password *
If you were at the talk, you'd know it.

How would you rate the quality of the informaton?
1 2 3 4 5
Poor Excellent

How would you rate Marcel's presentation abilities?
1 2 3 4 5
Poor Excellent

Was Marcel's presentation useful to you?
1 2 3 4 5
Not at all Extremely so

Would you go see Marcel speak again?
 In a heartbeat!
 Meh.
 Yes, to heckle.

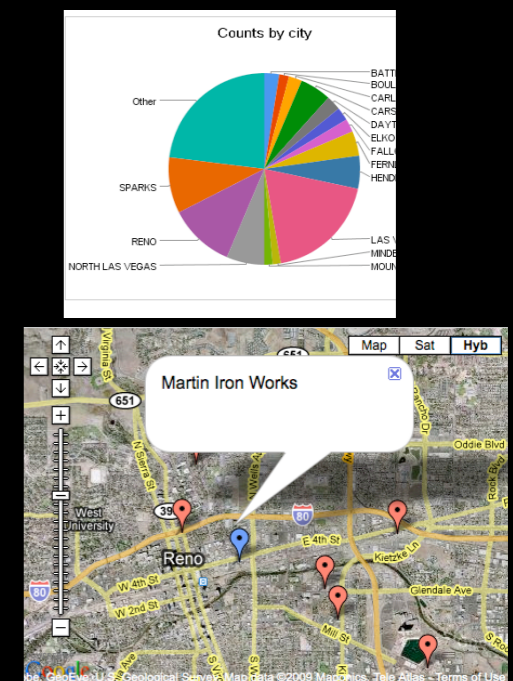
Was it what you expected?
Did the presentation live up to what was promised? Why or why not?

Form

Rate my presentation, please

	A	B	C
1	Timestamp	Secret Password	How would you rate the quality of the informaton?
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Database



Views



We've created a form, which feeds into a database, which then lets you visualize or report in near real-time. We've created a lightweight database application, suitable for presentation in a number of different ways. So forget about surveys for a second -- you can use the same model for all kinds of applications where you need to keep track of something over time.

More cool toys

You are on day 22 of your free trial, with 8 days remaining. [Click here to upgrade now.](#)

LOSLEVYS Help Applications User Account Admin Logout

New application (step 2)

You have 313 rows of data. To finish, confirm the names and types of your fields.

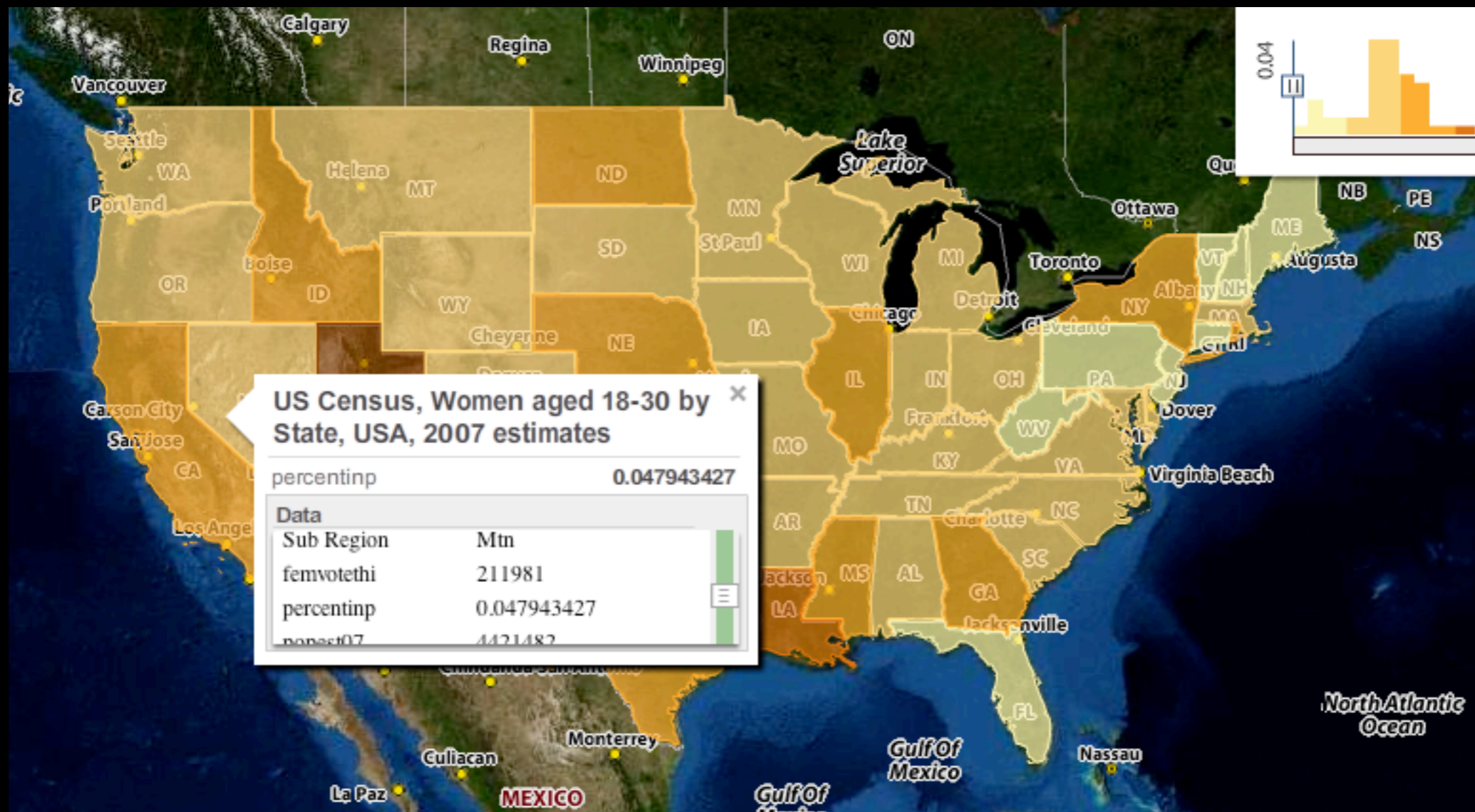
To help you, the first few rows of your data are shown below. The first row may contain names for each column which Dabble can re-use.

CATEGORY NAME					
FIELDS	Apn	Add Rec	Situs	Sales Date	Sale Price
	First row is hidden since it is being used as field names. Don't use as field names				
	001-133-11		1500 SURF WAY	January 22, 2009	172000
	001-200-30		3780 TASHA CT	January 26, 2009	150000
	001-200-36		3750 TASHA CT	January 26, 2009	150000
	001-200-40		3720 TASHA CT	January 26, 2009	150000
IMPORT AS	ABC Text	ABC Text	ABC Text	Date/Tim	123 Nu
IMPORT COLUMN	<input checked="" type="checkbox"/> Import	<input checked="" type="checkbox"/> Import	<input checked="" type="checkbox"/> Import	<input checked="" type="checkbox"/> Import	<input checked="" type="checkbox"/> Import

Finish Cancel

Here are some things I didn't even touch: Dabble DB has more of the features you'd expect of a "real" database application, with multiple tables, users, reports, etc. It's truly impressive. They sell it as a service under an interesting "freemium" model.

Geocoding overload



What's so cool about Geocommons is that they give you both the data and the tools to make neat maps with it. And you can download the results in a format suitable for use elsewhere, like Google Earth or Microsoft Virtual Earth.

Magic!

Column editor

	SSN	First	Middle	Last	DOB	Email	Phone
From:	308066053	Andrew	Skywalker	Collision	19700101	SkyWalker@example.com	(604) 555-1212
To:	308-06-6053	Andrew	Skywalker	Collision	1970/01/01	SkyWalker@example.com	604-555-1212

Change case: abc ABC Abc

Table preview

308-06-6053	Andrew		Catfish	1970/01/01	Catfish@example.com	(604) 555-1212
478-93-2865	Avi	J	Kobe	1971/02/02	kobe@example.com	(778) 555-1213
372-60-3186	Benji		Matasaru	1972/03/03	matasaru@example.com	503 555-1214
462-13-1761	Luke	Skywalker	Anderson	1973/04/04	SkyWalker@example.com	555-1215
170-85-0515	John	N	Tasha	1974/05/05	tasha@example.com	
465-96-5227	Beau		Daddy	1980/06/10	Bo@example.com	(415) 555-1216
888-18-8942	Paddy		Collision	2000/07/12	pc@example.com	
928-05-6464	Tony		Gray	1965/01/01	gray@example.com	

Then there's Magic/Replace, which is one of the coolest applications I've seen in a while. It lets you clean tabular data by example. No messing with functions in a spreadsheet, you just edit an exemplar at the top there, and then it applies those edits to the rest of the data in an amazingly smart way. It's a free application from Dabble DB.

Linkage

- Google Docs docs.google.com
- Freebase freebase.com
- Geocommons geocommons.com
- FlowingData flowingdata.com
- Many Eyes manyeyes.alphaworks.ibm.com
- Magic/Replace cleanupdata.com
- Dabble DB dabbledb.com

Thanks!

Visit <http://loslevys.com/>
to let me know how I did.

Secret password: Goat



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