Humanity through Numbers

@elizabeth_shell
CCTV  America
It’s a unicorn life ;)

![Image of a Pusheen the Cat as a unicorn]
We’re talking about people. We can’t get lost in the numbers.
I'm not saying charts are inherently bad. Plus, sometimes that's what editors want.

Scientists estimate one of the largest magnitude events to happen on earth was an asteroid crashing into the Yucatan peninsula 65 million years ago, effectively wiping out the dinosaurs. That impact would have registered 13.0 on the Richter scale, releasing 100 teratons of seismic energy.

The 2010 earthquake in Haiti measured 7.0, releasing some 480 kilotons of seismic energy.

Saturday’s earthquake in Nepal registered 8.1 (the USGS registered 7.8). A quake that size releases about 21 megatons of seismic energy.

The Gran terremoto de Chile in 1960 is the most powerful earthquake ever recorded, measuring 9.5. It lasted for 10 minutes and released an estimated 2.7 gigatons of seismic energy.

The 2004 Indian Ocean earthquake registered 9.2, releasing 950 megatons of seismic energy. Deaths from it and the resulting tsunami are estimated to be 230,000, one of the worst natural disasters in history.
WHERE THE NEPAL QUAKE COULD FALL AGAINST THE 10 COSTLIEST

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>Tōhoku, Japan</td>
<td>$235B</td>
</tr>
<tr>
<td>1995</td>
<td>Great Hanshin, Japan</td>
<td>$100B</td>
</tr>
<tr>
<td>2008</td>
<td>Sichuan, China</td>
<td>$75B</td>
</tr>
<tr>
<td>2011</td>
<td>Christchurch, New Zealand</td>
<td>$40B</td>
</tr>
<tr>
<td>2010</td>
<td>Chile</td>
<td>$30B</td>
</tr>
<tr>
<td>1994</td>
<td>Northridge, US</td>
<td>$20B</td>
</tr>
<tr>
<td>2012</td>
<td>Emilia, Italy</td>
<td>$13.2B</td>
</tr>
<tr>
<td>1989</td>
<td>Loma Prieta, US</td>
<td>$11B</td>
</tr>
<tr>
<td>1999</td>
<td>Taiwan</td>
<td>$10B</td>
</tr>
<tr>
<td>1906</td>
<td>San Francisco, US</td>
<td>$9.5B</td>
</tr>
<tr>
<td>2015 NEPAL?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

$1 - $10 BILLION: LIKELY OVERALL COST
$10 - $100 BILLION: SLIGHTLY LESS LIKELY OVERALL COST

Data: World Bank, USGS, Bloomberg. Figures adjusted for inflation.
Look for other questions around the story to visualize too.
Rather than just showing the numbers, allow your readers to get into the story.
Just because you *can* use something awesome like D3 to make a chart...
How do we represent people?

"EVERYBODY DO YOUR THING"
#OscarsSoWhite
Find the people first. Learn about them. These are their numbers — not yours.
If informal care-giving for LTC were a federal agency, it would rank the fifth largest in terms of the 2011 budget.

- Dept. of Health and Human Services: $889.2 billion
- Social Security Administration: $784.5 billion
- Dept. of Defense, Military Programs: $691.47 billion
- Treasury: $494.2 billion
- Value of informal LTC caregivers: $234 billion
  - Dept. of Agriculture: $140.7 billion
  - Dept. of Labor: $130.2 billion
  - Remaining departments and agencies: $103.2 billion
Often, you’re fighting between a looming deadline and having the time to integrate empathy into your story. There’s not always going to be time to do both. But it’s something we need to really think about.
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