Info Architecture

http://en.wikipedia.org/wiki/Information_architecture

Richard Saul Wurman : you only understand something relative to something you already understand
https://www.youtube.com/watch?v=csqugWnJtUE
https://www.youtube.com/watch?v=ncxHD91VCiU&feature=relmfu
https://www.youtube.com/watch?v=UfR1YTM3fj8&feature=relmfu
http://www.aiga.org/medalist-richardsaulwurman/
http://www.informationdesign.org/special/wurman_interview.htm

Jer Thorp : data as art, understandability is sacrificed
http://blprnt.com/
youtube: http://www.youtube.com/watch?feature=player_embedded&v=Q9wcvFkWpsM

Infinite Weft Example:

Ralph Griswold was a pioneering computer scientist, best known for developing the string programming language SNOBOL. He spent a decade at Bell Labs, studying non-numerical computation, and went on to become Regents' Professor at the University of Arizona. After this illustrious career in computing, he shifted his attention to the mathematics of weaving. Mr. Griswold died in 2006, but he left behind a huge archive of resources for weavers and curious learners, including academic papers on pattern generation using cellular automata.

The first successful pattern possibilities for Infinite Weft came from applying and modifying the techniques in the paper. I built a simple interface in which I could advance the automata generation by generation, and switch between a set of very simple rules (courtesy of John von Neumann). Here's what a sample pattern generated from these von Neumann automata looks like on the software loom

Edward Tufte : opposition to Jer Thorp
https://www.youtube.com/watch?v=Th_1azZA2OY : content first design
http://www.edwardtufte.com/bboard/q-and-a-fetch-msg?msg_id=0003XT
http://www.edwardtufte.com/bboard/q-and-a?topic_id=1
Visual Display of Quantitative Information:
http://www.amazon.com/Visual-Display-Quantitative-Information/dp/0961392142/ref=sr_1_1?s=books&ie=UTF8&qid=1346526132&sr=1-1&keywords=edward+tufte
Touch Screens Have No Hand:
http://www.edwardtufte.com/bboard/q-and-a-fetch-msg?msg_id=0003qM
Thinking and Paper:
http://www.edwardtufte.com/bboard/q-and-a-fetch-msg?msg_id=00008c
http://www.newyorker.com/archive/2002/03/25/020325crbo_books
iPhone Interface:
http://www.edwardtufte.com/bboard/q-and-a-fetch-msg?msg_id=00036T
Music Vids with Info Design:

http://www.edwardtufte.com/bboard/q-and-a-fetch-msg?msg_id=0002MG

Noah Iliinsky : Data Done Wrong
http://www.youtube.com/watch?v=lb7JaPIeEE4
Beautiful Visualization: http://www.amazon.com/Beautiful-Visualization-Looking-through-Practice/dp/1449379869/ref=reg_hu-rd_dp_img
infographic: any visual representation of data that is manually drawn, specific to the data at hand, and aesthetically rich. in contrast, data visualization and information visualization: is any visual representation of data that is algorithmically drawn, easy to regenerate with different data, aesthetically barren, and relatively data-rich

Eyebeam
http://eyebeam.org/

Graffiti Research Lab
interactive architecture: http://www.graffitiresearchlab.com/blog/projects/interactive-architecture/#video
threat advisory tower: http://www.graffitiresearchlab.com/blog/projects/homeland-security-threat-advisory-tower/#video

nyt infographics
http://www.smallmeans.com/new-york-times-infographics/

Best Infographics
http://infographicsnews.blogspot.com/2009/03/malofiej-17-best-infographics-of-2008.html

Get Human:
http://gethuman.com/
http://www.nytimes.com/2006/02/26/business/yourmoney/26mgmt.html?_r=1

post typography

= = =

Books:
Visual Display of Quantitative Information, Edward Tufte
Data Flow, by Robert Klanten
Information Anxiety, by Richard Saul Wurman
Information Architects, by Press Graphis
Beautiful Visualization, by Noah Ilinsky

OLYMPIC & WORLD RECORDS

100 Meters
Men
Olympic Record: 9.95
Jim Hines, USA, 1968
World Record: 9.93
Calvin Smith, USA, 1983
Women
Olympic Record: 11.01
Annegret Richter, FRG, 1976
World Record: 10.79
Evelyn Ashford, USA, 1983

200 Meters
Men
Olympic Record: 19.83
Tommie Smith, USA, 1968
World Record: 19.72
Pietro Mennea, ITA, 1979
Women
Olympic Record: 22.03
Barbel Wockel, GDR, 1980
World Record: 21.71
Marita Koch, GDR, 1979

400 Meters
Men
Olympic/World Record: 43.86
Lee Evans, USA, 1968
Women
Olympic Record: 48.88
Marita Koch, GDR, 1980
World Record: 47.99
Jarmila Kratochvilova
TCH, 1983

800 Meters
Men
Olympic Record: 1:43.30
Alberto Juantorena
CUB, 1976
World Record: 1:41.73
Sebastian Coe
GBR, 1981
Women
Olympic Record: 1:53.43
Nadyezhda Olizarenko
USSR, 1980
World Record: 1:53.28
Jarmila Kratochvilova
TCH, 1983

100 Meter Hurdles
Women
Olympic Record: 12.56
Vera Komisova, USSR, 1980
World Record: 12.36
Grazyna Rabsztyn, POL, 1980

110 Meter Hurdles
Men
Olympic Record: 13.24
Rod Milburn, USA, 1972
World Record: 12.93
Renaldo Nehemiah, USA, 1981

400 Meter Hurdles
Men
Olympic Record: 47.64
Edwin Moses, USA, 1976
World Record: 47.13
Edwin Moses, USA, 1980

4 x 100 Meter Relay
Men
Olympic Record: 38.19
USA, 1972
World Record: 37.86
USA, 1983
Women
Olympic/World Record: 41.60
GDR, 1980

1500 Meters
Men
Olympic Record: 3:34.91
Kipchoge Keino, KEN, 1968
World Record: 3:31.24
Sydney Maree, USA, 1983
Women
Olympic Record: 3:56.58
Tatyana Kazankina
USSR, 1980
World Record: 3:52.47
Tatyana Kazankina
USSR, 1980

4 x 400 Meter Relay
Men
Olympic/World Record: 2:56.16
USA, 1968
Women
Olympic Record: 3:19.23
GDR, 1976
World Record: 3:19.04
GDR, 1982

3000 Meter Steeplechase
Men
Olympic Record: 8:08.02
Anders Gärderud, SWE, 1976
World Record: 8:05.40
Henry Rono, KEN, 1978

5000 Meters
Men
Olympic Record: 13:20.24
Brendan Foster, GBR, 1976
World Record: 13:00.42
David Moorcroft, GBR, 1982

10,000 Meters
Men
Olympic Record: 27:38.35
Lasse Viren, FIN, 1972
World Record: 27:22.4
Henry Rono, KEN, 1978

Marathon
Men
Olympic Record: 2:08.55
Waldemar Cierpinski
GDR, 1976
World Record: 2:03.16
Alberto Salazar
USA, 1981

20 Kilometer Walk
Men
Olympic Record: 1:23:35.5
Maurizio Damilano, ITA, 1980
World Record: 1:20:06.8
Daniel Bautista, MEX, 1979

50 Kilometer Walk
Men
Olympic Record: 3:42:24
Hartwig Gauder
GDR, 1980
World Record: 3:41:39
Raul Gonzales
MEX, 1979

TRACK & FIELD

Men's field

Women's field

Olympic bowmen are accurate beyond belief; the sport is so grueling it's compared to the marathon. Archers compete in groups and shoot in groups of 3 arrows, called an **end**. Each end must be shot within 2½ minutes. Time is indicated by a signal light which glows green for 2 minutes then glows yellow until time is up. A whistled signal starts and stops shooting and calls timeout in case of equipment failure, etc. Scores after 2½ minutes are disqualified.

Many archers touch nose to string to assure the same position for each shot.

Consistent arm position is critical.

Chestguard Elastic or leather, to keep clothing out of the way and to protect against a bowstring rebounding at 1,000mph (1,610kmh) at release from touching the body.

Belly Not what you think. The side of the bow facing the archer is called the belly.

Tassel/title A devotee or fan of archers.

Quiver Holds 6 arrows or more.

Nocks Usually plastic glued to end of shaft.

Sight A ring-shaped peep sight of about ¼" (.64cm) internal reference mounted on an adjustable mechanism. Through it the archer takes dead aim. Sights with magnifying capability of zooms are banned.

Sight apparatus

Hand grip or handle

Armguard prevents scraping of the string against bow arm

Stabilizer weight steel or brass

Stabilizer weighted rods of fiberglass or graphite projecting from the bow which absorb vibration and cut down on twisting upon arrow release. Up to 4 are used.

Limbs upper & lower extremes from handle

Sight apparatus 1. Range 2. Peep hole 3. Horizontal arm 4. Attachment to bow handle

Bowstring Once linen was used. Today's strings are 10 to 20 seven strands of synthetic Kevlar fiber used in bulletproof vests. Strings come in various lengths and are graded according to tensile strength to match bows.

Creasing Angle or marks on the shaft, used to identify arrows.

Fletching The plastic vanes or feathers attached to the arrow shaft, stabilizing the arrow in flight.

Bow Guarded like a Stradivarius violin by its owner, a bow costs up to $1000. Its central core is laminated maple wood with a fiberglass coating; graphite may also be used. Length and weight may vary from 70" (1.82m) for a 180 man to 62" (1.57m) for a short man. During competition the archer will support from 4.5lbs (2.0kg) of bow on his aiming arm.

Draw weight - the amount of energy needed to pull a 28" (71cm) arrow to full draw. A bantam male archer will use an average 30 lbs. (22.7 Dkg) of draw; a woman will use an average 20 lbs. (14.1kg).

Shooting glove or **finger tab** The 3 fingers which hold the string would become sore or bleeded without these protectors.

El Dorado Park sid host the 84 archery competition. Hollywood, Santa Barbara, El Dorado Park, Long Beach. Distance from Coliseum 23mi (37km).

After an end, competitors walk to the target and one calls out all scores, with the other 2 teammates verifying. Disputes are settled by officials of the sport's international governing body, the ***Federation International de Tir a l'Arc***.

Shooting continues for 2½ hours, or until 36 arrows have been shot. The next afternoon another 36 bolts are fired. Five hours are spent on the range each day for 4 days, at which time each entrant will have shot a ***double FITA*** round of 288 arrows at varying distances during a total 20 hours.

The action: Bowmen, concentrating fiercely, go through 7 distinct, rhythmic motions: **a**: taking their stance; **b**: gripping their bow; **c**: nocking their arrow; **d**: drawing the bow; **e**: anchoring the string under their chin or jawbone; **f**: making the final adjustment of arm through their bowsight; **g**: loosening their 3-finger grip to release the arrow. The final act of releasing is vital. Fingers must part smoothly and simultaneously or a bad shot results. The bow hand must be absolutely steady. Upon firing and on the follow-through, bowmen remain in status quo. "We call it lashing the body to the bow," says '76 Olympic Champion **Darrell Pace** of the USA.

One of the earliest archery tournaments was the **Ancient Scorton Arrow**, going to England in 1673. Archery was included in the Olympic Games from **1900** to **1920**, but was dropped until **1972**. Now it's a permanent fixture.

Scoring: 1. An arrow landing on the dividing line between 2 color zones earns the higher value. **2.** A deflected arrow scores where it lands. **3.** An arrow which rebounds from the mark or passes through it will only be scored if its mark can be determined by the judges. **4.** An arrow embedded in another arrow scores the same as the first arrow. **5.** An arrow is considered not shot if the archer can touch it with his bow without moving his feet from behind the starting line.

At 30m, the whole target looks about the size of a silver dollar to the archer, veteran head coach **John Williams** of the 1984 USA archery team. The gold, or bullseye, is just a pinpoint at long range.

The Gold 4½" (11.4cm) by 122cm target, 2½" (6.4cm) for 90cm target.

Pushpin exact center of the gold, marked by a dot.

Target stand May be mounted on wheels.

Targets are made of stitched, compressed straw rope called a **matt** or **buttress** and have a thick paper **face** on which 5 concentric color zones narrow to a gold bullseye. The face is slanted 15° away from the archer. Targets come in 2 sizes: 4' (1.22m) and 2'7" (80cm). Men shoot at the larger target from distances of 229.7' (70m) and 295.3' (90m); women shoot from 197' (60m) and 229.7' (70m). The smaller target is shot at from 98.4' (30m) and 164' (50m) by both men and women.

What to watch for: 1: Size and beginning score are not always indicative of the eventual winner. **Darrell Pace**, USA, the '76 gold winner, weighs only 130lbs (59kg). **Luann Ryon**, USA, who was in 7th place on the first day of the '76 Games, finally won, setting a new world record.

2: The most important clue to a likely victor is **steadiness**: the bowperson who allows no variation to creep into his style has the superior **muscle memory** and will steadily earn points while others wax and wane.

Arrows are made of **a**. wood, **b**. graphite, or **c**. aluminum tubing. The point is called the **Pile**.

Shaft section of arrow between the pile and the nock. Lengths between 24" (61cm) and 32" (81.3cm).

Shot from a 50lb (22.7kg) bow, arrows travel at an average **speed** of between 100-150' (30.4-60m) per second, or between 68-130mph (202-215kmh).

Current world records
Men: 1341, **Darrell Pace**, USA, 1976
Women: 1324, **Natalia Bochkarova**, USSR, 1980

Richard Saul Wurman

Tokyo is the world's largest department store.

Its aisles
are the subways and highways,
filled with twice as many taxis and people
as New York City.

Its warehouse is the port and the markets.

Its business card is the multiple signature
found in its neon skyline.

Its jewelry department is the mechanical
necklace created by the Yamanote line.

It is a new city in an old location.

It is a new city reborn after disasters,
fiercely preserving the dignity of its past.

It is a young city and a city for the young.
Everything works.

It is uniquely safe in a world of cities filled
with fear.

It is inventive graphically and electronically.

It is perhaps the most expensive and most
expensive of cities.

It is a labyrinth of unnamed, unaddressed
streets where maps to everything are a
necessity and 3 conversations are needed
to find a specific destination.

This bi-lingual book is truly an international
guide both for its intended audience and
throughout its creation both in Japan and
the U.S.
Each page has listings that are self or
next to each other.
Each page is a road map of selected
restaurants, hotels, shops, museums and
[illegible]
We have magically placed a blotter paper
of our own invention on 9 areas of this
electronic city to form the pages of this
book.

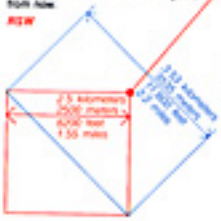
Jointly developed by C. Itoh Fashion
System Co., Ltd. in Tokyo and
ACCESS/PRESS Ltd. in Los Angeles, this
book is intended to bridge the ocean
between resident and tourist.

Our audience for previous books in the
ACCESS series has been divided equally
between those who live in a particular city
and those who choose to visit.
We hope you find serendipitous
discoveries as you browse through the
pages of TOKYO ACCESS.

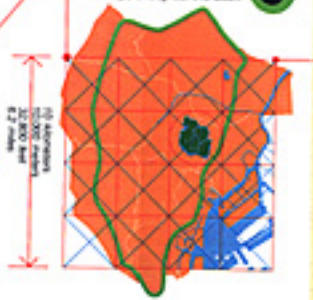
Tokyo is a world city, a world store, a
world factory.

Tokyo is a look at the world 2 years
from now.

RSW



The Imperial Palace is used as an orienting element in the maps throughout the book.



San Francisco at the same scale

New York City (Manhattan Island) at the same scale

東京は世界最大のデパート店。
たとえばデパートの通路は、地下鉄と首都高速道路、ニューヨークの2倍の人波とタクシーで埋まっている。
たとえばデパートの倉庫は、東京港と卸売り市場。

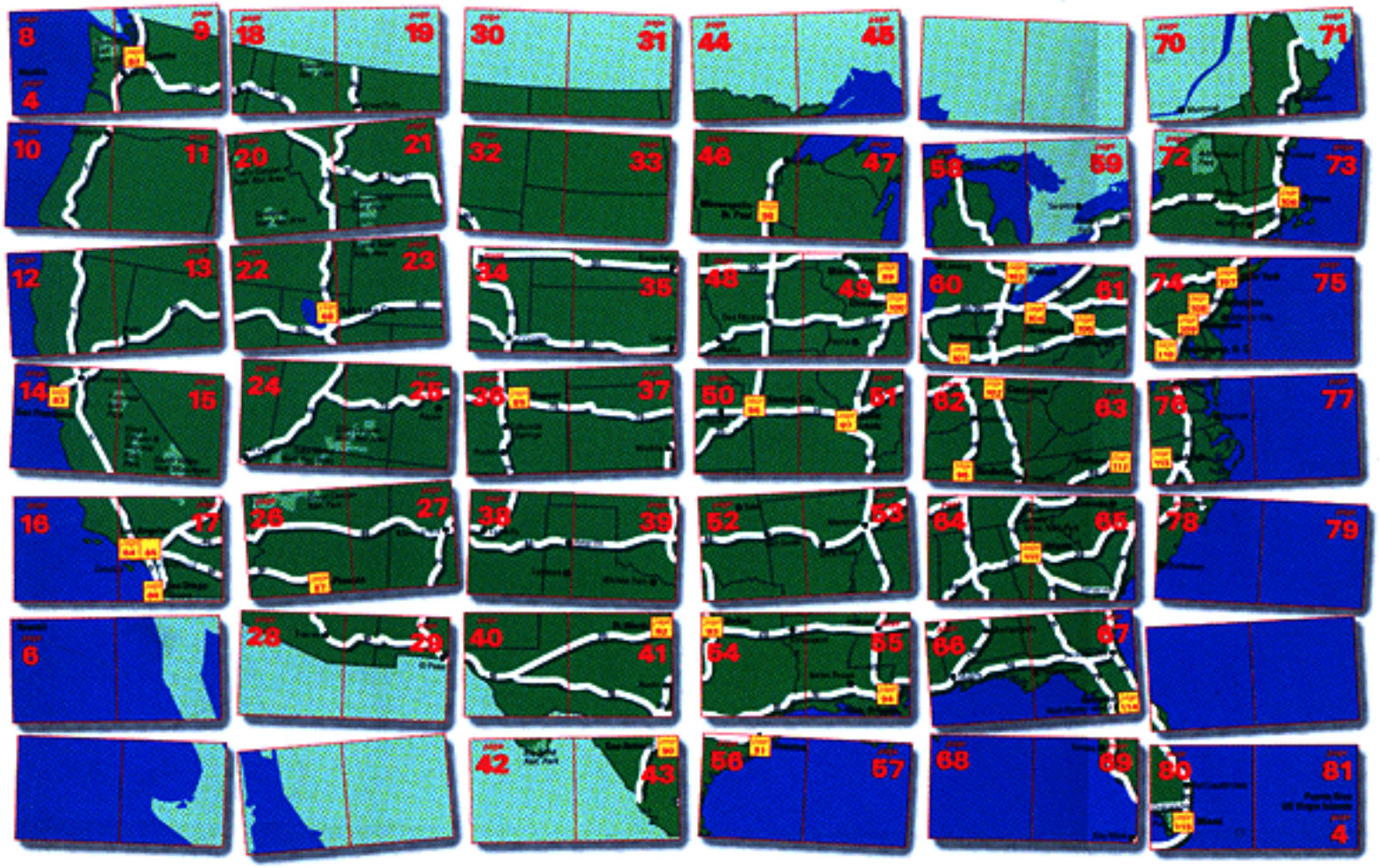
たとえば看板の表示は、夜空にきらめくネオン。
たとえば宝石売り場は、山手線がまるでダイヤモンドのネックレスだ。
東京は古い街の中に生まれた新しい都市の都会。地下鉄の上に復興の強い情熱により新しく生まれ変わった。
古い都市であり、若ものたちの街でもある。すべてが機能している。
また、恐怖が広がっている世界中の都市の中にあって、驚くほど安全な街でもある。
グラフィック面でも電子面の面でも、実に新しいものを創り出す都市。
たとえば、最も広がり（エクスパンシブ）があり、最も物価の高い（エクスペンシブ）都市のひとつだろう。
外国人にとって東京は、表示もアドレスも不明確で迷路のようにに入り組んだところ。目的地にたどり着くには、地図と最低3回の会話を必要とする。
●この2ヵ国語で構成された東京アクセスは、東京の伝統的ファッションシステムとロスアンジェルスのアクセス・プレス社との共同編集によって作られたインターナショナルなガイドブックです。
各ページは実際の地図A-Cに沿って、特に選ばれたレストランやホテル、ショップ、美術館、建築物などの情報が載せ（くる）ています。
編集にあたっては、エレクトロニクス・シティ東京を今の地図にのせるため、私たちも開発した魔法の紙（筆）を東京の上にかぶせました。東京アクセスは東京人と旅する訪れる旅行者の間を隔てる水平に開けられた橋でもあります。これまでのアクセス・シリーズも、常にその都市に住む人々と訪れる人々の両者を読者としてきました。本誌のページの中から新しい発見をされることを願っています。
東京は世界の都市であり、世界の店であり、世界の工場です。2年後の世界を予見させる所でもあります。

リチャード・ソール・ワーマン

THE SMARTEST DISTANCE BETWEEN TWO POINTS

US ATLAS

RICHARD SAUL WURMAN'S 1990 ROAD ATLAS



ACCESS PRESS

Box text

Box has a 6-pt text inset, and is 10% of color.

Box line divider is made by typing four "n"s in a row, then applying "box line divider" style (it's Zapf Dingbats). Makes it easy to get lines that are equally spaced and will always move with the text. You just write the text lines, hit return and type nnnn, hit return and continue writing text.

Then apply "box line divider" style to the "nnnn"

One line heading

Text that follows the headings is spaced using the little spacer box in the library (shown above) the red question mark is also in the library

Two line heading is lined up on second line

Heading/Black

Heading/Color

Text with Text red in the middle of sentence. Text is Minion 9 pt

Bullet/9/06

(the blue bullet is made by typing the letter "n", then applying the Color Bullet/9 style (Zapf Dingbats).

NOTE: There are character styles for Heading Black and Text Red in case they show up in the middle of text.

bottom of text is lined up with top left side of the blue box and the text box is snapped to the guideline.

No text or anything important should appear between these lines. This area will be lost in binding

ACTION ITEMS Action Head

Action Sub Head

Action text 14pt/1

Action Bullet/9.5/06. The blue bullet is Color Bullet/9.5. Type the letter "n", then apply Color Bullet/9.5 style (Zapf Dingbats)

Action bullet 9.5/02/indent

Action Question/FG

Action Text/9.5/06

The question mark block is supplied as an eps file. You will need to change the colors for your chapter (see below right). The "?" is the background color at 50%.

This should always be a question with a question mark at the end of it. The size of the Question style may vary depending on the length of the question.

Question?

Sample Styles

This style sheet template shows where the various styles have been used, and formatting ideas used in the three sample spreads given to you. In each case the name of the style has been typed in, showing where it is used and its function. For the Action Box, there are a number of different styles, depending on the length and type of text.

The numbers in Style names stand for point size and space above: e.g., Bullet/9/06 is 9 point with .06 space above.

Since all sections will be using different colors, all you need do to change the entire color set-up is delete "Sleep" from the colors menu and replace it in the dialog box with whatever color you choose.

Please see the sample spreads for ideas on handling time lines, labeled diagrams and other elements.

Answer Red, here tries to give a short answer to the question above

Answer Black, which may add a little more detail

Throughout, please bold proper names like **Richard Saul Wurman** or **UnitedHealthcare.**

Each chapter should use a different color for the question block, action item area, etc. Please call us before you choose colors so that we may avoid duplication.

1. Use these numbers for lists.
2. They will be supplied to you on disk.
3. The originals are eps files created in Freehand.
4. You may change the color to suit your chapter(s).

This side bar can be used to summarize research findings. Each entry should be followed by a colored bar. The source of the research should appear in the text. For example: A 2001 **US Department of Health and Human Services** report says bah, blah, blah.

Box has a 6-pt text inset, and is 20% of color.

Box line divider is made by typing four "n"s in a row, then applying "box line divider" style (it's Zapf Dingbats). Makes it easy to get lines that are equally spaced and will always move with the text. You just write the text lines, hit return and type nnnn, hit return and continue writing text.

Then apply "box line divider" style to the "nnnn"

Note: Try to limit all non-display type to Minion and Franklin Gothic families.

Note: Try to limit all non-display type to supplied Minion and Franklin Gothic families. Blah, blah, blah, blah, blah.

Source: Book Title, Author.

Ask a sub question?

You may wish to use this treatment to ask and answer a sub question within your spread.

Ask a sub question that takes two lines?

If two lines of type are used for the sub question, relate them to the question mark as above.

Section colors

Understanding Yourself—Gold 30M, 70Y; ? = 50%; action area = 20%; bar = 10%; Master A*

Understanding Them—Blue 30C, 50K; ? at 50%; action area at 20%; bar at 10%; Master B*

Making it Happen—Green 40C, 40Y, 20K; ? at 50%, action area at 20%; bar at 10%; Master C*

***Master pages in template file for each section.**

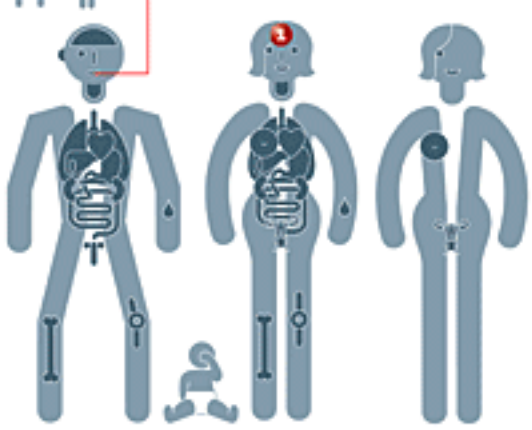
Please use these supplied body drawings.

CALL OUTS

Please use only verticle and horizonal lines for lines to labels or call outs.

OPTION

You can also use the 3-D numbers as keys.



Use these icons to indicate different body parts and body systems.

THIS IS DR. SEEMORE

Use him where you want to give some additional information on something mentioned in your spread.

CONSUMER ALERT

Some spreads will be supplied with a consumer alert that should be treated like this example.

We would like to show references to other spreads where possible. Please use this treatment 323 inside the text when directing the reader to another page.

THIS IS DR. READMORE

Use her when you'd like to have a female doctor's point of view.

What standard options can I use on my spreads?

This area can be used to give a quick answer to the above question.

That short answer can be followed by more detail that looks like this. Throughout, please bold proper names like **Richard Saul Wurman** or **Markle Foundation.**

Sources: Book Title, Author; www.website.com; Name of Association; US Census; So-and-So Magazine.

TIP

If you want to include a short tip, use this icon in this position and format the type like this so that all tips are uniform throughout the book.

ACTION ITEMS Edit action item heads to fit here

Here are some examples of how to handle checklists, lists, resources (including web sites) in the action item area.

Ask yourself:

- is the trip necessary?

Ask your wife or partner:

- how does she feel about the trip?
- will she need help while you are away?

Source: Name of Association.

1. **Tell your child together.** Assure your child that although his parents may be separating, you both will still be there for him and that you are still a family. Keep the explanation age-appropriate and never place blame on each other or your children.
2. **Don't try to be superdad.** Parenting is tough, and single parenting is even tougher, so don't feel guilty if you have to ask for help.

NUMBERS IN RED CIRCLES SUPPLIED THROUGH 15.

Recommended Reading

Fatherneed
Kyle Pruett, MD

With advice to fathers ranging from how to speak to toddlers so that they listen to how to avoid the common tendency to reinforce gender stereotypes in young children, Fatherneed is the perfect resource for all dads—including divorced fathers, fathers of adopted children, stepfathers, and fathers of special-needs children—as well as moms who want kids who are meaningfully connected to their fathers.

Other resources

- Support during labor
  Doulas of North America
  www.dona.com
- Breast-feeding support
  La Leche League
  www.lalecheleague.org
- Childbirth education
  The Bradley Method
  www.bradleybirth.com
- ICEA (International Childbirth Education Association)
  www.icea.org

One step at a time.
Reaching the White House is a long trip. It may take years. Basically, you've got to convince millions of voters that you know how to run a big, rambunctious country like the United States.

Source: Larry J. Sabato, Rising Star, Dying World: The Decline and Rebirth of Global Superpower Status, 1996

This list highlights some of the key steps along the path to the presidency.

1 Raise a few million. To demonstrate that you have broad national appeal, you've got to raise at least $5,000 from small contributors (contributions of $250 or less) in at least 20 different states—that's $100,000 and it's the bare minimum to get started as a candidate. You'll need every penny.

2 Take a stand that will appeal to both the public and people who are active in your political party.

3 Hire some help. Get a handler to make you look good. Professionals are available to help you package yourself so that you'll have maximum appeal. Hire a spin doctor to package you for the media and help you put the most positive spin on everything that happens. It's vital that you seem credible and attractive to the print and broadcast media. Special consultants can help.

4 Declare your candidacy early enough to become a household name before the first primary. Some candidates now become visible more than 15 months before Election Day.

5 Buy opinion polls to find out what the public thinks of you, your issues, and your opponents. Make changes to increase your appeal.

6 Keep good records. You've got to be able to show where all your campaign contributions came from if you expect to receive matching federal campaign funds. Each candidate must turn in periodic reports to the Federal Election Commission to detail both income and expenditures.

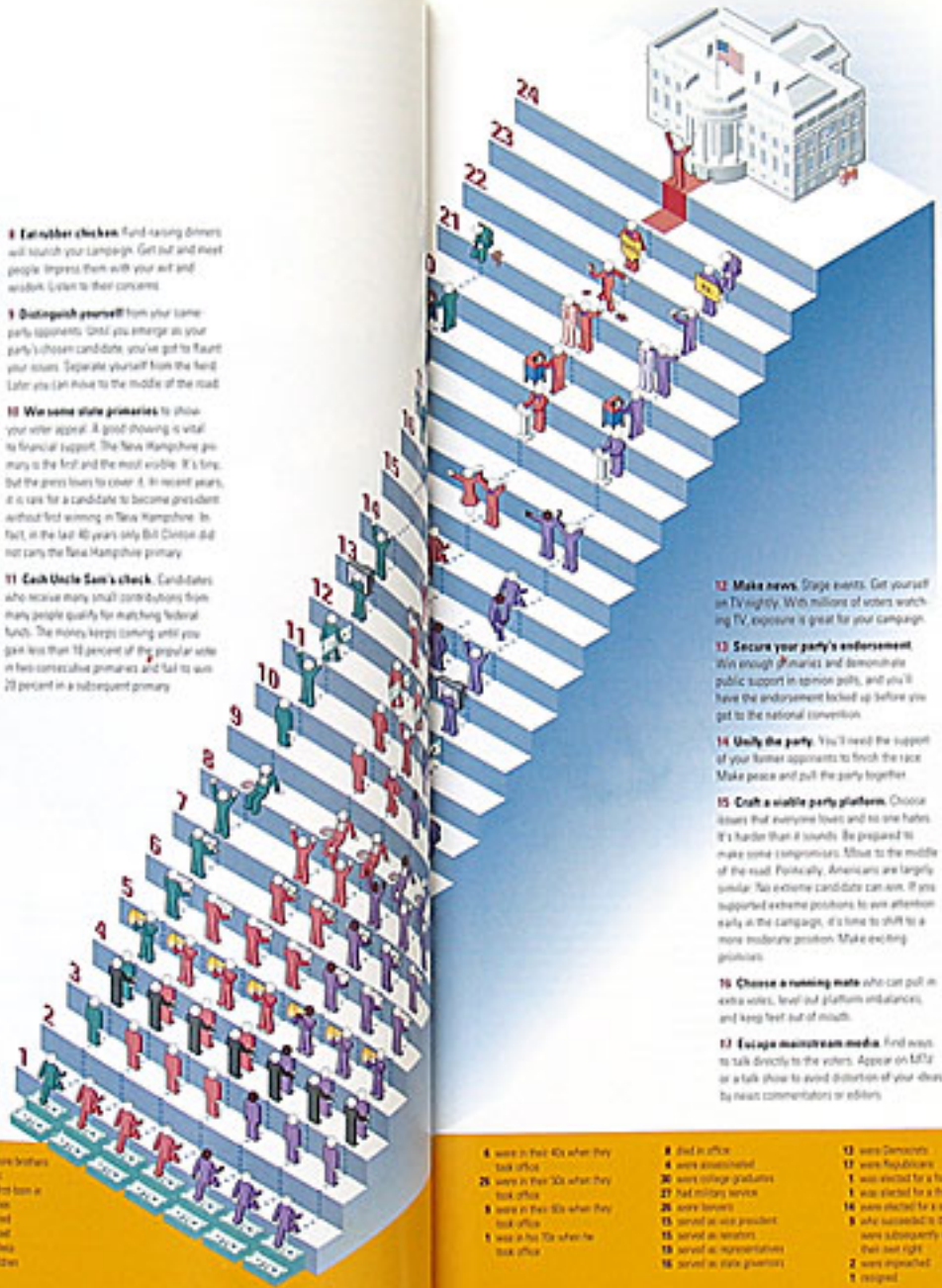
7 Win in a straw poll. Straw polls are trial elections that state parties use for fund-raising and publicity. The results of these elections don't count, but if you make a good showing, you'll get lots of positive publicity. The Iowa caucus, it typically the first and most visible straw poll.

8 Eat rubber chicken. Fund-raising dinners will scorch your campaign. Get out and meet people. Impress them with your wit and wisdom. Listen to their concerns.

9 Distinguish yourself from your same-party opponents. Until you emerge as your party's chosen candidate, you've got to flaunt your issues. Separate yourself from the herd. Later you can move to the middle of the road.

10 Win some state primaries to show your voter appeal. A good showing is vital to financial support. The New Hampshire primary is the first and the most visible. It's tiny, but the press loves to cover it. In recent years, it is rare for a candidate to become president without first winning in New Hampshire. In fact, in the last 40 years only Bill Clinton did not carry the New Hampshire primary.

11 Cash Uncle Sam's check. Candidates who receive many small contributions from many people qualify for matching federal funds. The money keeps coming until you gave less than 10 percent of the popular vote in two consecutive primaries and fail to win 20 percent in a subsequent primary.



Becoming President

How do you get to the White House?

12 Make news. Stage events. Get yourself on TV nightly. With millions of voters watching TV, exposure is great for your campaign.

13 Secure your party's endorsement. Win enough primaries and demonstrate public support in opinion polls, and you'll have the endorsement locked up before you get to the national convention.

14 Unify the party. You'll need the support of your former opponents to finish the race. Make peace and pull the party together.

15 Craft a viable party platform. Choose issues that everyone loves and no one hates. It's harder than it sounds. Be prepared to make some compromises. Move to the middle of the road. Politically, Americans are largely similar. No extreme candidate can win. If you supported extreme positions to win attention early in the campaign, it's time to shift to a more moderate position. Make exciting promises.

16 Choose a running mate who can pull in extra votes, level out platform imbalances, and keep feet out of mouth.

17 Escape mainstream media. Find ways to talk directly to the voters. Appear on MTV or a talk show to avoid distortion of your ideas by news commentators or editors.

18 Debate. Demonstrate your ability to think on your feet and show voters that you are fit to be a president.

19 Get out the vote any way you can. Stimulate volunteer efforts. Mailings, phone calls, and ads are expensive. And priceless. Meet the voters face to face. Do it while the cameras are rolling.

20 Return favors. Support your party's local candidates loyally if you expect party support to keep you afloat. Visit the cities and states where local elections are close to give your party's candidates a boost. Help them and they'll help you.

21 Sling mud but wear Teflon. Disparage your opponent's record and values carefully. Negative campaigning can backfire. Be prepared to counter low blows directed your way.

22 Target swing states. Don't waste time in states where you're likely to lose or where you have a strong lead. Go to the undecided states where electoral votes are plentiful and hot hard.

23 Don't stop running until the last vote is cast. Your official presidential campaign ends on Election Day—the Tuesday after the first Monday in November. Don't plan any time off until the race is over.

24 Get to work. The race was the easy part. Now it's time to make good on your promises so that four years from now, you can win the race all over again.

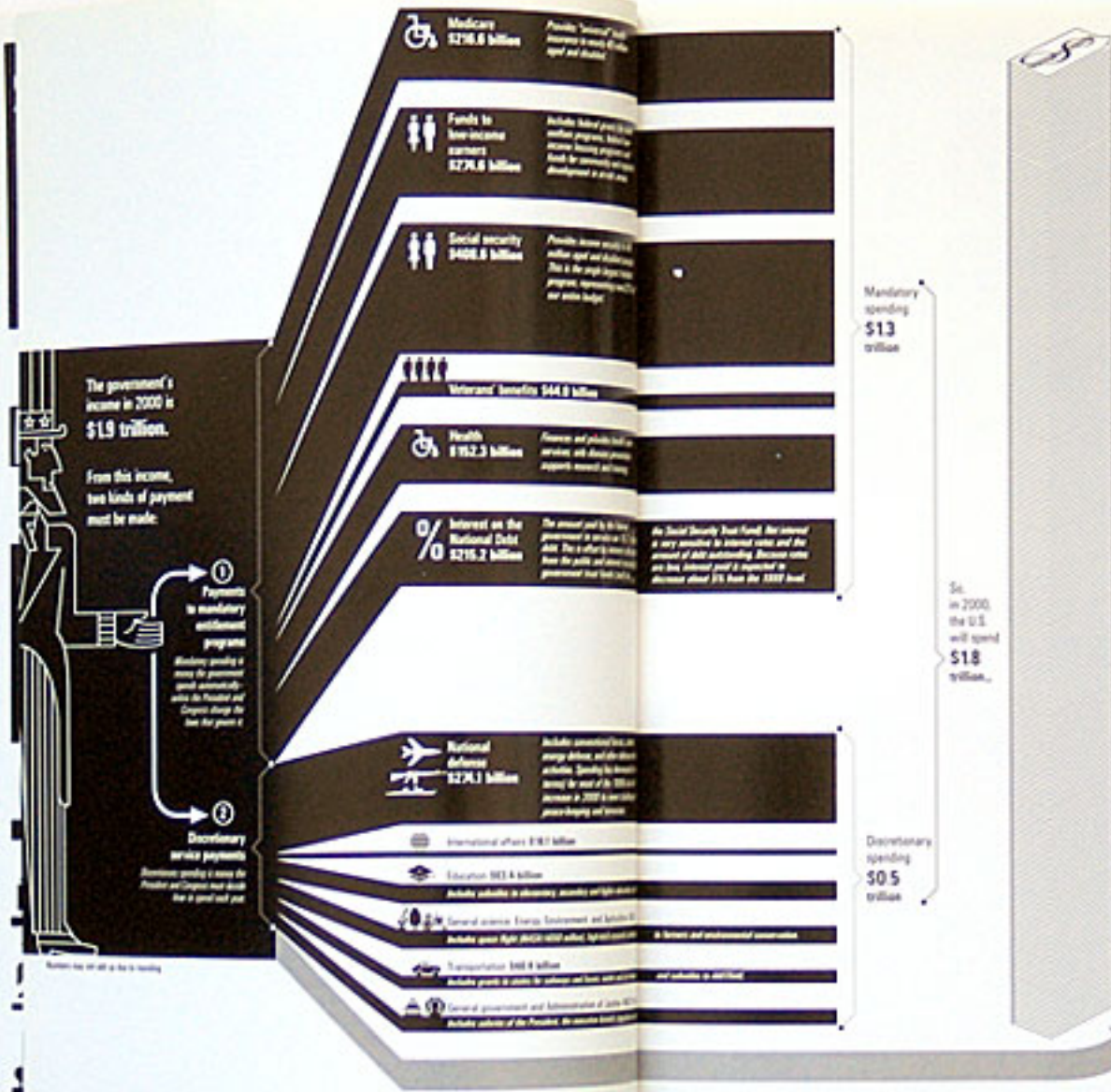
Presidential Trivia
Of the 42 presidents,
13 were born in New York, Ohio, or Virginia
21 had fathers who were farmers or planters
1 had a father who was president
1 had a grandfather who was president
10 had 5 or more brothers and sisters
12 were the first born in their families
41 were married
1 was divorced
4 were childless
1 had 13 children

4 were in their 40s when they took office
26 were in their 50s when they took office
9 were in their 60s when they took office
1 was in his 70s when he took office

8 died in office
4 were assassinated
30 were college graduates
27 had military service
26 were lawyers
15 served as vice president
15 served as senators
15 served as representatives
16 served as state governors

13 were Democrats
17 were Republicans
1 was elected for a fourth term
1 was elected for a third term
16 were elected for a second term
5 who succeeded to the presidency were subsequently elected in their own right
2 were impeached
1 resigned

Code of Federal Regulations. Government Printing Office. U.S. www.access.gpo.gov/nara/cfr/ The Code of Federal Regulations (CFR) is a codification of the general and permanent rules published in the Federal Register by the Executive departments and agencies of the Federal Government.



Federal Expenses

Where does the money go?

From time to time you'll hear the phrases on-budget and off-budget. The law requires that revenues and expenses of two federal programs, Social Security and the Postal Service, be excluded from budget totals—in other words they are categorized as off-budget.

In order to satisfy the legal requirement, the budget displays on-budget, off-budget and unified totals. The unified budget is the most useful indicator of how much the government must borrow. It tells the deficit is expected from the unified budget. The off-budget deficit tells us those the on-budget deficit because Social Security is running a surplus.

The law sets the first Monday in February as the President's deadline for submitting his proposed budget to Congress for the next fiscal year.

The U.S. government's fiscal year begins on 1 October.

Center on Budget and Policy Priorities, www.cbpp.org
The Center is a nonpartisan research group that analyzes government policies and programs that primarily affect those in the low to moderate income range. Their site contains many timely reports.

Pregnancy myths

USA: If a pregnant woman has a lot of indigestion, her baby will have a lot of hair.

SICILY: If she crosses her legs, her cervix will not open easily during labor.

JAMAICA: If she steps over a donkey's rope, the umbilical cord will wrap tightly around the baby's neck.

JAPAN: If she eats sour foods, she will harm the baby's skin. If she eats sweet things, she will slow the baby's bone formation. If she eats spicy foods, she will unsettle the baby's soul.

Pregnant fathers?

Couvade ("coo – VAHD") **Syndrome:** Phenomenon in which the father feels or exhibits pregnancy symptoms. In some aboriginal communities, men retreat to bed, scream as if in labor and receive nurturing while the mother gives birth somewhere else. In the U.S., fathers-to-be have reported morning sickness, weight gain and food cravings.

Pregnancy and Weight Gain

How much weight should a woman gain during pregnancy?

How fast should she gain it?

A woman should gain about three to four pounds in the first three months and one pound a week thereafter through Month 8. In the last month, the rate of gain should drop to less than a pound a week.

(approximations for normal-weight woman)

How is the weight gain distributed?

In the average pregnancy, most of the extra pounds come not from the baby but from the changes the woman's body undergoes to support pregnancy and lactation.

Baby	7.5 pounds
Placenta	1.5 pounds
Amniotic fluid	2 pounds
Uterine enlargement	2 pounds
Breast enlargement	2 pounds
Fat stores	7 pounds
Increased blood volume	4 pounds
Fluid retention	4 pounds
Total weight gain	**30 pounds**

(approximations for normal-weight woman)

How does pregnancy change a woman's body?

Morning sickness: ■ Who: About 50% of women ■ What: Ranges from queasiness to frequent vomiting. Occurs any time of day. In severe cases, persistent vomiting requires medical care. ■ When: Usually ends by Week 12, but for some women, lasts for the duration.

A Total-Body Experience

Pregnancy can affect almost every aspect of a woman's body. The hormones produced to support childbearing don't single out the uterus, breasts and other "baby-related" body parts. Rather, they can impact virtually all of the body's systems, organs and tissues.

Note: If any of these symptoms is severe or worrisome, a physician should be consulted.

ACTION ITEMS

Coping with pregnancy symptoms

Morning sickness

- Eat several small meals instead of three large ones.
- Keep crackers or dry toast by your bed. Eat them about 20 minutes before you intend to get up.
- Avoid unpleasant smells.
- Drink fluids between rather than with meals.
- Try wearing "pressure-point" (non-medicinal) wristbands sold for preventing seasickness.

Swelling (legs, ankles, feet)

- Elevate your legs or lie down.
- Wear support hose. Put them on in the morning, when swelling is typically down.
- Drink at least eight glasses of fluid daily.

Constipation and hemorrhoids

- Have two glasses of water first thing in the morning.
- Include high-fiber foods in every meal.
- Don't use laxatives unless your doctor prescribes them.
- If you develop hemorrhoids, don't sit for long periods of time. Avoid straining during bowel movements.

Assembling a low-stress, low-cost maternity wardrobe

- Borrow, borrow, borrow!
- Search your husband's or a male friend's closet. Men's dress shirts, vests and T-shirts (if overly large on you) can work well with maternity pants.
- Buy a few simple, flattering, solid-color maternity separates that you can wear frequently. Use jewelry, scarves and other accessories to break the monotony.
- Purchase these "must-haves" at a maternity store:
  - Maternity or nursing bra
  - Leggings
  - Jeans

Resources and information

www.babycenter.com

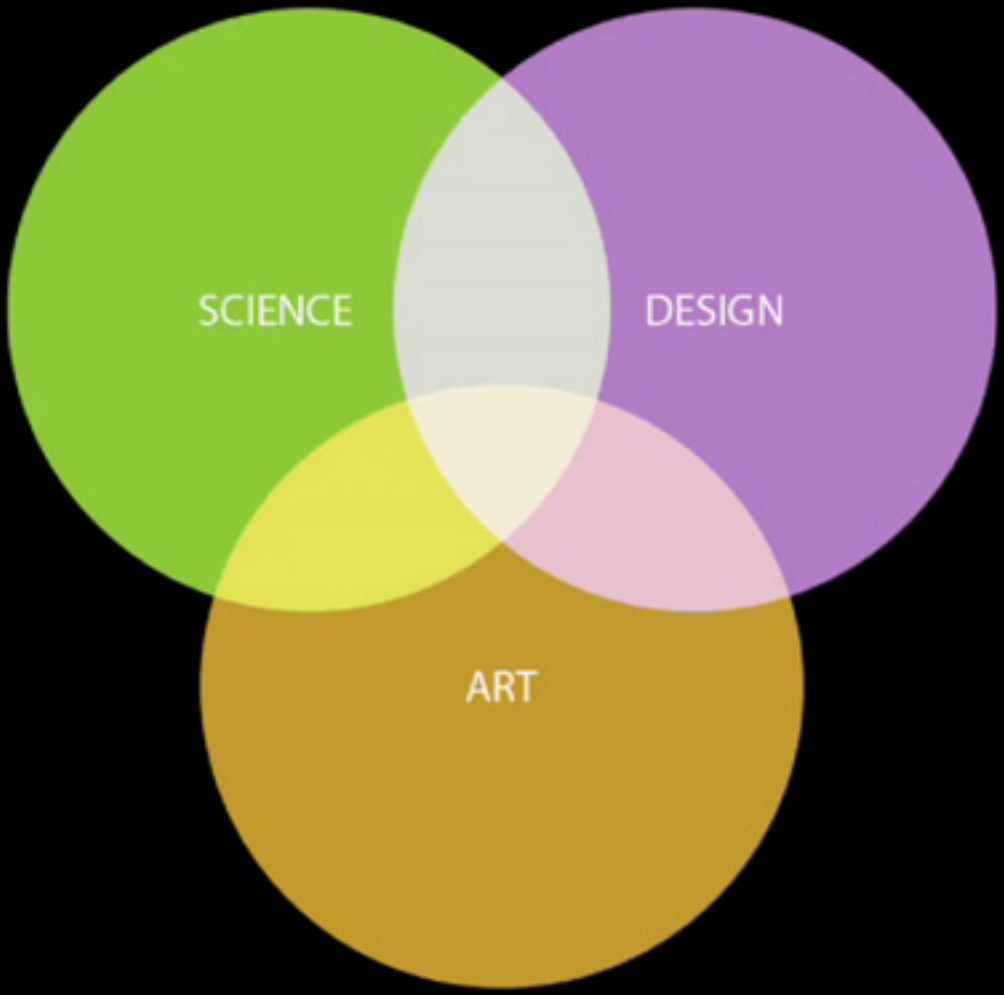
www.childbirth.org

www.pregnancytoday.com

What to Expect When You're Expecting
Arlene Eisenberg et al.

Planning for Pregnancy, Birth, and Beyond
The American College of Obstetricians and Gynecologists

Mayo Clinic Complete Book of Pregnancy & Baby's First Year
Robert V. Johnson, editor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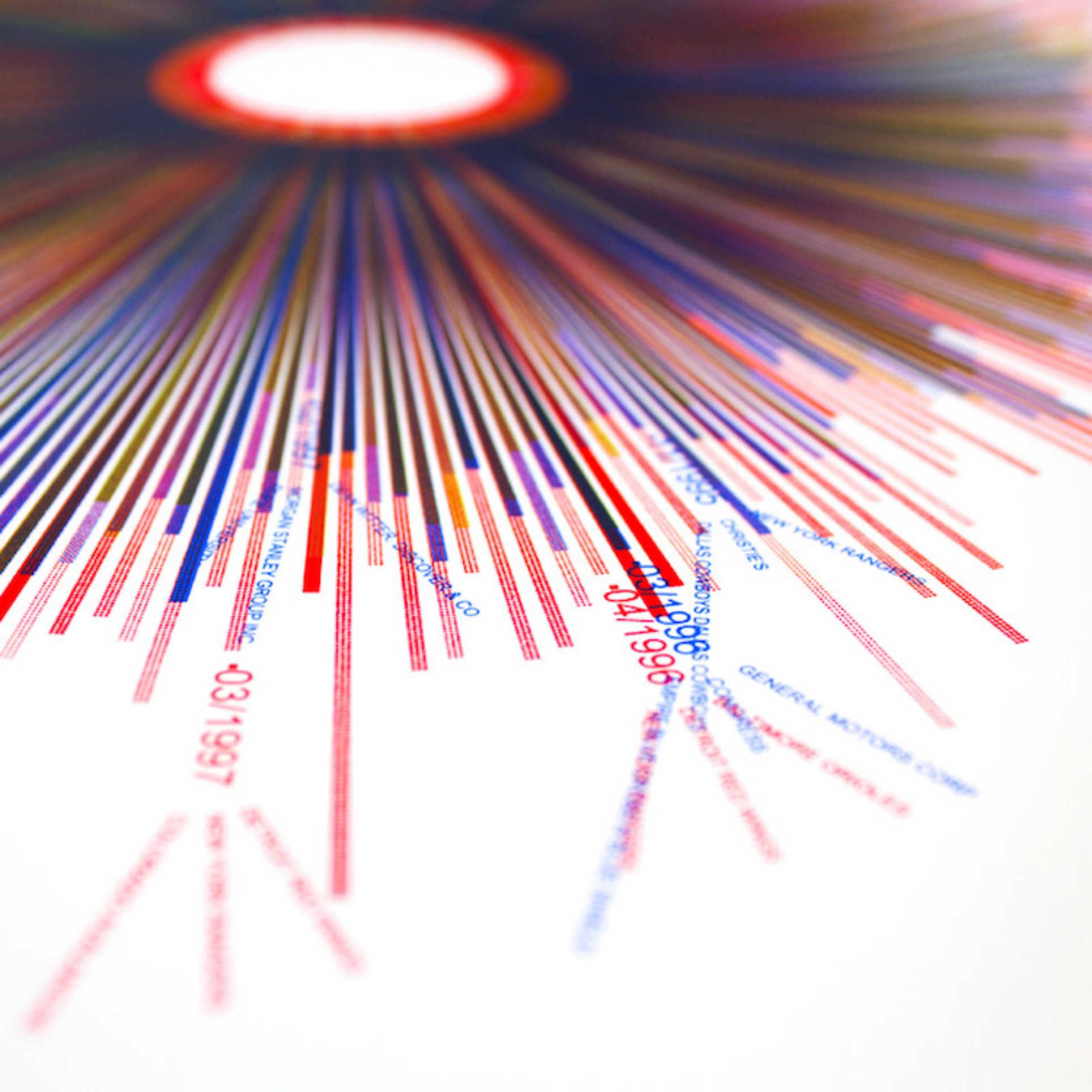
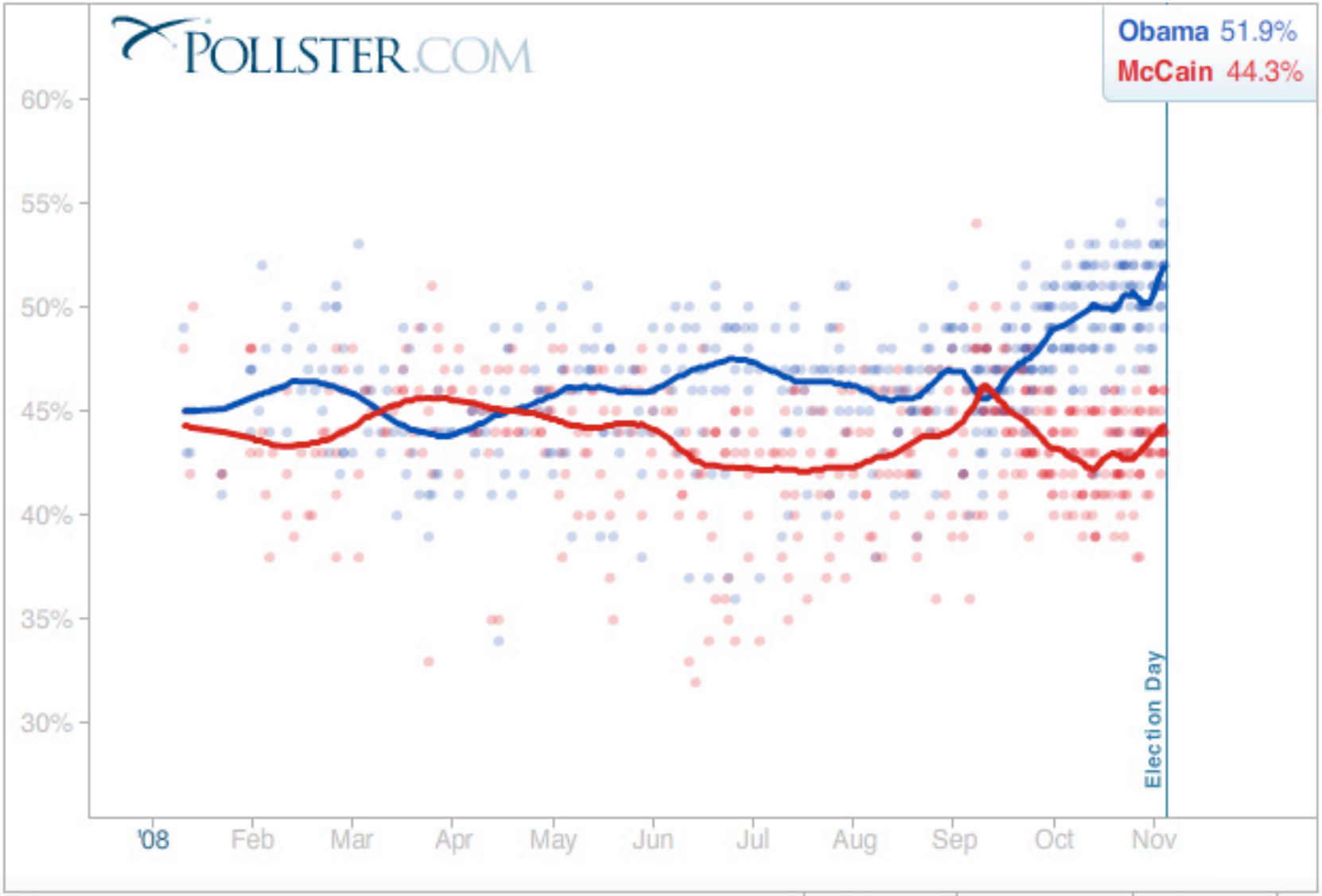

NEW YORK RANGERS
CHRISTIES
DALLAS COWBOYS DALLAS COWBOYS CHEERLEADERS
GENERAL MOTORS CORP
MORGAN STANLEY GROUP INC
NEW YORK DISCOVERY & CO
03/1996
04/1996
03/1997

President: National



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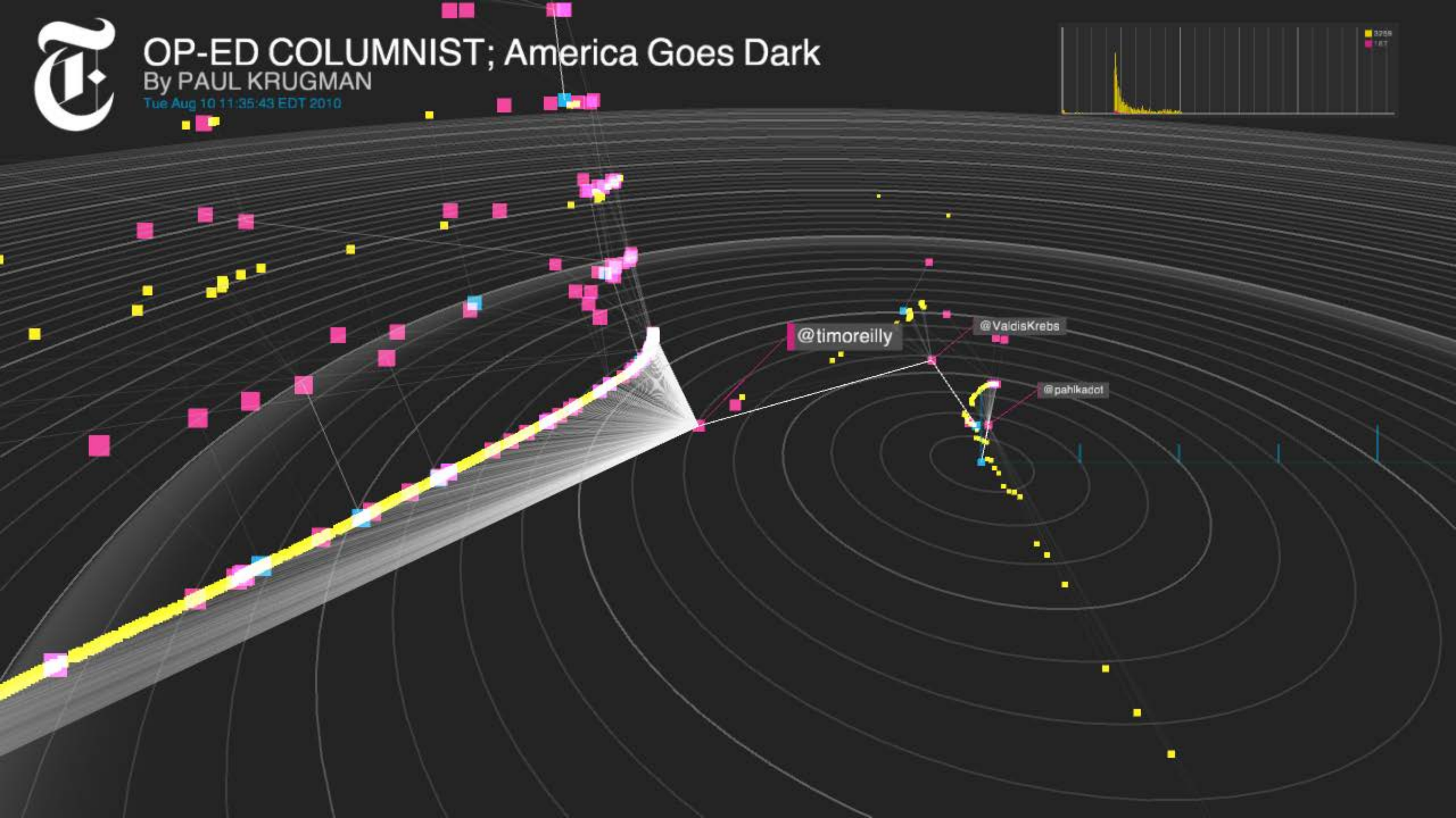
OP-ED COLUMNIST; America Goes Dark
By PAUL KRUGMAN
Tue Aug 10 11:35:43 EDT 2010
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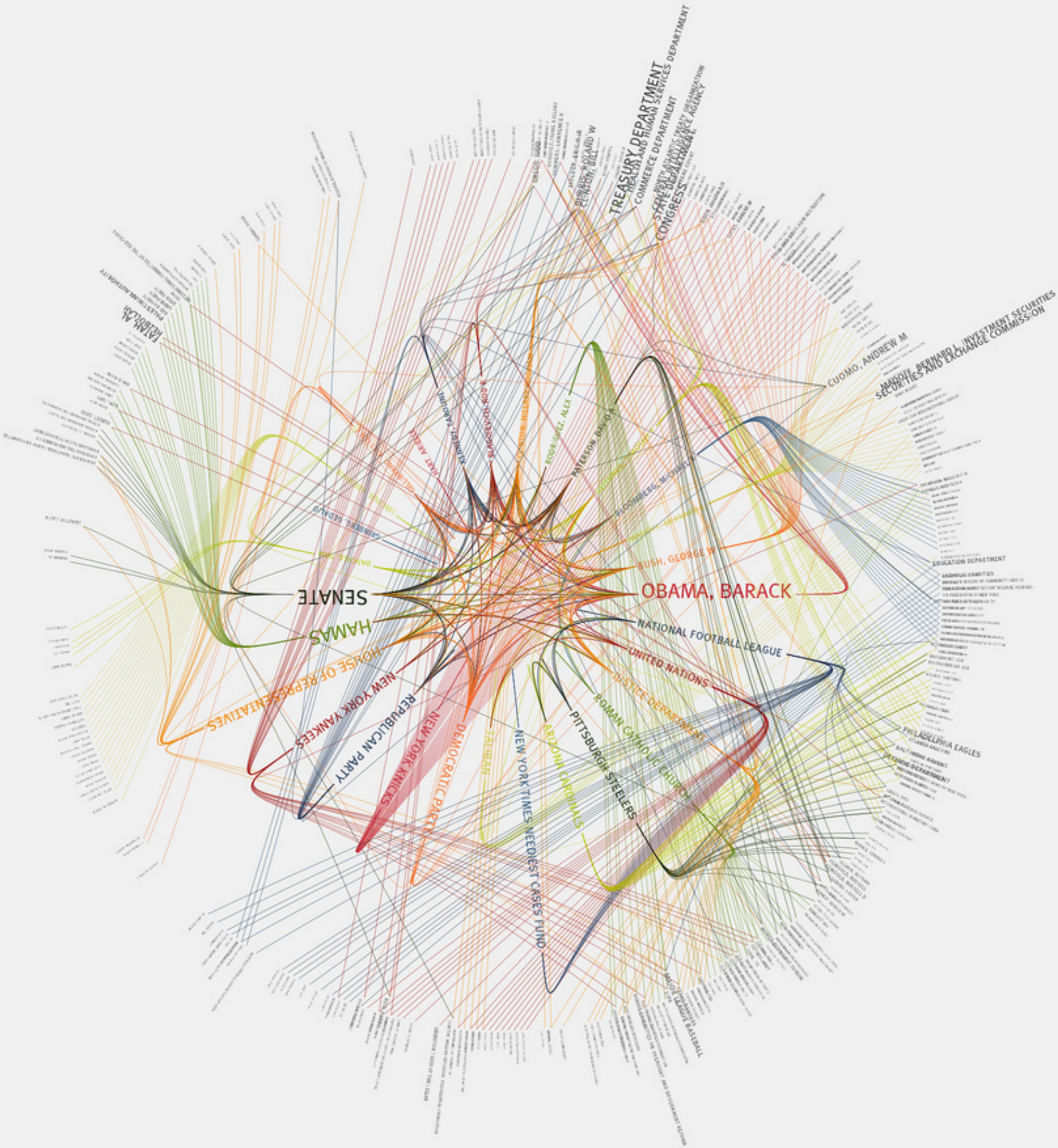
@ValdisKrebs
@pahlkadot

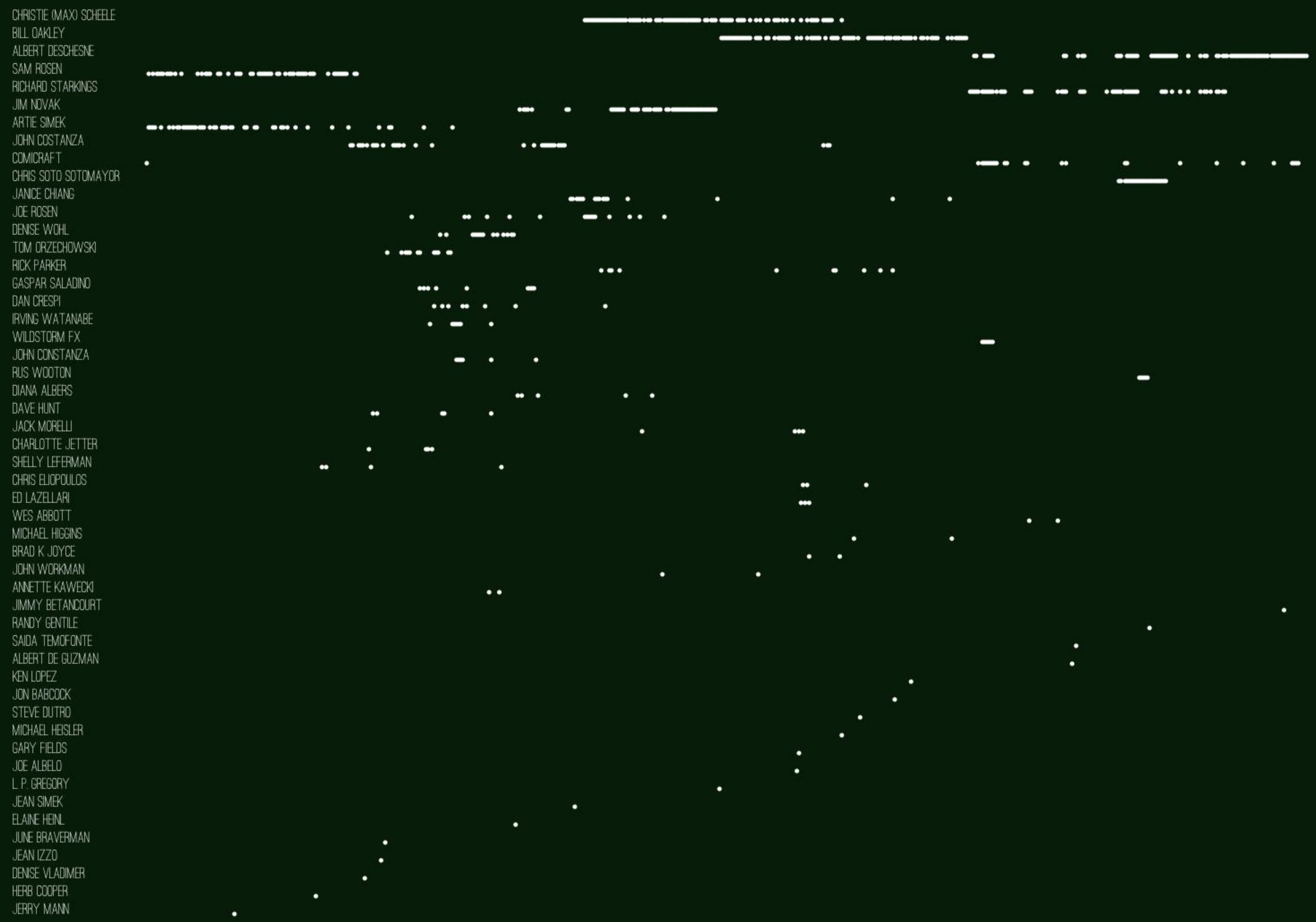
2009


TREASURY DEPARTMENT
HEALTH AND HUMAN SERVICES DEPARTMENT
COMMERCE DEPARTMENT
CONGRESS
CUOMO, ANDREW M
SECURITIES AND EXCHANGE COMMISSION
EDUCATION DEPARTMENT
OBAMA, BARACK
BUSH, GEORGE W
NATIONAL FOOTBALL LEAGUE
UNITED NATIONS
JUSTICE DEPARTMENT
ROMAN CATHOLIC CHURCH
PITTSBURGH STEELERS
ARIZONA CARDINALS
NEW YORK TIMES NEEDIEST CASES FUND
TALIBAN
DEMOCRATIC PARTY
NEW YORK KNICKS
REPUBLICAN PARTY
NEW YORK YANKEES
HOUSE OF REPRESENTATIVES
HAMAS
SENATE
PHILADELPHIA EAGLES
MAJOR LEAGUE BASEBALL
PALESTINIAN AUTHORITY
FATAH AL
RODRIGUEZ, ALEX
PATERSON, DAVID A
BLOOMBERG, MICHAEL
KENNEDY, EDWARD M
BLAGOJEVICH, ROD R
GILLIBRAND, KIRSTEN E
HART, ARLENE
GENBERG, BERNARD
DASCHLE, TOM

AVENGERS
WONDER MAN
THE BREAK UP!
SPIDER-MAN
MINOTAUR!
VENGEANCE IS OURS!
POWER MAN!
THE ROAD BACK!
OR DOOM
GOLIATH!
THE BEAST-BROOD!
VISIONS!
WEATHERMEN!
PICK TWO!
INTO THE WORLD
STRIKE FORCE
ESCALATION
DISSENSION
RECKONING
NEW AVENGERS
CIVIL WAR

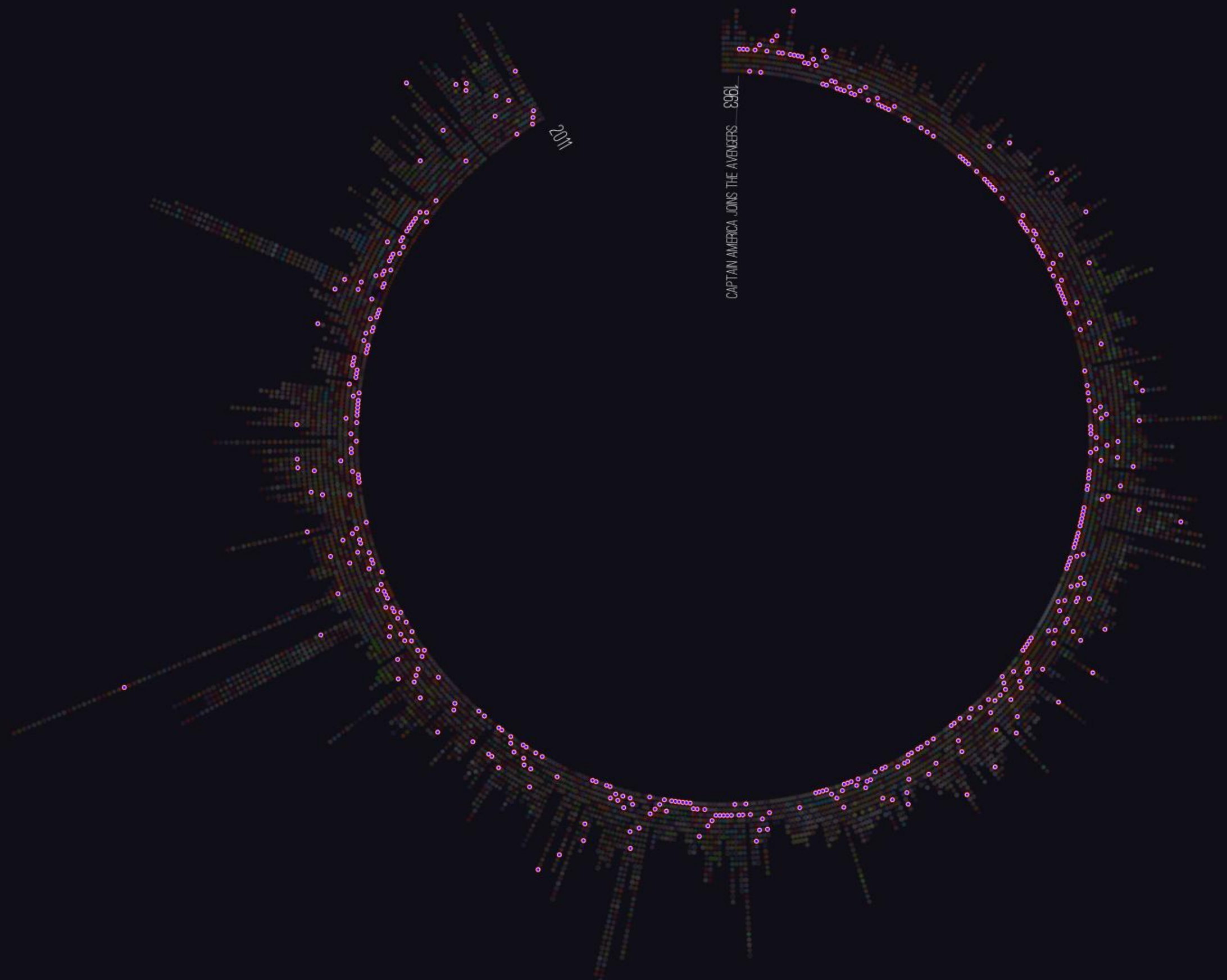
AVENGERS (1963 - 2011)

CREATORS - LETTERER



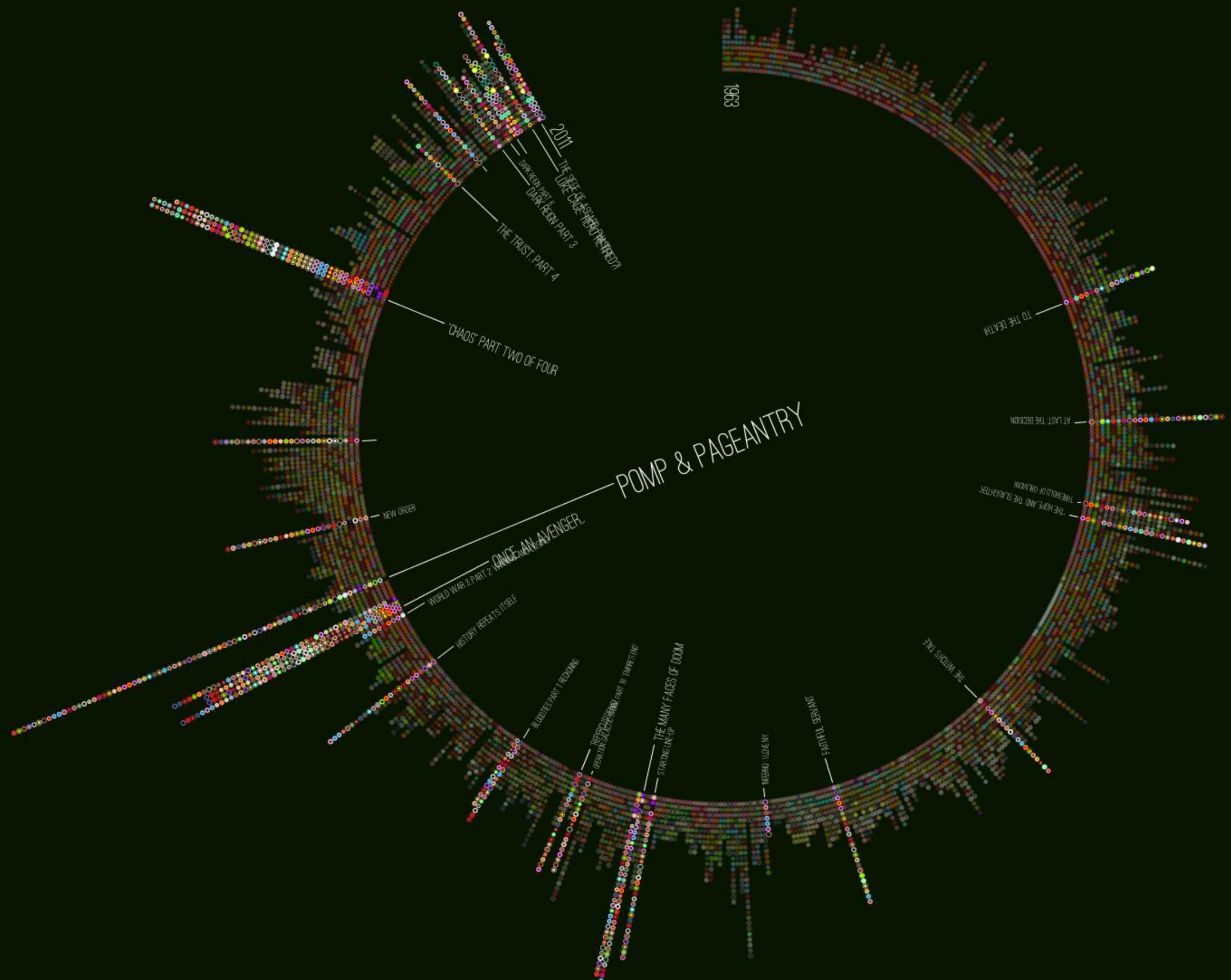
AVENGERS (1963 - 2011)

CAPTAIN AMERICA



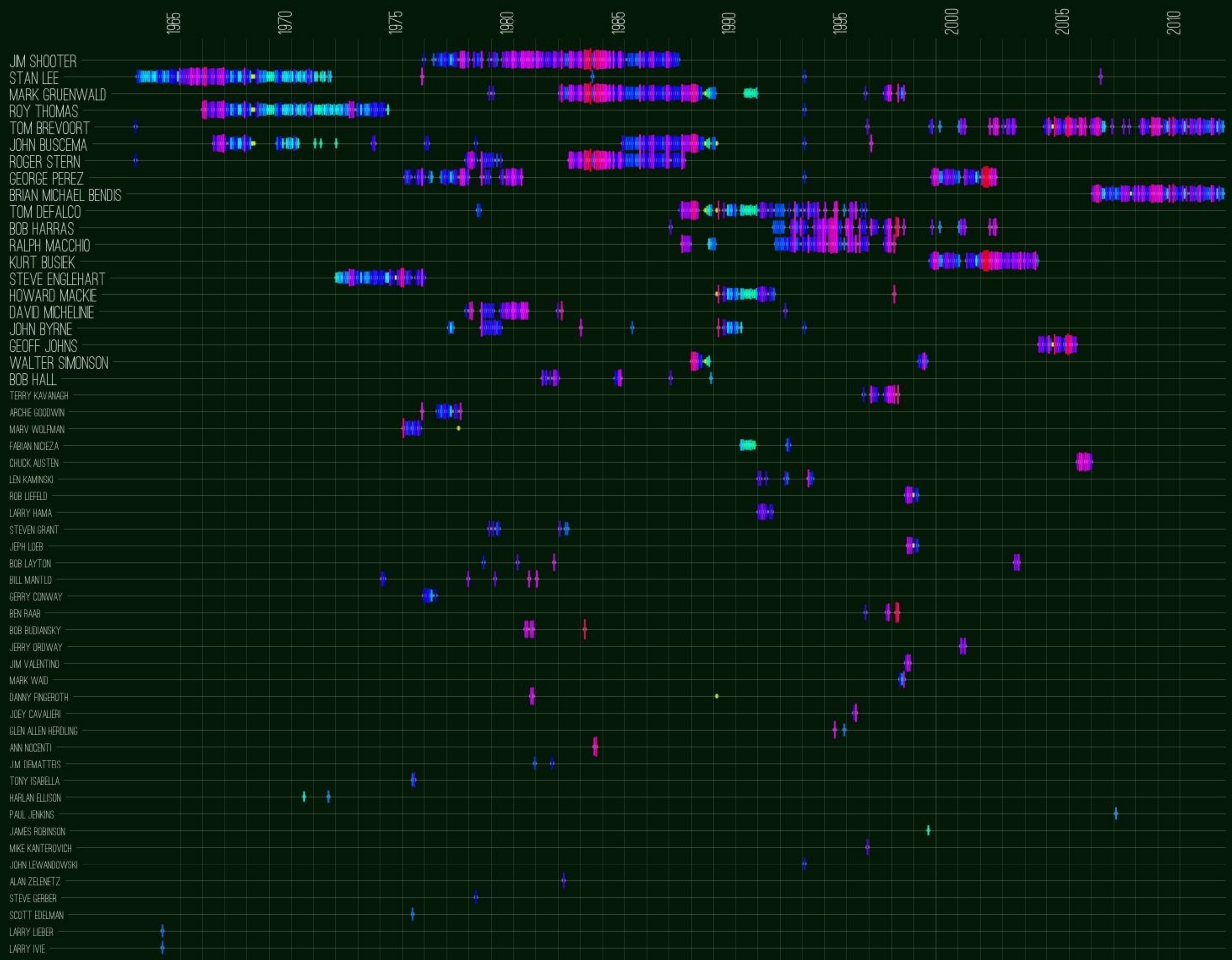
AVENGERS (1963 - 2011)

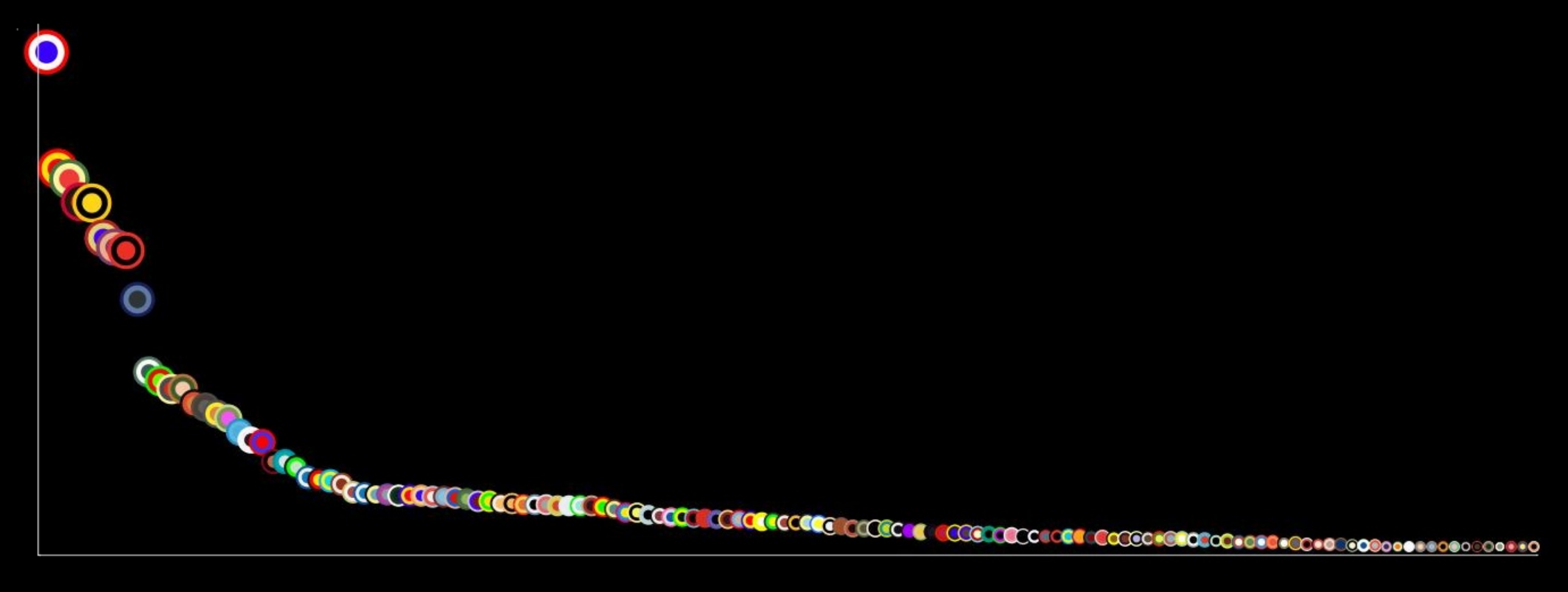
ISSUES WITH MOST AVENGER APPEARANCES



AVENGERS (1963 - 2011)

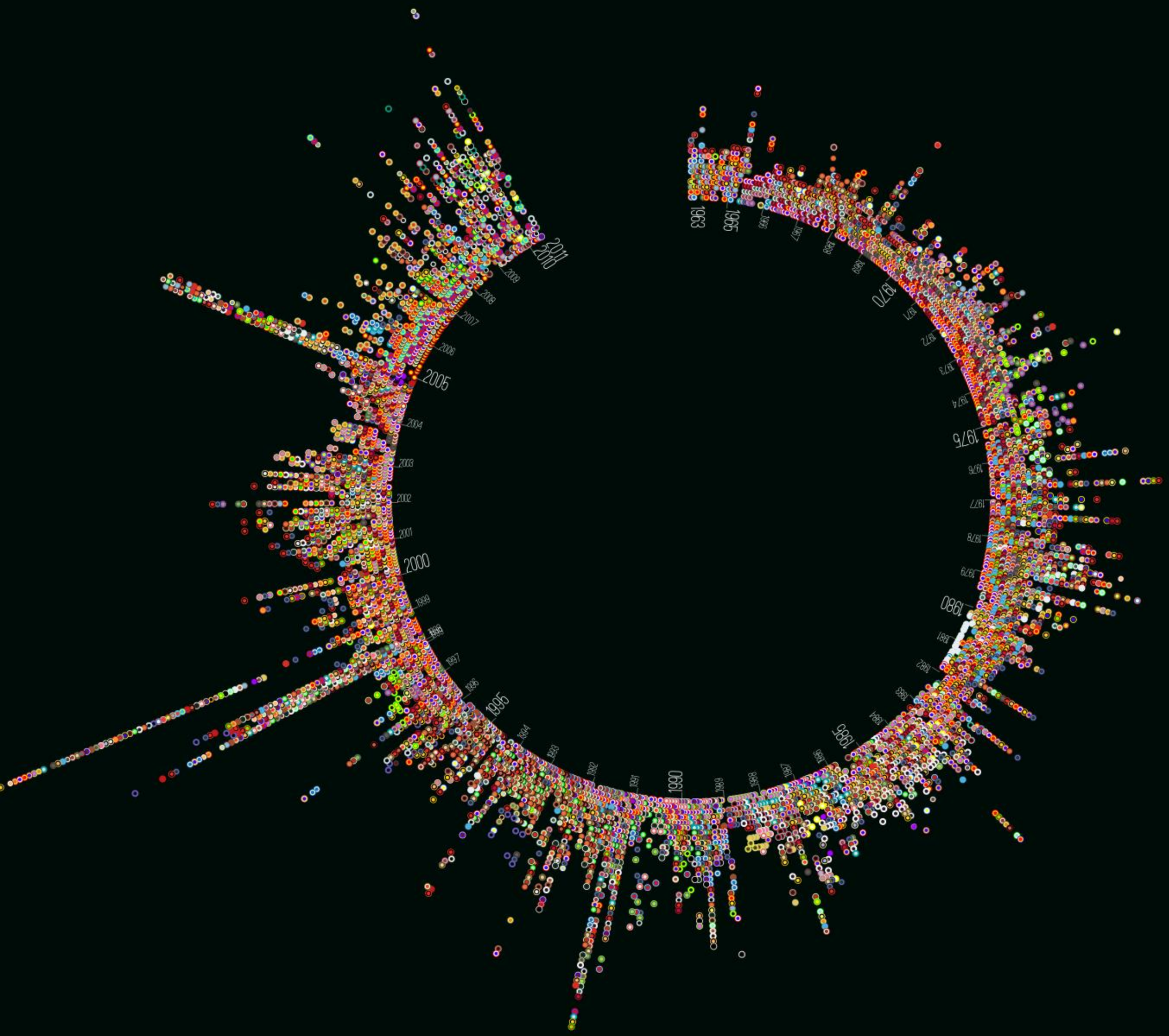
CREATORS - WRITER: CHARACTER FEMALENESS





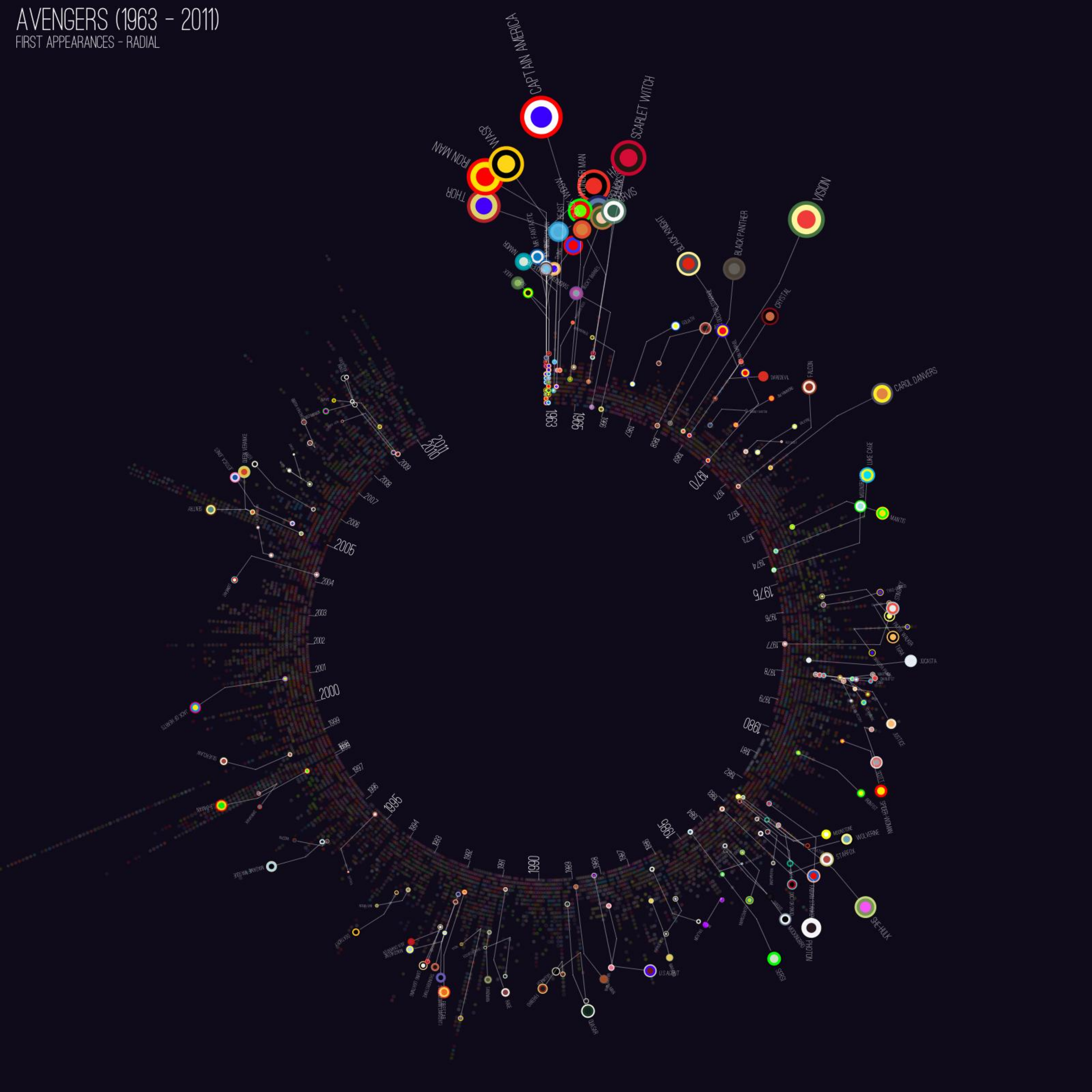
AVENGERS (1963 - 2011)

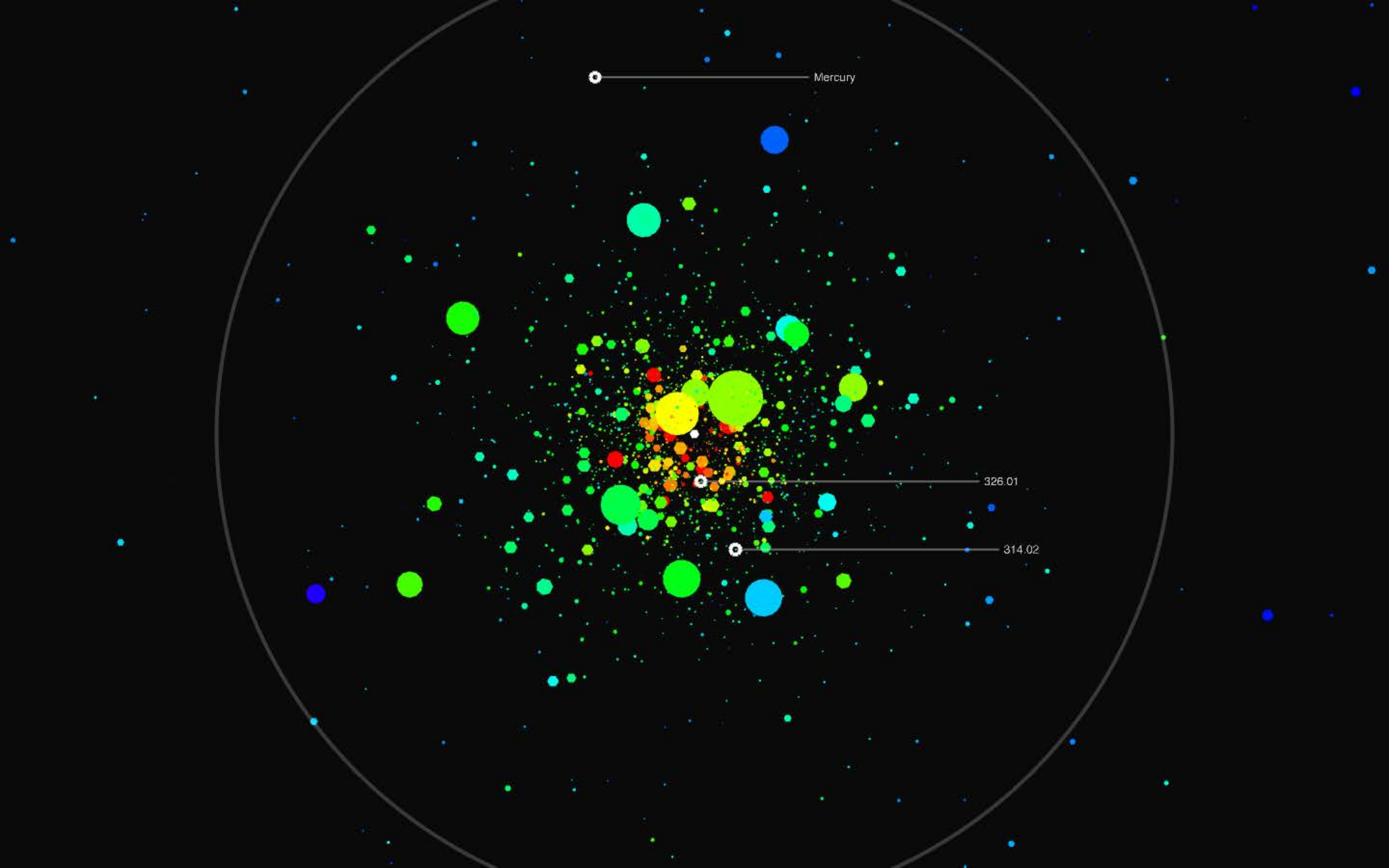
EVERY AVENGER: EVERY AVENGER - RADIAL



AVENGERS (1963 - 2011)

FIRST APPEARANCES - RADIAL

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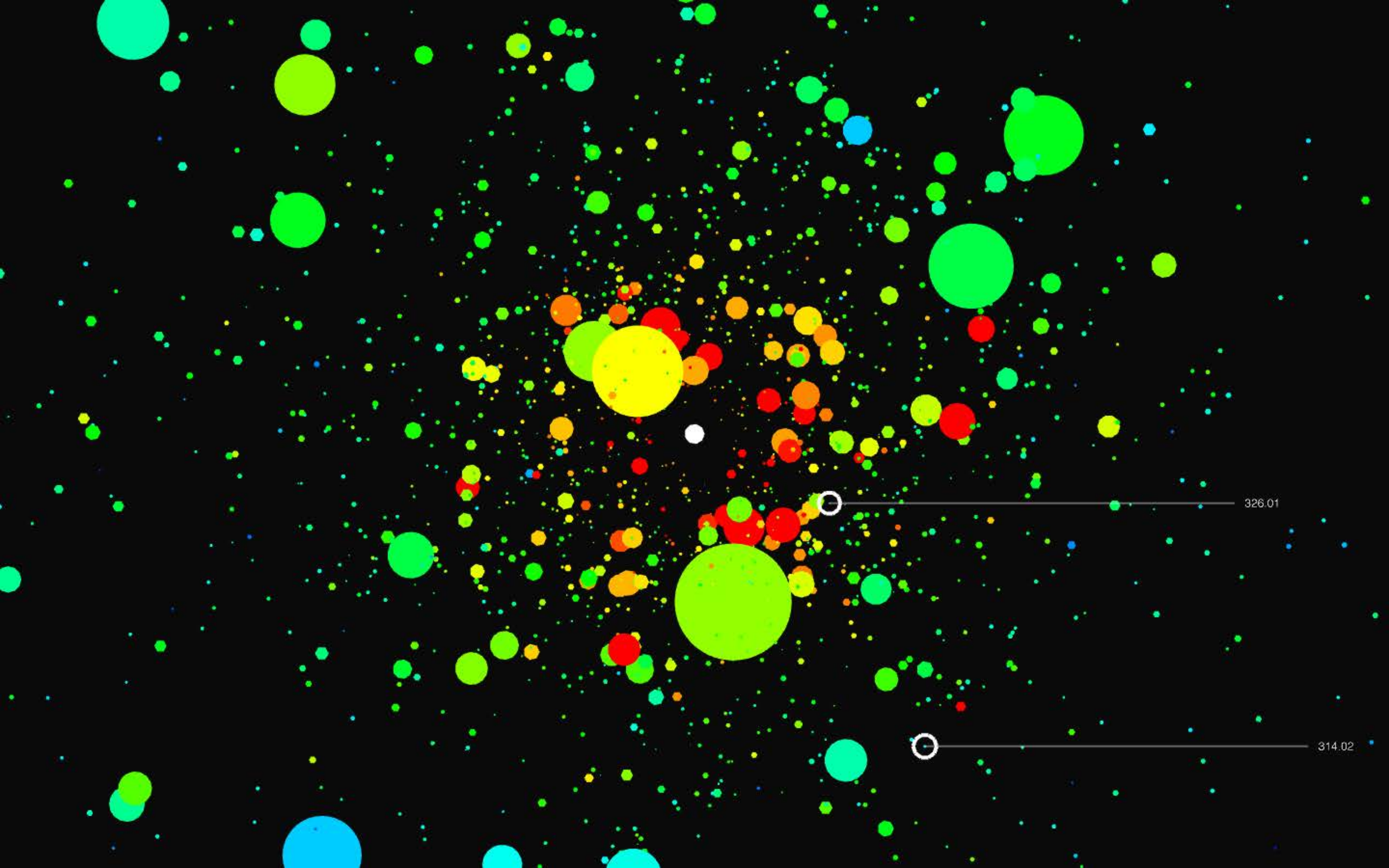
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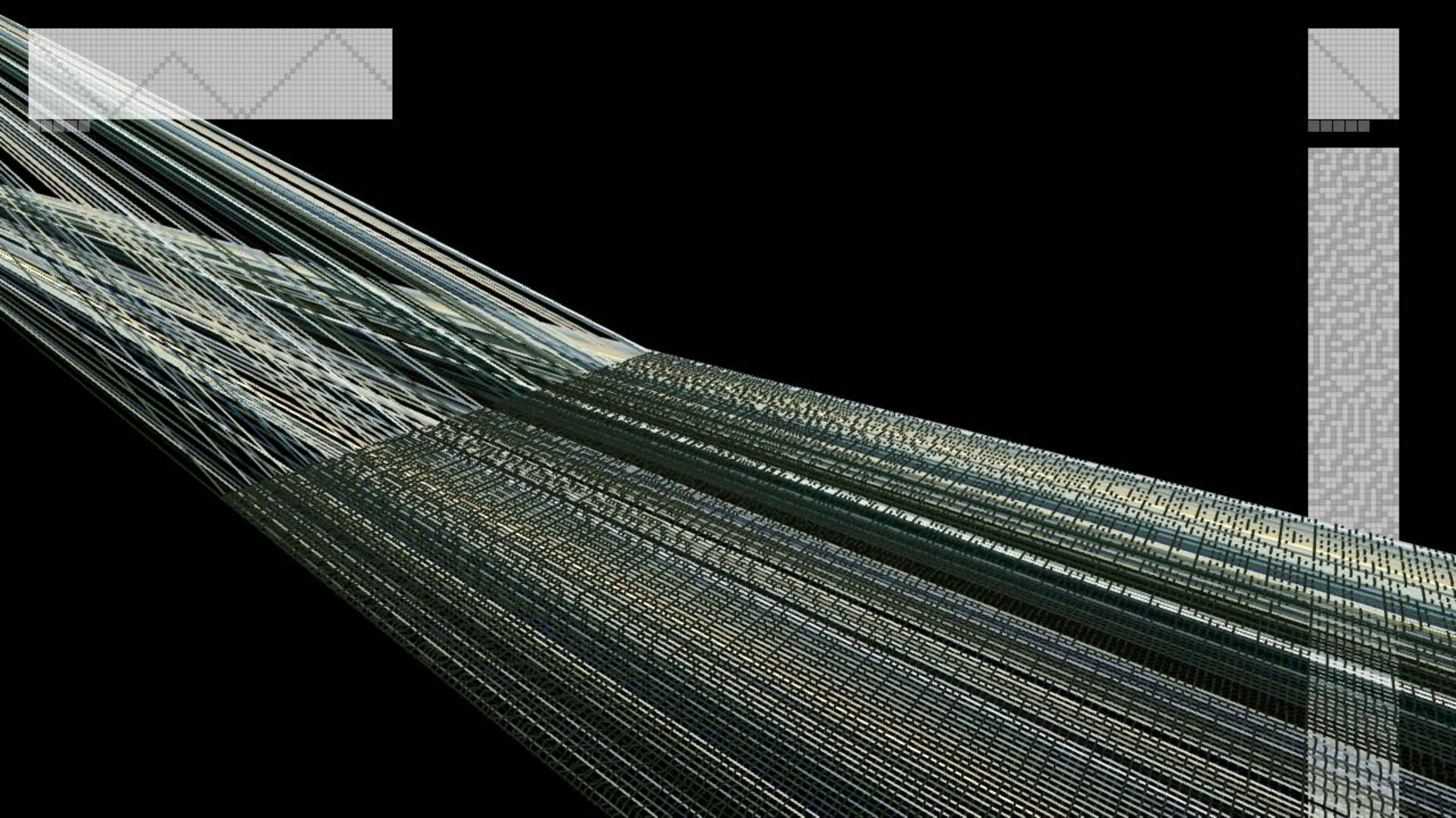

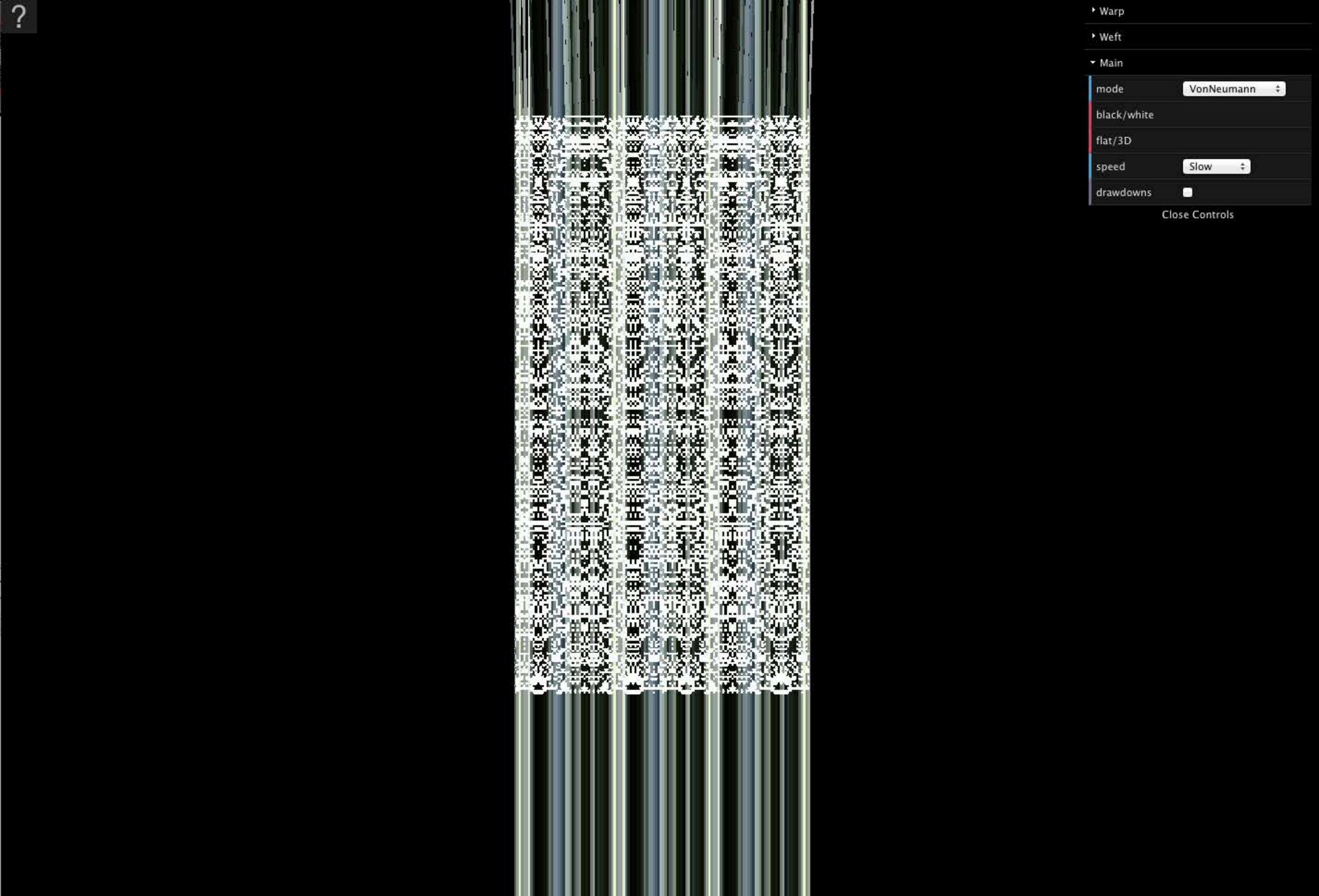
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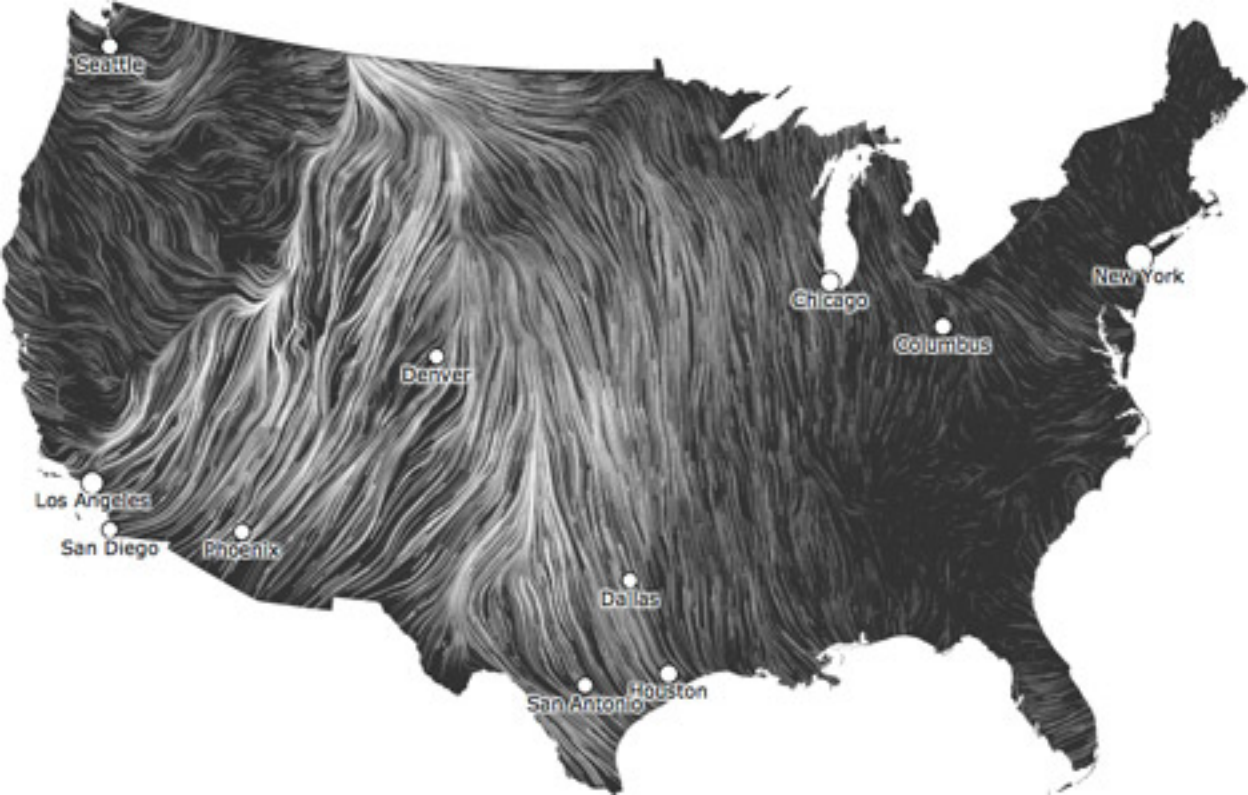
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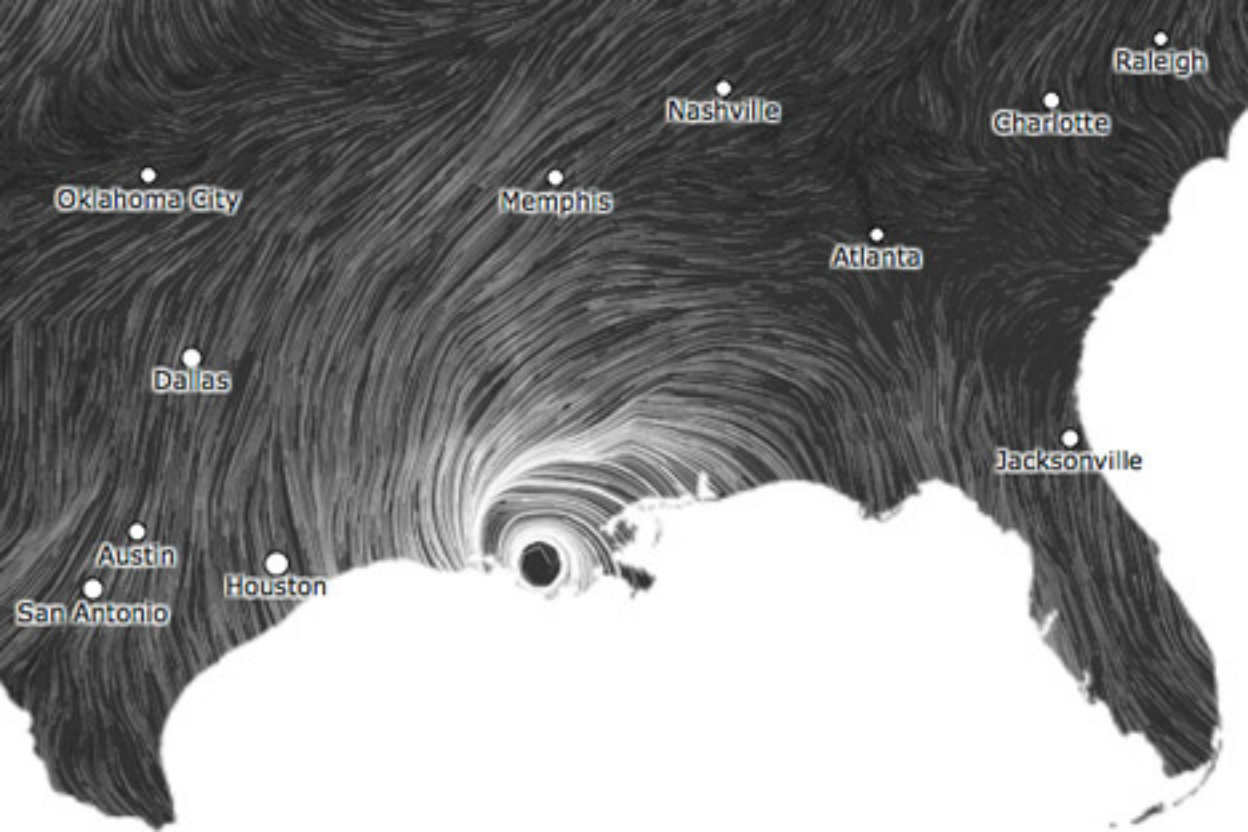
Raleigh
Nashville
Charlotte
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Memphis
Atlanta
Dallas
Jacksonville
Austin
Houston
San Antonio

41.5%
OF MARRIED WOMEN ARE VERY HAPPY
35%
OF MARRIED MEN ARE VERY HAPPY
15.5%
OF DIVORCED WOMEN ARE VERY HAPPY
18.5%
25.5%
18.5%
MARITAL SATISFACTION
MARRIED WITHOUT CHILDREN
CHILDREARING
HAPPY ACTIVITIES
HAPPINESS AND TIME OFF
NUMBER OF SEXUAL PARTNERS
TYPES OF LOVE
THE HAPPY SHO

1
2
3
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HOW HAPPY ARE YOU?
ON A SCALE FROM 1-10? TAKE ONE GUMBALL FROM THE CORRESPONDING MACHINE (ONE PER PERSON, PLEASE!)
41.5%
OF MARRIED WOME
ARE VERY HAPPY
MAR
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PEOPLE TO CHANGE

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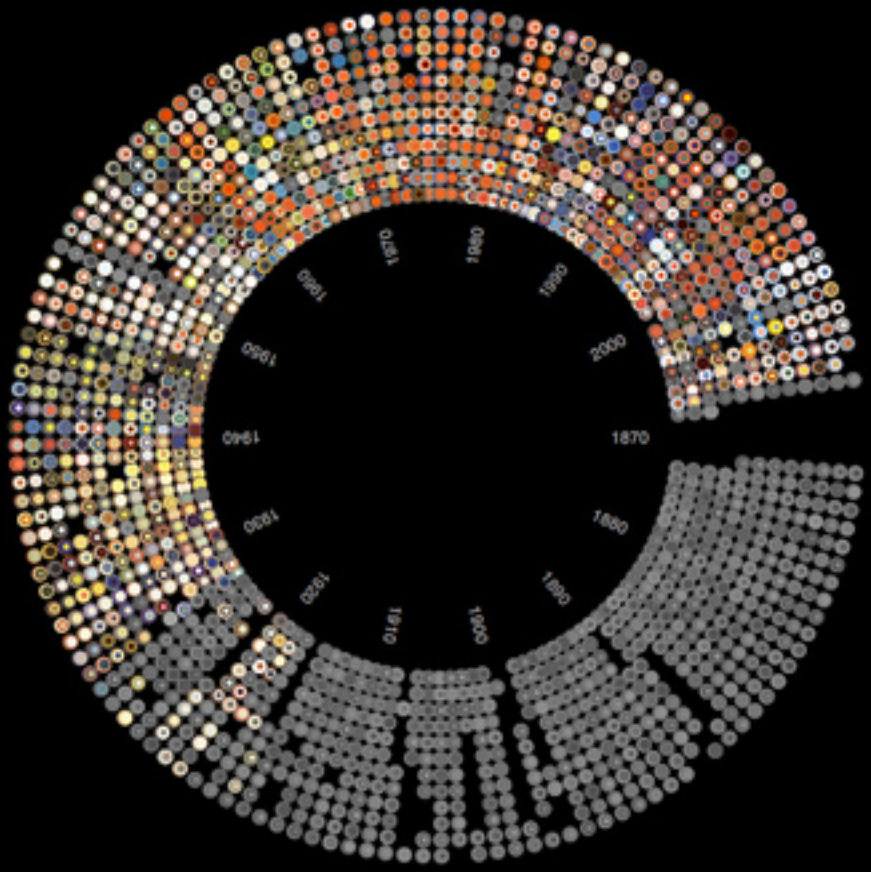
1870
1880
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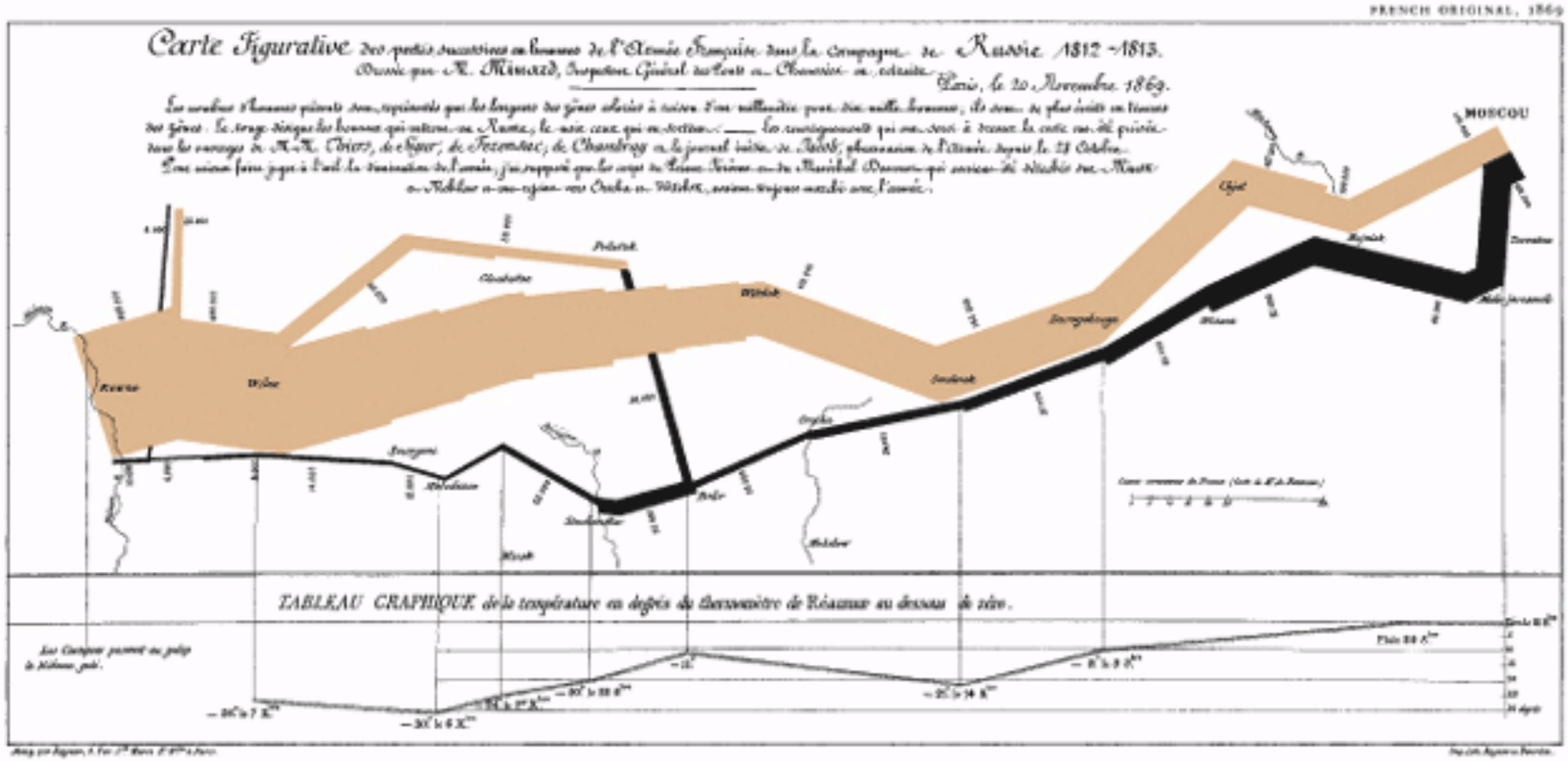
$\vec{\nabla}\cdot\vec{E} + \mu^2 V = \frac{1}{\epsilon_0}\rho$
$V = \frac{Q}{4\pi\epsilon_0}\frac{1}{r^3}$

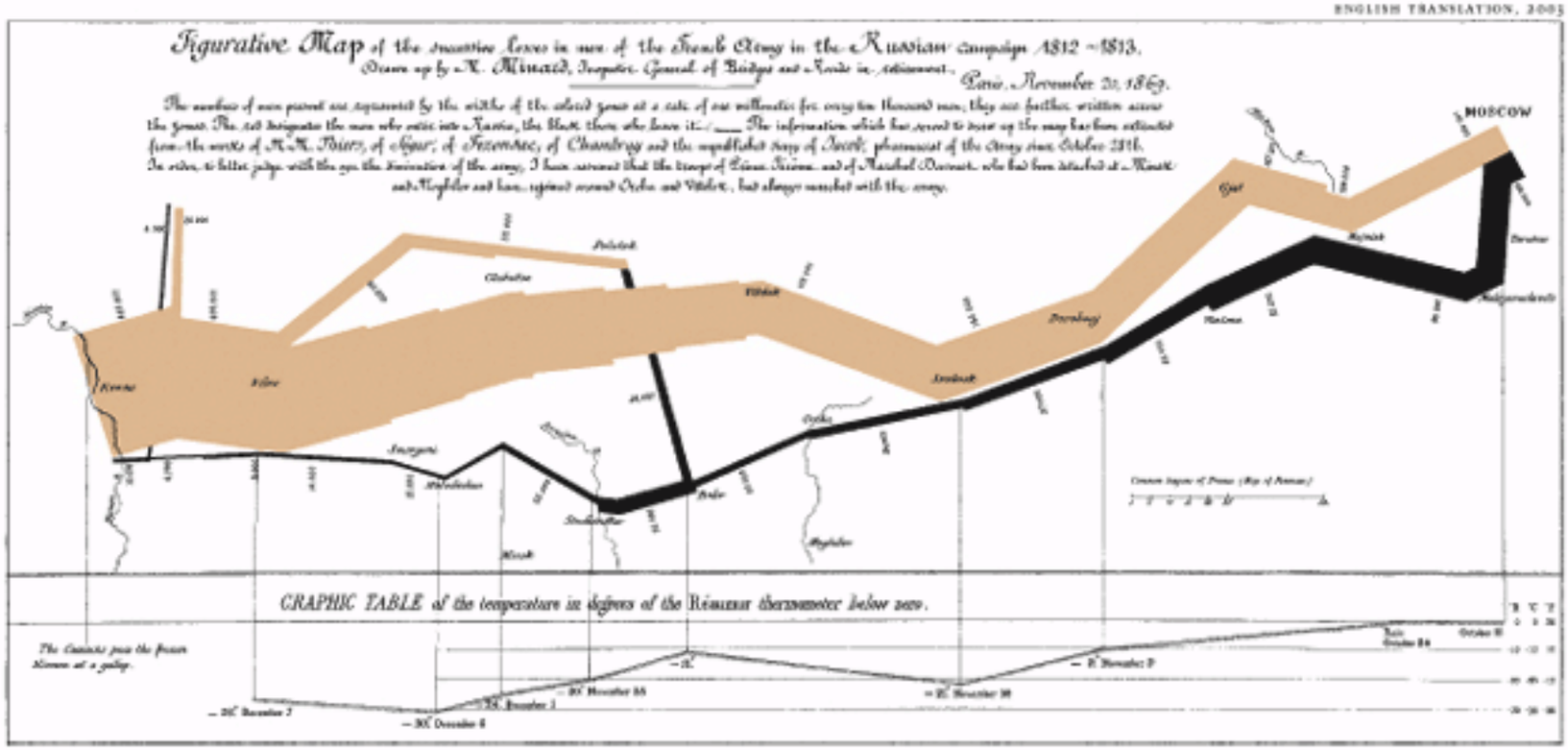
Losses of the French Army in the Russian Campaign 1812-1813, by Charles Joseph Minard

FRENCH ORIGINAL, 1869



This classic of Charles Joseph Minard (1781-1870), the French engineer, shows the terrible fate of Napoleon's army in Russia. Described by E. J. Marey as seeming to defy the pen 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 Niemen 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 dates 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 10,000 men remaining. Also shown are the movements of auxiliary troops, as they sought to protect the rear and the flank of the advancing army. Minard'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. Minard does not mention Napoleon; the point of the graphic is to memorialize the deaths of the soldiers. It may well be the best statistical graphic ever drawn.

ENGLISH TRANSLATION, 2003



From Edward R. Tufte, *The Visual Display of Quantitative Information* (second edition, 2001). Graphics Press LLC. Box 430, Cheshire, Connecticut 06410. www.edwardtufte.com

English translation by Dawn Finley, produced by Elaine Monte. Copyright © 2003 by Graphics Press LLC.

For Minard's data sources and a biography of Minard, see www.edwardtufte.com

Virginia Tufte

ARTFUL SENTENCES:
Syntax as Style

Photograph by Dawn Finley

The syntactic means are relatively simple and few but the stylistic effects are countless.

Virginia Tufte

By sorting through immense stockpiles of text and images, computers can quickly assemble and display one-time confections designed to serve immediate, local, unique purposes. For example, below is my interface for guiding museum-goers to exhibits and facilities. Right from the start, this opening panel shows the scope of information made available. Only a small part of the screen is devoted to computer administration (this is a touch screen, these are the language options). Free of icons, decorative logotypes, and navigation apparatus, about 90% of the image is *substance*, a contextual overview describing the reservoir of data. In an architecture of content, the *information becomes the interface*. Rather than sequentially stacking up little bits of data to be unveiled gradually, this *flat interface* surfaces 45 options at once, distributing the information in space rather than in time. Museum-goers then touch the item that they wish to learn about (here, the location of Flemish paintings) and the next confection appears. Shown are a three-dimensional guide-map,

Touch any item for more information.

English | Español | Deutsch | Français | Italiano | 中文 | 日本語

INFORMATION

art information
bookstores
calendar
copyrights
film programs
gallery talks
guides
hours
photography
security
slide lectures
special programs
Sunday concerts
tours
wheelchairs/strollers

FACILITIES

cascade espresso bar
checkroom
concourse buffet
elevators
facility for disabled
first aid
garden cafe
lost and found
restrooms
stairways
telephones
terrace cafe

PERMANENT WORKS

American Painting
British Painting
Dutch Painting
European Sculpture and Decorative Arts, 14th–19th century
Flemish Painting
French Painting and Sculpture
German Painting
Information Design
Italian Painting and Sculpture
Netherlandish Painting
Spanish Painting
Twentieth-century Painting and Sculpture

SPECIAL EXHIBITIONS, NOVEMBER 2004

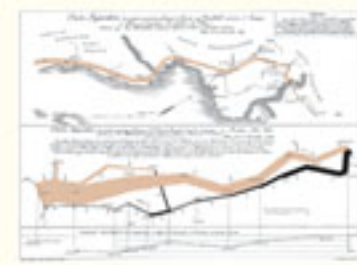
Architectural Designs of Humphry Repton

Henri Matisse: *Les periennes*, 1919

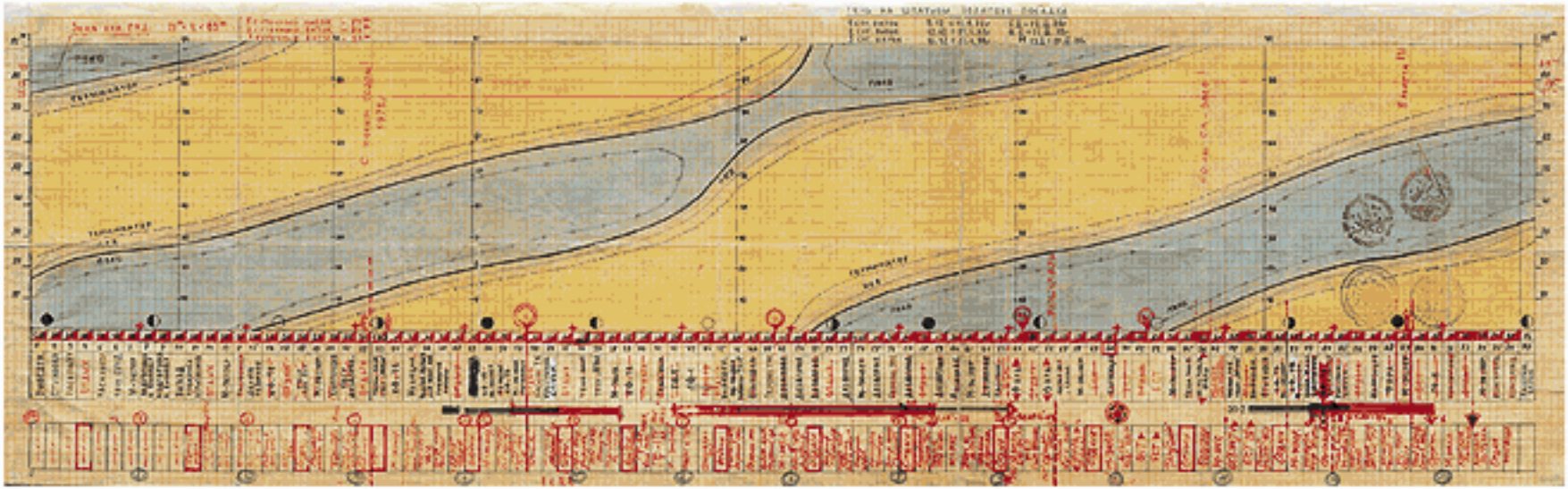
Henri Rousseau: French Winged Confections

Susan Rothenberg: Recent Paintings

The Great Age of Tedious British Water-colors: 1750 to 1880


Information Designs of Charles Joseph Minard

THE HISTORIC *Salyut 6* CYCLOGRAM: INFORMATION DESIGN IN OUTER SPACE



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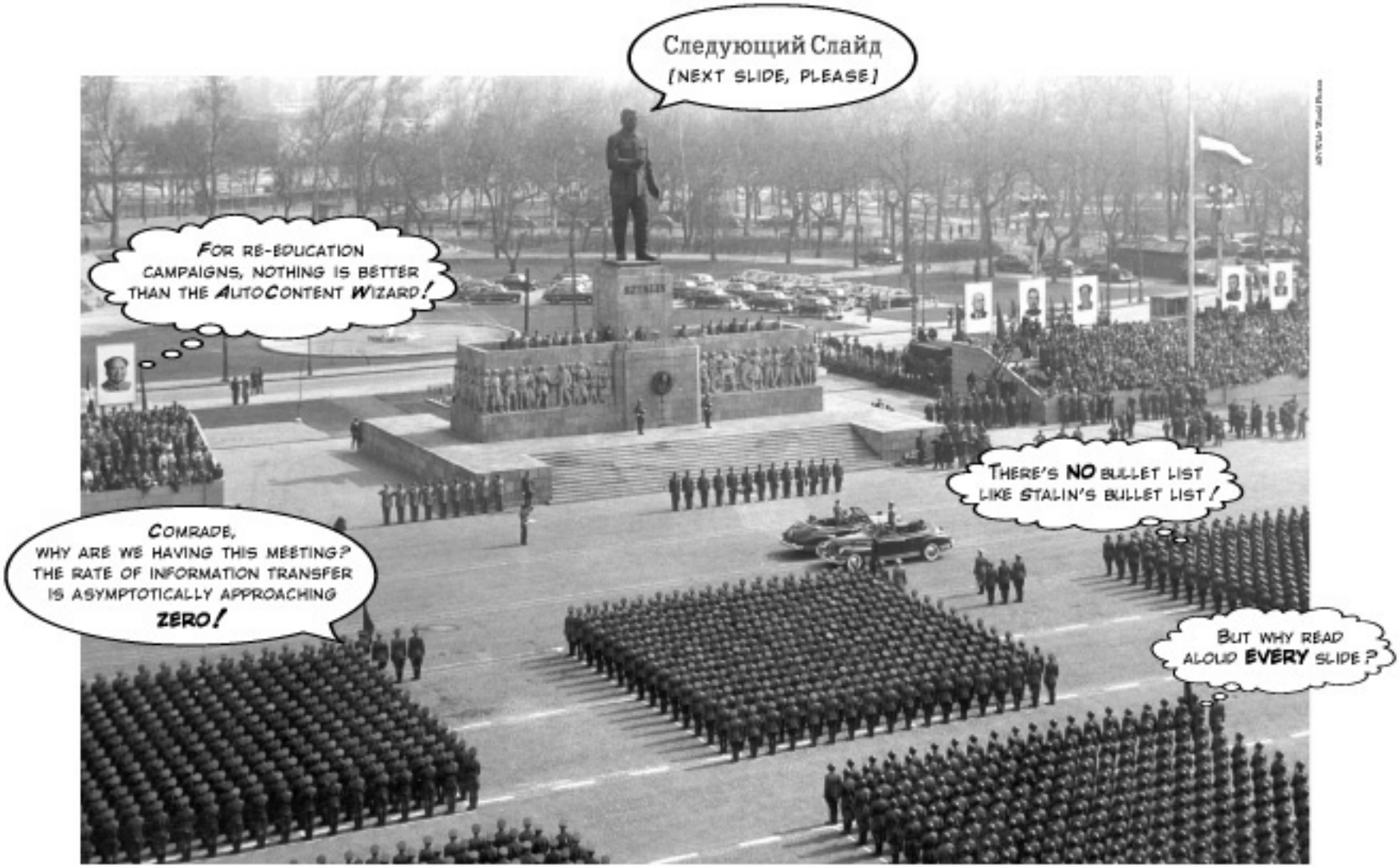
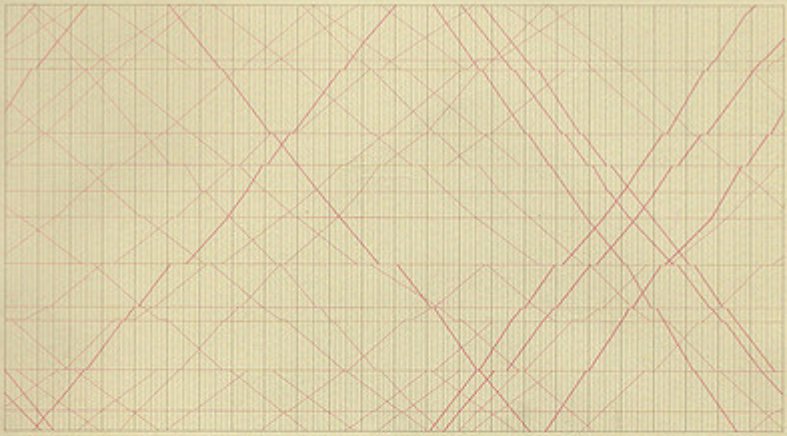


Edward Tufte, *The Cognitive Style of PowerPoint*



The Visual Display of Quantitative Information

EDWARD R. TUFTE

TUFTE

THE ISSUES

HIGH DIMENSIONAL DATA
- EXPRESSION OF 3-D INFO 4-D

LOW DIMENSIONAL MEDIA
- 2-D MEDIA

DATA DENSITY
- INFORMATION RESOLUTION
  BITS + AREA + TIME

? HOW DO WE ESCAPE FLATLAND

BRUTE FORCE MODELING

"THERE IS NO INFO OVERLOAD!"
CLUTTER IS BAD DESIGN NOT TOO MUCH INFO.

THOUGHTFUL DESIGN

SHORTENS TIME IN DECODING INFO.

ENGLISH transl. EUCLIDE

ATTRIBUTION — GRAPHICS, INFO. DESIGN, PUBLISHING — YIELDS RESPONSIBILITY & THREAD of TRADITION

MAKING DIFFERENCE

EQUALS INFORMATION

NAPOLEON'S MARCH

1 soldier out of 42 survived

DEATHS LINKED TO TEMPERATURE

UNIVERSAL PRINCIPLES

ROOTED IN FUNDAMENTAL TASKS OF COGNITION

SIZE OF ARMY
LONGITUDE
LATITUDE
DIRECTION
TEMPERATURE
DATA

PRINCIPLES OF VISUALS

1. ENFORCE DATA COMPARISONS "COMPARED WITH WHAT?"
2. SHOW CAUSALITY
3. SHOW MULTI-VARIBLES
4. COMPLETELY INTEGRATE
   - WORDS
   - DATA
   - IMAGES
   CLARITY
5. CONTENT IS KING
   - SUBSTANCE
   - QUALITY
   - PURPOSE
   - INTEGRITY
   DO NO HARM TO CONTENT!
6. INFORMATION IS STACKED IN ~~TIME~~ SPACE
7. USE SMALL MULTIPLES
   - EASY ON VIEWERS
   INHERIT CREDIBILITY

SUNSPOTS

EXECUTED AS STATEMENT AGAINST WAR

SMALLEST EFFECTIVE AND PERCEPTIBLE CHANGE

DETAILS! CREDIBLE DATASET

ONLY MOTION WE CAN RECEIVE FROM THE 16th CENT.

MAGIC

CORRUPTION, CONCEALMENT, REVEALMENT OF «OPTICAL INFORMATION»

- RETARD UNDERSTANDING
- AVOID REPETITION
- NEVER TELL'M WHAT YOU'RE GONNA DO OR WHY!
- SMALL, BUT EFFECTIVE DIFFERENCE

"THE WONDERFUL BECOMES FAMILIAR, AND THE FAMILIAR BECOMES WONDERFUL!"

GALILEO

COMPLETE INTEGRATION OF WORD AND IMAGE

METAPRINCIPLE

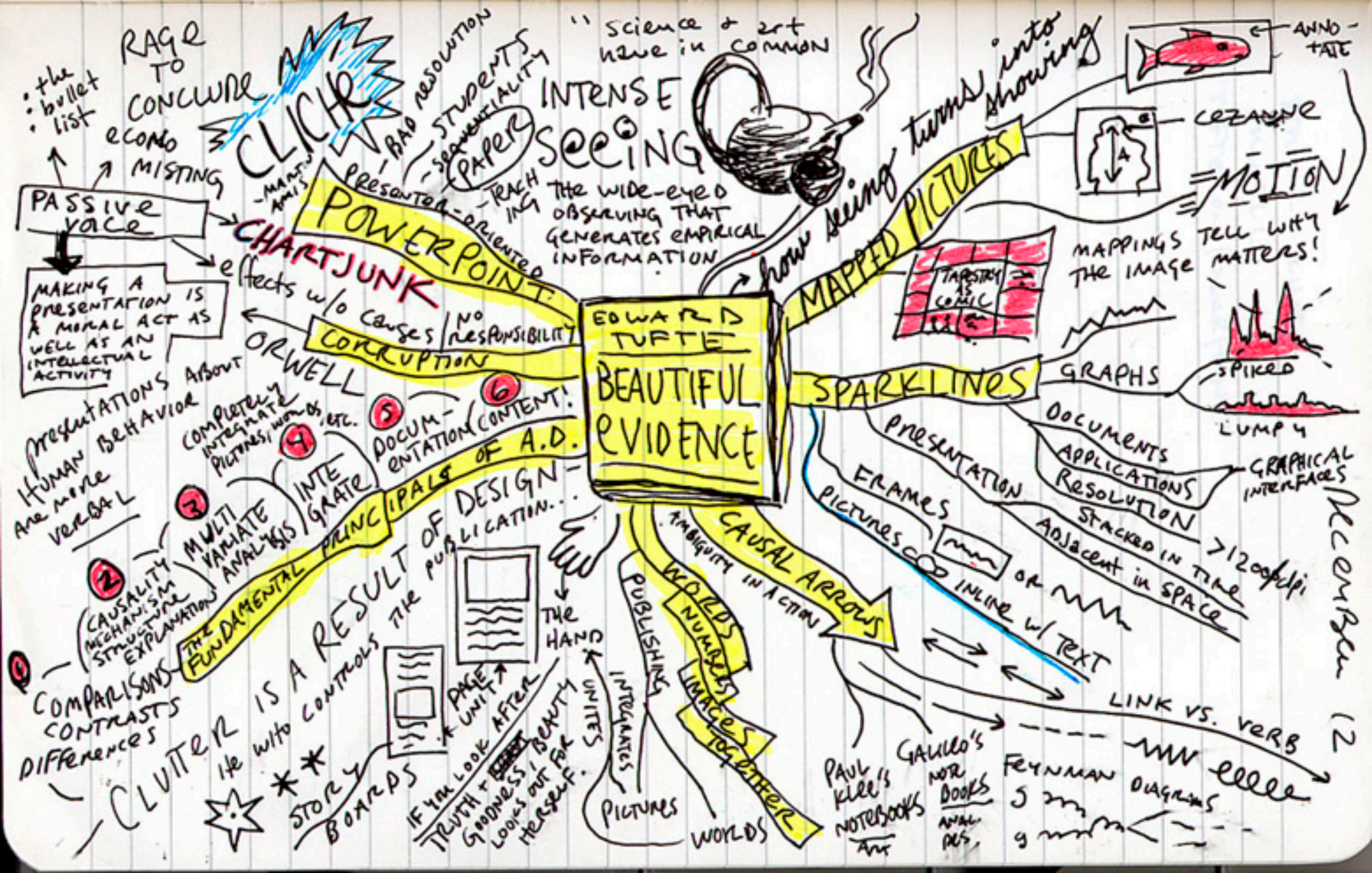
THE DISPLAY ASSISTS THINKING!

Q: "WHAT IS THE INTELLECTUAL TASK?"

THINKING, RESONING, PROCESSING, SHOWING, VIEWING, PRODUCING, DESIGNING

COGNITIVE ART

(SEE ENVISIONING INFORMATION pg. 18, 120)


EDWARD TUFTE
BEAUTIFUL EVIDENCE
RAGE TO CONCLUDE
CLICHÉ
: the
: bullet
: list
ECONO MISTING
PASSIVE VOICE
MAKING A PRESENTATION IS A MORAL ACT AS WELL AS AN INTELLECTUAL ACTIVITY
PRESENTATIONS ABOUT HUMAN BEHAVIOR ARE MORE VERBAL
BAD RESOLUTION
STUDENTS
SEQUENTIALITY
PAPER
TEACHING
PRESENTATION-ORIENTED
POWERPOINT
CHARTJUNK
effects w/o causes
NO RESPONSIBILITY
CORRUPTION
ORWELL
"science & art have in common
INTENSE SEEING
THE WIDE-EYED OBSERVING THAT GENERATES EMPIRICAL INFORMATION
how seeing turns into showing
ANNOTATE
CEZANNE
MOTION
MAPPED PICTURES
TAPESTRY AS COMIC
MAPPINGS TELL WHY THE IMAGE MATTERS!
GRAPHS
SPIKED
LUMPY
SPARKLINES
DOCUMENTS
APPLICATIONS
RESOLUTION
GRAPHICAL INTERFACES
PRESENTATION
FRAMES
STACKED IN TIME
ADJACENT IN SPACE
>1200dpi
PICTURES OR
INLINE W/ TEXT
LINK VS. VERB
DECEMBER 12
CAUSAL ARROWS
AMBIGUITY IN ACTION
WORLDS
NUMBERS
IMAGES
TOGETHER
PUBLISHING
INTEGRATES
UNITES
PICTURES
WORLDS
THE HAND
PAGE UNIT
STORY BOARDS
IF YOU LOOK AFTER TRUTH + GOODNESS, BEAUTY LOOKS OUT FOR HERSELF.
CLUTTER IS A RESULT OF DESIGN — life with controls the publication...
THE FUNDAMENTAL PRINCIPALS OF A.D.
1 COMPARISONS CONTRASTS DIFFERENCES
2 CAUSALITY MECHANISM STRUCTURE EXPLANATION
3 MULTIVARIATE ANALYSIS
4 INTEGRATE
COMPLETELY INTEGRATE PICTURES, WORDS, ETC.
5 DOCUMENTATION
6 CONTENT!
PAUL KLEE'S NOTEBOOKS ART
GALILEO'S NOTEBOOKS ANALYSIS
FEYNMAN DIAGRAMS

MEASURING VOLATILITY

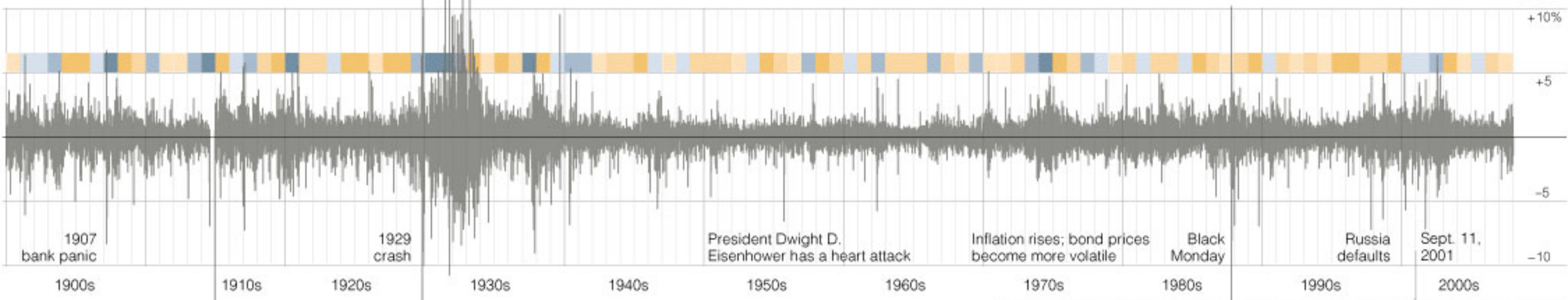
Daily changes in the **Dow Jones industrial average**

The dark lines show the **daily fluctuations** in the index.

The color shows how the index performed in a **year.**

DECREASE | INCREASE

–25 –10 0 +10 +25%

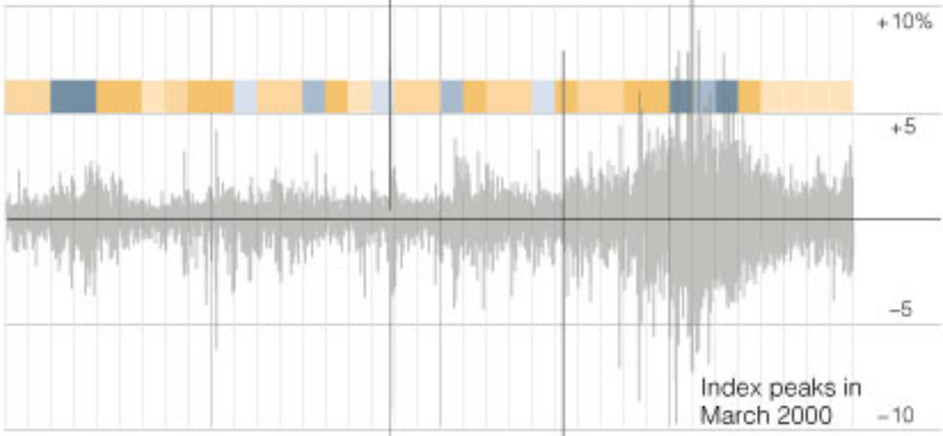


Overall volatility — and economic uncertainty — peak during the Great Depression

Market reopens after closing during part of World War I

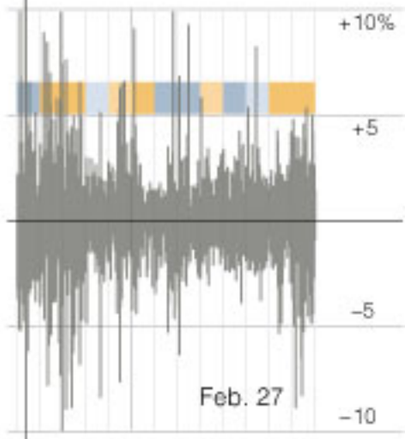
Nasdaq composite

In its early years, the Nasdaq was often used as a proxy for the movement of smaller stocks. But it became dominated by technology stocks, and its volatility accelerated in the late 1990s.



Shanghai composite

Last February, an investing scare in China sent markets tumbling around the world. But it was only a temporary setback — one of several last year. Shares in Shanghai fell by at least 1.5 percent once a week, on average, but they still ended the year up nearly 100 percent.



Source: Bloomberg THE NEW YORK TIMES

The Pulse of Uncertainty

GRAPHIC ESSAY

There is no question that volatility on Wall Street increased last year, and many analysts expect the rockiness to continue in 2008.

But 2007 may have seemed especially tumultuous only because the years before it were remarkably calm. There was only one day from 2004 to 2006 when the Dow Jones industrial average moved up or down by more than 2 percent. Last year, amid concerns about the subprime mortgage sector and credit markets in general, swings that large occurred 14 times.

Historically, though, 14 times is not exceptional: that total ranks about average over the last 10 years and slightly less than that over the last 20. The Standard & Poor's volatility index, or VIX, which measures expectations of future volatility based on the prices of options, also ended the year near its 10-year average.

Taken another way, if the Dow's daily changes — the dark lines in the chart — were stacked end to end, they would stretch about 110 percentage points from July to December of last year. That compares with nearly 200 percentage points in the second half of 2002, when the market was shaken by corporate scandals.

In 2007, some of the most volatile stocks in the S.&P. 500 were **E*Trade Financial**, **Countrywide Financial** and **MBIA**, a company that specializes in guaranteeing the financial health of others.

Among stocks that gained value, **MEMC Electronic Materials,** whose silicon wafers are used by semiconductor and solar cell producers, and **Amazon.com** had the most drastic swings.

"Internationally and domestically, there are things that are a little unsettling," said G. William Schwert, a finance professor at the University of Rochester. "But in the scope of things, it's not that unusual."

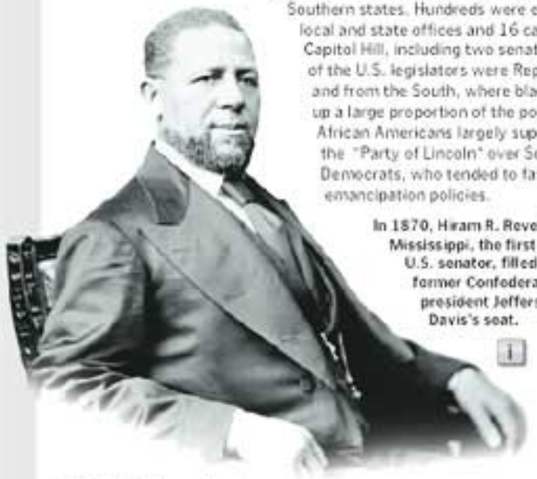
Mr. Schwert has studied why volatility changes over time. His answers include bank panics, wars and recessions.

AMANDA COX

1860s 1870s 1880s 1890s 1900s 1910s 1920s 1930s 1940s 1950s 1960s 1970s 1980s 1990s 2000s

1865-1877 : Reconstruction

In the decade following the Civil War, African Americans played a significant role in the politics of several Southern states. Hundreds were elected to local and state offices and 16 came to Capitol Hill, including two senators. All of the U.S. legislators were Republican and from the South, where blacks made up a large proportion of the population. African Americans largely supported the "Party of Lincoln" over Southern Democrats, who tended to favor pre-emancipation policies.



In 1870, Hiram R. Revels of Mississippi, the first black U.S. senator, filled former Confederate president Jefferson Davis's seat.

1877-1928 : Steps Backward

When the federal government pulled its troops from the South, it marked an end to federal efforts to protect black Americans' civil rights until the middle of the 20th century. Democrats regained control of the state legislatures and passed laws restricting the rights of blacks to vote, despite the passage of the 15th Amendment.

The 20th century Ku Klux Klan was organized near Atlanta in 1915, and its membership peaked in the 1920s.

A 20th Century First

A nearly three-decade stretch without blacks in Congress ended when Illinois elected Chicagoan Oscar S. DePriest (R) to the House in 1928.

DePriest was the first Northern black to be elected to Congress.

1930s: Party Shift

After 70 years of solidly backing the Republican Party, many black voters -- attracted to the policies embodied by President Franklin D. Roosevelt's New Deal programs -- decided to become Democrats.

Massive Migration

From 1910-1970, the election of African Americans to Congress spread north and west as some 7 million blacks left the South. By the mid 1960s, an overwhelming majority of black voters were registered as Democrats. The Voting Rights Act of 1965 reversed nearly a century of various state efforts to prevent blacks from voting.

1870: The 15th Amendment, guaranteeing male citizens the right to vote, is ratified.

CIVIL WAR

Virginia
N. Carolina
Louisiana
Florida
Alabama
S. Carolina
Georgia
Mississippi

NO BLACKS IN OFFICE

Illinois
New York
Michigan
Pennsylvania
California
Massachusetts
Missouri
Ohio
D.C.
Maryland
Texas
Tennessee
Indiana
New Jersey
Connecticut
Oklahoma
Wisconsin
Minnesota

1968: Shirley Chisholm (D-N.Y.) is elected to the House of Representatives becoming the first black woman to serve in Congress.

1990: Gary Franks (Conn.) is the first black Republican elected to the House in nearly 60 years.

1992: Carol Mosley Braun (D-Ill.) is the first black woman elected to the Senate.

Stephanie Tubbs Jones died Aug. 20

1990s: Redistricting

Until 1992, most black House members were elected from inner-city districts in the North and West. After the 1990 census, the courts ordered Congress to redraw congressional districts to create more with African American majorities. As a result, a record 17 black freshman members -- several from the South for the first time since Reconstruction -- were elected to the 103rd Congress.

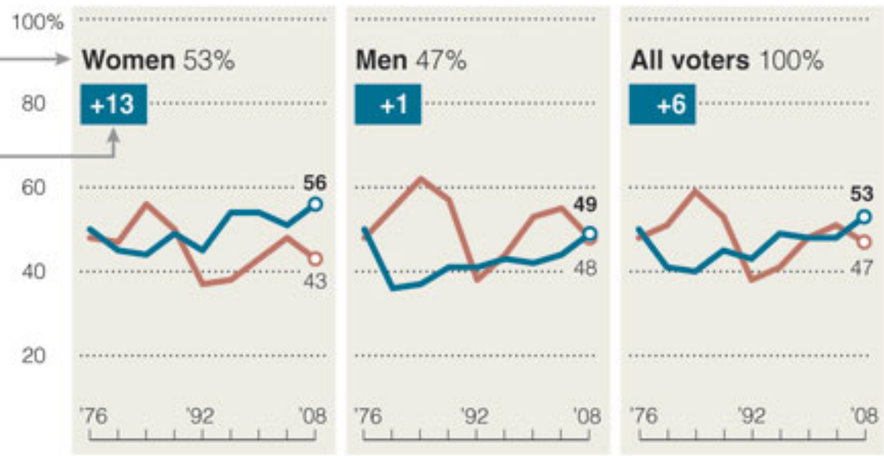
Virginia
North Carolina
Louisiana
Florida
Alabama
South Carolina
Georgia
Mississippi

Charts show how these groups voted in presidential elections going back as far as 1976, depending on the availability of exit poll data.

Groups Obama Won

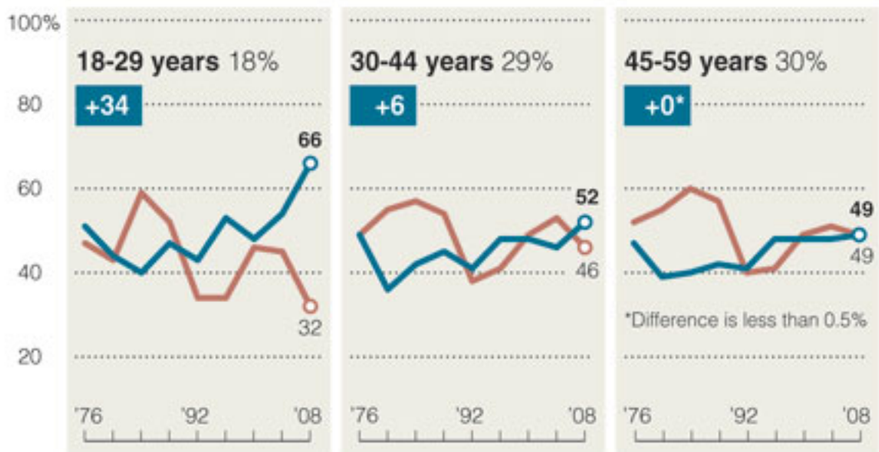
Groups McCain Won

LEGEND
Group and its share of all 2008 voters
2008 margin of victory, in percentage points
Percent voting for:
DEMOCRATIC CANDIDATES
REPUBLICAN CANDIDATES



Age

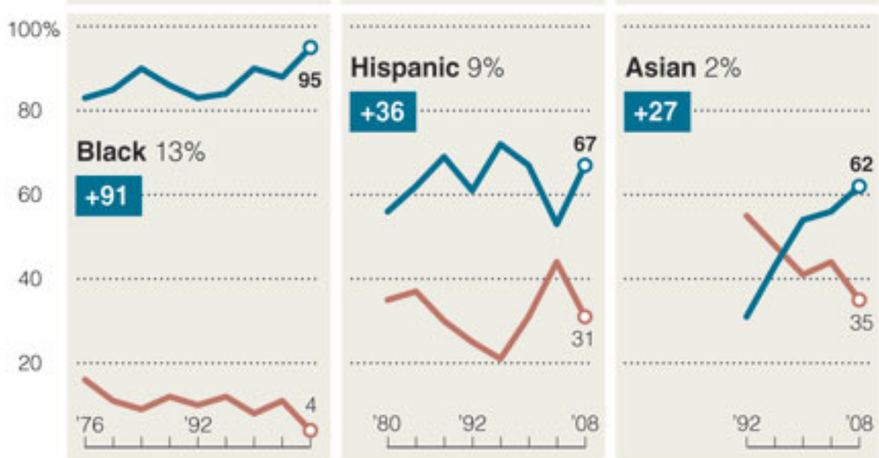
Voters age 60 and older were the only group to give John McCain a majority of their votes.

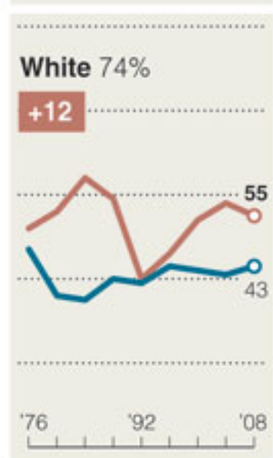


Mr. McCain won a majority of voters age 60 and older, thanks to strong support in the South from this group. Elsewhere in the country, a majority of voters 60 and older broke for Mr. Obama.

Race

Black, Hispanic and Asian voters all supported Barack Obama. White voters backed Mr. McCain, though white voters under age 30 sided with Mr. Obama.

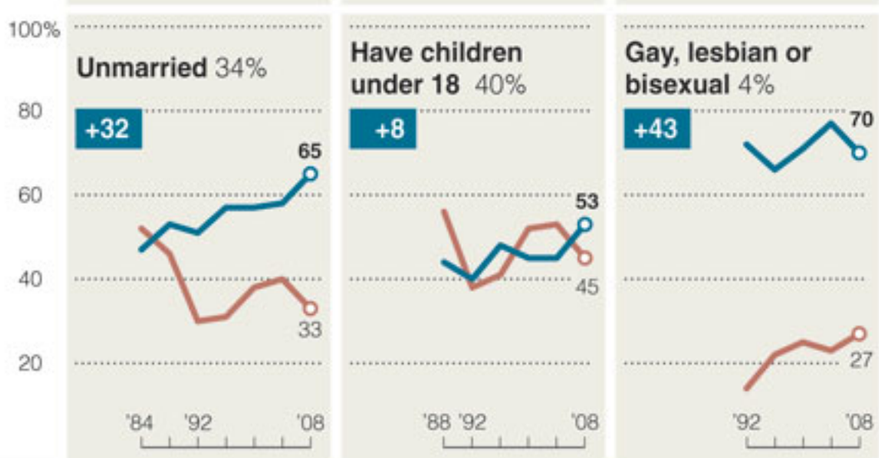


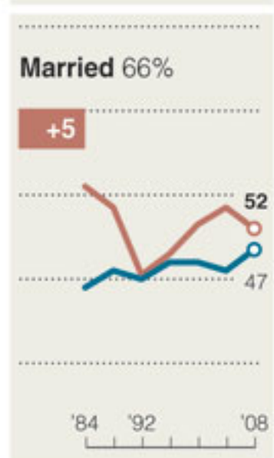


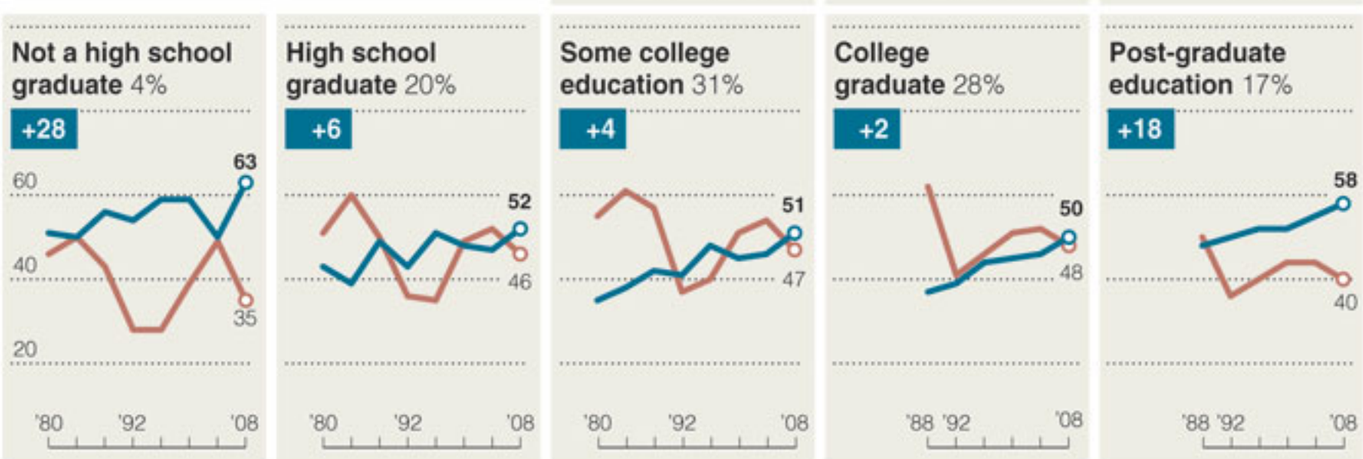
White men and women voted for Mr. McCain, as well as most whites living in the Midwest and the South.

Family Status

Unmarried women were 12 percentage points more likely to vote for Mr. Obama than unmarried men. Mothers of young children were 9 points more likely to vote for Obama than fathers.





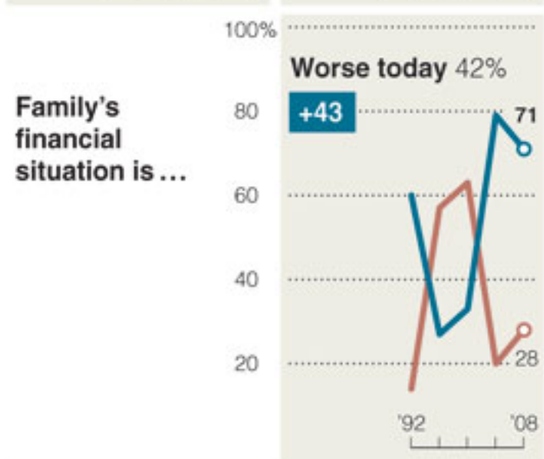


Education

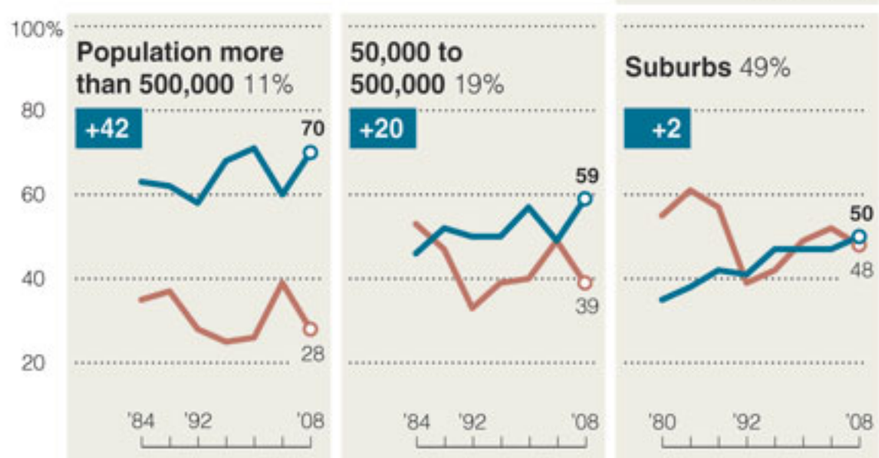
Whites without a college degree were 7 points more likely to vote for Mr. McCain than whites with a college degree. Women with college degrees were 9 points more likely to vote for Mr. Obama than men with college degrees.

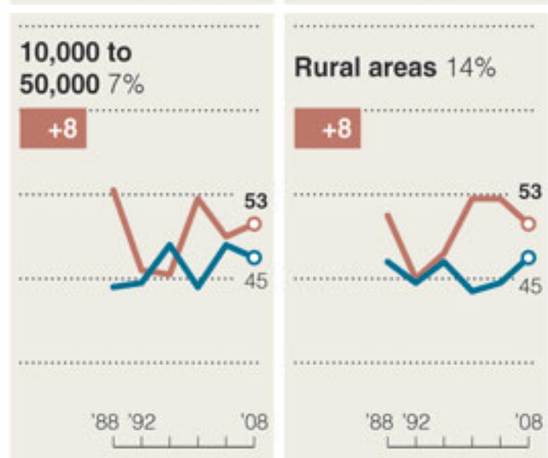
Financial Situation

Voters whose finances have improved during a president's tenure usually favor the incumbent; the challenger generally is preferred by voters who say their financial situation deteriorated. That held true this year.

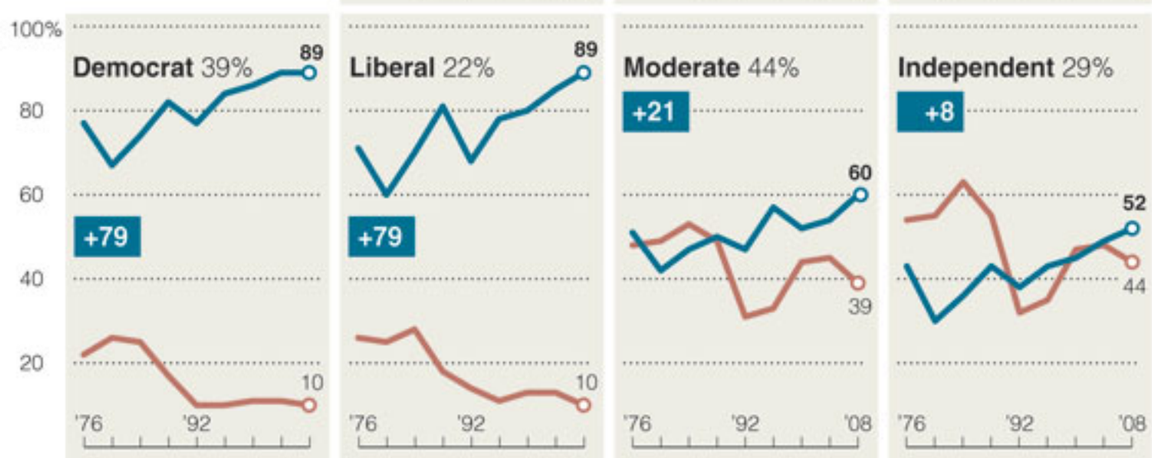


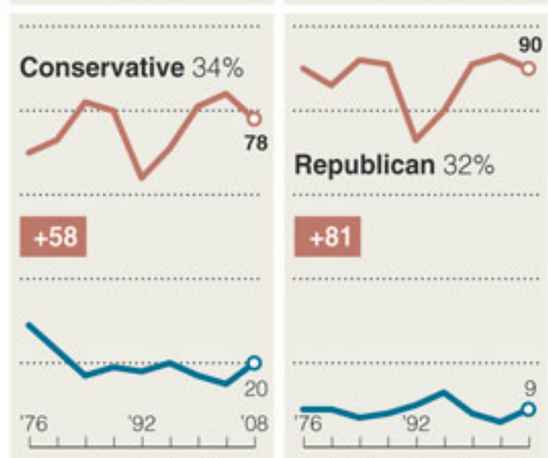
Size of Locality





Politics





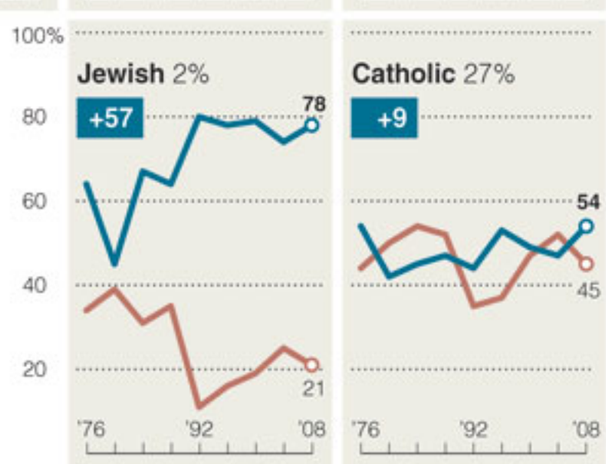
Data for 2008 was collected by Edison Media Research/Mitofsky International for the National Election Pool, a consortium of ABC News, The Associated Press, CBS News, CNN, Fox News and NBC News. In 2004, the exit poll was conducted by Edison/Mitofsky; in 1996 and 2000 by Voter News Service; in 1992 by Voter Research and Surveys; and in earlier years by The New York Times and CBS News.

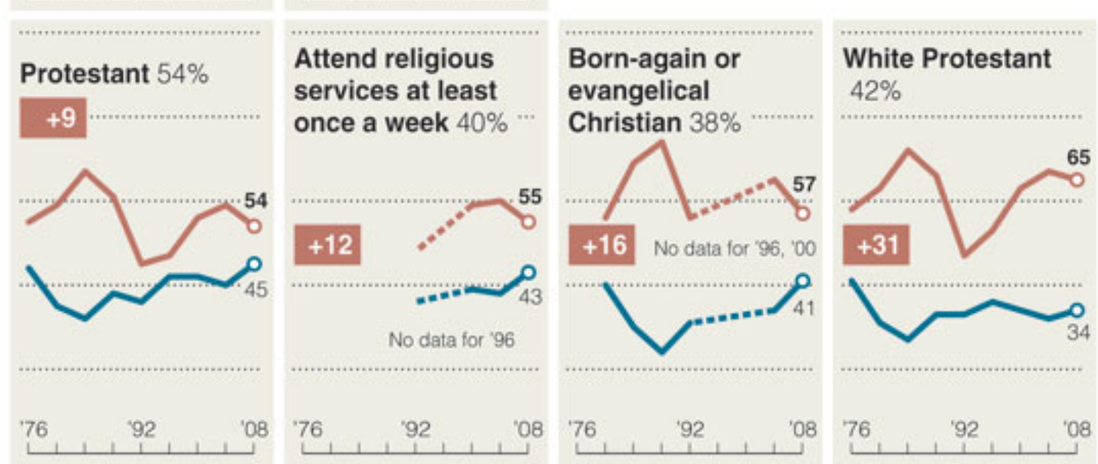
Direct comparisons from year-to-year should factor in differences in how the questions were asked. Race and sex were interviewer coded in 1976 and 1980. Hispanic American was on a item on a checklist in 1980. Independent or third party candidates are not shown.

Figures for more categories of voters are online at www.nytimes.com/weekinreview.

Religion

Mr. Obama made gains among Catholics, but white Catholics still favored his opponent. White Protestants backed Mr. McCain; Jewish voters continued their support of Democrats.





BILL MARSH AND MARJORIE CONNELLY/THE NEW YORK TIMES

Secuencia del impacto

Pérdida de altitud

1
Impacto con la parte de cola

2
Segundo impacto

3
Tercer impacto

4
Arrastre e incendio

Pista 36L-18R

Zona de seguridad

Carretera de servicio

Talud

Carretera de servicio

10 m

1.200 m

No está a escala

Arroyo de la Vega

Fuente: Comisión de Investigación de Accidentes y GoogleEarth.

EL PAÍS

AMY SCHOENFELD

Keeping Tabs on the $700 Billion Bailout

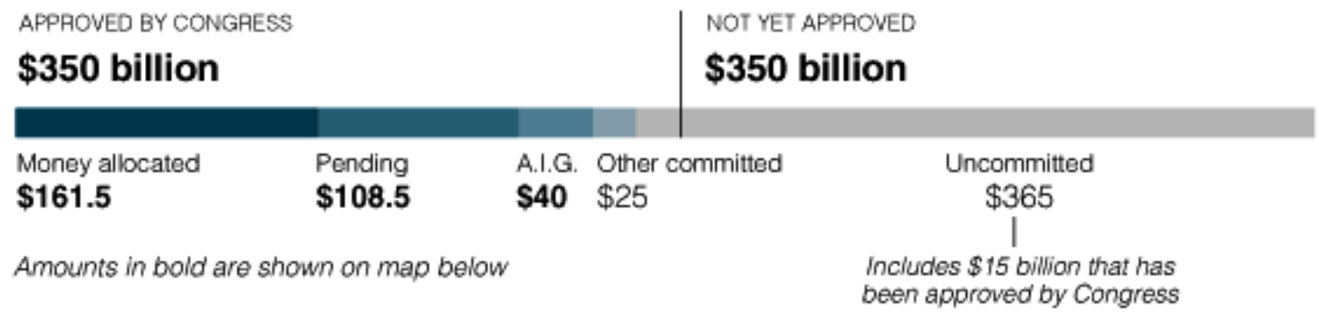
The Treasury Department's $700 billion buttress to the financial system was expected to enable banks to make more loans to companies and consumers.

But the Treasury has indicated that the 52 banks already funded by the program have mostly used their investments — $161.5 billion so far — to bolster their balance sheets at a time when options for raising capital are slim. And analysts expect that the more than 100 banks that have yet to receive money will be similarly cautious.

Treasury Secretary Henry M. Paulson Jr. has acknowledged that "lending won't materialize as fast as any of us would like," but has said that loans will begin to flow as confidence returns.

Some analysts agree. "In a few quarters, banks should be comfortable enough to begin to put that new capital to work," said Mark Fitzgibbon, a banking analyst at Sandler O'Neill & Partners.

But regulators will have to keep a watchful eye on banks, say officials in the Government Accountability Office. In a report released on Thursday, the office urged the Treasury to increase its oversight of the program, as banks are not currently required to report on their use of government dollars.



Companies that have received or expect to receive Treasury money
Circles sized by expected investment, in billions
Black outlines show banks that were required to accept financing

Labeled companies have received funds, according to the Treasury

Cascade Financial $0.039
Washington Federal $0.2
Heritage Financial $0.024
Umpqua Holdings $0.214
Columbia Banking System $0.077
Banner $0.124
Bank of Commerce Holdings $0.017
Wells Fargo $25 billion
UCBH Holdings $0.299
Heritage Commerce $0.040
Nara Bancorp $0.067
Zions Bancorp $1.4
Western Alliance Bancorporation $0.140
Pacific Capital Bancorp $0.181
First PacTrust Bancorp $0.019
City National $0.4
Broadway Financial $0.009
U.S. Bancorp $6.6
TCF Financial $0.361
HF Financial $0.025
Comerica $2.3
Associated Banc-Corp $0.525
Marshall & Ilsley $1.7
Northern Trust $1.6
Taylor Capital $0.105
Huntington $1.4
Porter Bancorp $0.035
First Horizon National $0.867
Regions Financial $3.5
Trustmark $0.215
KeyCorp $2.5
First Niagara Financial Group $0.184
Capital One $3.6
SunTrust $3.5
BB&T $3.1
First Community Bancshares $0.042
1st Financial Services $0.016
First Community $0.013
Bank of America $15
Ameris Bancorp $0.052
CenterState Banks of Florida $0.028
Boston Private Financial Holdings $0.154
Valley National Bancorp $0.3
State Street $2
Webster Financial $0.4
Severn $0.023
Provident $0.152

LARGEST NEW YORK-BASED APPLICANTS
Citigroup $50 billion
A.I.G. $40*
JPMorgan Chase $25
Morgan Stanley $10
Merrill Lynch $10
Goldman Sachs $10
Bank of New York Mellon $3

APPLICANTS OUTSIDE THE FINANCIAL INDUSTRY
U.S. municipalities $50 billion
U.S. automakers $34
Olmsted Falls, Ohio school district, $0.1

Figures as of Dec. 5.

The Biggest Nine

On Oct. 14, the Treasury required nine financial firms to accept a total of $125 billion. This kicked off the first half of the Treasury's $250 billion recapitalization program. The government also chose to invest $40 billion in the insurance giant A.I.G. in early November.

The Bank Tally

More than 160 banks have voluntarily applied for the program's remaining money. A third to a half have received money. But some applicants, like HopFed Bancorp in Kentucky, are weighing the drawbacks of participation, like limits on dividend payments, stock buyback programs and executive compensation.

Insurers and Others Jump In

The Treasury has allowed nonbanks to apply for money. Insurers like The Hartford, Protective Life and Lincoln National, as well as the credit card company American Express, have chosen this path, but none have received financing yet.

Outsiders Wait

Philadelphia, Atlanta and Phoenix asked the Treasury in November to provide $50 billion to help cities throughout the country. The Treasury has agreed to discuss the plan later this month. G.M., Ford and Chrysler offered plans to Congress last week for $34 billion in loans.

*Under other programs, the government has invested $53 billion in A.I.G. and has provided the company with $60 billion in loans.

Sources: Treasury; companies; Bloomberg; Sandler O'Neill & Partners; American Bankers Association

VIENE DE LA **PÁGINA ANTERIOR**

varon porque no pudieron tomar el vuelo: estaba sobrevendido y se quedaron en tierra. No podían creer su suerte. El vuelo era compartido entre Spanair y la aerolínea alemana Lufthansa, que confirmó que había vendido siete de los billetes, cuatro de ellos a alemanes. Los pasajeros embarcaron desde la Terminal 2, aunque despegaron de las nuevas pistas junto a la Terminal 4.

Pese a la gravedad del accidente, Spanair no aclaró demasiado en la conferencia de prensa que convocó a media tarde. Compareció el director comercial de la compañía, Sergio Allard, para mostrar "su apoyo a familiares y autoridades". "Hasta que no demos la información a los familiares, no podemos comunicar nada sobre los pasajeros", añadió el directivo de Spanair. Así, cuatro horas después del accidente, la aerolínea apenas aportó algún dato sobre el siniestro o el estado de las víctimas. Las preguntas encontraron respuestas vagas: "No disponemos de esa información" o "no podemos especular". La comparecencia no aclaró qué pasó antes del despegue ni confirmó si el avión salió con retraso.

Los familiares de los pasajeros también protestaron de la escasa información que ofreció la compañía, inmersa en una grave crisis desde 2003. Familiares de las víctimas se quejaban de que Spanair les remitía de un lado a otro sin concretar si sus familiares estaban vivos o muertos. A las ocho de la tarde, casi seis horas después de la tragedia, incluso familiares de miembros de la tripulación desconocían si había algún superviviente entre el personal del vuelo y la compañía no facilitaba ninguna información.

La cuñada del escritor Moncho Alpuente viajaba en el avión. María del Carmen Vallejo Junco, de 47 años, tomó ese vuelo para visitar a su madre por vacaciones. "Spanair se ha portado tan mal que cuando dieron el número de información, sobre las cinco de la tarde, llamamos y nos

El queroseno causó un incendio que destrozó el fuselaje, que cayó a un río

Muchos cadáveres estaban carbonizados y mutilados

atendió una máquina que nos preguntaba si queríamos hacer una reserva de un vuelo. Tras 16 llamadas a otro número, lo único que logramos es que tomasen nota de nuestro móvil y aún no hemos tenido noticias". Eran las 21.22.

Martin Bechling expresaba desde Alemania entre gritos y sollozos su indignación. Pasada la medianoche no sabía nada de su cuñado: "¡El teléfono de atención no existe y no sé nada de mi cuñado. España es un país muy atrasado!". Las autoridades alemanas le han pedido que viaje a Madrid con un cepillo de dientes y un peine con pelos de su cuñado, por si fuera necesario recurrir al ADN para identificarlo.

En el aeropuerto los familiares también mostraron su cólera. "El avión estaba roto y lo sabían. Se los han cargado", bramaba un hombre con su esposa y sus tres hijas, al salir de la sala para familiares en la T-4, donde fueron atendidos por psicólogos. "Un amigo mío ha perdido a toda su familia. Estaban los cinco en el avión", añadió otro. La ministra de Fomento, Magdalena Álvarez, compareció en Barajas por la tarde pero allí no admitió preguntas y calificó lo ocurrido de "horrible accidente y tragedia". Entonces Lufthansa criticó que España no diera una lista de pasajeros. Sólo al filo de las 23.00, el Gobierno y Spanair hicieron pública la lista completa de pasajeros, sin precisar quiénes habían fallecido. A a esa hora faltaban dos heridos por identificar. La ministra señaló en su segunda rueda de prensa —en la que sí aceptó preguntas— a la aerolínea como responsable: "El comandante decide si vuela o no. Lo valora. Si se supone que el avión debe ser revisado, vuelve".

Un piloto experimentado explica que dado que los aviones están preparados para despegar incluso con un solo motor, es probable que éste estallase. Un incendio o una parada en el motor hubiese sido, en principio, menos grave, pero al llevar los MD los motores en la cola, el estallido de uno de ellos desestabiliza de modo dramático el aparato. El despegue es el momento más crítico para un vuelo, cuando el avión va cargado de combustible. La investigación oficial tardará meses.

Spanair tenía previsto sustituir los MD, aunque no aclaró si el siniestrado estaba en ese plan. Las aerolíneas están remplazando estos aparatos porque consumen mucho combustible, no porque sean inseguros. Fuentes de la compañía aseguraron que habían fletado un avión para llevar a Madrid desde Mallorca —sede de la empresa— a la cúpula de la compañía. El aparato pasó la revisión anual el 24 de enero por personal de la compañía y desde entonces no ha registrado incidencias. Tenía 15 años de antigüedad y llevaba nueve años volando para Spanair. Según Fomento, tenía todos los permisos en regla.

Fuentes del Sindicato de Pilotos explicaron que el comandante del avión, Luis Luna Gil, "era veterano" y con ocho años de experiencia con este modelo, muy usado por las compañías aéreas.

El aeropuerto permaneció cerrado durante casi dos horas, el tiempo necesario para que los helicópteros apagasen el incendio. El caos fue total.

Los pasajeros afectados por las alteraciones derivadas del accidente aéreo se contaron por miles. Fuentes de AENA (la empresa pública que gestiona los aeropuertos) en Barajas no podían concretar el número de vuelos afectados, por cancelación y retraso, ni sus destinos, dado el caos generado por el incidente, pero a las 19.00 horas habían operado 812 de los 1.258 vuelos de llegada y salida programados. En la torre de control los controladores seguían con las operaciones apenas, en silencio.

Poco antes de las 20.00, los equipos de rescate levantaron lo que quedaba del fuselaje del río. "Han salido a flote varios cadáveres que había debajo", zarjó una fuente desde el lugar del siniestro. "Faltan 20 cadáveres por localizar". El juez de guardia de Madrid, Javier Pérez, ordenó la presencia en el lugar de los hechos de un equipo de submarinistas de la Guardia Civil para rastrear el río y tratar de localizar a las víctimas. Fuentes judiciales explicaron ayer que algunos indicios apuntan a que ha podido haber

El aeropuerto cerró dos horas mientras los helicópteros apagaban las llamas

Varios cadáveres salieron a flote tras extraerse del río parte del fuselaje

"un error humano". "Parece que el avión fue devuelto cuando estaba en la cola para despegar porque se detectó un fallo mecánico que parece había en un motor. Y tras ser revisado, fue autorizado su despegue", añaden. "Aún no es una información oficial, pero habrá que investigar si eso fue así, quién revisó ese fallo y quién autorizó el despegue de la nave. Habrá que esperar a analizar la caja negra del avión, que ya está en poder del juez", añadieron esas fuentes.

Ilema, el recinto ferial de Madrid, revivió los días trágicos del 11-M. Como tras la matanza de Atocha, fue utilizado como tanatorio. Los cadáveres —muchos irreconocibles, carbonizados, mutilados— fueron trasladados al pabellón 6 del recinto ferial. Los equipos de rescate, tras recibir autorización del juez, evacuaron los restos de las víctimas. "Es impresionante, hay trozos de cadáveres en un amplio perímetro en torno al avión, partido en tres trozos grandes y otros más pequeños", según los citados medios.

Miembros de la Dirección General de Aviación Civil se presentaron en el lugar del siniestro y pidieron permiso al juez Pérez para investigar las causas del accidente. Fuentes judiciales avanzaron ayer tarde que las tareas de identificación de casi un centenar de las víctimas iba a resultar complicada debido al estado de muchos de los cuerpos.

El siniestro tiñó de luto España. El presidente del Gobierno, José Luis Rodríguez Zapatero, suspendió sus vacaciones en Doñana y acudió a Barajas a ver a los familiares. "El Gobierno volcará todos sus esfuerzos en el apoyo a las familias", declaró. El presidente del PP, Mariano Rajoy, suspendió sus actos en Pontevedra y también acudió al aeropuerto. El Rey, que se encontraba fuera de Madrid, expresó sus condolencias. Las muestras de duelo fueron continuas y líderes de todo el mundo trasladaron al Gobierno sus pesar. La delegación española en los Juegos Olímpicos de Pekín guardará un minuto de silencio en las competiciones que dispute hoy. A las 12.00 hay convocado un minuto de silencio en la Plaza de Cibeles de Madrid, ciudad que decretó tres días de luto oficial.

El decanato de los juzgados de Madrid, que dirige el juez José Luis González Armengol, movilizó a una veintena de forenses para que se trasladasen a Ilema e intervenir en la identificación de los cadáveres.

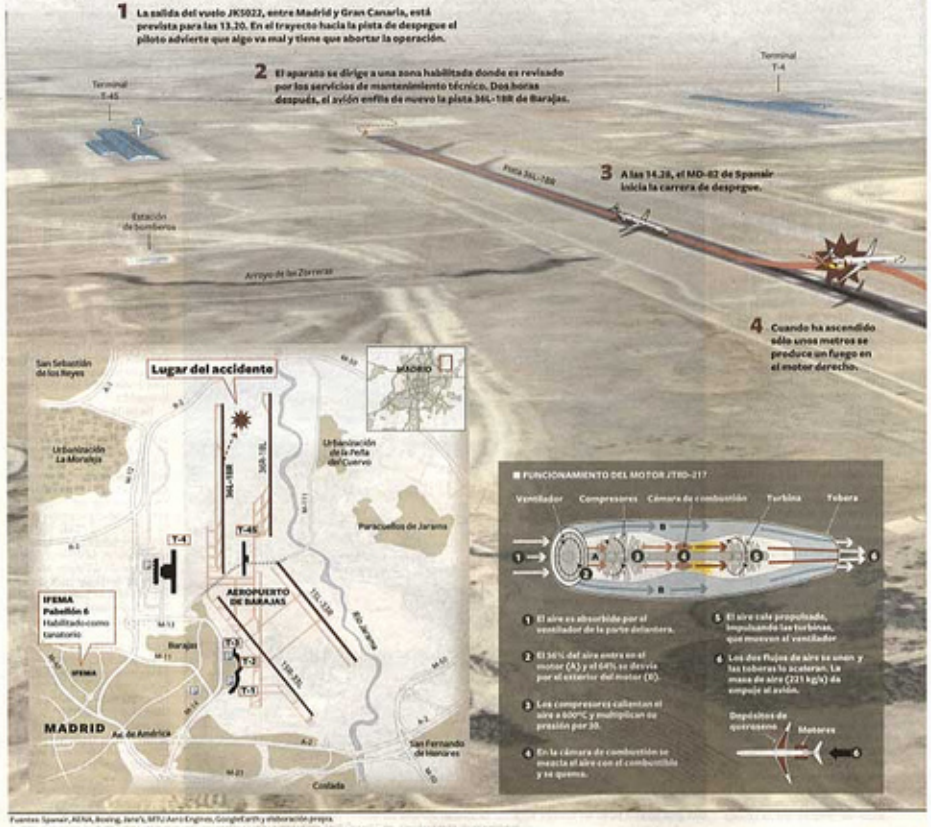
Como los fallecidos ayer, unas 1.800 personas han muerto en grandes siniestros de la aviación en España desde 1970. El 27 de marzo de 1977 en el aeropuerto de Los Rodeos (Tenerife) fallecieron 583 personas. Barajas. El aeropuerto de Barajas no había sufrido un accidente con muertos desde el 7 de diciembre de 1983, que causó 93 víctimas. El día de ayer ya está en la historia negra de la aviación.

EL PAÍS.com

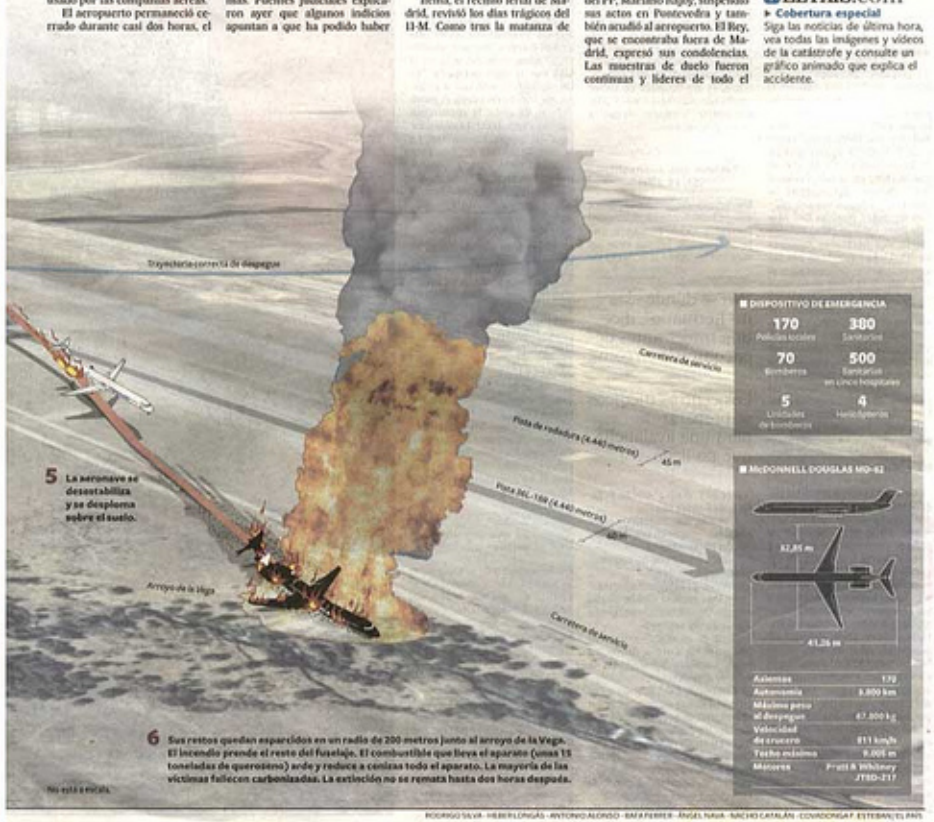
▸ **Cobertura especial**

Siga las noticias de última hora, vea todas las imágenes y vídeos de la catástrofe y consulte un gráfico animado que explica el accidente.

Accidente aéreo en el aeropuerto de Madrid-Barajas



Fuentes: Spanair, AENA, Boeing, Jane's, MTU Aero Engines, GoogleEarth y elaboración propia.



RODRIGO SILVA - HEBER LONGÁS - ANTONIO ALONSO - RAÚL FERRER - ÁNGEL NAVA - NACHO CATALÁN - COVADONGA F. ESTEBAN/EL PAÍS

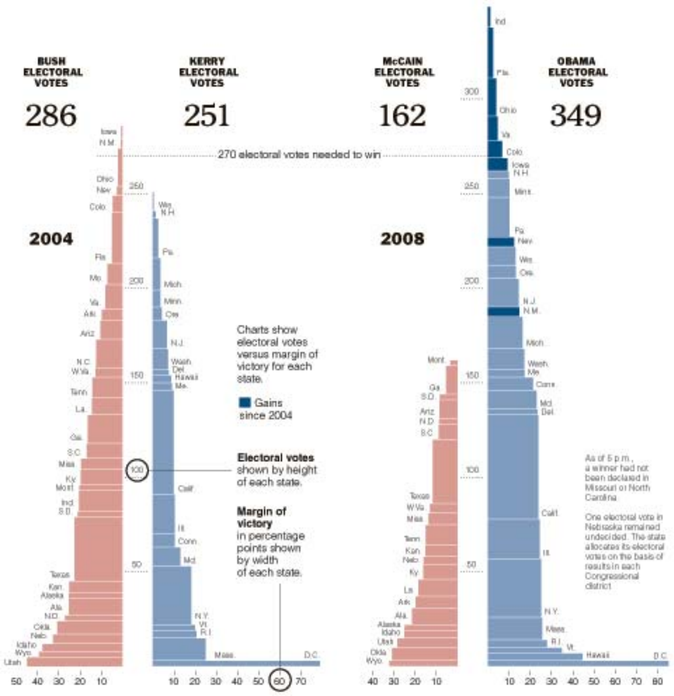
In a Decisive Victory, Obama Reshapes the Electoral Map

Barack Obama's historic win, with at least 349 electoral votes to John McCain's 162, can be attributed to his victories in several high-population states, like Florida, Virginia and Ohio, that George W. Bush won handily in 2004.

The struggling economy, especially in more industrial states, and high numbers of new voters helped flip key areas from red to blue.

Even where Mr. McCain beat Mr. Obama, he won by slimmer margins, as much of the electorate — across age, race and income lines — swung toward the Democratic Party.

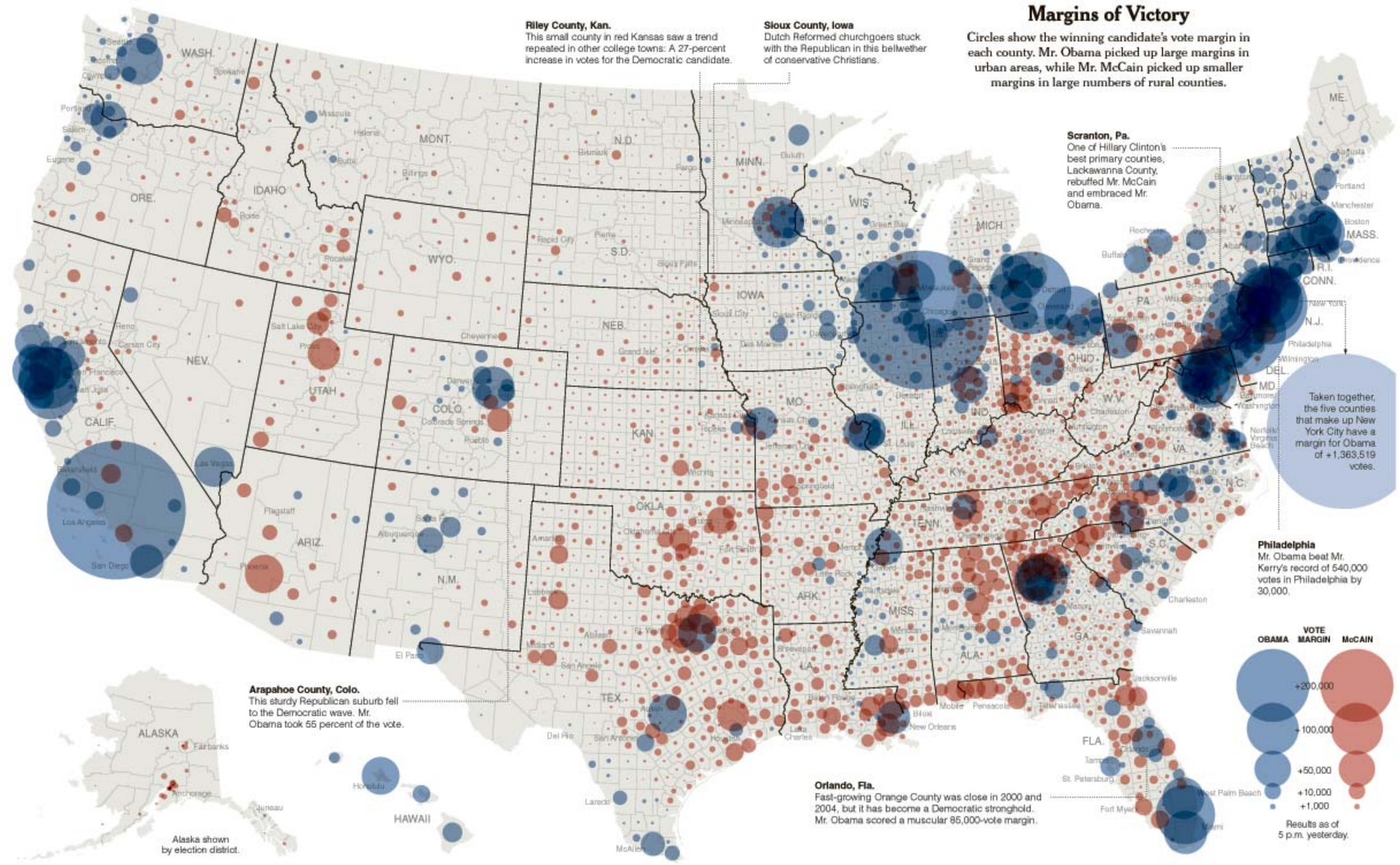
By Erin Aigner, Joe Burgess, Baden Copeland, Matthew Ericson, Hannah Fairfield, Ford Fessenden, Haeyoun Park and Archie Tse



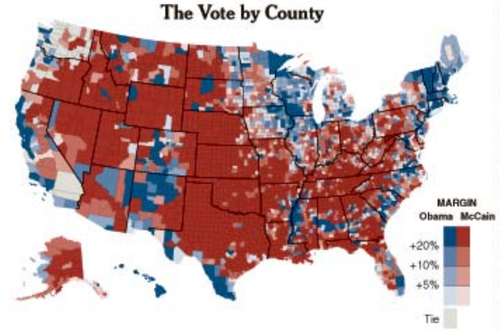
Results as of 5 p.m.	Pct. of districts reporting	Barack Obama DEMOCRAT		John McCain REPUBLICAN		Margin (PCT. POINTS) 2008	2004	MARGIN CHANGE FROM 2004 State voted more ◄Democratic | Republican►	Electoral votes
States won by Obama									**349**
Hawaii	100%	298,621	72%	110,848	27%	+45	+ 9	+36	4
Indiana	100%	1,367,264	50%	1,341,101	49%	< 1	+21	+22	11
Delaware	100%	247,386	61%	151,667	38%	+24	+ 8	+16	3
New Mexico	100%	452,038	57%	332,979	42%	+15	< 1	+16	5
Vermont	97%	201,999	67%	95,422	32%	+35	+20	+15	3
Nevada	100%	531,884	55%	411,988	43%	+12	+ 3	+15	5
Illinois	100%	3,293,340	62%	1,975,801	37%	+25	+10	+14	21
California	97%	6,179,542	61%	3,738,444	37%	+24	+10	+14	55
Michigan	100%	2,867,680	57%	2,044,405	41%	+16	+ 3	+13	17
Virginia	99%	1,792,502	52%	1,637,337	47%	+ 4	+ 8	+13	13
Wisconsin	100%	1,633,117	56%	1,251,653	43%	+13	< 1	+13	10
Colorado	92%	1,109,328	53%	966,957	46%	+ 7	+ 5	+11	9
Connecticut	98%	943,819	60%	606,268	39%	+22	+10	+11	7
Maryland	99%	1,409,150	61%	873,320	38%	+23	+13	+10	10
Iowa	100%	818,240	54%	677,508	45%	+ 9	< 1	+10	7
Washington	58%	960,226	57%	690,352	41%	+16	+ 7	+ 9	11
Oregon	70%	695,695	55%	532,078	42%	+13	+ 4	+ 9	7
New Hampshire	92%	355,901	55%	290,944	45%	+10	+ 1	+ 9	4
Maine	92%	390,147	58%	271,876	40%	+18	+ 9	+ 9	4
New Jersey	100%	2,073,934	57%	1,540,907	42%	+15	+ 7	+ 8	15
Pennsylvania	100%	3,184,807	55%	2,584,119	44%	+10	+ 3	+ 8	21
Rhode Island	98%	275,028	63%	152,197	35%	+28	+21	+ 8	4
Florida	100%	4,103,638	51%	3,908,736	48%	+ 2	+ 5	+ 7	27
New York	99%	4,357,360	62%	2,573,368	37%	+25	+18	+ 7	31
Minnesota	100%	1,573,246	54%	1,275,653	44%	+10	+ 3	+ 7	10
D.C.	100%	210,403	93%	14,821	7%	+86	+80	+ 6	3
Ohio	98%	2,667,468	51%	2,461,198	47%	+ 4	+ 2	+ 6	20
Massachusetts	100%	1,890,183	62%	1,104,086	36%	+26	+25	+ 1	12
States won by McCain									**162**
North Dakota	100%	141,113	45%	168,523	53%	+ 9	+27	+19	3
Nebraska	100%	315,913	41%	439,421	57%	+16	+33	+17	4
Montana	100%	220,401	47%	236,513	50%	+ 3	+21	+17	3
Utah	100%	301,771	34%	555,497	63%	+29	+46	+17	5
South Dakota	100%	170,877	45%	202,999	53%	+ 8	+21	+13	3
Idaho	100%	235,709	36%	402,096	62%	+25	+38	+13	4
Georgia	99%	1,811,198	47%	2,022,409	52%	+ 5	+17	+11	15
Texas	100%	3,521,164	44%	4,467,748	56%	+12	+23	+11	34
Kansas	100%	499,863	41%	685,414	57%	+15	+25	+10	6
South Carolina	100%	842,441	45%	1,008,727	54%	+ 9	+17	+ 8	8
Wyoming	100%	80,496	33%	160,639	65%	+33	+40	+ 7	3
Mississippi	100%	517,899	43%	684,475	56%	+14	+20	+ 6	6
Alabama	100%	811,510	39%	1,263,741	60%	+22	+26	+ 4	9
Kentucky	100%	746,510	41%	1,043,264	57%	+16	+20	+ 4	8
Arizona	99%	851,589	45%	1,012,878	54%	+ 9	+10	+ 2	10
Alaska	99%	80,340	38%	136,348	62%	+25	+26	< 1	3
Oklahoma	100%	502,286	34%	959,645	66%	+31	+31	< 1 ►	7
West Virginia	100%	301,438	43%	394,278	56%	+13	+13	< 1 ►	5
Tennessee	100%	1,081,074	42%	1,470,160	57%	+15	+14	+ 1 ►	11
Louisiana	100%	780,981	40%	1,147,603	59%	+19	+15	+ 4 ►	9
Arkansas	98%	417,314	39%	632,140	59%	+20	+10	+10 ►	6
No winner called									**27**
Missouri	100%	1,436,745	49%	1,442,613	49%		+ 7		11
North Carolina	100%	2,115,854	50%	2,102,761	50%		+12		15
TOTAL	**98%**	**63,668,432**	**53%**	**56,255,927**	**47%**		< 1		**538**

Margins of Victory

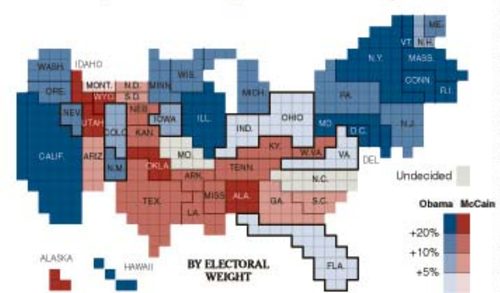
Circles show the winning candidate's vote margin in each county. Mr. Obama picked up large margins in urban areas, while Mr. McCain picked up smaller margins in large numbers of rural counties.



The Vote by County



Two Views of the Electoral Vote



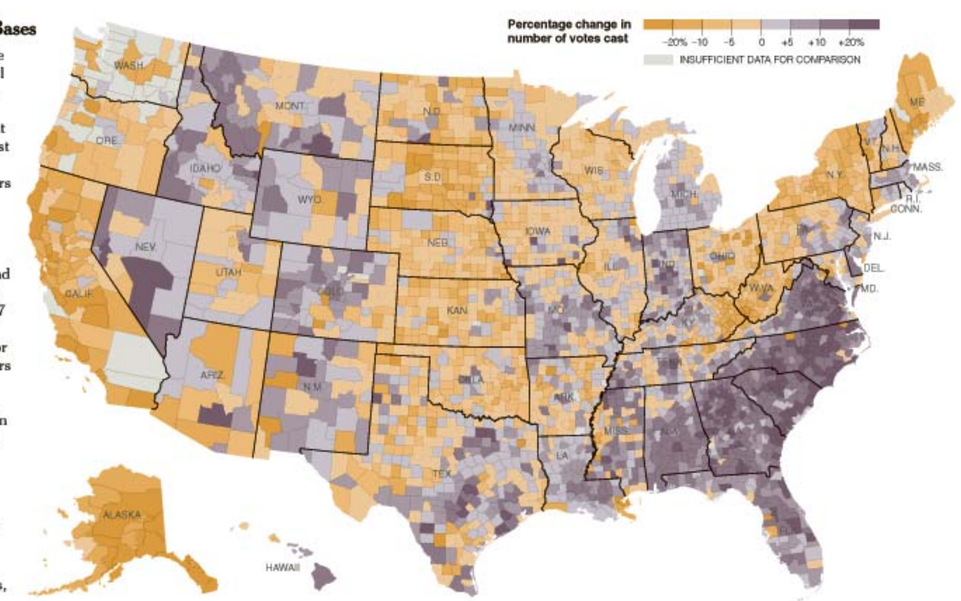
New Voters, New Power Bases

Mr. Obama's campaign theme of change created a groundswell of support in areas of the country hurt by the weakened economy. Rising unemployment and housing foreclosures in Rust Belt states, as well as Florida and Nevada, may have led voters to support Mr. Obama.

A powerful get-out-the-vote effort paid off for the Obama campaign in certain crucial states, like Florida, Colorado and Nevada. The number of people who voted in Florida rose by 9.7 percent from 2004. Many of those voters went to the polls for the first time — and those voters chose Mr. Obama nearly 70 percent of the time.

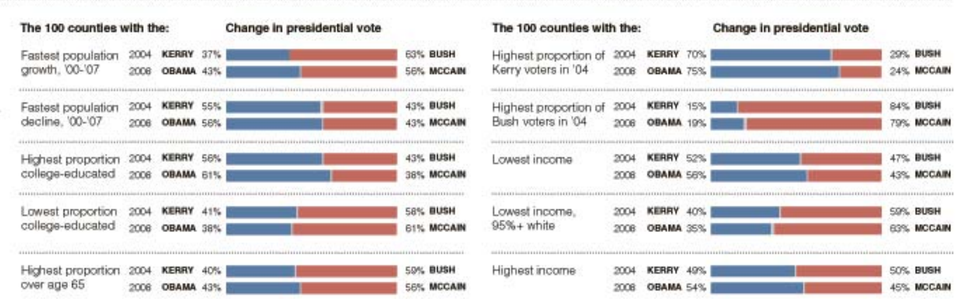
Voter figures were also high in states won by Mr. McCain, like South Carolina, Georgia and Alabama.

Turnout may have been a defining factor in Indiana, a battleground state that had 5.3 percent more voters than in 2004. It awarded a narrow victory, and its 11 electoral votes, to Mr. Obama.



Shifting Demographics

The electorate moved toward the Democratic Party across nearly every demographic category. Many shifts were a few percentage points, but several categories had much higher jumps. One exception to the trend: low-income white counties moved solidly toward the Republican side.



Sources: Historical results from Dave Leip's Atlas of U.S. Presidential Elections; 2008 results from Associated Press

THE NEW YORK TIMES

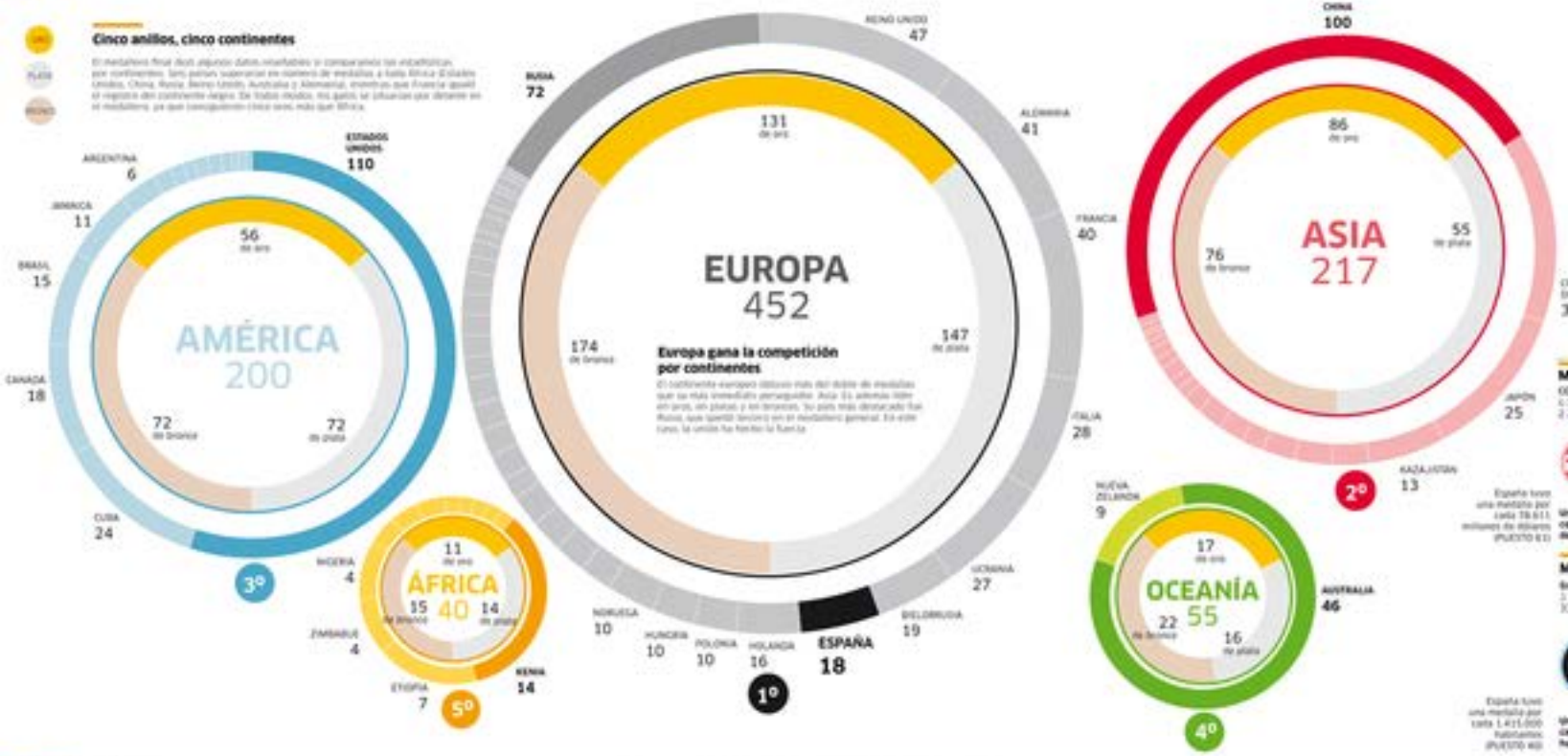
RADIOGRAFÍA Público

El medallero es un mundo

Análisis de los Juegos Olímpicos según la distribución geográfica de los éxitos deportivos

Cinco anillos, cinco continentes

El medallero final dejó algunos datos interesantes si comparamos las estadísticas por continentes. Seis países superaron en número de medallas a toda África: Estados Unidos, China, Rusia, Reino Unido, Australia y Alemania, enemigos que Francia ayudó al registro del continente negro. De todos modos, los galos se situaron por detrás en el medallero, ya que conseguieron cinco oros más que África.



Europa gana la competición por continentes

El continente europeo obtuvo más del doble de medallas que su más inmediato perseguidor: Asia. Es además líder en oro, en platas y en bronces. Su país más destacado fue Rusia, que ganó tercero en el medallero general. En este curso, la unión fue hacia la fuerza.

Deportistas con más oros que muchos países

(Tiene además una plata y un bronce)

Medallero completo

PAÍSES	ORO	PL	BR	TOT
CHINA	51	21	28	100
EEUU	36	38	36	110
RUSIA	23	21	28	72
R.UNIDO	19	13	15	47
ALEMANIA	16	10	15	41
AUSTRALIA	14	15	17	46
COREA SUR	13	10	8	31
JAPÓN	9	10	6	25
ITALIA	8	10	10	28
FRANCIA	7	16	17	40
UCRANIA	7	5	15	27
HUNGRÍA	6	4	6	16
PAÍSES BAJOS	6	6	5	17
CUBA	6	4	14	24
ESPAÑA	5	10	3	18
BIELORRUSIA	5	4	10	19
KENIA	5	4	5	14
ETIOPÍA	5	2	0	7
JAMAICA	4	5	2	11
CROACIA	4	3	1	8
ESLOVENIA	4	2	1	7
NORUEGA	4	1	5	10
ESTONIA	4	1	0	5
ESLOVAQUIA	4	0	1	5
NUEVA ZELANDA	3	4	2	9
GRECIA	3	4	1	8
MONGOLIA	3	2	4	9
TAILANDIA	3	2	1	6
KAZAJISTÁN	3	1	9	13
BRASIL	3	1	5	9
TURQUÍA	3	1	3	7
ZIMBABUE	3	1	0	4
AZERBAIYAN	3	1	0	4
UZBEKISTÁN	3	1	0	4
ECUADOR	3	1	0	4
ARGELIA	3	1	0	4
BELGICA	3	0	6	9
R. DOMINICANA	3	0	3	6
ESTONIA	3	0	2	5
PORTUGAL	3	0	1	4
INDIA	3	0	0	3
IRÁN	3	0	0	3
BAREIN	3	0	0	3
TUNEZ	3	0	0	3
ELECIA	3	0	0	3
CROACIA	3	0	0	3
CHIPRE	3	0	0	3
TRINIDAD Y TOB	3	0	0	3
GRECIA	2	5	1	8
AUSTRIA	2	4	3	9
ALBANIA	2	3	1	6
ISLANDIA	2	3	0	5
MALASIA	2	2	5	9
COLOMBIA	2	2	3	7
KIRGUISTÁN	2	2	2	6
MARRUECOS	2	2	1	5
SINGAPUR	2	2	0	4
PERÚ	2	2	0	4
VIETNAM	2	1	4	7
ARMENIA	2	1	3	6
CHINA TAIPEI	2	1	2	5
ARGENTINA	2	1	1	4
EGIPTO	2	1	0	3
IRAQ	2	1	0	3
MOLDAVIA	2	1	0	3
MACEDONIA	2	1	0	3
VENEZUELA	2	0	4	6
CHILE	2	0	3	5
ARMENIA	2	0	2	4
ISRAEL	2	0	1	3
MALTA	2	0	1	3
PAKISTÁN	2	0	0	2
PANAMÁ	2	0	0	2
SUDÁFRICA	2	0	0	2
ZAMBIA	2	0	0	2
AZERBAIYAN	2	0	0	2
KUWAIT	2	0	0	2
MOLDAVIA	2	0	0	2
MONACO	2	0	0	2
NIGERIA	2	0	0	2
PAKISTÁN	2	0	0	2
TAILANDIA	2	0	0	2
TURKMENISTÁN	2	0	0	2
ARGELIA	2	0	0	2
BAREIN	2	0	0	2
CHIPRE	2	0	0	2
ECUADOR	2	0	0	2
ELECIA	2	0	0	2
GUATEMALA	2	0	0	2
MALASIA	2	0	0	2
MARRUECOS	2	0	0	2
SINGAPUR	2	0	0	2
SUDÁN	2	0	0	2
VIETNAM	2	0	0	2
ARMENIA	1	5	3	9
ARGENTINA	1	3	2	6
ESLOVAQUIA	1	3	1	5
ISRAEL	1	2	3	6
MALTA	1	2	1	4
PAKISTÁN	1	2	0	3
PERÚ	1	2	0	3
VENEZUELA	1	2	0	3
ARGELIA	1	1	4	6
CHILE	1	1	3	5
ECUADOR	1	1	2	4
ELECIA	1	1	1	3
GUATEMALA	1	1	1	3
MALASIA	1	1	1	3
MARRUECOS	1	1	1	3
SINGAPUR	1	1	1	3
SUDÁN	1	1	1	3
VIETNAM	1	1	1	3
ARMENIA	1	1	0	2
ARGENTINA	1	1	0	2
ESLOVAQUIA	1	1	0	2
ISRAEL	1	1	0	2
MALTA	1	1	0	2
PAKISTÁN	1	1	0	2
PERÚ	1	1	0	2
VENEZUELA	1	1	0	2
ARGELIA	1	0	4	5
CHILE	1	0	3	4
ECUADOR	1	0	2	3
ELECIA	1	0	1	2
GUATEMALA	1	0	1	2
MALASIA	1	0	1	2
MARRUECOS	1	0	1	2
SINGAPUR	1	0	1	2
SUDÁN	1	0	1	2
VIETNAM	1	0	1	2
ARMENIA	1	0	0	1
ARGENTINA	1	0	0	1
ESLOVAQUIA	1	0	0	1
ISRAEL	1	0	0	1
MALTA	1	0	0	1
PAKISTÁN	1	0	0	1
PERÚ	1	0	0	1
VENEZUELA	1	0	0	1

Medallas por PIB

COREA DEL NORTE	JAMAICA	MONGOLIA
6 medallas	11 medallas	4 medallas
2.226 mill. $	8.905 mill. $	3.854 mill. $
Una medalla por cada 370 millones de dólares	Una medalla por cada 810 millones de dólares	Una medalla por cada 810 millones de dólares

Los datos de Zimbabue

España tuvo una medalla por cada 78.611 millones de dólares (PUESTO 61)

Medallas por población

BAHAMAS	JAMAICA	ISLANDIA
3 medallas	11 medallas	1 medalla
331.000 habitantes	2.741.000 habitantes	316.252 habitantes
Una medalla por cada 101.500 habitantes	Una medalla por cada 248.727 habitantes	Una medalla por cada 316.252 habitantes

España tuvo una medalla por cada 1.415.000 habitantes (PUESTO 40)

El día a día de los oros

NOTA: Si un país de los destacados en la clave suma un oro, más ■ este incluido en su continente

ORO PARA EUROPA · ORO PARA ESPAÑA · ORO PARA AMÉRICA · ORO PARA EEUU · ORO PARA ASIA · ORO PARA CHINA · ORO PARA ÁFRICA · ORO PARA KENIA · ORO PARA AUSTRALIA · ORO PARA OCEANÍA

Samuel Sánchez — Ciclismo en ruta

Comienzan las pruebas de natación

Comienzan las pruebas de gimnasia — EEUU logra sus tres oros en natación. Primer día en el que EEUU no logra ningún oro

Comienzan las pruebas de atletismo — Con la llegada del atletismo Etiopía logra el primer oro para África

Juan Llaneras — Ciclismo en pista

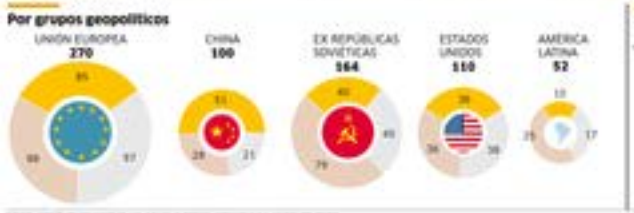
Rafa Nadal — Tenis. Kenia triunfaría en medallero en 2.000 m. obstáculos masculinos y 800 m. lisos femeninos

Final de las competiciones de gimnasia artística y hañanífica

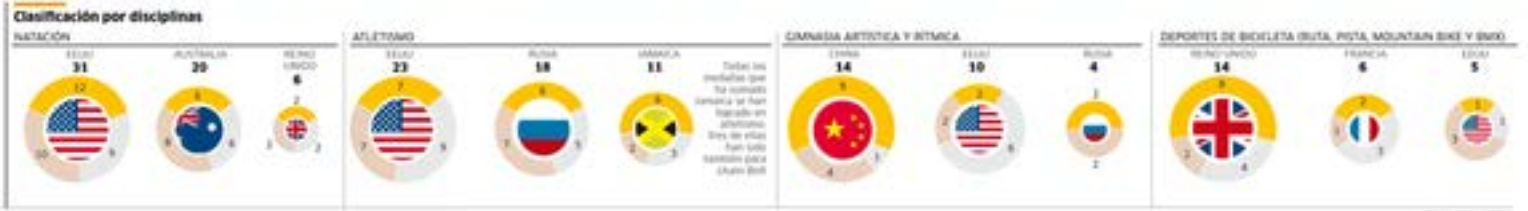
Echávarri y Díaz — Tornado

Cravioto y Pérez — K2 500 m. Kenia se llevó el oro en maratón, uno de los dos protagonistas y que se premia hacienda la entrega de medallas en la ceremonia de clausura

Por grupos geopolíticos



Clasificación por disciplinas



An Average Consumer's Spending

Each shape below represents how much the average American spends in different categories. Larger shapes make up a larger part of spending.

Color shows change in prices from March 2007 to March 2008

ZOOM IN ZOOM OUT

Food and beverages 15%

The high price of oil is a factor that has made food prices rise quickly.

Miscellaneous 3%

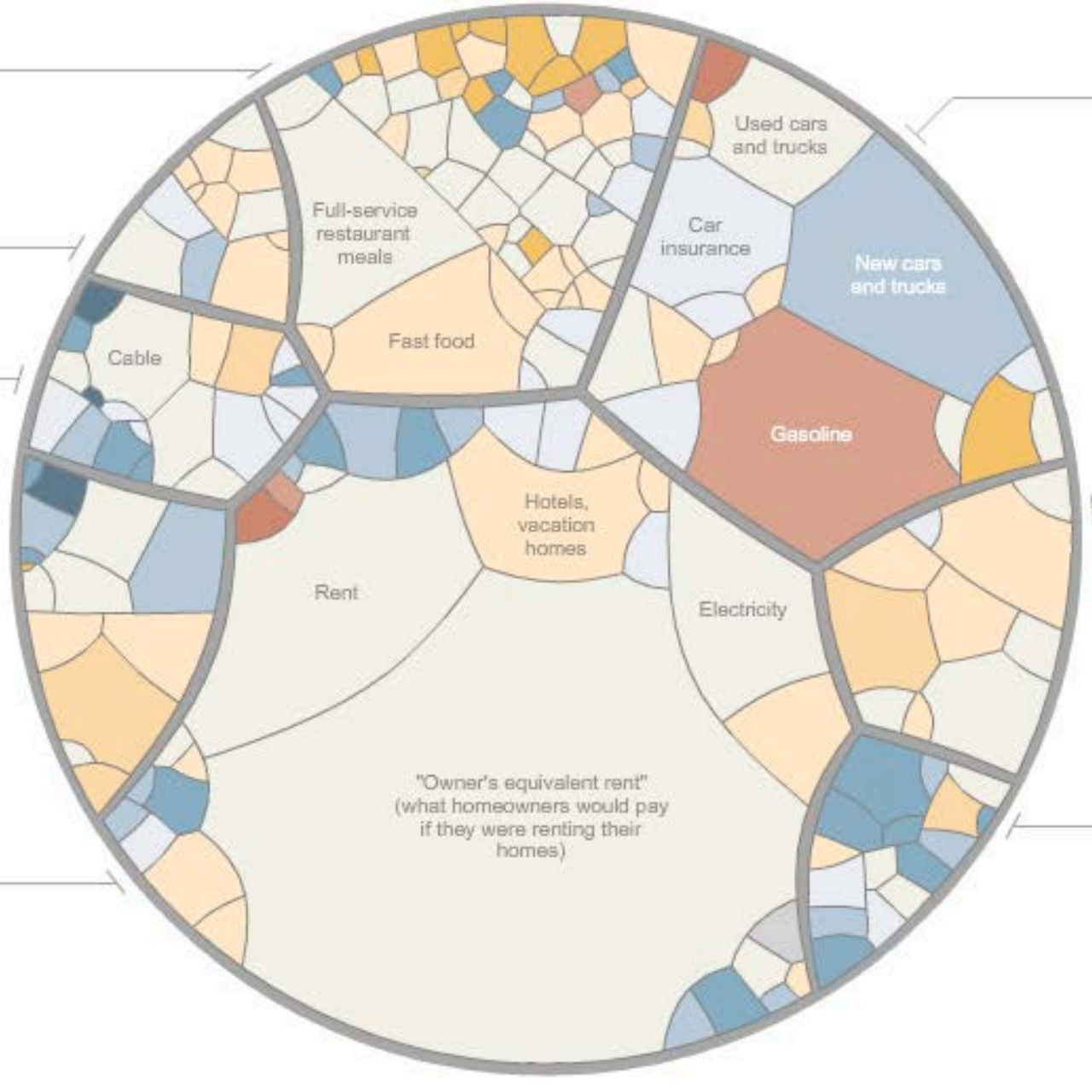
Recreation 6%

Education/Communication 6%

Cellphones were added to the index in 1997. Because the Consumer Price Index can be slow to add new goods, which are often cheaper, it may overstate parts of inflation.

Housing 42%

In the C.P.I., home ownership costs track rent prices more closely than housing prices. This means inflation may have been understated when home prices were rising faster than rents.



Transportation 18%

Gas is 5.2 percent of spending nationwide, but only 3.8 percent in the New York area.

Health care 6%

As a group, the elderly spend about twice as much of their budget on medical care.

Apparel 4%

The ratio of spending on women's clothes to that on men's clothes is about 2 to1.

Electoral Explorer

SHARE E-MAIL

Big Board | Map | **Electoral Explorer** | Obama: Victory Speech | McCain: Concession Speech | Exit Polls

Population density

Percent black

Percent Hispanic

Percent white

Catholics

Southern Baptists

College graduates

H.S. graduates

Median income

Pct. in poverty

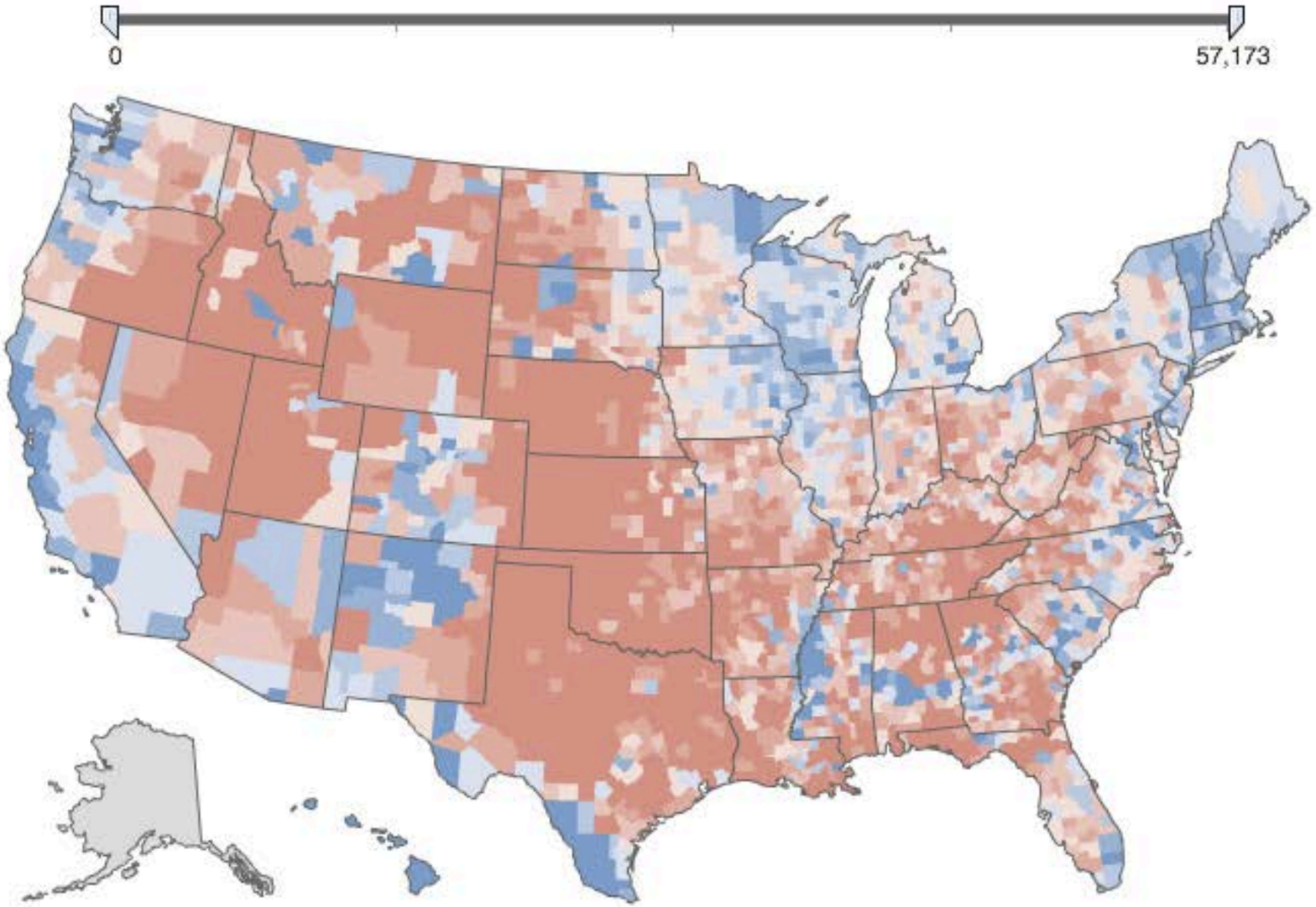
Pct. unemployed

Unemployment chg.

Manufacturing jobs

Pct. over 65

The vote in counties where population per square mile is between 0 and 57,173



Obama

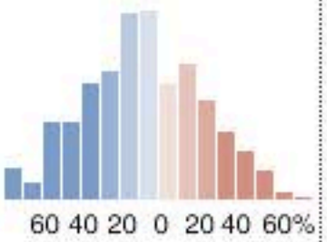
53%

66,728,126 votes

McCain

46%

58,119,030 votes



3,141 counties

Votes in visible counties, grouped by county-level margin of victory.

153 personas mueren en el accidente de Spanair

Fallo Un motor explosionó y se incendió inmediatamente después del despegue del avión, que se estrelló al poco tiempo del ascenso • **Testigos** "Se oyó una explosión y se volatilizó en medio del humo"

Redacción - Agencias / MADRID

El 8 de 2008 es desde ayer un verano maldito. La tragedia del vuelo JKK5022 de la compañía Spanair en el aeropuerto de Barajas, de donde despegó para no llegar jamás a su destino, Las Palmas de Gran Canaria, se salda de momento con la muerte de 153 personas y 19 heridos, varios de ellos en situación muy grave.

El accidente conmocionó al país entero, que quedó noqueado por la magnitud del drama. Paralizado casi, en los primeros instantes. Barajas volvía a ser escenario de un accidente aéreo después de 25 años.

El momento clave fue el despegue, minutos antes de las tres de la tarde. El aparato inició la maniobra de ascenso y apenas lo hubo hecho descendió bruscamente para acabar estrellándose y partirse en dos sobre una vaguada cercana a la pista. Era el segundo intento de despegue. El primero había sido abortado por el propio comandante, que antes informó de una avería en un indicador de temperatura, que fue reparada. A la segunda tentativa, y en el llamado punto de no retorno, todos los indicios apuntan a que el motor izquierdo estalló.

Testigos presenciales narraron que, en ese instante, oyeron una explosión y el aparato "se volatilizó". El avión se partió en dos y se incendió cerca de la terminal 4 de Barajas. Se produjo "una enorme bola de fuego y una masa de humo negro" se levantó en la zona, dijo una mujer que presenció el accidente. Poco más tarde, el testimonio de uno de los primeros guardias civiles en llegar al lugar, lo decía todo: "No queda nada que se parezca a un avión". Otra testigo que presenció los hechos resaltó que el avión "hizo un rodaje en una carrera muy larga. La pinta era muy mala después de su caída desde el aire", agregó.

Uno de los heridos del accidente de ayer en Barajas.

Los restos del MD82 quedaron esparcidos en un radio de un centenar de metros. Los siete miembros de la tripulación murieron en el acto. El avión volaba con código compartido con la alemana Lufthansa.

Minutos después del accidente, el drama se apoderó del edificio de la terminal 4 del aeropuerto madrileño. Las primeras cifras de muertos coincidían con la llegada de los familiares de los pasajeros. En todos ellos el mismo rictus de dolor, la mirada perdida, los ojos arrasados por las lágrimas. El desconcierto y el nerviosismo eran la tónica predominante. Los retrasos e incluso las cancelaciones de vuelos se acumulaban en las pantallas del aeropuerto de Barajas. El tráfico quedaría completamente normalizado a última hora de la tarde.

El dolor y la desolación multiplicados se repetiría más tarde en las instalaciones de Ifema, en Madrid, habilitadas para las tareas de identificación de los restos de los fallecidos en el siniestro.

Los más allegados a los pasajeros que viajaban en el avión de Spanair fueron llegando a lo largo de la tarde en coches particulares y en taxis. Además, dos amplios autobuses trasladaron por la noche a sendos grupos numerosos de familiares que reflejaban su dolor por lo ocurrido y la natural desolación ante la perspectiva de tener que enfrentarse al reconocimiento de sus seres queridos. A lo largo de la tarde noche se vio casi medio centenar de vehículos de las empresas funerarias encargadas de trasladar los restos mortales al pabellón.

Los Reyes se desplazarán hoy al tanatorio instalado en el recinto ferial con el objetivo de apoyar a los familiares de los fallecidos, mientras que los Príncipes de Asturias prevén visitar por la tarde a los heridos ingresados en distintos hospitales madrileños. Antes de dirigirse a Ifema, don Juan Carlos y doña Sofía se reunirán a lo largo de la mañana en el aeropuerto de Madrid Barajas con el grupo de crisis creado tras el siniestro para conocer los últimos datos sobre lo ocurrido. Posteriormente, en torno a mediodía, acudirán al tanatorio, precisó la fuente.

Los Príncipes de Asturias también se desplazarán a Ifema en la tarde de mañana y a continuación visitarán a los heridos ingresados en distintos hospitales madrileños. La Familia Real se encuentra "muy afectada" por la tragedia y se mantiene permanentemente informada sobre la tragedia.

La Reina volaba anoche hacia Madrid procedente de Pekín, donde ha estado siguiendo la participación española en los Juegos Olímpicos. Su llegada a Madrid se producirá a primera hora de la mañana de hoy.

Trágico accidente aéreo en el aeropuerto de Barajas

1 El avión intenta despegar una vez y después fue revisado por un mecánico.

2 Tras la revisión vuelve a reiniciar el despegue del trágico desenlace.

3 El MD-82 despega y asciende unos metros antes de precipitarse.

4 El motor izquierdo se incendia y el avión no puede volver a tierra, tras encontrarse en el punto de no retorno.

5 Se oye una explosión y el aparato se volatiza.

6 El avión cae en picado y se estrella partiéndose en dos.

Barajas (MADRID) — Destino previsto del avión siniestrado — Aeropuerto de Gran Canaria (LAS PALMAS)

Parque de Juan Carlos I · Club de Golf La Moraleja I · Aeropuerto Madrid-Barajas · Lugar del accidente · Polígono del Cuervo · Paracuellos del Jarama · Los Berrocales del Jarama · Barajas · MADRID M-30

T45 de Barajas · Pista 36L

FUENTE: Agencias, Boeing.
GRÁFICO: Antonio Gallardo, Raquel Fonta, Cristina G. Rivera

VÍCTIMAS: 153 fallecidos, 19 heridos

MD-82

•Pasajeros	172
•Peso máximo	51.800 kg
•Velocidad	811 km/h
•Carga máxima	67.812 kg
•Autonomía	3.798 km

ACCIDENTES SEGÚN LA ETAPA DE VUELO: En tierra y al avanzar en pista 4% · Durante el despegue 20% · Elevándose para alcanzar altura de crucero 19% · En ruta 5% · Descenso y al aproximarse 31% · Aterrizaje 31%

46,5 m · 12,2 m · 3,6 m · 41,0 m · 5,8 m · 32,9 m

CRONOLOGÍA DE ACCIDENTES AÉREOS EN ESPAÑA

1970 · 1971 · 1972 · 1973 · 1974 · 1975 · 1976 · 1977 · 1978 · 1979 · 1980 · 1981 · 1982 · 1983 · 1984 · 1985 · 1986 · 1987 · 1988 · 1989 · 1990 · 1991 · 1992 · 1993 · 1994 · 1995 · 1996 · 1997 · 1998 · 1999 · 2000 · 2001 · 2002 · 2003 · 2004 · 2005 · 2006 · 2007 · 2008

Fallecidos: = 5

27 — 1 de enero • **Menorca** — Cae al mar un vuelo que cubría la ruta entre Argel y Menorca.

104 — 7 de enero • **Ibiza** — Accidente de un Caravelle de Iberia cerca del aeropuerto de Ibiza.

155 — 3 de diciembre • **Tenerife** — Explota un comair Coronado sobre el aeropuerto de Los Rodeos.

112 — 3 de julio • **Barcelona** — Un avión inglés se estrella en las estribaciones del Montseny, Barcelona, poco antes de iniciar el aterrizaje.

68 — 5 de marzo • **Nantes** — Un avión de Iberia se estrella en suelo francés tras chocar con un Convair.

64 — 13 de agosto • **La Coruña** — Sólo una persona salva su vida en el accidente de un Caravelle de Aviaco.

146 — 25 de abril • **Tenerife** — Se estrella un Boeing 727 de Dan Air a 20 kilómetros del aeropuerto de Los Rodeos.

50 — 13 de septiembre • **Málaga** — El fallo de una rueda durante el despegue causa el accidente.

180 — 27 de noviembre • **Madrid** — Se estrella en Mejorada del Campo un Boeing 747 de la colombiana Avianca.

93 — 7 de diciembre • **Madrid** — Un avión de Iberia y un DC-9 de Aviaco chocan en la pista de despegue del aeropuerto de Barajas.

38 — 25 de septiembre • **Melilla** — Un avión BAE-146 de Melilla Jet, S.A. procedente de Málaga se estrella en las cercanías de Melilla, sobre territorio Marroquí.

4 — 29 de agosto • **Málaga** — Un CN-235 de Binter-Mediterráneo se estrella en las inmediaciones del aeropuerto malagueño al intentar realizar un aterrizaje de emergencia.

Accidente de ayer

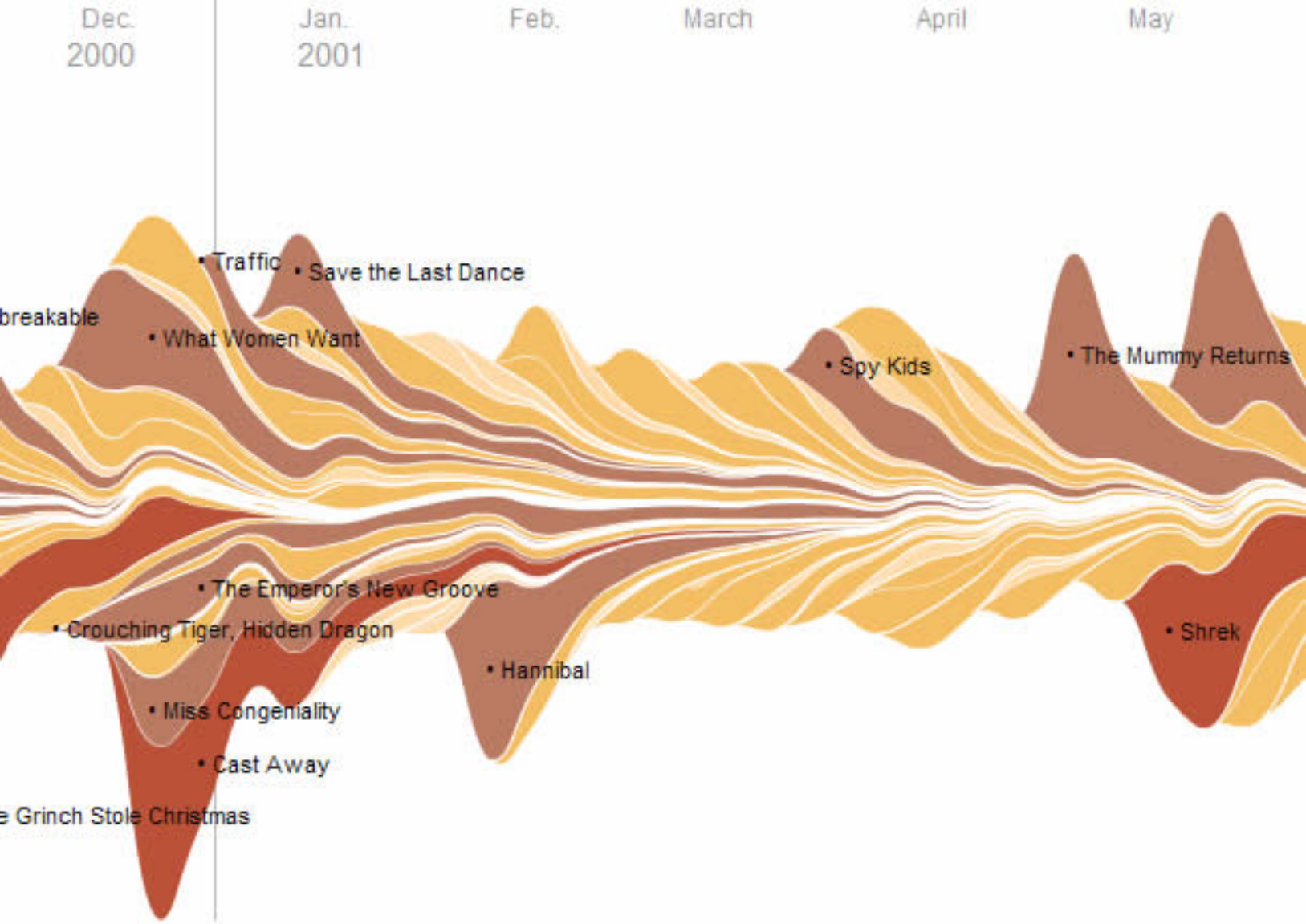
27 de marzo • **Tenerife** — Dos Jumbos de las compañías KLM y Pan American chocan en el aeropuerto tinerfeño de Los Rodeos. Mueren 583 personas. Hasta la fecha, es el accidente con más víctimas mortales de la historia de la aviación en España.

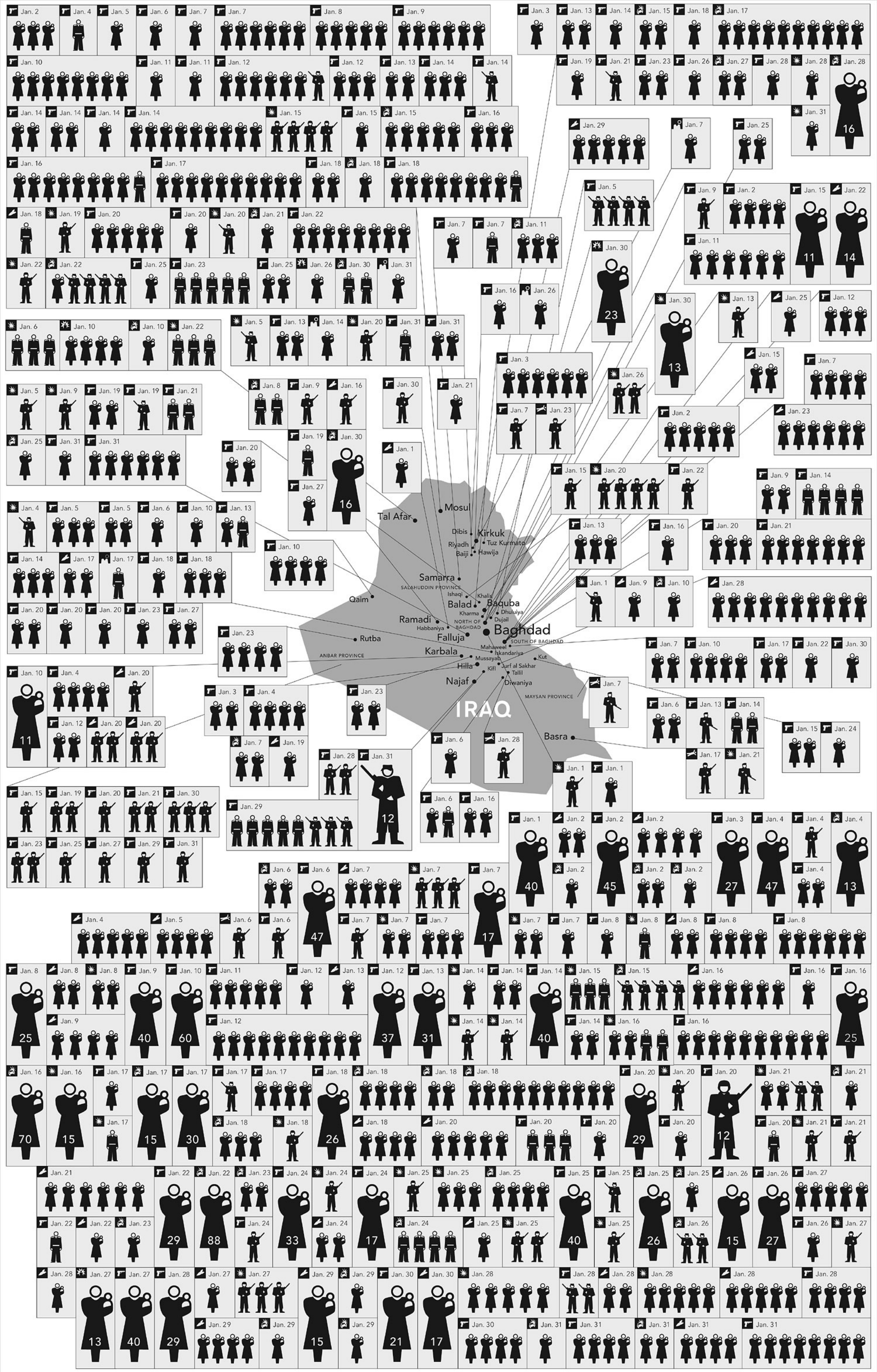
583

148 — 19 de febrero • **Bilbao** — Colisión de un Boeing 727 de Iberia contra una antena de televisión en Oiz.

15 de septiembre • **Gerona** — Un Boeing 757 de la compañía Britannia con cerca de 250 pasajeros se sale de la pista cuando aterrizaba y choca contra un campo de manzanos, partiéndose en tres trozos. Hubo medio centenar de heridos, todos de carácter leve.

17 de enero • **Melilla** — Un avión que cubría la línea entre Málaga y la ciudad de Melilla se sale de la pista al aterrizar sin producir víctimas mortales.


Dec.
2000
Jan.
2001
Feb.
March
April
May
Traffic
Save the Last Dance
breakable
What Women Want
Spy Kids
The Mummy Returns
The Emperor's New Groove
Crouching Tiger, Hidden Dragon
Shrek
Hannibal
Miss Congeniality
Cast Away
e Grinch Stole Christmas


Mosul
Tal Afar
Dibis
Kirkuk
Riyadh
Tuz Kurmato
Baiji
Hawija
Samarra
SALAHUDDIN PROVINCE
Ishaqi
Khalis
Qaim
Balad
Baquba
Kharma
Dhuluiya
Ramadi
NORTH OF BAGHDAD
Dujail
Habbaniya
Baghdad
Falluja
Rutba
SOUTH OF BAGHDAD
Mahaweel
Iskandariya
Karbala
ANBAR PROVINCE
Mussayab
Kut
Hilla
Kifl
Jurf al Sakhar
Tallil
Najaf
Diwaniya
MAYSAN PROVINCE
IRAQ
Basra
AMERICAN FORCES
OTHER COALITION FORCES
IRAQI FORCES
POLICE OFFICER
CIVILIAN
HOSTILE FIRE
CAR BOMB
MORTAR/GRENADE
DECAPITATED/STRANGLED
SUICIDE BOMB
ACCIDENTAL DEATH
IMPROVISED EXPLOSIVE DEVICE

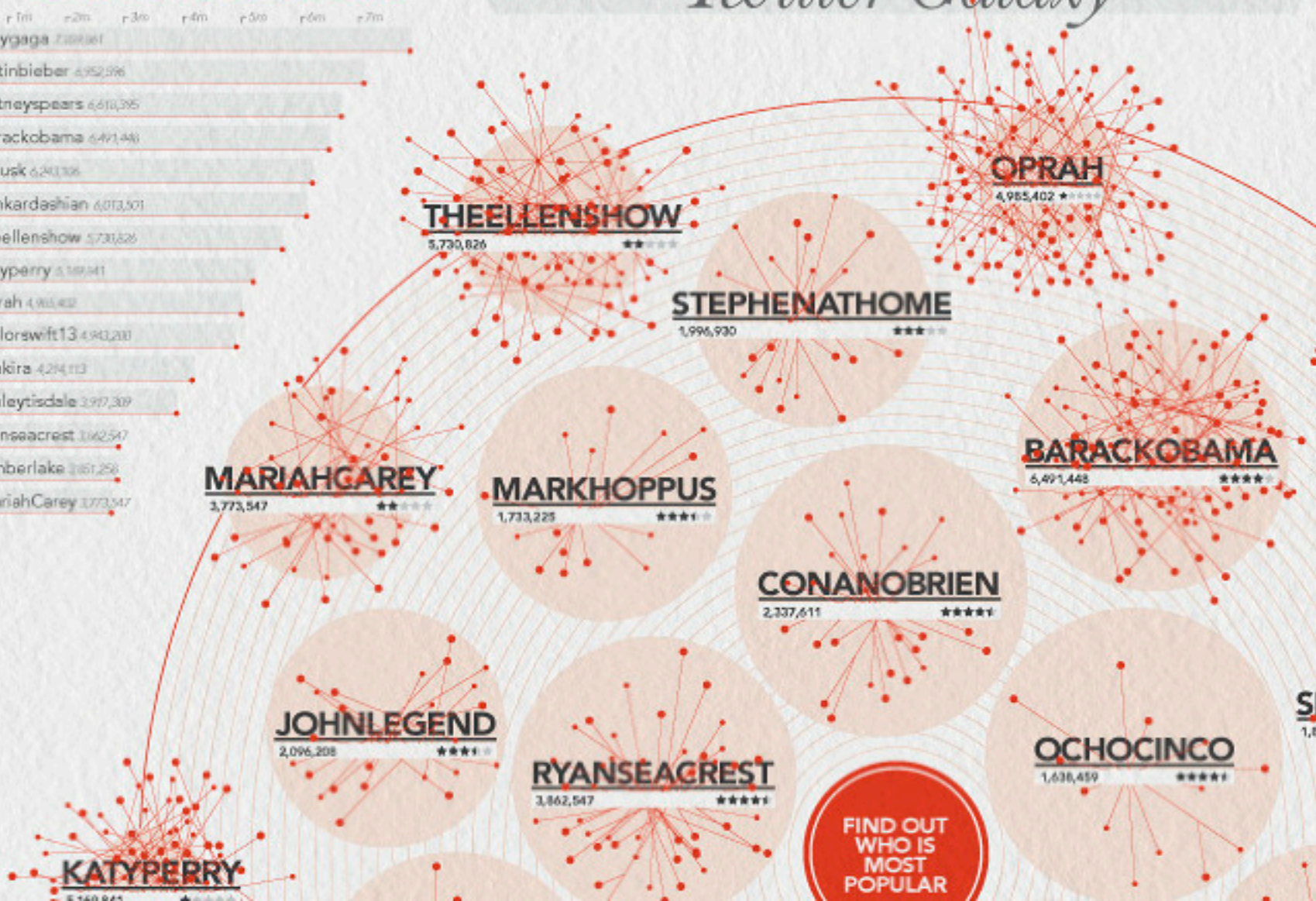
39%
6%
1%
54%
Excellent
Only Fair
Good
Poor

Twitter Galaxy

RANK BY FOLLOWERS

1m 2m 3m 4m 5m 6m 7m

1. ladygaga 7,169,161
2. justinbieber 6,952,996
3. britneyspears 6,616,395
4. barackobama 6,491,448
5. aplusk 6,243,106
6. kimkardashian 6,013,501
7. theellenshow 5,730,826
8. katyperry 5,169,841
9. oprah 4,985,402
10. taylorswift13 4,943,200
11. shakira 4,214,113
12. ashleytisdale 3,917,309
13. ryanseacrest 3,862,547
14. jtimberlake 3,861,258
15. MariahCarey 3,773,547



GET TO KNOW YOUR STREET VENDORS

WAYS TO A BETTER VENDOR WORLD

1. LIFT THE CAPS

2. INCREASE STREET ACCESS

3. REDUCE THE FINES

4. REFORM ADMINISTRATION AND ENFORCEMENT

01. I'M RONNA DEMAN

02. I'M MOE DIAP

03. I'M DIAN LING DONG

04. I'M BERT STEIN

05. I'M RAFAELA MENDOZA SANTANA

THE CITY DEFINES FOUR TYPES OF VENDORS

FOOD VENDORS

COMMON ITEMS SOLD

NUMBER OF VENDORS

GENERAL VENDORS

COMMON ITEMS SOLD

NUMBER OF VENDORS

FIRST AMENDMENT VENDORS

COMMON ITEMS SOLD

NUMBER OF VENDORS

VETERAN VENDORS

COMMON ITEMS SOLD

NUMBER OF VENDORS

UNLICENSED VENDORS

COMMON ITEMS SOLD

NUMBER OF VENDORS

Data was collected between Thursday, April 1st and Tuesday, April 6th.

04.08.10

UNBOXING THE iPAD DATA

What do you get when a Designer and an Account Planner sit side-by-side at a Coffee shop after work? Well, I don't really know what you'd get, but we ended up with an infographic. An infographic on all the iPad data we (and probably you) have seen in the past 30 odd days. A lot has been said about the iPad already, making it hard to know what's what, but we've done our best to use design to distill and highlight some of the more interesting bits.

~ By @jkumahara & @digitalinfant

iPAD USAGE INTENTIONS

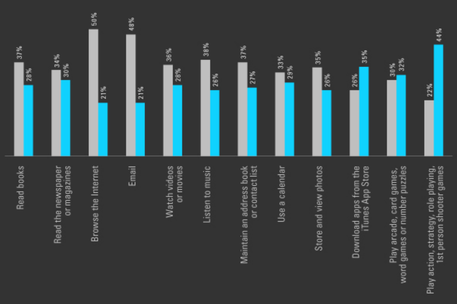
"If you owned an iPad, how likely would you be to use the following features or activities on the device?"

7 Point Scale

2,176

Total U.S. Internet Audience Polled

March 12-16, 2010



DEVICE CANNIBALIZATION

Consumers were asked about whether they would use an iPad "instead of" or "in addition to" other digital devices, and indicated the highest likelihood of substituting for the iPod Touch.

37%

iPAD VS iPHONE APP PRICES

The other notable difference between the iPad and iPhone, are the app prices. The average price of the initial iPad apps ran around $4.99 (according to Mobclix) while the iPhone apps averaged a steady $1.99

4.99 iPAD | **1.99** iPHONE

PURCHASE INTENT

AMAZON KINDLE	14%
APPLE iPAD	15%
BARNES & NOBLE NOOK	10%
SONY READER	9%
SAMSUNG PAPYRUS	8%

AIDED AWARENESS

AMAZON KINDLE	65%
APPLE iPAD	65%
BARNES & NOBLE NOOK	28%
SONY READER	39%
SAMSUNG PAPYRUS	11%

RESEARCHED ONLINE

AMAZON KINDLE	69%
APPLE iPAD	66%
BARNES & NOBLE NOOK	63%
SONY READER	65%
SAMSUNG PAPYRUS	58%

This is a comparision of various Tablet reading devices.

APPS PAID VS FREE

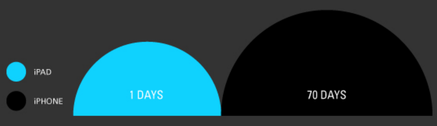
Around 80% of the apps are paid, and 20% are free. 942 of the roughly 3000 apps are games, and the average price of apps runs you about $4.99 (according to Mobclixdata).

80% PAID | **20%** FREE

iPADS SOLD

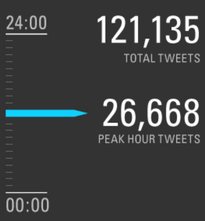
Piper Jaffray analyst Gene Munster puts the number at 300,000 this weekend, including pre-orders.

By comparison, it took Apple more than 70 days to sell 1 million iPhones after the initial launch.



iPAD TWEETS

Apple itself scored 121,135 tweets on Saturday; in its peak hour, it was name-checked 7,999 times. The iPad's peak: 26,668 tweets in 1 hour.



121,135 TOTAL TWEETS

26,668 PEAK HOUR TWEETS

AS OF APRIL 4TH

3,122
iPAD APPS ARE IN THE ITUNES STORE

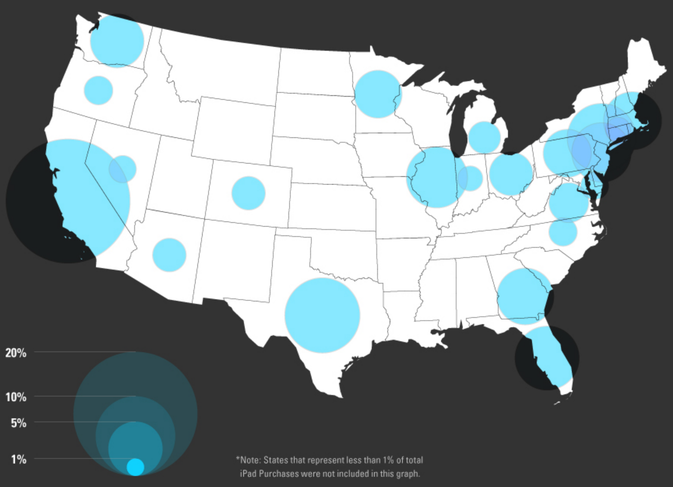
300
THOUSAND DEVICES SOLD

1
MILLION APPS SOLD

3
APPS/PERSON

1
EBOOK/PERSON

ADOPTION BY STATE (BY PERCENTAGE OF iPADS SOLD)



*Note: States that represent less than 1% of total iPad Purchases were not included in this graph.

Comscore http://bit.ly/cUC6r6
New York Times http://nyti.ms/chF7V7
Mashable http://bit.ly/cjV8YT
Ad Age Digital http://bit.ly/crYmCG
Chitika Research http://bit.ly/96Dyuv
Wall Street Journal http://bit.ly/cchSMj
Tech Crunch http://tcrn.ch/9wSLCd

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The Washington Post

OUTLOOK

America gets the munchies, 87
An underrated soap, 86
Latin America on top, 87
The restless Jim Thorpe, 88
5 myths about George W. Bush, 83

Can a divided Washington come together?

It can in our midterm fold-in!

INSTRUCTIONS: Fold page along dotted line so that "R" meets "D."

R

CAMPAIGN
COMMITTED
PROMISE
IDEOLOGUE
HARD LINE
ACRIMONY
FIGHTING
UNILATERAL
DIRTY
DECISIONS
MIDDLE
BATTLEGROUND
AMERICA
BALKAN-
PETULANCE
IZED

D

Forget red and blue — it's a tea party nation

Remember, we used to work together

MORE ON B5

What's next for Obama?

Joe Meacham

The 2010 Crystal Ball

OUTLOOK

Can a divide together?

It cd-in!

COMPROMISE
HARMONY
UNITY
MIDDLEGROUND
BALANCE

Forget red and blue — it's a tea party nation

Remember, we used to work together

...ns indefinitely without pay."

...nd mental health

...is a strategy that distorts scientific ...nciples, even as it uses the umbrella of ...entific research to advance its aims.

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MARCH 21, 2011

A tale of two Libyas
Plus: Why the U.S. can't sit on the sidelines BY FAREED ZAKARIA

The GOP's misinformation campaign
BY JOE KLEIN

Could your baby be depressed?

THE CULTURE
Word up: A dictionary of slang

TIME

YOUR DATA FOR SALE

Everything about you is being tracked—get over it

BY JOEL STEIN

What data-mining companies think they know about Joel Stein

Owns a laptop
Household income: $100,000+
Age: 38-39
Likes: fashion
Major life-insurance holder
Age: 36-45
Likes: cooking & recipes
High net worth
No kids
Likes: online news
Lives in New York City
Likes: online shopping
Dislikes: cars
Likes: green living
Favorite celebrities:
Robert Goulet
Dislikes: home & garden
Politically active
Wi-fi warrior
House value: $1M–$1.5M
Sister is a la
Religion: Jewish
Job: medical professional
hockey
Likes: parenting
Spent $180 on intimate app. & undergarments on Oct. 10, 2010
Male
Mother: Rosalind Burd
Likes: hiking
Household income: $150,000–$175,000
Previous address: 711 Wilcox Ave.
Owns a smart phone
Married
Likes: music
Dislikes: autos & vehicles
Likes: retail
Works at company with 5,000+ employees
Likes: newspapers
Likes: movies
Magazine subscriber
No landline
Smart-phone user
Sister: Lisa Stein Browning
Purchased house in month of November
coffee & tea
Has used cocaine
Small-business owner
had LASIK surgery
Flourishing family
Likes: restaurants

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Working Hard at Hardly Working

POPULAR
DISTRACTIONS

fig. I

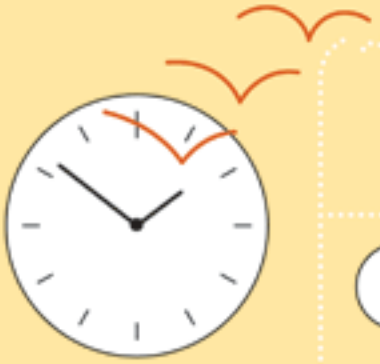


fig. B

5,934
TWEETS

fig. π

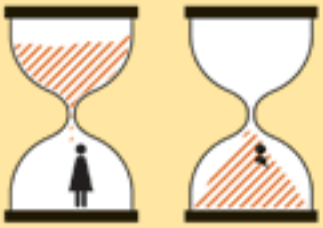


fig. T

300+
STATUS UPDATES

fig. E

fig. D

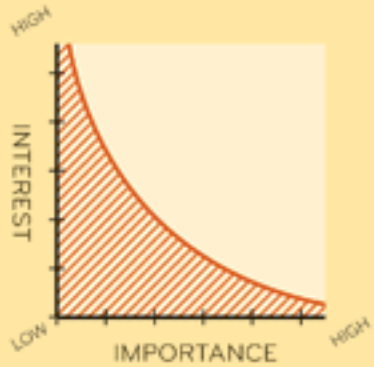


fig. G

MOST COMMON
FEARS

fig. F

16
COFFEE BREAKS

fig. C

28
LIFESTYLE BLOGS SUBSCRIBED TO

fig. Y

MOST USED
EXCUSES

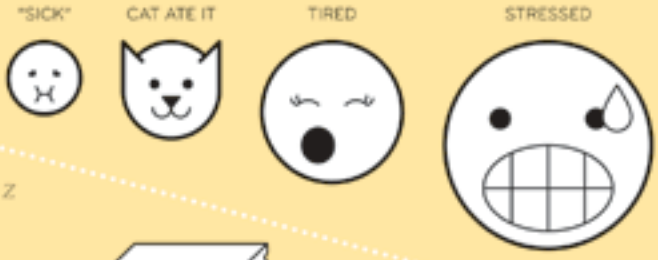
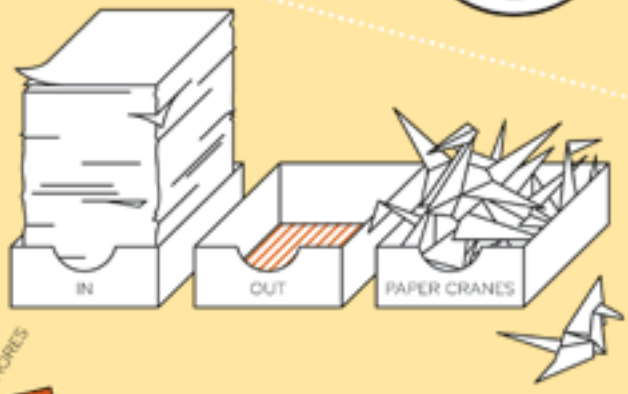


fig. Z

PLANNED SCHEDULE

ACTUAL SCHEDULE

fig. H



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The New York Times

February 10, 2008

Book Review

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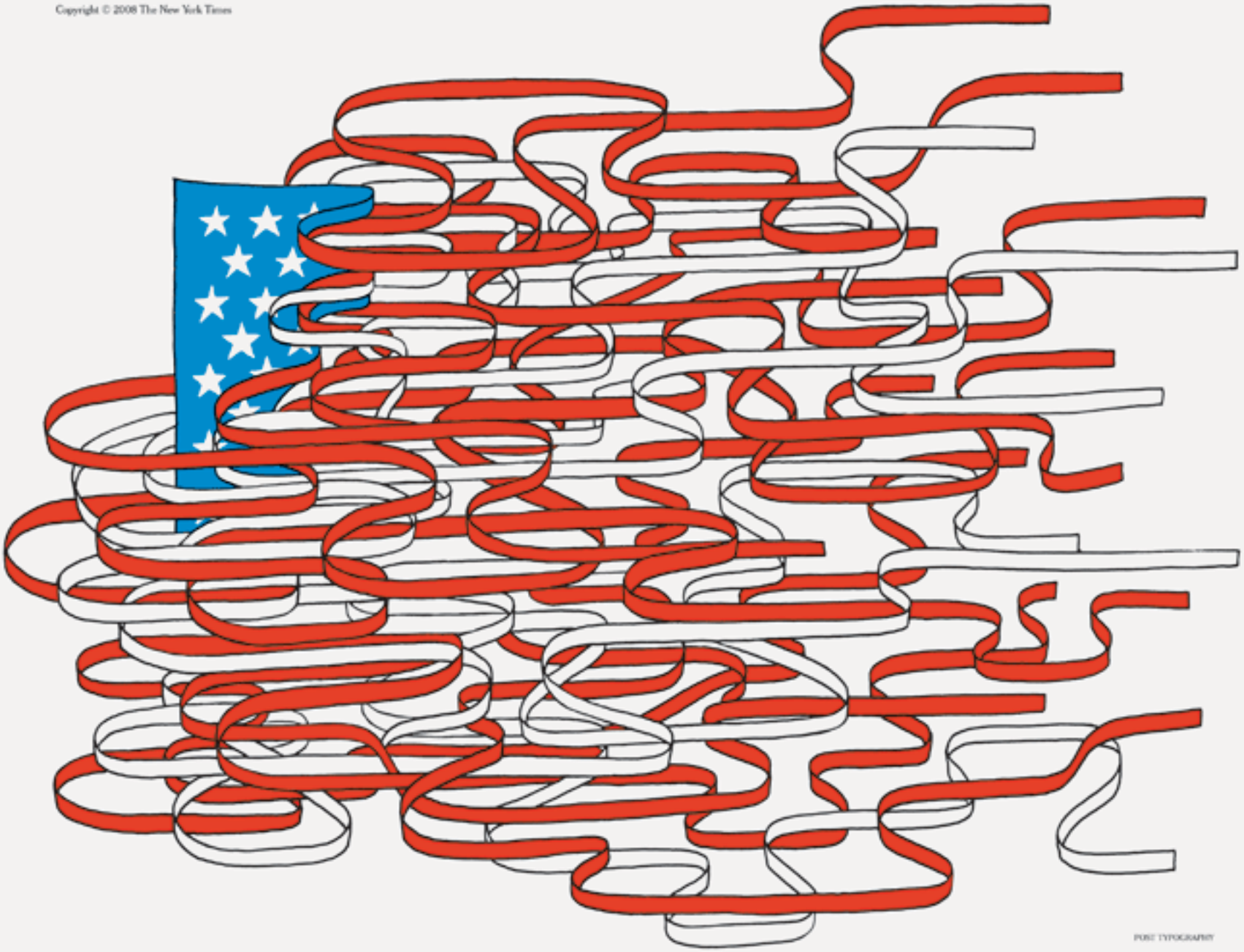

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