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ANNOUNCEMENT!

SSO 2009 Fall Event

Tuesday, December 8, 2009

9:00 a.m. to 4:00 p.m.

Plus Free Networking Lunch from 12:00 – 1:00 p.m.

at the

Banting Theatre

Sir Frederick G. Banting Research Centre

251 promenade Sir Frederick Banting Driveway

Tunney's Pasture, Ottawa

7th annual seminar Our Statistics Community

The conference will bring together people involved in a wide range of statistical activities in the area. It will consist of 10 minute presentations highlighting the interest, impact and/or relevance of the presenter's work to the statistical community. Dr Naomi Robbins (<http://www.nbr-graphs.com>) will give a short course titled *Creating More Effective Graphs* in the afternoon.

There will be presentations from academic, public and private sectors, both researchers and practitioners. The open format of the event, with short presentations and time for meeting presenters, will enhance the exchange opportunities between participants.

This event provides an opportunity for SSO members to obtain feedback on their work from their peers. Those wishing to give a presentation are required to register by email at "sso.ottawa.canada@gmail.com" **before** December 1, 2009. The name and organization of the presenter as well as the title of the presentation should be provided.

Those wishing only to attend are encouraged to pre-register by contacting the SSO by email "sso.ottawa.canada@gmail.com".

Cost to Attend: Students: \$20, SSO Members: \$50, Others: \$62 (includes a SSO membership for one year)

Lunch: A lunch buffet will be served to all participants at no extra cost; noon to 1:00 p.m.

Titles and authors of the presentations will be posted on the SSO website a couple of days before the event.

PLEASE CIRCULATE TO INTERESTED PARTIES

http://www.ssc.ca/ottawa/main_e.html.

sso.ottawa.canada@gmail.com

AGENDA

Please note that all presentations will be in the official language of choice.

Seminar, December 8, 2009

9:00 – 9:15	Registration
9:15 – 9:30	Welcoming remarks
9:30 – 10:30	First session of presentations
10:30 – 11:00	Break, coffee and refreshments will be served
11:00 – 12:00	Second session of presentations
12:00 – 1:00	Networking lunch
1:00 – 4:00	Short course: <i>Creating More Effective Graphs</i> by Dr Naomi Robbins

Short course: *Creating More Effective Graphs*

About the presenter:

Naomi B. Robbins is the author of *Creating More Effective Graphs*, published by John Wiley (2005). She is a consultant, keynote speaker, and seminar leader who specializes in the graphical display of data. She trains employees of corporations and organizations on the effective presentation of data. Naomi received her Ph.D. in mathematical statistics from Columbia University, M.A. from Cornell University, and A.B. from Bryn Mawr College. Dr. Robbins was an officer of the Statistical Graphics Section of the American Statistical Association (ASA). She has served the New Jersey Chapter of the ASA as President, Vice-President, Secretary, Treasurer, and Chair of the Advisory Committee, and was the first chapter member to be awarded the Chapter Service Award. She had a long career at Bell Laboratories before forming NBR, her consulting practice.

Abstract:

This seminar begins by reviewing human perception and our ability to decode graphical information. It continues by:

- Ranking elementary graphical perception tasks to identify those that we do the best.
- Showing the limitations of many common graphical constructions.
- Demonstrating newer, more effective graphical forms.
- Providing general principles for creating effective graphs.
- Commenting on software packages that produce graphs.
- Comparing the same data using different graph forms so the audience can see how readability depends on the graphical construction used.
- Discussing Trellis Display (a framework for the visualization of multivariate data) and other innovative methods for presenting more than two variables.
- Presenting mosaic plots, sparklines, and bullet graphs.

Since scales (the rulers along which we graph the data) have a profound effect on our interpretation of graphs, the section on general principles contains a detailed discussion of scales including:

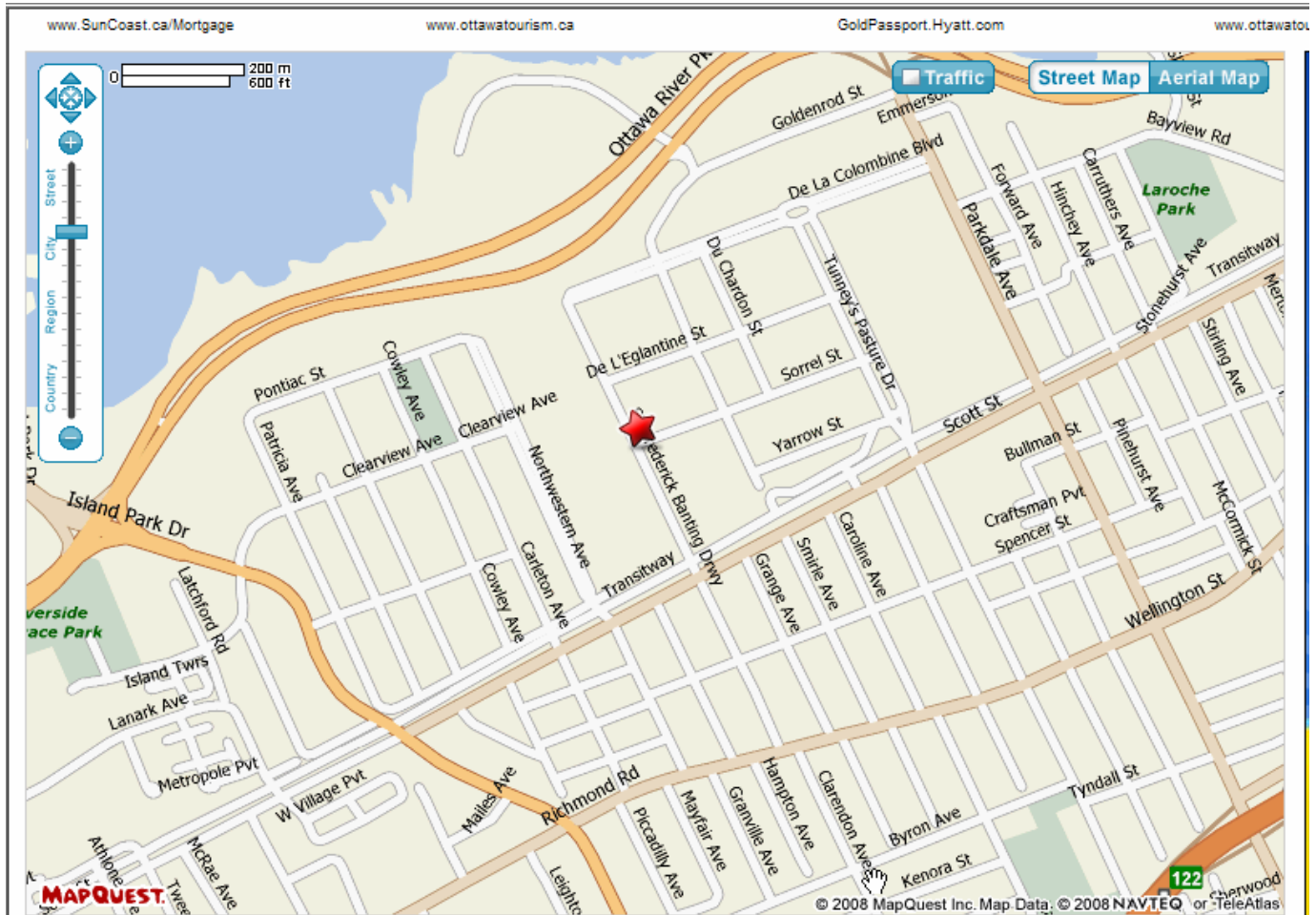
- To include or not to include zero?
- When do logarithmic scales improve clarity?
- What are breaks in scales and how should they be used?
- Are two scales better than one? How can we distinguish between informative and deceptive double axes?

Participants will learn to:

- Present data more effectively in documents and presentations.
- Display data so that their structure is more apparent.
- Become more critical and analytical when viewing graphs.

Directions:

<http://www.mapquest.com/maps?city=Ottawa&state=ON&address=251+Sir+Frederick+Banting+Promenade+>



Parking: City parking is available across the street from the Banting building. Payment can be made by coins or credit card only and the maximum fee is \$10. If the parking lot is full, alternative underground parking can be found at the Holland Cross building located at the corner of Holland and Scott Streets. Payment can be made by cash or credit cards and the maximum fee is \$12. It is a 10 to 15 minute walk to the seminar.

OC Transpo Buses: OC Transpo Bus Routes 82 and 6 go inside Tunney's Pasture. Most of other popular Bus Routes e.g., 94, 95, 96, 97 and many others go through the Tunney's Pasture Transit way (approximately 10 minutes walk from Banting Building).

Enclosed is the map of Tunney's Pasture. Name of the street has been changed from "Ross Avenue" to "promenade Sir Frederick Banting Driveway".

TUNNEY'S PASTURE

