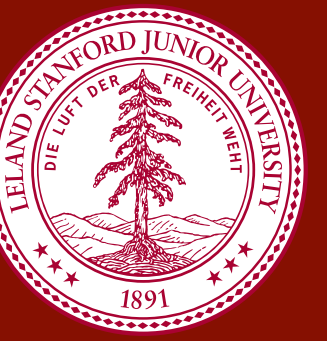
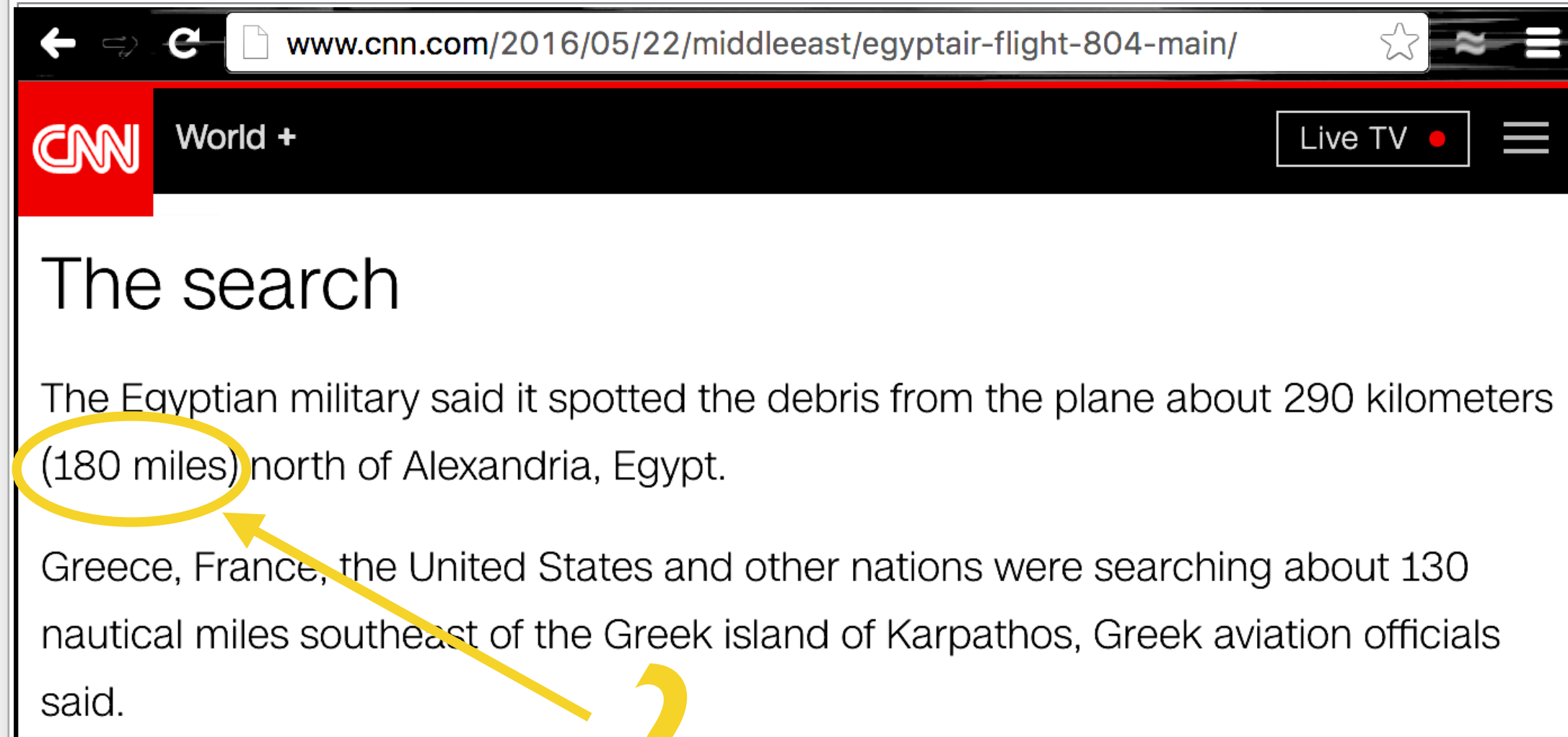


How far is 180 miles, personally?



Problem when reading reports

Unfamiliar numbers are difficult to interpret



Challenges

- Finding a helpful analogy to contextualize is difficult because “common” knowledge is relative
- Requiring users to go to another site to contextualize these numbers induces a big usage barrier

Solutions

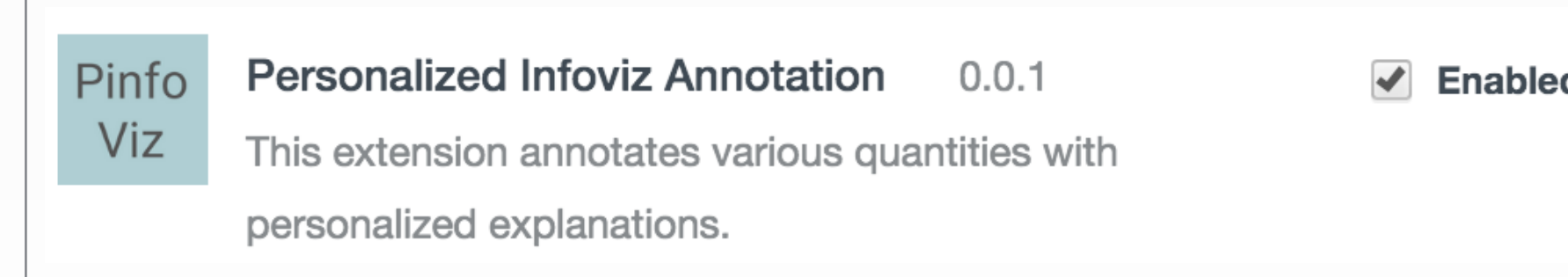
- Collect and leverage **personal information** to contextualize numbers
- Lower the usage barrier with inline annotations and tooltips in a browser

Approach for spatial analogies

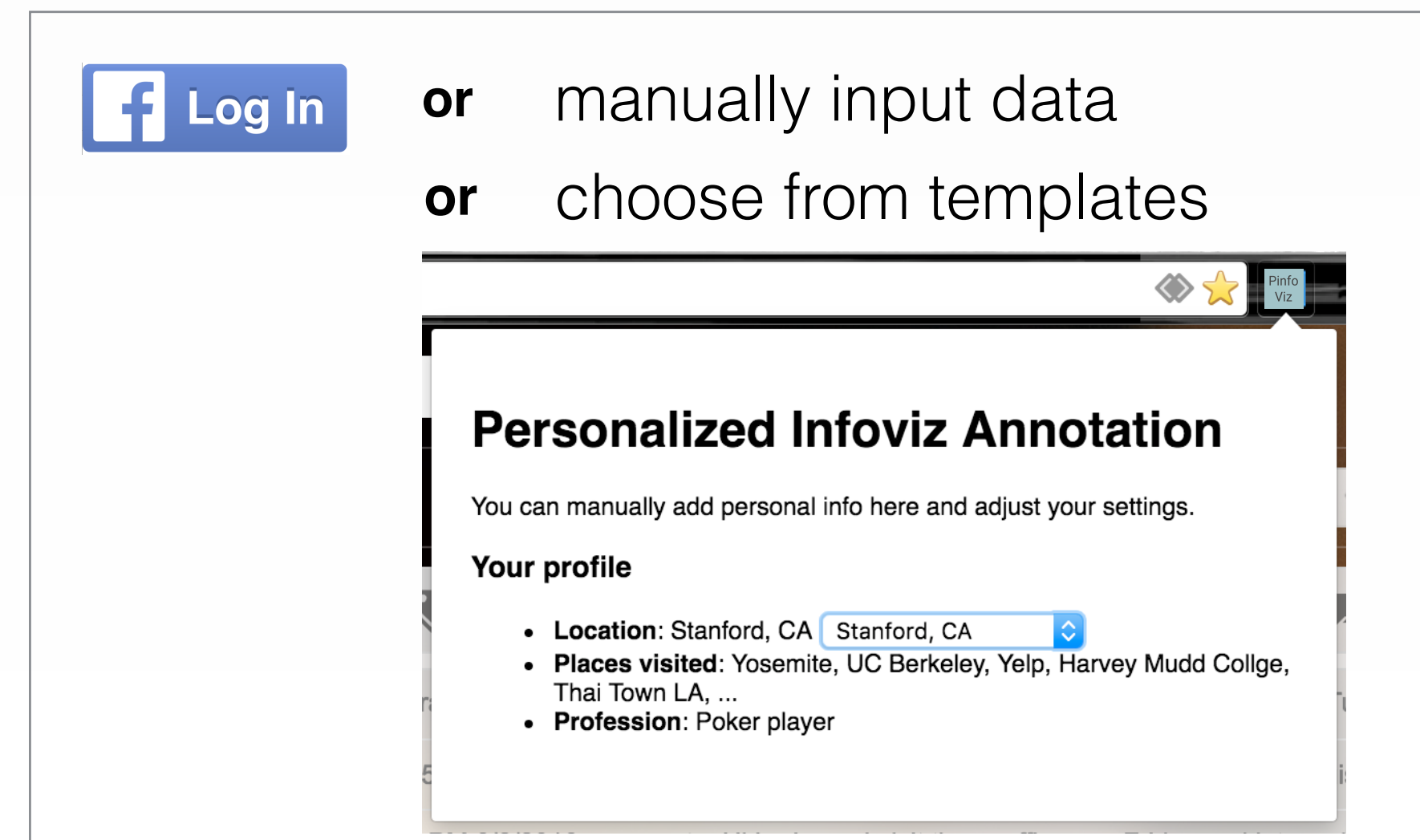
1. **Find distance mentions** (by regex) in news articles
2. **Use tooltips** to show a Google map and an explanation
3. **Draw a radius** from where you are
4. **Find well-known landmarks** that you have visited (based on Facebook data)
5. **Use scaling** to expand landmark candidates

Deliverable

A Chrome browser extension



featuring three methods to gather personal information...



Interested?

Sign up for alpha/beta testing: send me an email!

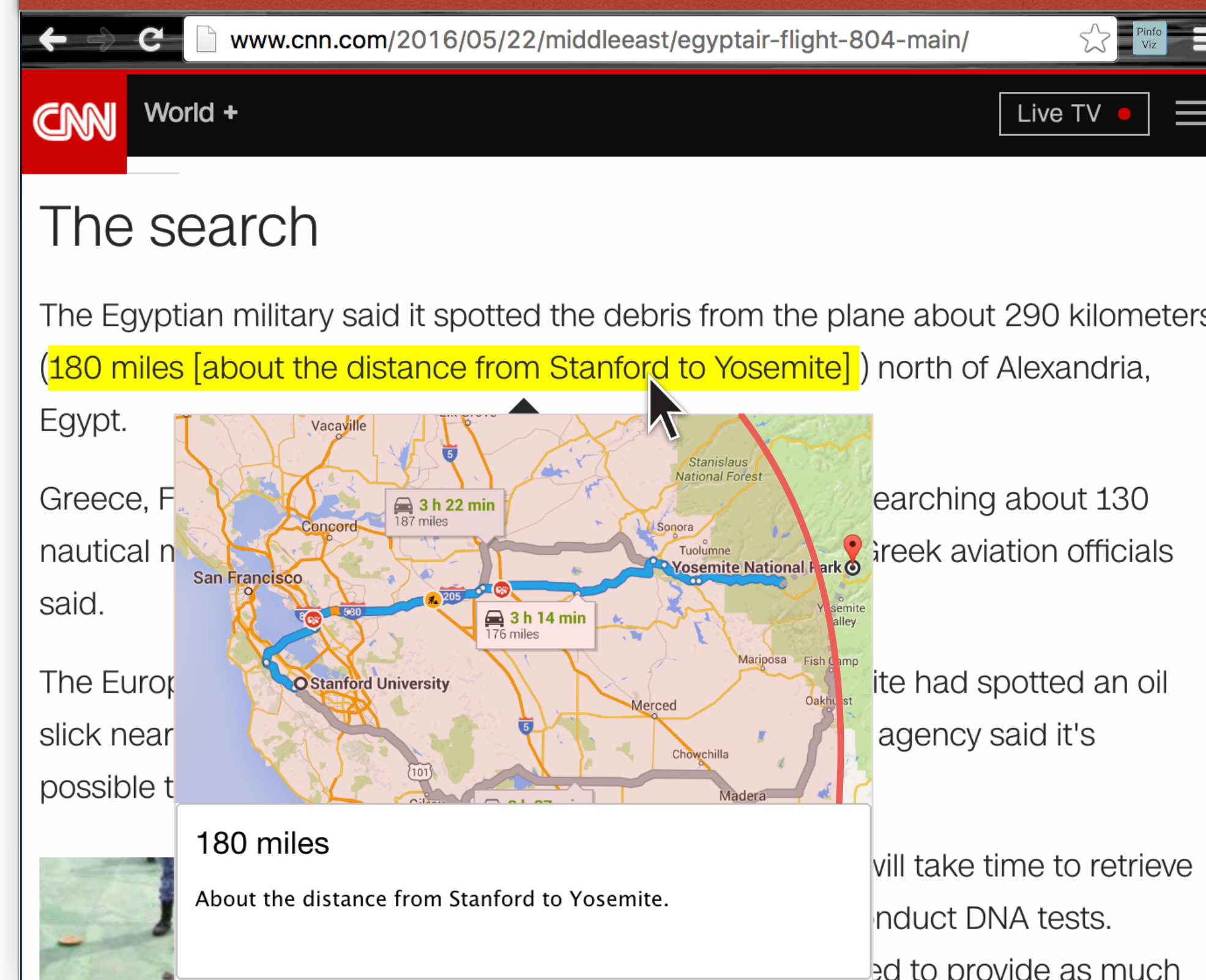
In the 180 miles example, why does the Yosemite annotation work well for me?

- I have been to Yosemite, so I can make sense of the distance from Stanford to Yosemite
- I do not have to go to another site to get annotations
- If there were no well-known remarks at that distance, I could still see a circle with a 180 miles radius around me

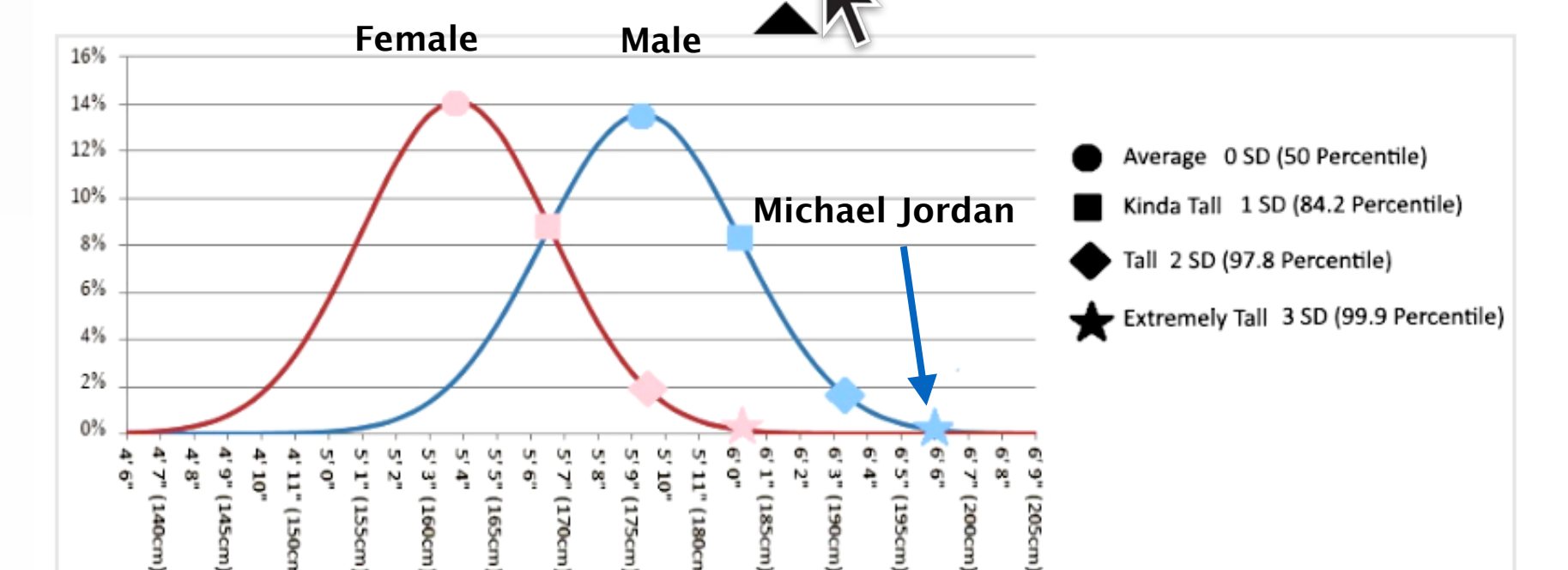
Next steps

- User testing
- More ways to leverage personal info
- More domains
- Taking context surrounding numbers into account
- Comparing with population statistics to contextualize

Results



3. Michael Jordan's 198 cm [6' 6"]



6' 6"

Extremely Tall.

99.846 Percentile (average 5' 9.3", standard deviation 2.94")