

# FANALYTICS 2018 Table Topics

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# Making Tableau Public Better

## User feedback and suggestions

When you speak, we listen! Take, for example, [the new attribution feature released in October](#). Community members had long been discussing how to best credit the vizzes and authors that inspire their work. And at last year's Fanalytics, [we turned that discussion into a table topic](#). We took your ideas and, through the hard work of our development team, you can now cite vizzes and authors in an "Inspiration" field.

We want to hear what you have to say. Together, we can make Tableau Public even better!

## Conversation Starters

### Your user feedback on Tableau Public

- What is one thing that gets in the way when using Tableau Public?
- When visiting Tableau Public, what are you most interested in doing? Or what would you like to be able to do that you can't do today?
- When visiting Tableau Public, what are you most interested in seeing? Or what would you like to see that you don't see today?
- What is Tableau Public's "secret sauce" that makes you love the product so much?

### After discussing the above topics, if time permits, then dive into:

- How can we make the onboarding experience better for new users? What were challenges you faced as a new user?
- How can we improve content discovery?
- How do you want to interact with other content and authors in the community?
- How can we make viz creation better?

### What else would you like to see in Tableau Public?

Have other ideas that were not covered in this conversation? Share them on our [Ideas Forum](#), or tweet [@TableauPublic](#) using [#Fanalytics](#).

# Building Gender Equity

## Making sure talented women are recognized

At Fanalytics 2017, Tableau Zen Master Ann Jackson led a discussion on Gender Equity. The conversation initially focused on identifying the reasons why women are less likely to participate in such events, namely:

- Time: women may have more constraints on their time due to family life.
- Fear of spotlight: winning an Iron Viz feeder contest, for instance, means having to compete on the big stage at TC. An idea that not all women are comfortable with.
- Social media: women may not be as active as men on platforms like Twitter, where most of the community conversations and sharing happen. They prefer in person events.

Want a full recap of the discussion? Click [here](#).

## Conversation Starters

### **How can we include women in community projects and vizzing?**

By crowdsourcing theme ideas for Iron Viz, the Tableau Public team tried to make sure there would be no gender bias in the themes chosen in 2018 (feeder #1 Books and Literature, #2 Health and Well-Being, and #3 Water). We also had 100% female Featured Authors following [International Women Day](#), and we curate a [WomenInData profile](#) which follows 500 women active on Tableau Public, providing us with an feed of female vizzes. And the list goes on!

The #MakeoverMonday duo also tried to find [data sets](#) that would interest women, such as [visualizing equality](#), [gender pay gap](#), [parental leave](#), art or female sports teams.

- What data topics would get more women involved without reducing or stereotyping?
- What initiatives or content curation projects could help build gender equity?

### **How do gender biases affect our community?**

Even the most tolerant and welcoming communities have implicit biases. It is these biases that affect our ability to truly achieve gender equality.

- What biases do we have when it comes to women in data?
- Are there examples of women who break this model or stereotype? Share them!
- Do you promote the work of male and female authors equally? How so?
- Are women from the Tableau Public community fairly represented on social media?
- What experiments would you suggest to someone who wants to assess their gender bias (or lack thereof) on social media? What data should they track?

# Being Open to Newcomers

## As individuals and as a community

Tableau has the best community. Need proof? Look around! But even within all this vibrancy and passion, some might feel out of place, intimidated, or even unwelcome. This has been the subject of much conversation, perhaps best captured in a [Twitter Feed started by Matt Francis](#).

When we give everyone a seat at the table, the entire community stands to benefit. Why? Consider [Sarah Nell-Rodriguez's take](#): newcomers “are so important to the ongoing growth and ability to avoid a conscience bias in analytics and data visualization. They will help the most seasoned experts be stronger while becoming experts themselves. [And without new voices] the community is going to create a vacuum.” So how can we help these newcomers find their #DataFam here within our community?

## Conversation Starters

### What does it mean to be a “newcomer”?

As [Sarah Bartlett aptly noted](#): “Just because you’re ‘new’ to Tableau, doesn’t necessarily mean you’re new to data viz or data per se. You could be an expert in another tool.” Someone might be a seasoned Tableau vet who is only now beginning to share their work on Tableau Public.

- What are other types of “newcomers,” and what might they need to feel included?
- Share your Tableau journey. How would you want to be welcomed?

### Are we doing enough to include newcomers?

Tableau Public provides learning resources, data sources, and in 2016, informally started “Tableau Follow Friday” on Twitter (check out Mike Cisneros’s [History of #TableauFF viz](#)). The community has embraced #TableauFF, shining the spotlight on talented Tableau Public authors with limited followership. Newcomers can also get involved by participating in [#MakeoverMonday](#), [#WorkoutWednesday](#), and other community projects.

- Are these existing initiatives enough? How to onboard people who are not on Twitter?

Ultimately, inclusivity starts with YOU! You could invite first-time TC attendees to coffee (great suggestion, [Mark Bradbourne!](#)) or start favoriting new authors’ first Tableau Public vizzes.

- How do *you* include newcomers? How do you see others including newcomers?

# Reviewing Iron Viz

## Changes made since last year & further improvements

Last year, our colleague Jenny Richards conducted a survey on Iron Viz which received close to 150 responses. She documented the process in a blog post and results were shared publicly.

A list of changes were identified, and the following have been implemented in our 2018 feeders:

- Announcing entire 2018 feeder schedule upfront (see calendar) & longer submission window (now 1 month)
- Highlighting most favorited submission on the blog (Crowd Favorite)
- Collecting feeder competition theme ideas from the community (#IronVizTheme or form)
- Allowing participants to receive their score & judging feedback (submission form option)
- Scoring on the basis of Design, Storytelling, and Analysis (removing "Overall")
- Including guest judges outside of Tableau: IV Europe: Moritz Stefaner & Stefanie Posavec; IV Books & Literature: Alberto Cairo & Cole Knaflig; IV Health & Well-being: Max Roser, Mona Chalabi & Nadieh Bremer; IV Water: Giorgia Lupi, John Burn-Murdoch, RJ Andrew & Shirley Wu

Changes have also been made to the Iron Viz Finals. Namely, finalists now have to use Tableau Prep. Their Tableau Prep flow is briefly shown on stage, but is not taken into account for the judging. Finalists now receive the data set three weeks prior to competition.

## Conversation Starters

### What are your thoughts on these changes to Iron Viz?

We are always looking for ways to improve Iron Viz! So considering some of our changes:

- Would you say the overall Iron Viz feeders experience has improved in 2018? What about the onstage competition?
- \*How might Iron Viz be more equitable: for men and women, for international authors?
- Are there improvements you would like to see?

**\*IV Europe:** 65% ♂, 35% ♀, 8 countries; **IV Books & Literature:** 51% ♂, 49% ♀, 13 countries; **IV Health & Well-being:** 56% ♂, 36% ♀, 8% n.a., 10 countries; **IV Water:** 64% ♂, 35% ♀, 1% n.a., 13 countries

### What do you think about a participant-judging system?

In 2019, we are seeking to improve scoring transparency by placing the first round of judging in the hands of the participants. Participants in the competition would vote for their favorite (using the Favoriting feature). The number of favorites received from other Iron Viz feeder participants would determine the top 10, which would then be judged by a panel of expert judges.

# Promoting a Data Culture in your Organization

## Spreading enthusiasm and data literacy

The fact that you are here means you *love* data. But do other parts of your organization share this love? If so, we want to hear about what a “data culture” looks like in the wild. And if not, we want to help empower you to build a community around data.

## Conversation Starters

### **What does a “data culture” really look like?**

Imagine if you could bring the energy, passion, and knowledge of the Tableau community back to your organization. Or perhaps your organization already shares our enthusiasm. Either way, we want to know!

- What does being a data advocate in your organization mean for you?
- Have you seen great examples of data literacy initiatives in your workplace? What made them successful? What about not-so-successful initiatives?

### **How could you promote a “data culture” in your organization?**

You might have heard of a little competition called Iron Viz. Well, what if you could hold an Iron Viz *for your organization*? We call these Viz Games, and they’ve been held in communities and organizations around the world.

- What are your thoughts about holding a Viz Games at your organization?

Of course, there are many other ways to promote a data culture.

- What can you do *on Monday* to start getting people empowered to use data?

# Finding Tableau Mentors

## Bringing the Tableau Community to the “Real Life”

Finding mentors in the community can boost your commitment, learning curve, and eventually career. Mentoring is also a very rewarding experience, as it helps you grow along the way. Some initiatives already exist. [Emily Kund, spoke about mentoring during the 2016 Tableau Fringe Festival](#), and Alicia Bembenek & Mike Cisneros talked about [“The benefits of finding \(and being\) a Tableau mentor”](#) on Tuesday.

But you may have other experiences and ideas to share, in order to help Tableau Mentoring become mainstream. For example, check out how Akanksha Sinha sought mentorship so she could grow and be held accountable in her [Makeover Monday Challenge](#).

## Conversation Starters

### **What does Tableau mentorship look like?**

A big misconception? You don't have to be an expert to be a mentor! Mentoring also doesn't have to be formal. You may have been regularly giving feedback or offering ideas to someone, without even thinking this was a mentoring relationship.

- Share your best mentoring relationships. What made these relationships work?
- What about mentorship in the Tableau community? What made it work?
- How could you start informally mentoring colleagues or members of the community?

### **How can you leverage Tableau's social resources to advance your career?**

With Tableau User Groups, Tableau Public, and Community Forums, there are so many ways to socialize and network with fellow Tableau enthusiasts.

- What are your strategies for getting the most out of Tableau User groups or meetups?
- What about for getting the most out of your Tableau Public account? Have you ever used Tableau Public to advance your career?
- Do you ever collaborate on vizzes with other authors? How so?