USING INFOGRAPHICS IN THE CLASSROOM TO TEACH VISUAL LITERACY

BY LEE & LOW BOOKS

Infographics' format and economy of words make infographics engaging and accessible to children, reluctant readers, visual learners, and English Language Learners. As infographics contain multiple layers of information, they are a challenging medium for students to practice inferences and interpretation. Lee & Low Books' infographic series on the diversity gap in major spheres of influence is a valuable vehicle to build students' visual literacy skills and understanding of diversity.[1] The following discussion questions and suggested activities were created based on the Diversity Gap in the Academy Awards infographic, but these can be applied to the rest of the series.[2]

Note: The other Diversity Gap Studies infographics from Lee & Low Books are included at the end.

Find out more at The Open Book: http://blog.leeandlow.com/

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[1] https://www.leeandlow.com/educators/diversity-gap-studies
[2] http://blog.leeandlow.com/2015/02/23/update-the-diversity-gap-in-the-academy-awards-2015/

For questions, comments, and/or more information, please contact us at general@leeandlow.com. Visit us online at leeandlow.com.

Discussion questions to consider with your students:

1. What patterns do you see? What trends do you see? How are the different charts related?
2. What is the central idea of this infographic? How do the words, phrases, and visuals interact to affirm the central idea?
3. Based on the infographic, what does "diversity gap" mean in terms of the Academy Awards?
4. What might the author's purpose be in choosing this medium to convey the central idea (to shame, inspire, shock, etc.)?
5. Does the infographic make the central idea clear and obvious? How does the infographic use an economy of words, language, typography, pie charts, bar graphs, negative space, and title to communicate the central idea?
6. What type of infographic is this (flow chart, web, map, graph, diagram, table, timeline)? What might the author's purpose be in choosing this type of infographic? How effective is this format of infographic at organizing and displaying data compared to just text?
7. Evaluate the effectiveness of the infographic as a form of communication as compared to text alone. Is this the most effective and convincing way to convey information about a lack of diversity at the Academy Awards? Why or why not?
8. Why might the creators have assembled this information about the Academy Awards and race at all?
9. Who is the intended audience (moviegoers, actors, directors, writers, producers, movie studios, general public, government officials)? What might the creators of this infographic want them to do with this information?
10. What is the context of this infographic? What major events in the United States were taking place when this infographic was created? Why is it important to understand the context of the infographic?
11. Is this infographic's argument and presentation persuasive or compelling? Why or why not? Analyze this infographic's effectiveness in inspiring activism.
12. Based on the information presented, what can you predict future trends will be for award winners, actors, directors, producers, and writers?
13. Can you determine causes for the lack of diversity in this infographic? Why or why not? How might researchers go about figuring out the cause(s) for the historical and current lack of diversity in the Academy Awards?
14. What is the impact of a lack of diversity amongst writers, actors, producers, directors, and award winners? What does it mean to be a young child growing up and consuming this form of media (movies)? What will they see? What will they not see? Tell me more about the possible effects of this situation and current trends.

Suggested activities:

1. Challenge students to translate this infographic's central idea into a written argument. Students should use key details and evidence from the infographic to assert the central idea.
2. Have students revise or add on to make the infographic more effective. Students should consider format, adding or deleting information, and more. What would make the infographic stronger, more persuasive, or more memorable?
3. Encourage students to investigate how these percentages compare to the general public. Students can use the United States Census data for demographics.
4. Have students investigate possible causes for the lack of diversity in the Academy Awards. Urge students to propose ways to change these trends.
5. If possible, ask students to research the percent of moviegoers who are people of color. Check industry publications or major news periodicals. How do these numbers compare to the information in the infographic?
6. Permit students to interview their grade, class, or school on questions, including: Do you go to the movies? How often? What kinds of movies do you see? Who are your favorite actor and actress in Hollywood today? Who is a director/actor/actress of color that you have seen in a movie recently? Why do you think there aren't more movies by and with people of color? Students can organize and display data in graphs and present findings to the class. Reflect on this information's relationship to the infographic's central idea.
7. Dig deeper—investigate the artists that were *nominated*each year. How many were people of color over those 85 years? What roles did these artists play in the movies they were nominated for? What genres of movies were they in for this nomination? Explore the people of color who did win best actress or best actor. What roles did they play and what kind of movies were they in when they won for best acting?
8. Compare this to other Lee & Low Books' infographics in the series: The Tony Awards,[3] The Emmy Awards,[4] Children's Book Publishing,[5] *The New York Times* Top 10 Bestsellers List,[6] Sci-fi and Fantasy Films,[7] and American Politics.[8] Consider central idea, evidence, format, and audience.
9. Update the information to include the 2013 and 2014 Academy Awards results. What changed? What did not change?

[3] http://blog.leeandlow.com/2016/06/07/tony-awards-diversity-gap-infographic/
[4] http://blog.leeandlow.com/2015/09/21/infographic-the-diversity-gap-in-the-emmys-2015/
[5] http://blog.leeandlow.com/2015/03/05/the-diversity-gap-in-childrens-publishing-2015/
[6] http://blog.leeandlow.com/2013/12/10/wheres-the-diversity-the-ny-times-top-10-bestsellers-list/
[7] http://blog.leeandlow.com/2014/07/29/wheres-the-diversity-hollywood-sci-fi-and-fantasy-blockbusters-overwhelmingly-white-male/
[8] http://blog.leeandlow.com/2013/10/24/wheres-the-diversity-5-reasons-why-the-us-government-isnt-more-diverse/

For further reading on teaching visual literacy and diversity in the classroom, check out these fantastic resources:

- Common Core in Action: 10 Visual Literacy Strategies by Edutopia[9]
- An Approach For Teaching Diversity by Jim Winship[10]
- An Introduction to Information Design by John Emerson and Backspace[11]
- Teaching with Infographics: Places to Start by *The New York Times* The Learning Network[12]
- Addressing the CCSS with the Use of Infographics by Kathy Schrock's Kaffeeklatsch[13]
- Standards Introduction by ACRL Visual Literacy Standards[14]
- Classroom Resources from Teaching Tolerance, a Project of the Southern Poverty Law Center[15]
- Visual Literacy Part 1 by School of Teaching and Learning, Ohio State University[16]
- Close Reading + Visual Literacy = Pathways For Understanding[17]

Find out more at leeandlow.com

[9] http://www.edutopia.org/blog/ccia-10-visual-literacy-strategies-todd-finley
[10] http://www.uww.edu/learn/diversity/dozensuggestions.php
[11] http://backspace.com/notes/2008/02/an-introduction-to-information-design.php
[12] http://learning.blogs.nytimes.com/2010/08/23/teaching-with-infographics-places-to-start/?_php=true&_type=blogs&_r=1
[13] http://blog.kathyschrock.net/2014/01/addressing-ccss-with-use-of-infographics.html
[14] https://acrlvislitstandards.wordpress.com/2013/05/01/visual-literacy-array/
[15] http://www.tolerance.org/classroom-resources
[16] http://www.slideshare.net/klightle/visual-literacy-part-1
[17] http://blog.leeandlow.com/2013/06/24/close-reading-visual-literacypathways-for-understanding/

THE **DIVERSITY GAP** IN
CHILDREN'S BOOKS

21 YEARS ★ 1994 – 2014

PERCENTAGE OF **CHILDREN'S BOOKS** BY AND/OR ABOUT
PEOPLE OF COLOR

Year	%
1994	10
1995	10
1996	9
1997	10
1998	9
1999	7
2000	7
2001	10
2002	11
2003	11
2004	10
2005	10
2006	10
2007	10
2008	12
2009	11
2010	10
2011	10
2012	9
2013	10
2014	14
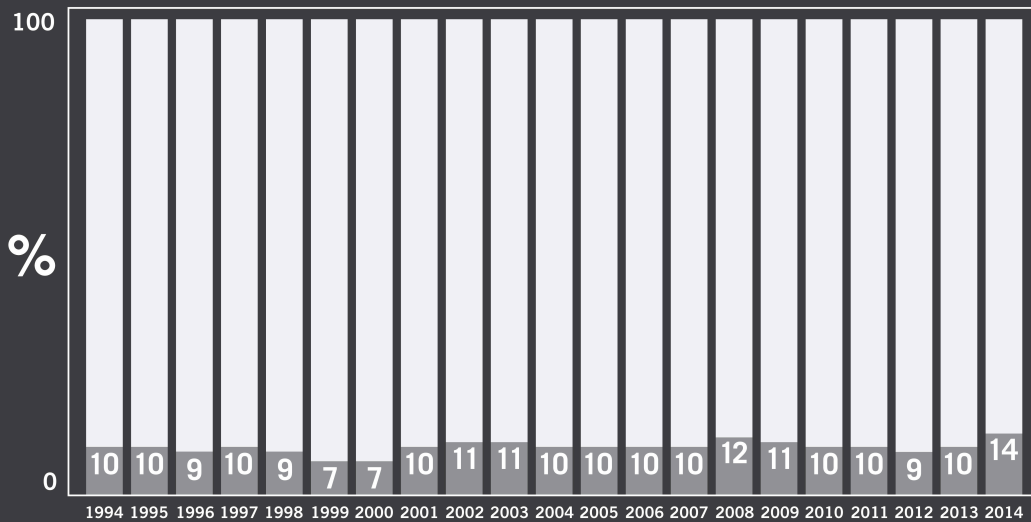
37% OF THE US POPULATION ARE **PEOPLE OF COLOR** **10%** OF CHILDREN'S BOOKS IN THE PAST **21** YEARS CONTAIN **MULTICULTURAL CONTENT**

DESPITE THE BEST EFFORTS OF LEE & LOW BOOKS AND OTHER PUBLISHERS AND IMPRINTS THAT FOCUS ON MULTICULTURAL THEMES, THE NUMBER OF BOOKS THAT CONTAIN DIVERSITY **HAS NOT GROWN**.

MINORITY % OF US POPULATION

2012 116.2M — 37%

2060 241.3M PROJECTED — 57%
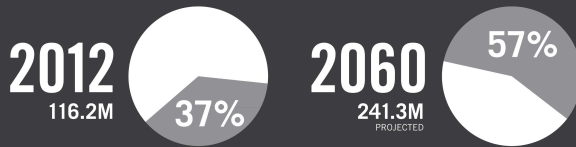
DID YOU KNOW?

THE US IS PROJECTED TO BECOME A MAJORITY- "MINORITY" NATION IN 2043.

ABOUT EVERYONE • FOR EVERYONE **LEE & LOW BOOKS** for more conversations on diversity, visit **blog.leeandlow.com**

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DIVERSITY GAP
in SILICON VALLEY 2014

GENDER DIVERSITY IN THE TECH INDUSTRY
82% MEN / 18% WOMEN

(includes data from more than 200 large, medium, and small tech companies)

RACIAL DIVERSITY IN THE TECH INDUSTRY

Google · facebook · PANDORA · Twitter · LinkedIn · Pinterest · ebay · YAHOO!

3% HISPANIC

4% MULTI/OTHER

41% ASIAN

50% WHITE

2% BLACK

Among 183 board members from twenty major tech companies, including Amazon, Apple, Yelp, Google and Facebook, only three members are black and one is Hispanic.

Source: Rainbow Push

SOURCES:
google.com/diversity/at-google.html#tab=leadership
apple.com/diversity/
newsroom.fb.com/news/2014/06/building-a-more-diverse-facebook/
blog.twitter.com/2014/building-a-twitter-we-can-be-proud-of
medium.com/i/striketora/where-are-the-numbers-cb997a57252
engineering.pinterest.com/post/9275354309/diversity-and-inclusion-at-pinterest
blog.ebay.com/wp-content/uploads/2014/07/eBay-Data-Diversity.jpg
yahoo.tumblr.com/post/89085398949/workforce-diversity-at-yahoo
blog.linkedin.com/2014/06/12/linkedins-workforce-diversity/
www.pandora.com/careers/#diversity
www.techrepublic.com/article/diversity-stats-10-tech-companies-that-have-come-clean/

THE **DIVERSITY GAP** IN THE
TONY AWARDS

34 YEARS ★ 1982–2015

BEST ACTRESS
IN A PLAY

85% WHITE

WHILE A RECORD NUMBER OF ACTING NOMINATIONS WENT TO ACTORS OF COLOR IN 2016, WHITE PEOPLE STILL MAKE UP OVER 95% OF ALL TONY NOMINEES.

BEST ACTRESS
IN A MUSICAL

73% WHITE

15%
PEOPLE OF COLOR

Mercedes Ruehl 1991
Phylicia Rashad 2004
Viola Davis 2010
Cicely Tyson 2013
Audra McDonald 2014

BEST DIRECTOR

OF A PLAY

| 86% WHITE | 83% MALE |
| 14% PEOPLE OF COLOR | 17% FEMALE |

PEOPLE OF COLOR
Lloyd Richards 1991
George C. Wolfe 1992
Gerald Gutierrez 1995 and 1996
Kenny Leon 2014

WOMEN
Garry Hynes 1998
Mary Zimmerman 2002
Anna D. Shapiro 2008
Marianne Elliott 2011
Pam MacKinnon 2013
Marianne Elliott 2015

OF A MUSICAL

| 97% WHITE | 92% MALE |
| 3% PEOPLE OF COLOR | 8% FEMALE |

PERSON OF COLOR
George C. Wolfe 1992

WOMEN
Julie Taymor 1991
Susan Stroman 2001
Diane Paulus 2013

27%
PEOPLE OF COLOR

Jennifer Holliday 1982
Chita Rivera 1984 and 1993
Ruth Brown 1989
Lea Salonga 1991
Heather Headley 2000
LaChanze 2006
Audra McDonald 2012
Patina Miller 2013

BEST ACTOR
IN A PLAY

94% WHITE

6%
PEOPLE OF COLOR

James Earl Jones 1987
Denzel Washington 2010

BEST ACTOR
IN A MUSICAL

85% WHITE

15%
PEOPLE OF COLOR

Ben Harney 1982
Gregory Hines 1992
Brian Stokes Mitchell 2000
David Alvarez 2009
Billy Porter 2013

THE **DIVERSITY GAP** IN THE
EMMY® AWARDS

24 YEARS ★ 1992–2015

BEST ACTRESS
WINNERS

LEAD ACTRESS
IN A COMEDY SERIES

96%
WHITE

4%
PERSON OF COLOR   America Ferrera 2007

LEAD ACTRESS
IN A DRAMA SERIES

96%
WHITE

4%
PERSON OF COLOR   Viola Davis 2015

ISABEL SANFORD IS THE LAST AFRICAN AMERICAN WOMAN TO WIN LEAD ACTRESS IN A COMEDY SERIES FOR **THE JEFFERSONS**.

1981

BEST DIRECTOR
WINNERS

COMEDY SERIES		DRAMA SERIES	
100% WHITE	**83%** MALE	**83%** WHITE	**96%** MALE
	17% FEMALE	**17%** PEOPLE OF COLOR	**4%** FEMALE
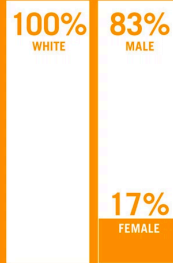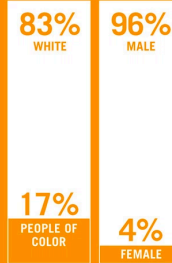
DID YOU KNOW?
VIOLA DAVIS IS THE FIRST WOMAN OF COLOR TO WIN AN EMMY AWARD FOR BEST ACTRESS IN A **DRAMA SERIES**

OUTSTANDING WRITING

IN A COMEDY SERIES	IN A DRAMA SERIES
20% FEMALE	**84%** MALE
80% MALE	**16%** FEMALE
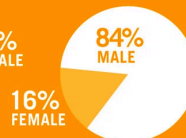
BEST ACTOR
WINNERS

LEAD ACTOR
IN A COMEDY SERIES

87%
WHITE

13%*
PERSON OF COLOR   Tony Shalhoub
2003, 2005, 2006

LEAD ACTOR
IN A DRAMA SERIES

96%
WHITE

4%
PERSON OF COLOR   Andre Braugher 1998

PHYLICIA RASHAD IS THE LAST AFRICAN AMERICAN WOMAN TO BE NOMINATED FOR LEAD ACTRESS IN A COMEDY SERIES FOR **THE COSBY SHOW**

1986

ABOUT EVERYONE • FOR EVERYONE
LEE & LOW BOOKS

THE DIVERSITY GAP IN
THE NEW YORK TIMES
TOP 10 BESTSELLERS

★ COMBINED PRINT & E-BOOK FICTION (ADULT) 2012 ★
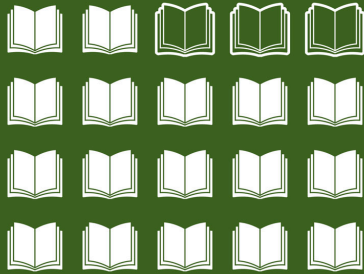
3
OF 124 AUTHORS
WERE PEOPLE OF COLOR

Sylvia Day (half Japanese)
E. L. James (half Chilean)
Tess Gerritsen (Chinese American)
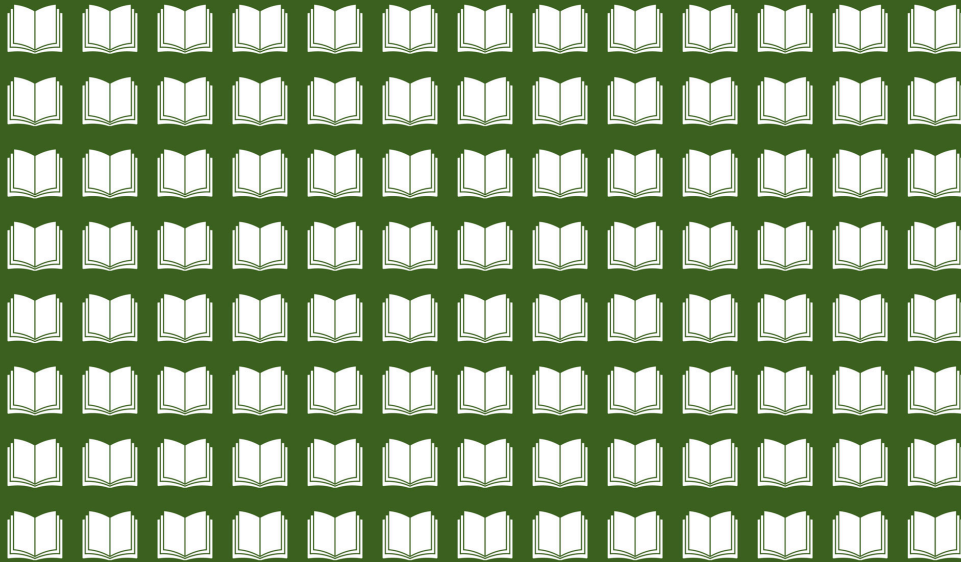
E. L. JAMES APPEARED **126 TIMES** DURING 42 WEEKS

JAMES PATTERSON APPEARED **37 TIMES**

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LEE & LOW BOOKS   blog.leeandlow.com

for more conversations on diversity, visit

"Best Sellers: Combined Print & E-Book Fiction." New York Times, Arts section, January 1, 2012-December 30, 2012. http://www.nytimes.com/best-sellers-books/2012-01-01/combined-print-and-e-book-fiction/list.html.
Authors' backgrounds were researched online using a combination of Google, Wikipedia, and author biography pages.

Disclaimer: Statistics for this study were compiled by the LEE & LOW staff. While we are bright, caring people, we are not statisticians. We have dutifully listed our sources for this study and have done so with the full knowledge that sites such as Wikipedia, may not be entirely accurate.

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THE **DIVERSITY GAP** IN
AMERICAN POLITICS

2013
SAMPLE FROM APRIL 2013

PRESIDENT
HISTORICALLY

98% WHITE

100% MALE

SUPREME COURT
CURRENT
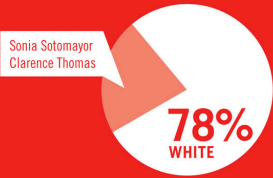
Sonia Sotomayor
Clarence Thomas

78% WHITE

66% MALE

Ruth Bader Ginsburg
Elena Kagan
Sonia Sotomayor

2013 CONGRESS

82% WHITE

81% MALE
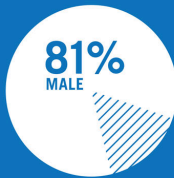
8% AFRICAN AMERICAN
7% LATINO
2% ASIAN AMERICAN
0.3% NATIVE AMERICAN

93% WHITE
80% MALE
SENATE

HOUSE
79% WHITE
81% MALE

STATE GOVERNORS
CURRENT

10% WOMEN

Jan Brewer (AZ)
Mary Fallin (OK)
Nikki Haley (SC)
Maggie Hassan (NH)
Susana Martinez (NM)

10% PEOPLE OF COLOR

Nikki Haley (SC)
Bobby Jindal (LA)
Susana Martinez (NM)
Deval Patrick (MA)
Brian Sandoval (NV)

ABOUT EVERYONE • FOR EVERYONE **LEE & LOW BOOKS**

THE DIVERSITY GAP IN
SCI-FI & FANTASY FILMS

BASED ON THE TOP 100 DOMESTIC GROSSING SCI-FI & FANTASY MOVIES

AS OF 2014

MOVIES WITH A
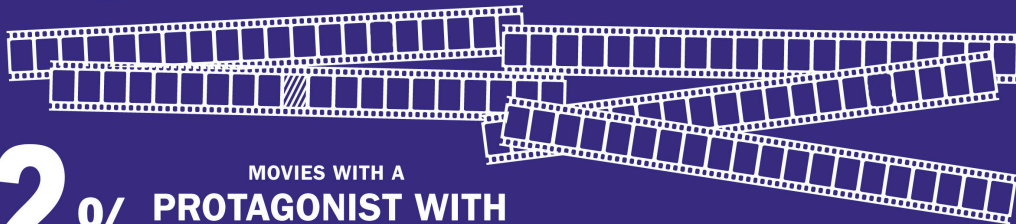**FEMALE PROTAGONIST**

12%

MOVIES WITH A
PROTAGONIST OF COLOR

8%

(0% WOMEN OF COLOR**)**

0% LGBTQ
PROTAGONISTS

OF THE EIGHT PROTAGONISTS OF COLOR,
SIX ARE WILL SMITH
AND ANOTHER IS A CARTOON (ALADDIN)

1% MOVIES WITH A
VILLAIN OF COLOR

2% MOVIES WITH A
PROTAGONIST WITH
A DISABILITY

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