Why Infographics accelerate decision making

Traditional
document

Alternative
document + infographics

you have a
CONCEPTUAL IDEA
to share

it can be
WRITTEN

it can be
ILLUSTRATED

goal?

hmm...

start?

a-ha!

I get it!

and your audience can
INTERPRET IT

and your audience can
EXPERIENCE IT

Outcomes

Concepts open to misinterpretation
Laborious to read and comprehend
Disengaging

People can direct differing views toward visual instead of at each other
People connect with visuals
More than 60% of the population are visual learners

Great USES for Infographics

Presentations, Worksheets, Reports, Tracking Tools
SPATIAL
Information that describes relative positions and the spatial relationships in a physical or conceptual location.

CHRONOLOGICAL
Information that describes sequential positions and the causal relationships in a physical or conceptual timeline.

QUANTITATIVE
Information that describes scale, proportion, change, and organization of quantities in space, time or both.

INFOGRAPHIC DEVICE

DIAGRAMS
Icon: Shows visually simplified reality
Sequence: Shows succession of events, actions and causal relationships
Process: Shows step-by-step interactions across both space and time
Timeline: Shows chronological progression
Exposition: Shows details or points of view normally not available to the human eye such as cutaways, axonometric views etc.

MAPS
Locator: Shows location of something in relation to something else
Data: Shows quantitative information in relation to its geographic location
Schematic: Shows abstracted representation of geography, process, or sequence

CHARTS
Flow: Shows magnitude changes over time
Bar: Shows proportionate comparison of magnitude
Pie: Shows distribution of parts of a whole
Organization: Shows parts in a structure and their relationships with each other

INFOGRAPHICS

COMMUNICATION METHOD

STATIC
Information presented in its entirety at one glance.
Newspaper graphics, map folders, product manuals, expository diagrams

MOTION
Information presented progressively in a linear sequence
Animation or graphic overlays on live action video

INTERACTIVE
Information presented selectively based on viewers choice
Usually web-based information units which are narrative, instructive, simulative or explorative in nature
SMARTPHONES ARE USED EVERYWHERE

Where phones are used, by location

- **home**: 96%
- **on the go**: 84%
- **in a store**: 83%
- **restaurant**: 82%
- **work**: 71%
- **social gathering/function/event**: 70%
- **doctor’s office**: 64%
- **cafe or coffee shop**: 61%
- **airport**: 56%
- **public transport**: 45%
- **school**: 39%

*Base: Private smartphone users who use the Internet in general. Smartphone n= 1,000. Q16: Where do you tend to use your smartphone? Please first select at which locations you ever use it - even if only seldom.*
The Most Influential Cities

"New York City, the incomparable, the brilliant star city of cities," wrote author John Gunther in one of the many odes to the much loved—and malignes—metropolis. But what exactly gives the city its spark? According to one measure of urban power, the alignment of five major forces puts the Big Apple atop all others. With over half the world's population now residing in urban areas, cities drive global dynamics more than ever, says Samantha King of A.T. Kearney. The management consultancy launched the Global Cities Index, a gauge of urban influence, in 2008 and issued an update in 2010. "The list at this stage is fairly intuitive," says King, though she expects certain trends to show their impact over the next decade. These include the financial crisis that began in 2008 and the ability of cities like Singapore and Chicago to adapt their industry focus over time. Beijing and Shanghai exhibit rapid growth but are yet to develop the infrastructure of other large cities, says King. Livability isn't a factor. Although most cities enjoy strengths in specific areas, the four that rate the rankings shine across all dimensions: business, culture, politics, information, and human capital. All three are New York, London, Tokyo, and Paris. The fusion of these elements generates a vitality that in turn attracts more of the same. Brilliant stars indeed. —Jane Styne
When the 30 top Christmas songs were written

Most are from the 40s and 50s.

Source: American Society of Composers, Authors and Publishers
TOP 10 MOST READ BOOKS IN THE WORLD

Based on number of books printed and sold over the last 50 years. Some titles may have had more copies printed than some of these books, but a vast number of those books were not sold, so we’ll assume that they did not get read.

1. THE HOLY BIBLE
2. QUOTATIONS FROM CHAIRMAN MAO TSE-TUNG
3. HARRY POTTER
4. THE LORD OF THE RINGS
5. THE ALCHEMIST
6. THE DA VINCI CODE
7. GONE WITH THE WIND
8. THE TWILIGHT SAGA
9. THINK AND GROW RICH
10. THE DIARY OF ANNE FRANK

Source: squidoo.com/mostreadbooks
**The Psychology of Color**

- **Office**
  - Blue: Most productive color.

- **Bedroom**
  - Green: Tranquility and Health.

- **Kitchen**
  - Yellow: Increases metabolism, brightens room, gives you energy.

- **Living Room**
  - Lavender: Calms the nerves, allows relaxation.

- **Girl's Room**
  - Pink: Calming, Warm.

- **Dining Room**
  - Red: Encourages Appetite.
TIME WILL TELL

How do highly successful people spend the day? The International Center for Management and Organization Effectiveness surveyed 267 C-level executives at Fortune 500 companies and found that besides waking up early, going to bed late, and working a lot in between, executives tend to average the following on a daily basis:

6:15 a.m. Typical wake-up time

- Exercise: 45 minutes
- Personal Development: 30 minutes
- Strategy Planning: 25 minutes
- Conference Calls or Meetings: 2.44 hours
- Emailing & Texting: 2.42 hours

11:40 p.m. Typical bedtime
Top 5 Most Active Twitter Moments

- Women’s World Cup Final: 7,196 Tweets Per Second
- New Years Eve 2010 in Japan: 6,939 Tweets Per Second
- Japanese Tsunami + Earthquake: 5,530 Tweets Per Second
- Osama Bin Laden’s Death: 5,106 Tweets Per Second
- Super Bowl 2011: 4,064 Tweets Per Second
KOBE BRYANT vs. MICHAEL JORDAN

In the basketball blogosphere, it's highly debated if Kobe can ever be considered as good as MJ, who is currently considered the greatest of all time. Have a look at how the players compare:

**STATS**

<table>
<thead>
<tr>
<th>Stat</th>
<th>Kobe Bryant</th>
<th>Michael Jordan</th>
</tr>
</thead>
<tbody>
<tr>
<td>PPG</td>
<td>25.2</td>
<td>30.1</td>
</tr>
<tr>
<td>RPG</td>
<td>5.3</td>
<td>6.2</td>
</tr>
<tr>
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<td>2.4</td>
</tr>
<tr>
<td>BPG</td>
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<td>0.8</td>
</tr>
</tbody>
</table>

**AWARDS**

- Championships
- MVP
- Finals MVP
- Defensive Player
- Rookie of Year
- All-star
- Scoring Title

- Championships
- MVP
- Finals MVP
- Defensive Player
- Rookie of Year
- All-star
- Scoring Title
THE 10 COMMANDMENT S OF TYPOTGRAPHY

1. KNOW YOUR FONT FAMILIES! EVER HEARD OF CHometrics?
   - Geometric: Futura, Garamond, Lucida, Agency
   - Humanist: Minion, Myriad, Montage
   - Old Style: Garamond, Ocean Sans, Mandingo
   - Transitional: Times New Roman, Colonna MT
   - Modern: Franklin Gothic, Minion
   - Slab Serifs: Garamond, Liberation

2. COMBINE A SANS-SERIF FONT WITH A SERIF FONT.
   - Futura: Myriad, Minion, Novely
   - Garamond: Ocean Sans, Colonna MT
   - Franklin Gothic: Agency FB
   - Minion: Myriad, Garamond, Liberation
   - Liberation: Garamond, Myriad, Garamond

3. COMBINE A SERIF FONT WITH A SANS-SERIF FONT.
   - Minion: Myriad, Garamond, Liberation
   - Myriad: Myriad, Garamond, Liberation
   - Garamond: Myriad, Garamond, Liberation
   - Franklin Gothic: Agency FB
   - Liberation: Myriad, Garamond, Liberation

4. COMBINING TWO SIMILAR FONTS IS NOT COOL.
   - Myriad: Myriad, Garamond, Liberation
   - Myriad: Myriad, Garamond, Liberation
   - Myriad: Myriad, Garamond, Liberation
   - Franklin Gothic: Agency FB
   - Liberation: Myriad, Garamond, Liberation

5. CONTRAST IS THE KEY.
   - Myriad: Myriad, Garamond, Liberation
   - Myriad: Myriad, Garamond, Liberation
   - Myriad: Myriad, Garamond, Liberation
   - Franklin Gothic: Agency FB
   - Liberation: Myriad, Garamond, Liberation

6. STICK TO TWO FONTS. ONLY DO FOR THREE IF YOU MUST.
   - Myriad: Myriad, Garamond, Liberation
   - Myriad: Myriad, Garamond, Liberation
   - Myriad: Myriad, Garamond, Liberation
   - Franklin Gothic: Agency FB
   - Liberation: Myriad, Garamond, Liberation

7. DON'T MIX DIFFERENT MOODS.
   - Myriad: Myriad, Garamond, Liberation
   - Myriad: Myriad, Garamond, Liberation
   - Myriad: Myriad, Garamond, Liberation
   - Franklin Gothic: Agency FB
   - Liberation: Myriad, Garamond, Liberation

8. COMBINE FONTS OF COMPLEMENTARY Moods AND OF SIMILAR TIME ERAS.
   - Myriad: Myriad, Garamond, Liberation
   - Myriad: Myriad, Garamond, Liberation
   - Myriad: Myriad, Garamond, Liberation
   - Franklin Gothic: Agency FB
   - Liberation: Myriad, Garamond, Liberation

9. USE DIFFERENT WEIGHTS OF FONTS IN THE SAME FAMILY.
   - Myriad: Myriad, Garamond, Liberation
   - Myriad: Myriad, Garamond, Liberation
   - Myriad: Myriad, Garamond, Liberation
   - Franklin Gothic: Agency FB
   - Liberation: Myriad, Garamond, Liberation

10. AND LASTLY, PLEASE AVOID THE FOLLOWING FONTS...
    - Myriad: Myriad, Garamond, Liberation
    - Myriad: Myriad, Garamond, Liberation
    - Myriad: Myriad, Garamond, Liberation
    - Franklin Gothic: Agency FB
    - Liberation: Myriad, Garamond, Liberation

Designmantic
CAMERA VS SMARTPHONE

Which tech rules photography today?

Bringing sales figures into focus

In early 2013

Non-mobile phone users

7.1 BILLION
World Population

5.2 BILLION
Mobile phone in use

4.4 BILLION
Active camera phone in use

1.14 BILLION
Smartphone in use
14% Global mobile subscriptions

46.6% Global smartphone subscriptions

For the 1st time, smartphone sales surpassed non-smartphone sales!

Worldwide cellphone sales

420 million units

154m smartphone sales
266m non-smartphone sales

2012

46.5% smartphone sales
-21% non-smartphone sales

435 million units

225m smartphone sales
210m non-smartphone sales

Apr-Jun 2013

Regions of top smartphone sales growth

74.1%
A bleak snapshot of sales

Photo Apps:
- 2.58% total sales in Apple App Store

Photo and Video Sharing:
- 89% growing rate - fastest growing app category

Global DSLR:
- 15m sales in Oct 2012
- 11.6 million sales in Oct 2013

Compact Camera:
- 147.5 million sales in 2012
- 59 million sales in 2014

Picture this: pictorial proliferation
Picture this: pictorial proliferation

In 1826
1st photo was taken

By 2000
85 billion photos!

By 2013
3.5 trillion photos!

By 2022
7 trillion+ photos!

Today, we take...

380 billion pics/year
1.05 billion pics/day
733,333 pics/minute

31.7 billion pics/month
44 million pics/hour
12,222 pics/second

This means each person on Earth takes ±53 photos/year

Yet only 1% of photos taken today are on film

73% I take at least one photo

Yet 77%

Yahoo! estimates that 880 billion photos will be taken in 2014

Stacking up fast

Daily uploads
In the next minute...
91% of smartphone owners take 2X as many photos/month as smartphone users.

77% of digital camera owners take at least one photo each month.

Daily uploads:
- Facebook: 300 million photos
- Instagram: 1.6 million ‘public’ photos

In the next minute:
- Facebook: 208,300 photos will be uploaded
- Instagram: 27,800 photos will be uploaded
- Shutterfly: 1,041 ‘public’ photos will be uploaded

Society of shutter and mouse clicks

Photos currently in...
- Flickr: 8.5 billion
- Facebook: 140 billion
- Library of Congress: 14 million
- Getty Images: 30-60 million
- Shutterfly: 20 billion
- Instagram: +1 billion
Photos are social

70% of all Facebook activity is based on photos

42% of all Tumblr posts are based on photos

Facebook photos attract 53% more likes than text-only posts

Top 3 reasons college students use smartphones

#1: Texting
#2: Email
#3: Photography

InstaGrowth

Instagram users in...

1 million

2011

27 million

2012

40 million

2013

140 million

In 2012 Instagram got about 1 new user/second!

Most popular cameras on flickr

(by # of users)

#1: iPhone 3 & 4

(by # of photos)

#1: Nikon D80 SLR
smartphone photos...

- 49% Often
- 36% Sometimes
- 12% Seldom
- 3% Never

#2

Nikon D90 SLR

#2

iPhone 3 & 4
55.2 million photos

What immediacy means
Immediacy /ɪˈmɪdiəsɪ/ (n): Freedom from any intervening medium.

Hurricane Sandy goes social

1.3 million photos of the hurricane uploaded to Instagram (~40 photos/second)

800,000+ #Sandy tags

32 million Hurricane Sandy photos uploaded to Flickr

How journalists use smartphones today

- Be more discreet
- Conduct interviews with voice recorder
- Take and upload photos
- Enhance mobility
- Record video for live coverage
- Email stories back to the station
Snapshot of today's top photo tech...

THE SMARTPHONE

Why we take photos?

- 37.5% To store on a computer
- 23% To upload to social media
- 22.5% To store on a phone
- 17% To print

Survey stats - Gender
37.5% To store on a computer
23% To upload to social media
22.5% To store on a phone
17% To print

Survey stats - Gender
Males were more likely to say 'to store on a computer'
Females were more likely to say 'to upload to a social media platform', 'to print off' and 'to store on a phone'

Survey stats - Age

47.1% said they consider all 4 methods a reason for taking a photo
Most megapixels in a smartphone:

- Nokia Lumia 1020: 41 megapixels

More than 50% of British smartphone owners use them as their primary gadget.

Where smartphones excel:

- Ease and immediacy of sharing (email, SMS and social media)
- Convenience: our phones are always with us
- Though not the best, photo quality is sufficient
- Ability to edit and upload instantly
- Economy of all-in-one devices (physical + financial)

Sources:

- www.bbc.co.uk/academy/news/article/art201307116464645373
- www.businessinsider.com/chart-of-the-day-the-fastest-growing-most-popular-app-categories-2012-6
- www.inc.com/jarine-popick/photos-are-social-media-gold.html
- www.instagram.com/press/
- www.istockphoto.com/article_view.php?id=1501
- www.makeuseof.com/tag/Infographic-Photography-dead-the-mobile-photo-explosion/

www.treat.com
More than 50% of British smartphone owners use them as their primary gadget.
Labeling GMOs in the U.S.

Cloning, DNA modification, gene splicing: These radical processes used to be mere science fiction. But with the advancement of our understanding of genetic code, they are now possible. Genetically modifying food to last longer or to grow more quickly has helped feed thousands of hungry people all over the globe. But if you were eating engineered food, would you want to know it?
Labeling GMOs in the U.S.

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WHAT ARE GMOs?

GMOs, or genetically modified organisms, are scientifically engineered foods with altered genes. Most often, they refer to crops modified for longer shelf lives or stronger resistance to pesticides. But GMOs can also be processed or canned foods and certain livestock products. Some examples include:

- Sugar beets
- Corn
- Potatoes
- Tomatoes
- Soybeans
- Animal feed
- Salmon

What's the big deal? (2,3)

Lab-created food is off-putting to a lot of consumers. Perceived risks include human health and ecosystem and wildlife damage due to gene modification.
What’s the big deal? (2,3)
Lab-created food is off-putting to a lot of consumers. Perceived risks include human health and ecosystem and wildlife damage due to gene modification.

70% of American produce contains GMOs. But not all GMOs are properly labeled on consumer products.

93% The percentage of Americans, according to a New York Times poll, who support labeling for all genetically modified foods. 75% worry about the health effects of some GMOs. (4)

THE NUMBERS
GMOs are extremely common in the U.S. and their numbers are growing. Crops are typically tampered with to be made to withstand large amounts of herbicides and pesticides.
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GMOs are extremely common in the U.S. and their numbers are growing. Crops are typically tampered with to be made to withstand large amounts of herbicides and pesticides.

433 million
The number of acres of GMOs grown worldwide in 2013\(^{(5)}\)

80%
The percentage of processed foods in the U.S. containing GMOs\(^{(6)}\)

GMOs as percentage of U.S. crops (6)

88% 93% 94% 75% 90%
FACT OR FICTION?

With genetically modified crops as common as they are, it's important for consumers to know the truth about what they're eating. Here are some common myths regarding GMOs and the facts behind them. (7)
for consumers to know the truth about what they’re eating. Here are some common myths regarding GMOs and the facts behind them. (7)

**Myths:**

- GMOs are new technology and there's no way to know if they're dangerous.
- GMOs cause allergies and cancer.
- GMOs create chemical-resistant super-weeds.
- Modified genes spread to other crops, disrupting the ecosystem.
- GMOs hurt beneficial insects like butterflies and bees.

**Facts:**

- GMOs have been studied for 30 years and more than 1,700 peer-reviewed safety studies have been published.
- It is theoretically possible that GMOs could introduce new proteins into people that evoke an immune response. But the biotech companies that create GMOs and the FDA perform extensive allergy and toxicity testing.
- If evolution plays out as it should, then weeds will become resistant to herbicides. With GMOs that have been modified to withstand herbicides, then stronger chemicals will eventually be used; and this has people worried about the environment. But all that is needed is a healthy crop rotation by farmers.
- There is some truth here, as pollinating plants could spread their genetic material to nearby crops. But the modified traits will only be adopted if they give those plants an evolutionary edge.
- Most pesticides are created to specifically target certain bugs using particular proteins.
Colorado GMO Labeling Initiative

Colorado legislature has attempted to pass Proposition 105, which would force all companies and restaurants to label genetically modified food. Companies like Monsanto, Kraft, and Pepsico have attempted to defeat the measure; but the co-CEO of the popular Mexican restaurant Chipotle is urging that the proposition be passed.

Monsanto spent $4.7 million in an attempt to defeat the measure, stating that there is no evidence these foods are harmful.
Foreign governments are taking GMOs much more seriously. (9)

Bans or restrictions on GMOs exist

No bans or restrictions
WHAT ARE GMOs?

THE NUMBERS

FACT OR FICTION?

LABELING LAWS

SOURCES

DESIGNED BY | www.InfographicWorld.com
The conventional wisdom says the NFL has become a passer’s league, and, well, regular-season yardage and scoring statistics make it hard to argue with that.

**SO, WHAT’S CHANGED?**

Here’s a look at the changes in how teams have gained yardage over the years:

<table>
<thead>
<tr>
<th>STATISTIC</th>
<th>TOTAL POINTS</th>
<th>TOTAL PASSING TDS</th>
<th>TOTAL RUSHING TDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1983</td>
<td>9,779</td>
<td>625</td>
<td>437</td>
</tr>
<tr>
<td>2012</td>
<td>11,651</td>
<td>757</td>
<td>401</td>
</tr>
</tbody>
</table>

Percentage change:
- Total Points: +19%
- Total Passing TDS: +21%
- Total Rushing TDS: -8%
SO, WHAT'S CHANGED?

GAINING GROUND

Quarterbacks' best years (percentage of total offensive yardage through the air):

- 1994: 66.2%
- 1995: 66.6%
- 1996: 67%
- 1997: 67.1%
- 2011: 67.2%

Running backs' best years (percentage of total offensive yardage on the ground):

- 1984: 37.5%
- 1985: 37.7%
- 1986: 37.8%
- 1987: 38%
- 2014: 38.8%

Here's a look at the changes in how teams have gained yardage over the years:

30 YEARS OF CHANGE

*15-game season
30 YEARS OF CHANGE
Here's a look at the changes in how teams have gained yardage over the years:

<table>
<thead>
<tr>
<th>Year</th>
<th>Gross Rushing</th>
<th>Net Rushing</th>
</tr>
</thead>
<tbody>
<tr>
<td>1963</td>
<td>12490</td>
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</tr>
<tr>
<td>2012</td>
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</tbody>
</table>

Source: pro-football-reference.com
CRUDE AWAKENING

An infographic to help you understand the oil spill catastrophe in the Gulf of Mexico and the incredible costs that will affect us all.

As of Thursday AM, May 13

"If you kill the shrimp, you kill the fish that feed off the shrimp, and if you kill the fish there is nothing left in the Gulf of Mexico. That would absolutely be a disaster for years and years."—Dan Dix, fishing boat captain

"This is bad... if nothing is done, this will take 10 years to disperse."—Dec Duran, Oil Spill Control Services

"A 'double dip' recession probably has been made more likely by this tragedy."—David Kotok, chief investment officer, Cumberland Investors

THE RESPONSE
- 13,000+ vessels engaged in response
- 326 fixed structures in place
- 1.4 million+ barrels spilled
- 5 million+ gallons of oil released
- 475,000+ gallons of crude oil burned
- 5 million+ gallons of dispersants released

THE FIXES
- Top Hat: BP is constructing a "top hat" at the spill site to contain the oil
- Relief wells: Designed to alter the original wellhead above the oil reservoir

THE ENVIRONMENTAL RISKS:
- It could not come at a worse time

- OIL RESERVOIR
- 400,000 acres of protected area
- 34,000 birds have been affected
- 45,000 marine mammals
- 75% of the U.S. migratory birds
- 70,000 fish affected

THE WORST-CASE SCENARIO
- 378 million barrels
- 600,000 accidents
- 34 times the size of the Exxon Valdez spill
BURNING FUEL
THE AVERAGE CAR VS. THE AVERAGE HUMAN

THE AVERAGE AMERICAN DRIVER USES 1.4 GALLONS OF GAS PER DAY, ROUGHLY 500 GALLONS PER YEAR.

1 GALLON OF GAS = 31,208 CALORIES

A CAR BURNS 1,125 CALORIES PER MINUTE AT 60 MPH.

THE AVERAGE CAR PRODUCES 29.6 POUNDS OF CO2 A DAY.

A PERSON BURNS 4.6 CALORIES PER MINUTE AT 3 MPH.

THE AVERAGE PERSON PRODUCES .23 POUNDS OF WASTE PER DAY.

CARS USE GAS TO POWER THEMSELVES, JUST AS PEOPLE USE FOOD. AND ENERGY IS ENERGY, NO MATTER WHERE YOU GET IT. SO, HOW MANY CALORIES ARE IN A GALLON OF GAS? HOW DOES THAT COMPARE TO OUR FOOD?

AVERAGE DAILY CALORIC INTAKE FOR ADULT MALE (2,400)
2000 CALORIES = 16% OF ONE GALLON OF GAS

FOODS WE GET OUR FUEL FROM

- Big Mac: 456 Calories
- Starbucks Grande Latte with 2% milk (26 oz): 190 Calories
- Can of Coke (12 oz): 155 Calories
- Pint of Guinness: 210 Calories
- Tropicana Pure Premium Orange Juice (1 cup): 120 Calories
- An Entire Outback Bloomin’ Onion: 2,330 Calories
- A Pint of Ben & Jerry’s Chunky Monkey: 1,960 Calories
- 6 oz filet mignon: 529 Calories
- Medium banana: 100 Calories

**ROOTSTRIKERS** asks **WHO'S PAYING FOR THE PRESIDENT?**

Where to Begin: When we talk about money in the presidential election, we really mean two channels of disclosed revenue.

**Direct Contributions:** Both PACs and individuals may give up to $5,000 to a candidate per election cycle.

**Super PACs:** may raise and spend unlimited funds from any source, and they have to disclose their donors. Super PACs spend independently of a candidate’s campaign.

**Corporations vs. People:** data sources like Politicash often use names like “Google” and “University of California” to show a total sum of contributions from individuals who are affiliated with that organization. Corporations can spend unlimited amounts of money independently of a candidate’s campaign, but as Obama’s campaign totals prove, enough individuals can still raise more money.

**Obama**

- **$432,120,370** DIRECT CONTRIBUTIONS 92.4% PERCENT
- **$35,395,247** SuperPAC
- **$467,515,617** TOTAL

Obama’s campaign has raised more money to date than Romney’s campaign and super PAC combined. The 2008 champion of reform decided not to run with public funding, and he’s taking the arms race for campaign cash to new extremes.

**Romney**

- **$278,950,600** DIRECT CONTRIBUTIONS 74.5% PERCENT
- **$95,661,553** SuperPAC
- **$374,612,153** TOTAL

Sheeldon and Miriam Adelson are responsible for $10 million of Romney’s super PAC $. It would take 2000 people giving the max amount to match that, but only .26% of Americans donate more than $200.

Data from Politicash.co
Design by Adam Johnson
Numbers and figures as of September 29, 2012

A project of ROOTSTRIKERS.org
Profile of a Twitter User

**Newbie**
- **Understand**
  - Person in front of me reading the latest Stephen King, I'm reading it over their shoulder.
- **Observe**
  - Just had cereal for dinner.
- **Tolerate**
  - Quick to join and then unsure what to do with such a new form of expression. The Newbie is mostly likely a parent or a friend who signs up because their friends and family are doing it and they want to see what the fuss is all about.
- **Adore**
  - Inevitably, they 'tweet' pointless messages such as 'Having a sandwich, I like ham!' or 'Taking the dog for a walk before realizing no-one cares and they abandon the service after three months.'
- **Motivation:** Curiosity about Twitter

**Brand**
- **Understand**
  - I too need one of those right now http://bit.ly/1y_TMP
- **Observe**
  - Just wearing my new t-shirt I bought on socdtees.com - looking good.
- **Tolerate**
  - Realizing they can promote themselves or their wares with the service, The Brand joins Twitter to use it as a marketing tool as well as keep in touch with friends.
- **Adore**
  - Of course, the social aspect is only there to convince people he or she is not using their followers as advertisements.
- **Motivation:** Greater brand awareness

**Smore**
- **Understand**
  - Learn all there is to know about building your brand on Facebook from me right here.
- **Observe**
  - Love playing this friggin game http://bit.ly/1yUSdQ
- **Tolerate**
  - a.k.a. The Social Media notebook. They want everyone to know they're doing in their professional life and they use every form of social media technology to let people know.
- **Adore**
  - Be it plug their articles on Facebook, or informing people of publications on Twitter. Smores are more often than not, self-critical about how much people really care about their professional life.
- **Motivation:** Making a buck and gaining followers

**B1tch**
- **Understand**
  - Sharon Stone is guesting on 30 Rock, she looks like a dude in drag.
- **Observe**
  - Kate Hudson and A-Rod splitting up - hoo hoo, who cares.
- **Tolerate**
  - You know the type; they use Twitter to voice their views on the world and who is annoying them at the moment.
- **Adore**
  - An expert in a certain field - marketing, media, consulting - who uses Twitter to promote their work and build up a network of like-minded people.
- **Motivation:** Generating reactions

**Maven**
- **Understand**
  - 100 books to help you create the ultimate home office.
- **Observe**
- **Tolerate**
  - Following a Maven can often be insightful, fascinating and make them an invaluable resource, if you're interested in their field.
- **Adore**
  - Menesch often simply observe until people need their expertise or know that they can help them find the answer.
- **Motivation:** Recognized as an expert

**Mensch**
- **Understand**
  - How to create a custom twitterbackground http://bit.ly/1Lkqap
- **Observe**
  - @Your How the oil market is being controled - http://bit.ly/1GLUQCU
- **Tolerate**
  - Menesch often simply observe until people need their expertise or know that they can help them find the answer.
- **Adore**
  - When you need an answer to something (the more technical, the better), they'll be there to help in an instant.
- **Motivation:** Helping others

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*created by @ngonews*
*inspired by @guykawasaki*
NO MORE FISH IN THE SEA

People eat a lot of fish, in fact, per capita fish consumption has nearly doubled in the last 30 years. The problem is that there may not be anymore fish if we keep catching and consuming at the current rate. To calculate how many fish are left in the ocean, the Food and Agriculture Organization of the United Nations measures how many of each species were caught each year. Assuming that fishermen are catching as many fish as possible (and they usually are), the logic goes that fluctuations in the number of fish caught gives a fairly good indication of fluctuations in fish population size. A look at how some of our most popular fish are doing:

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*Source: Food and Agriculture Organization of the United Nations*
Los grandes interrogantes del Cambio Climático
La visión de los ecologistas

"El calentamiento del clima es realidad y en su mayor parte se debe, muy probablemente a las emisiones de gases invernadero de origen humano -IPCC.

"El clima está en un punto crítico y el tiempo es de pocos años para actuar, las consecuencias de no hacerlo serán trágicas"

"El cambio climático es una realidad, es un problema que nos toca a todos"

"El cambio climático es un hecho, no hay dudas sobre ello"

La electricidad bajo el escenario de la revolución energética

- Generación de electricidad
  - Renovable
  - Con una fuente
  - No renovable

- Energía fósil
  - Carbón
  - Gás natural
  - Petróleo

- Energía nuclear

Evolución del contenido y volumen de electricidad

¿Qué causa el cambio climático?

Informes del IPCC

- Balance: Reducir un 25% de las emisiones de gases de efecto invernadero antes de 2020

- Censo de las medidas para el cambio climático

El sobrecosto de la electricidad

Total facturado

Sobrecosto

Cinco factores imprescindibles

- Energías renovables
  - Energías nucleares
  - Energías fósiles

El sobrecosto de la energía eléctrica

En miles de euros

Emisiones mundiales de gases de efecto invernadero antropogénico

CO2, NOx, CO, CH4, N2O, Pb, CFC, HCFC

Promedio mundial del nivel del mar

10,1 cm

0,3 cm/100 años

Polos en común

Promedio mundial de temperatura en superficie Terrestre

- Temperatura medio 10 años

- Variabilidad interanual

PBI por persona según la ONU

10,000

2,000

1,000

0

Polos industriales

Polos en desarrollo

Cultura de vida del Barraño Norte

100,000

20,000

Sólo Cambio Climático

Con Cambio Climático

200,000

200,000

100,000

100,000

50,000

50,000

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20,000

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La visión de los escépticos

"La media de cambio de temperatura en todo el mundo entre 1901 y 2008 es sólo 0,1°C"

"No se producen un aumento de las temperaturas ni se produce un aumento de la turbulencia"

"No es un planeta nuevo ni es el mismo"

"No somos escépticos en lo que se refiere al cambio climático, pero tenemos pruebas Acerca de su magnitud, sus consecuencias y las políticas comparables"

"No hay dec dichos que lo que se encuentra en el agua se encuentra en el agua"

"Las emisiones generaciones serían más raras y convertir con más y nuevas tecnologías para hacer frente a cualquier adversidad"

"Las sostenibles son lo que se necesita eliminar, pero esperar los datos no es útil. Se genera pánico y se distribuye dinero a políticas que no son las más necesarias"

Fuente: Xaver Sais-Mann, Interno Stern, Indur M. Goklany, IPCC, Oxfam Assessment Report, INTI Group

Interagrupación de expertos sobre el Cambio Climático ONU, Greenpeace, AKTUR Ayala

Adrián Aráoz - El Mundo
Contrary to the rise of recent reporting, celebrity body insurance is no modern fad. Stars have been insuring their tools of the trade since the dawn of cinema to ensure proper compensation in case of misfortune. From off the wall to stereotypical, here’s a list of highly insured celebrities.

**THE HIGH PRICE OF CELEBRITY BODY INSURANCE**

- **MARIAH CAREY**
  - $1 BILLION, LEGS
  - Walking from the trailer and onto the stage can be quite demanding.

- **BETTY GRABLE**
  - $1 MILLION, LEGS
  - This classic celeb was one of the first to insure a part of her body.

- **HEIDI KLUM**
  - $2.2 MILLION, LEGS
  - The runway is a very dangerous place for legs; be advised.

- **ANGELINA JOLIE**
  - $1 BILLION, BODY
  - If health insurance doesn’t feel like quite enough, try body insurance.

- **AMERICA FERRERA**
  - $10 MILLION, TEETH
  - In the instance of a laser whitening session going terribly wrong.

- **MARLENE DIETRICH**
  - $1 MILLION, VOICE
  - A worthwhile investment, how refreshing.

- **DOLLY PARTON**
  - $600,000, BREASTS
  - Jolene would sure be jealous of these $600K gazungas.

- **BETTE DAVIS**
  - $28,000, WAISTLINE
  - This star’s waistline was worth more than most men made annually.

- **MERV HUGHES**
  - $370,000 (AU), MUSTACHE
  - The Australian cricketer insured his lip cover for quite the hefty sum.

- **TOM JONES**
  - $7 MILLION, CHEST HAIR
  - Man-carpet is a valued asset & deems a high level of protection.

- **BEN TURPIN**
  - $25,000, CROSSED EYES
  - A highly intellectual performer should value his only true asset.

- **EGON RONAY**
  - $400,000, TASTE BUDS
  - Shouldn’t this food critic have insured his nose as well?

- **DAVID BECKHAM**
  - $70 MILLION, LEGS & FEET
  - Not as much as his Galaxy contract, but enough to cover pedicures.

- **BRUCE SPRINGSTEEN**
  - $7 MILLION, VOICE
  - The Boss sure knows how to put his money where his mouth is.

- **KEN DODD**
  - $7.4 MILLION, TEETH
  - With this comedian’s kind of a bite, a chipped tooth is inevitable.

- **DAVID LEE ROTH**
  - $1 MILLION, SPERM
  - His seed needed protection against pregnancy at whatever cost.
What is the difference?

Humans vs. animals
Humans have long considered themselves truly unique. But it turns out that the better word from "unique" is "most advanced". Every year scientists prove that some purely human traits are found in animals.

- Bored and construction
- Long term memory
- Counting
- Emotions
- Self-awareness
- Complex communication
- Sense of humour

Ravens use stones to crack eggs, sometimes immobilizing an egg with a bigger stone and hitting it with a smaller one.

Apes in the wild have been recorded to taunt tiger cubs by pulling their ears, tails and putting them – and escaping later, only to return and do it again.

Chimpanzees have similar basic arithmetic mental, non-verbal skills (adding up) as humans.

Long term memory

Clark's nutcrackers remember for at least half a year where they put seeds – and they use 3 thousand caches in a 15-mile area.

Almost outperformed

- Speed
  - Peregrine falcon while diving reaches: 320 km/h
  - White-throated needletail is the fastest flying bird in level flight, reaching: 170 km/h
  - Fastest running animal is cheetah: 120 km/h
  - Fastest swimming fish – shortfin mako shark: 50 km/h

- Eyesight
  - Eagles' best vision 8 times sharper than humans.
  - 8 times sharper than humans

- Hearing/communication range
  - Their sounds travel up to 1,800 km

- Lifespan
  - Longest living animal is quahog clam, the record is 405–810 years
  - Some tortoises live up to 200 years

- Size
  - Biggest animals are blue whales, heaviest weighed 190 tons

- Long distance running
  - But no animal beats humans when it comes to long distance running.
    - Yiannis Kouros, leading ultramarathon runner, did 160 kilometers in 11th hour.
    - Ultramarathon records:
      - 24 hour: 286.463 km
      - 428.890 km

Wild dolphins, which were recovering from an illness in Ad multisporianum, learned to tail walk only from dolphins living in captivity, without human trainers.
Why do freeways come to a stop?

It happens to most drivers at least a few times a year. You're sailing along on the freeway when you're forced to come to a stop, or at least a crawl. You can't see why things are slowing around the bend — and when you get there, traffic is moving better.

Traffic planners call this a "shockwave."

1. Traffic is rolling along at 60 mph when someone slows to 50 mph. In this example, the driver of Car B does so to avoid hitting Car A, whose driver swerves at the last second to exit.

2. The next driver slows to 45 mph to maintain a safe distance from cars A and B.

3. Drivers farther back see the brake lights and begin slowing down.

4. The pattern continues, and more drivers apply their brakes until traffic comes to a crawl. By the time the rear of the jam catches up to where the shockwave began, the offending parties are long gone and there is no sign of what caused the problem.

The funnel effect

Cuyahoga County transportation engineer Jamal Husani compares rush-hour traffic to a funnel.

Just the right amount of water can go through as fast as it's put in the funnel.

But add extra water to the funnel, and the whole thing backs up.

"The first few drivers could have a big impact," Husani said. "Their behavior in the peak time has a huge ripple effect, even if it doesn't look that bad to them."
SLOWEST LOAD TIMES
OF THE
FORTUNE
500

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INFOGRAPHIC BY HEINLEY
The American Dream
A Road to Riches

- Annual Income
- Total Accumulated Debt
- Age

The American Nightmare
A Decade of Debt
THE PYRAMID OF INTERNET PIRACY

SUPPLIERS
The primary source of newly released pirated movies come from thieves who camcord films in theaters. Illegally recorded movies are then sold to "Replicators" who rapidly produce millions of pirated DVDs and to "Release Groups" who distribute them around the world through computer servers known as "Topsites".

RELEASE GROUPS / TOP SITES
"Release Groups" are individuals who obtain pirated content from suppliers and are the first source of piracy on the Internet. Release groups put pirated movies onto clusters of high-speed computers known as "Topsites." The extraordinary speed and power of a Topsite triggers the avalanche that is global Internet piracy.

FACILITATORS
Facilitators act as Internet directories, or search engines, to coordinate the mass downloading and exchange of pirated content between downloaders.

FILE SHARERS / DOWNLOADERS
A downloader transfers illegal copies of movies from the Internet to his or her computer. The peer-to-peer software commonly used by downloaders enables them to instantly share their content with other downloaders which greatly accelerates the global spread of pirated movies.
THE U.S. GOVERNMENT EMPLOYS 2,690,238 PEOPLE
(ABOUT 1% OF THE U.S. POPULATION)
**MOST TARGETED BOOKS**

Every year, libraries are asked to remove books from their shelves, because they are found to be inappropriate. These “challenges” can occur for any reason, and do not necessarily result in a book’s removal from libraries. But the list of the 10 most challenged books in 2009 does show which books some parents find objectionable, and why they feel their kids shouldn’t be reading them.

1. **The Chocolate War**
   - Jerry stands up to mob rule in Trinity High School by refusing to sell chocolate. He is beaten and fails to uphold the status quo.

2. **The Earth, My Butt, and Other Big, Round Things**
   - Overweight teenage rebel against her family and finds contentment and self-confidence.

3. **TTVL, TTFN, L8R, G8R (series)**
   - The first novel's written out in IM format tells the story of three BFFs and their adventures in high school.

4. **To Kill a Mockingbird**
   - Atticus Finch defends a black man falsely accused of rape. The justice system fails but Finch’s daughter shows that there’s still hope.

5. **The Catcher in the Rye**
   - Teenage boy goes to the big city and calls everyone a phony. He learns a thing or two in the process.

6. **The Color Purple**
   - Sisters Celie and Nettie live in the house of their abusive stepfather. They eventually find independence and solace in one another.

7. **My Sister’s Keeper**
   - Thirteen-year-old Anna sues her parents for the right to her body. She gets into a fatal accident and her kidney is transplanted to her dying sister.

8. **The Peaches of Being a Wallflower**
   - A teenager named Charlie writes letters about the craziness that is high school.

9. **Twilight (series)**
   - Girl falls in love with vampire, werewolf, vampire again.

10. **Alice Walker**
    - A collaboration between GOOD and Stanford Kay.
WHO ARE THE SAFER DRIVERS?

TEENS
- 6,982 15-20 YEARS OLD
- 7,936 vs. 6,982
- MALE DRIVERS vs. FEMALE

SENIORS
- 5,569 65+ YEARS OLD
- 6,690 vs. 5,569
- MALE DRIVERS vs. FEMALE

ININVOLVEMENT IN FATAL CRASHESES

FATALITIES IN CRASHES BY STATE

Source: NHTSA

Aol Autos.
HOW WATER AND TRASH PRODUCE ENERGY

Columbia is considering building Missouri’s first bioreactor landfill. Here is how a typical one works.

1. **Waste** is added to the bioreactor. Organic waste is mainly used at first to establish a solid decomposed bottom layer.

2. **Water** is introduced to start the decomposition process. Permeable pipes leak water throughout the waste. The water is collected at the bottom and cycled back through after treatment.

3. The composting waste releases **methane**, and horizontal pipes collect and transport it to a holding station. The gas is treated and can be used to generate **electricity**.

4. **More waste** is added as the old waste decomposes.

THE PROS AND CONS OF BIOREACTORS

**ADVANTAGES**
- Methane gas can be collected at a faster rate, which can then be used to produce electricity.
- Waste decomposes faster and at a more stable rate.
- Since waste degrades faster, the landfill’s effective capacity is increased.

**DISADVANTAGES**
- Bioreactor landfills cost more to build and maintain.
- They have increased potential for strong odors.
- The bottom liner could fail due to the severe weight of the wet waste.

The methane gas produced by the bioreactor could supply 2.5 percent of Columbia’s energy needs when the facility runs at full capacity in about 10 years.

Sources: Columbia Public Works, Interstate Technology and Regulatory Council

TYLER METZGER/Missourian
Barack Obama and John McCain have raised millions of dollars for their presidential campaigns. In GOOD's second installment of Political NASCAR, we look at the uniforms the two candidates would wear if companies wanted to use their political donations as advertisements, and if running for president ended with the winner doing donuts on the White House lawn.

Barack Obama's Top Contributors by Industry:
- Lawyers/Law Firms: $24,041,335
- Retired: $23,180,517
- Education: $20,357,842
- Securities and Investment: $19,870,256
- Business Services: $6,742,574
- Real Estate: $6,419,639
- Health Professionals: $5,841,662
- Misc. Business: $5,410,383
- TV/Movies/Music: $3,158,798
- Computers/Internet: $4,257,976

John McCain's Top Contributors by Industry:
- Retired: $23,536,345
- Lawyers/Law Firms: $7,351,246
- Securities and Investment: $6,883,893
- Real Estate: $6,794,984
- Health Professionals: $3,902,813
- Misc. Finance: $3,563,798
- Misc. Business: $3,321,409
- Business Services: $2,549,853
- Commercial Banks: $1,968,824
- Insurance: $1,654,352

NOTE: These donations come not from the organizations and businesses themselves, but from their employees and employees' families.
THE DEFENSE NEVER RESTS

Offense is back in the NBA. Look no further than the triple-digit scores now appearing nightly. And defense? After slowing the game in the 1950s, it has lost a step. And yet defense is still critical to a title. 34 of the NBA's 37 champions led the league in scoring defense for a defining defensive measure. By contrast, 15 champs have topped the charts in scoring since. Former head coach Jeff Van Gundy, now an analyst with ESPN, outlines ways to stop some of the game's most potent offensive weapons.

**The Pick-and-Roll**

**Neutralizing Nash**

Nothing in the NBA excites the defense like the pick-and-roll. The former MVP averaged 23.4 points per game last season, down 1 point from his career high. Nash's bread and butter is the pick-and-roll. When the pick is set, Nash often receives the ball at the top of the key and, with the defender on his hip, makes the阅读理解决定性辩护的判断。他深入研究了防守的弱点，用战略的眼光分析了球队的战术。他的防守意识如此之强，以至于他可以在任何位置上防守。这是他一直以来的风格，也让他成为了联盟中最具影响力的人物之一。