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**Biography:**

Raul Niño Zambrano works as a program researcher for the International Documentary Film Festival Amsterdam (IDFA), and teaches Information Graphics at the Utrecht Graduate School of Visual Art and Design. His recent research concentrates on Multimodal Metaphor and Information Visualization. Raul holds a BSc in Mechanical Engineering, a BA in Media and Culture, an MSc in Renewable Energies, and is currently finishing a Research Master in Media Studies at the University of Amsterdam.

**Engaging Citizens with Animated Statistics:
From Neurath to Gapminder**

Co-presentation with Yuri Engelhardt

Abstract:

In the first half of the last century, philosopher and sociologist Otto Neurath developed a pictorial language (Isotype) that uses simplified pictures and composition rules to convey social and economic statistical data to a general public.

Current trends in data visualization share the spirit of Neurath's work, with regard to ideas about data accessibility, the empowerment that this access may produce and the assumed benefits of using visuals (Niño Zambrano and Engelhardt, 2008).

Neurath's team did not only produce static images, but also created animated graphics for various documentary films. In our presentation we will analyze a number of these film fragments and compare them with recent examples of animated statistical graphics, such as those produced by the Gapminder foundation. We will propose a distinction between different types of animations, and we will contrast Neurath's ideas with recent insights from cognitive science, concerning the benefits and disadvantages of static versus animated graphics.