

A decorative graphic on the left side of the slide, consisting of a network of white lines and circles on a blue background, resembling a circuit board or data network.

01. DATA COMMUNICATION

M5U4P1

- Information is used to publicize and inform the audience of what the creator wanted to communicate
- Sometimes it is hard to communicate something because we do not know if the audience will understand it, what part will be difficult for them, what will be important for them and in what format it will be interesting for them
- Maybe sometimes it would be better to use images instead of text

A picture is worth 1000 words

The background is a dark teal gradient. In the corners, there are white line-art illustrations of circuit boards or data paths, consisting of straight lines and small circles representing nodes or components.

WHAT IS DATA COMMUNICATION?

DATA COMMUNICATION

- Is communication of information from the source (speaker) to the receiver (listener)
- Because of the large volume of information it might be difficult to understand the context so the data has to be formatted into an appropriate form that will be easier understandable
- The information has to be presented in a way that will help make decisions, answer questions, find patterns...

EXAMPLE 1: TOP 15 COUNTRIES WITH HIGHEST POPULATION

- In this example we can see a table with the countries that have the highest population
- Just by looking at the numbers we can see that China and India have the highest population

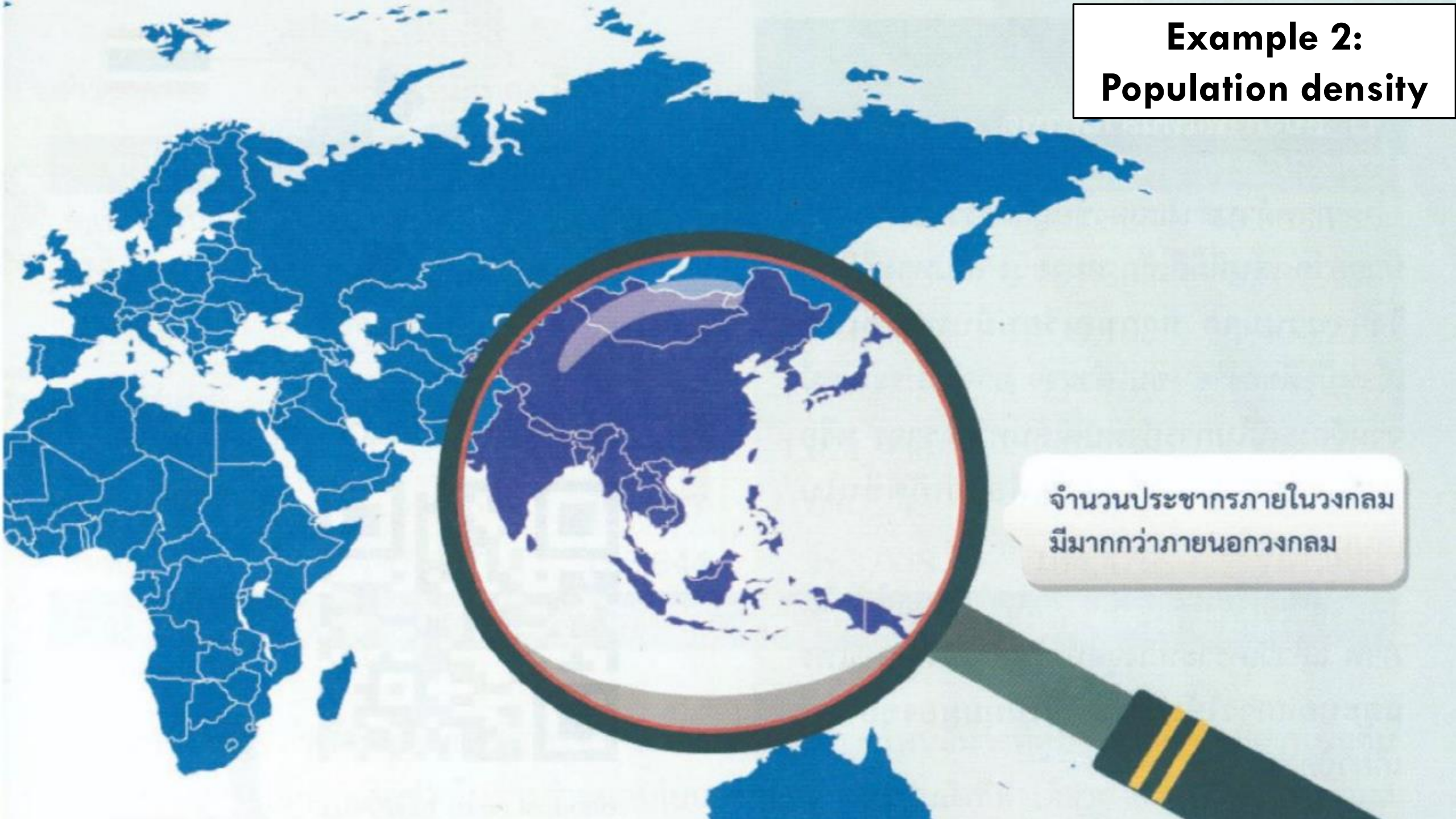
No.	Country	Population
1	China	1,412,630,930
2	India	1,347,542,476
3	U.S.A.	325,757,969
4	Indonesia	265,568,004
5	Brazil	210,177,212
6	Pakistan	199,147,725
7	Nigeria	193,682,516
8	Bangladesh	165,624,921
9	Russia	143,975,637
10	Mexico	130,060,348
11	Japan	127,315,764
12	Ethiopia	106,402,538
13	Philippines	105,813,593
14	Egypt	98,576,316
15	Vietnam	96,075,312

EXAMPLE 1: TOP 15 COUNTRIES WITH HIGHEST POPULATION

- This data is good if we want to compare countries with each other
- But what if we want to compare the population by regions, or on a geographical level
- What information do we need then?

No.	Country	Population
1	China	1,412,630,930
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Example 2: Population density



จำนวนประชากรภายในวงกลม
มีมากกว่าภายนอกวงกลม

The background is a dark teal gradient. In the corners, there are decorative white line-art elements resembling circuit traces or neural network connections, with small circles at the end of the lines.

EXAMPLE 1 VS EXAMPLE 2

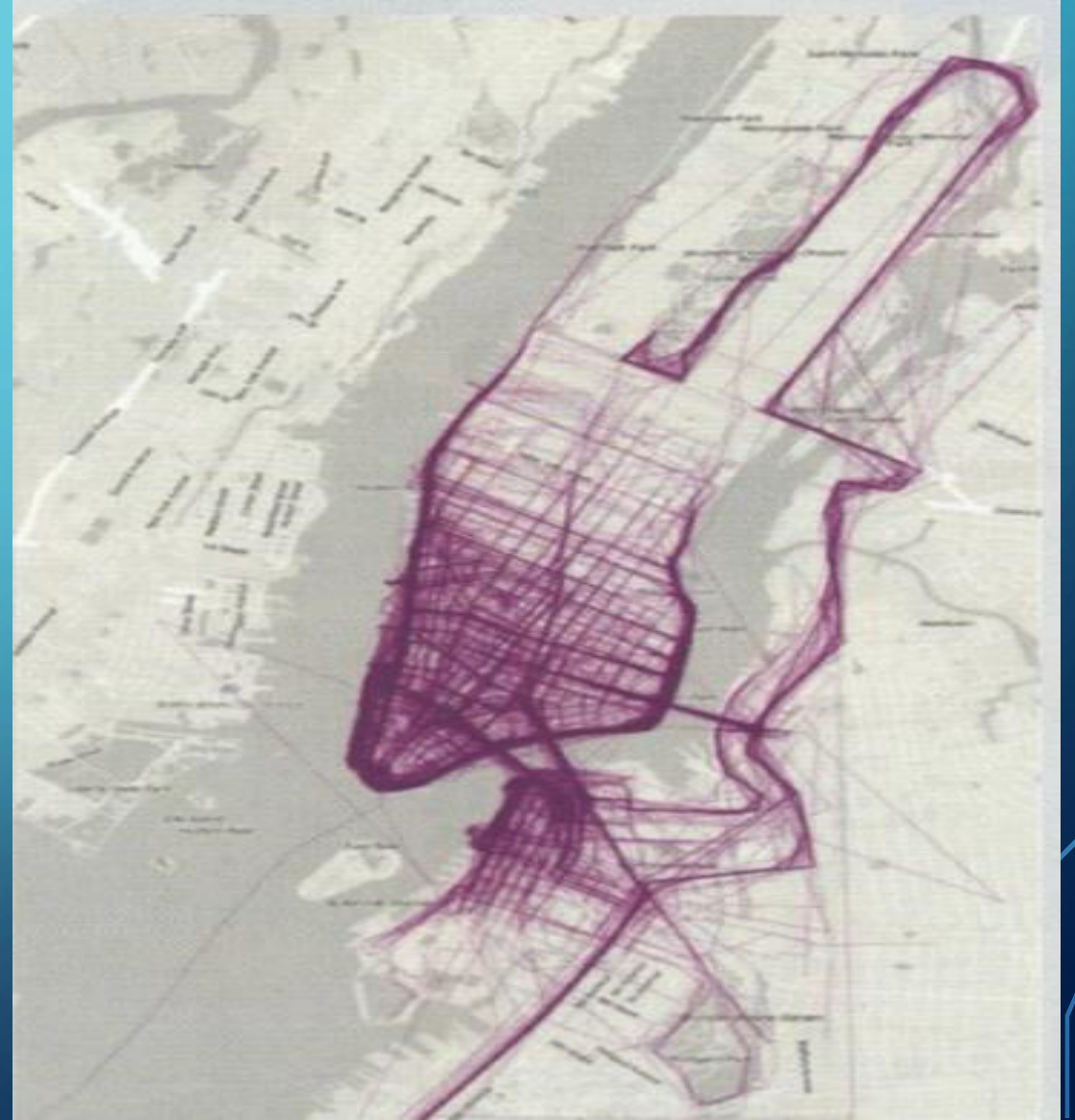
What is the difference?

EXAMPLE 1 VS EXAMPLE 2

- Example 1 shows us the population of the countries including their name, but it doesn't show us how the population is distributed in the world
- Example 2 shows us the distribution of the population in the world but it doesn't show us the population of each country
- We will have to choose the appropriate method of communication depending on what we want to communicate to the listener

TASK 1: A PICTURE IS WORTH 1000 WORDS

- The picture shows people running in New York
- The dark line indicates a route that people usually run
- What information can we get from this picture? Can we do something with it?





ANY QUESTION?



THE END