

To: "Dr. Baruch Fischhoff - Chair, National Academy Committee on Improving Intelligence" <baruch@cmu.edu>

From: Lloyd Etheredge <lloyd.etheredge@policyscience.net>

Subject: 144. Wolfram conference -2: The new UN 32-foot x 8-foot Earth Dashboard visual display system

Dear Dr. Fischhoff and colleagues:

Re your interest/mandate concerning visual display/analytic technologies, I'm enclosing a brief handout about the Earth Dashboard visual display system, 32-feet by 8-feet, for the UN building. It might be an interesting model for the DNI and other purposive US government agencies. The system was discussed, along with other visual analytic developments, at the www.wolframdatasummit.org meetings in Washington.

These systems are not just for the most senior managers/analysts, who already may have much of the data in mind and to whom they may appear to be useless. They can be cultural and management tools. ALCOA, for example, built a global (and highly successful) project to reduce worker injuries by a visual display/reporting system that was the daily startup screen for all of its managers and executives, from the CEO downward.

These display systems, or a relevant subset, could be a culture-creation, attention-focusing, management tool for different bureaucracies, too. Agencies could identify their rates of progress in measurable areas, and the gaps between the time line and speed intended by the President and what they are achieving. Alternatively, the government-wide system could display the global trend lines from the DNI Global 2025 Forecasts and the growing divergence from the trend lines desired by President Obama in environmental and other areas.

The display systems also could be rigged to display flashing warnings about unattended problems, or problems that are getting worse.

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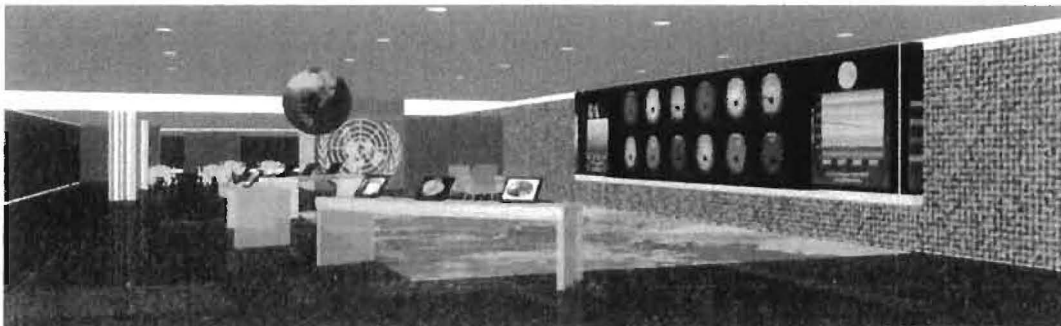
[The Policy Sciences Center, Inc. is a public foundation that develops and integrates knowledge and practice to advance human dignity. Its headquarters are 127 Wall St.,

Room 322 PO Box 208215 in New Haven, CT 06520-8215. It may be contacted at the office of its Chair, Michael Reisman (michael.reisman@yale.edu), 203-432-1993. Further information about the Policy Sciences Center and its projects, Society, and journal is available at www.policysciences.org.]



“A dashboard is a visual display of the most important information needed to achieve one or more objectives; consolidated and arranged on a single screen so the information can be monitored at a glance.”

—Stephen Few, *Information Dashboard Design*



The 32-foot by 8-foot (10 meter x 2.5 meter) Earth Dashboard video wall at UN Headquarters will display the vital signs of the world in easy-to-understand and compelling ways.

The *UN Earth Dashboard*, and its web-based counterpart, will be a place where people come from around the world to see what is happening *right now* on the planet. A series of live, real time *meters, gauges, trends, maps, maps in time series, viability thermometers* and *alarms* (among many other data visualization techniques) will transform UN statistical data into exciting visualizations. These historical data sets will be supplemented with live feeds from web cams, satellite images and other sources.

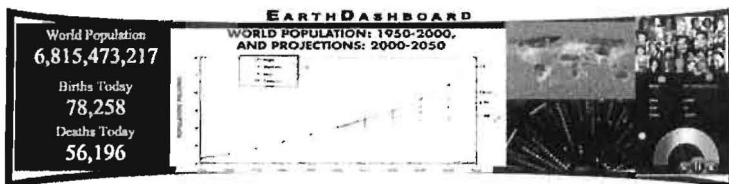
Because of the interconnections of science, technology, economy, culture, finance, problems and options—and the intertwined fate of all life on board “Spaceship Earth,” there is a critical need for a tool similar in purpose and function to a vehicle’s dashboard. An *Earth Dashboard* is needed so that everyone, from UN Representatives and world leaders to students and the general public, can get an easy-to-

understand fix on the condition of their ship, its resources, problems, crew, and passengers. Because of the size and complexity of our ship, an Earth Dashboard also needs to be able to zoom in from the whole Earth to the local, and to do so in a way that shows links between levels.



The *UN Earth Dashboard* will be available in a highly visible and credible public (and web) location. It will function as a critical source of global visualization. Those viewing the dashboard will come away with an increased and more tangible sense of the whole world, its interrelations, problems, and options. It will transform data into knowledge that leads to informed action.

The *UN Earth Dashboard* is being developed by EarthGame, Inc. in conjunction with the United Nations Department of Public Information and the UN Office for Partnerships. Please contact us for more information on how you can become involved.



understand fix on the condition of their ship, its resources, problems, crew, and passengers. Because we are now, more than ever, *one world*, we need a *one-screen* dashboard-type display that shows us key indica-



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