

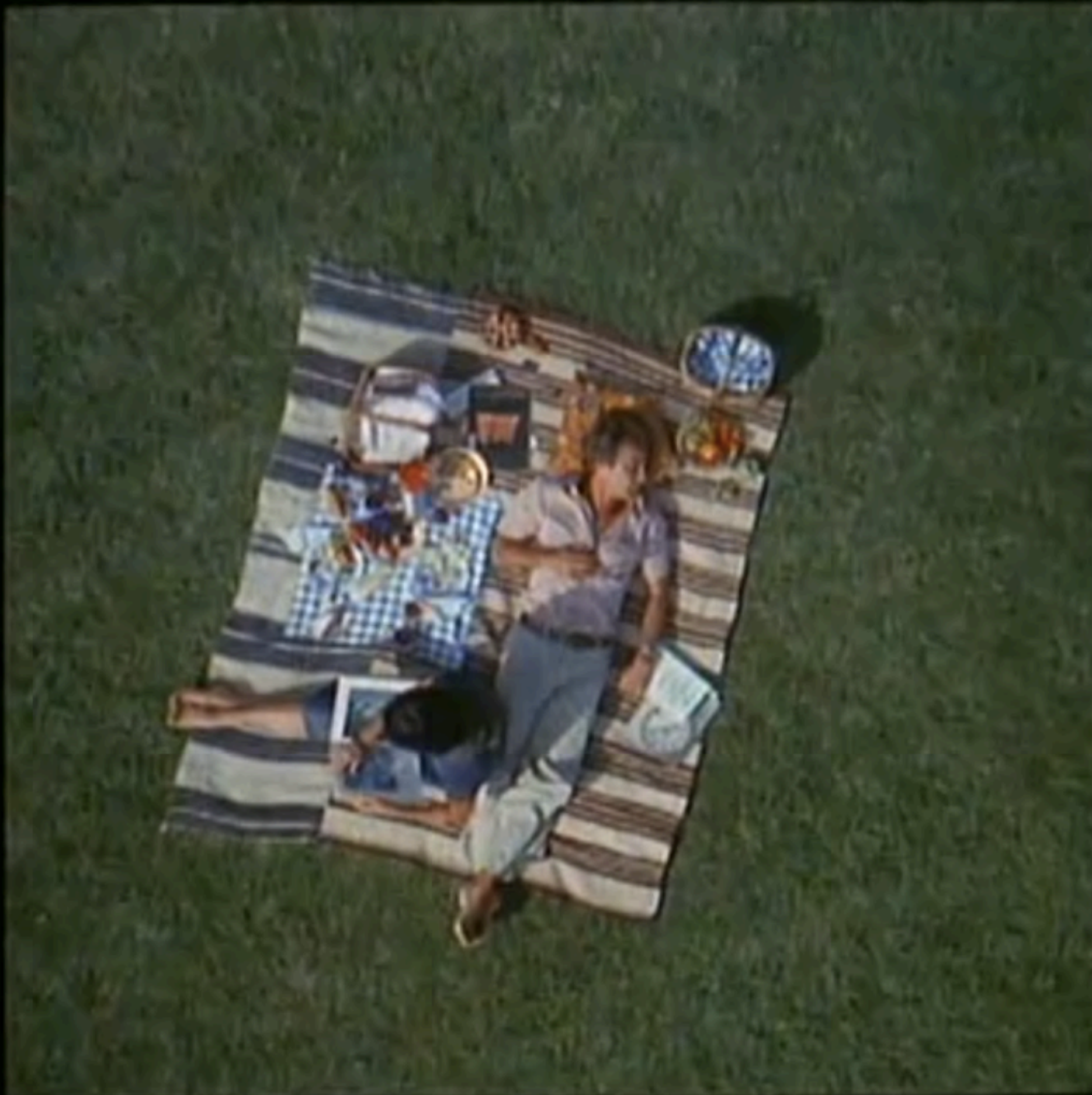
An aerial photograph of a family of four having a picnic on a striped blanket in a grassy field. The text 'The data will improve rockets' is overlaid in large blue letters. To the left, '1 meter' is written vertically. To the right, '0' and '10 meters' are written vertically, indicating a scale. The author's name 'by Matthew Sheret' is at the bottom left.

The data will improve rockets

by Matthew Sheret



1 meter



0
10
meters



last.fm





Photo by Roland





“Are you numerate?”

– Mark Levy, [Last.fm](#)

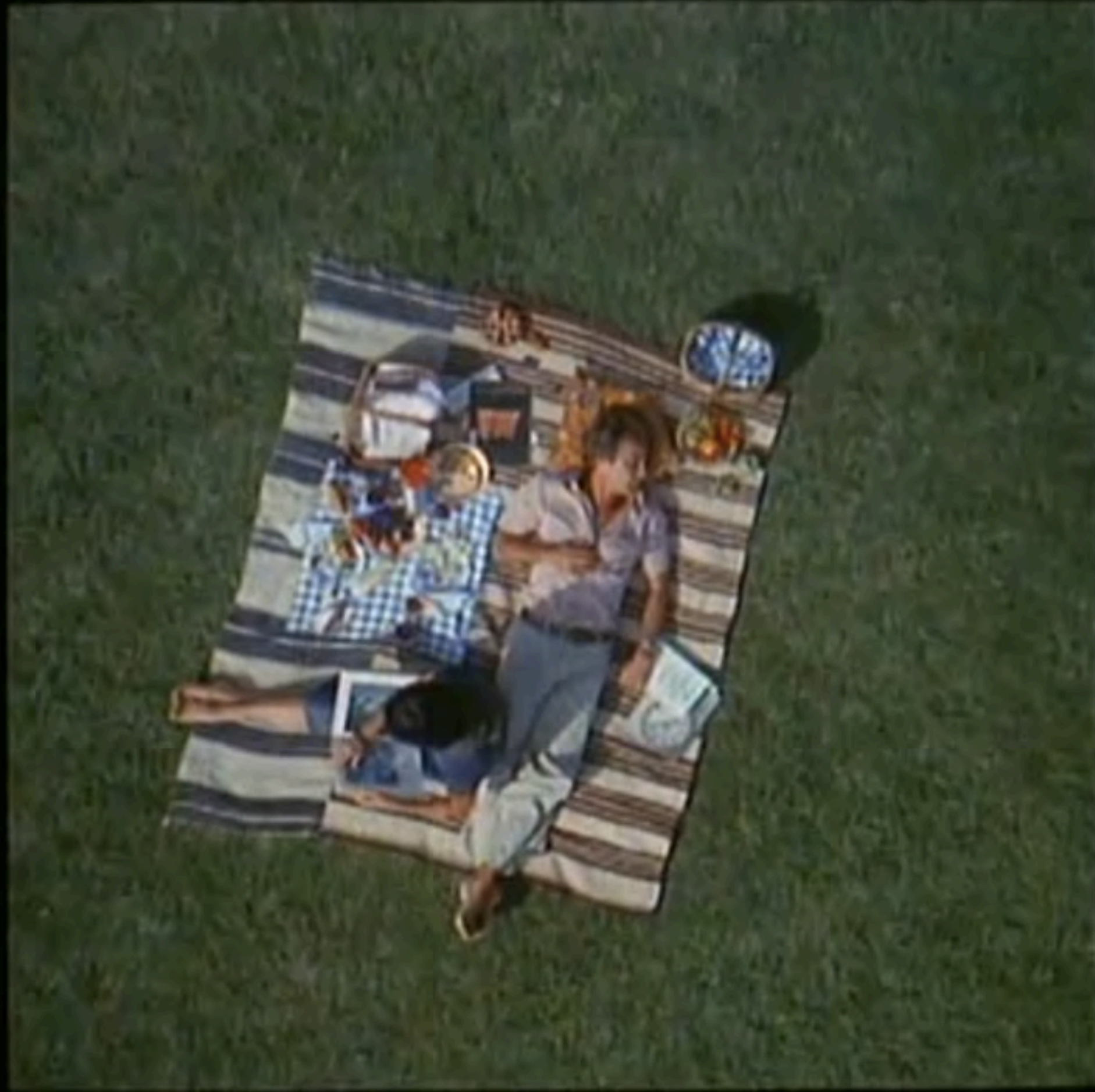
1 meter

0
10
meters

I need stories to
access data.



1 meter



0
10
meters





“Shortfalls of...
150,000 analysts
1.5 million managers”


- McKinsey & Company, ‘Big Data’
<http://bit.ly/j7YH2P>



1. Reveal human input

2.

3.

- 
1. Reveal human input
 2. Playful data
 - 3.

- 
- A close-up, slightly blurred image of a stack of papers. A blue highlighter is visible on the left side, and a green highlighter is visible in the center. The papers are white and have some faint markings on them.
1. Reveal human input
 2. Playful data
 3. New tone of voice



Photo by Americasroof (CC)



The News In Scrobbles

Tag of the Week

The Latest in Hype Chart

Get Set For Calafato



The News In Scrobbles

The latest about the music you love, every weekday

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12

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By tapping into the millions of scrobbles coming through Last.fm we can bring you the latest news, charts and trends every day

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Friendly Fires Put Out The Blaze

Nick Calafato



Like



Be the first of your friends to like this.

News in scrobbles

Oct 10



FREE MP3 OF THE DAY

Powered by

MP3.COM



Cymbals Eat Guitars — Definite Darkness

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Weekends are free
with Vodafone

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free PAYC

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On Air

Live At KROQ

Free MP3s

Street Team

PREV

NEXT Identify Famous Monsters To Win Tickets To Universal Studios Halloween Horror Nights!

Last.fm Trends: You Me At Six Head For Number One

Nick Calafato



Like



Send



One person likes this.



(Photo by Jim Dyson/Getty Images)

English pop-punk youngsters **You Me At Six** are currently closing in on the number one spot in the UK Albums chart with the release of their third album *Sinners Never Sleep*.

A lengthy US tour for the group is coming up – perhaps leading to equally impressive chart success to match the UK.

Music

10/7/2011

7:15 am



0 comments



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0

Like

1

+1

0



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Share



submit

0

Dislike



PS
PlayStation

ICO &

SHADOW
OF THE
COLOSSUS

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+1

241



Weekends are free
with Vodafone

Send me
free PAYC

> Now

Home

Music

Play History

Calendar

Kevin & Bean

On Air

Live At KROQ

Free MP3s

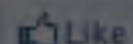
Street Team

PREV

NEXT Identify Famous Monsters To Win Tickets To Universal Studios Halloween Horror Nights!

Last.fm Trends: You Me At Six Head For Number One

Nick Calafato



Send



One person likes this.

115 station sites
9 million listeners



(Photo by Jim Dyson/Getty Images)

English pop-punk youngsters **You Me At Six** are currently closing in on the number one spot in the UK Albums chart with the release of their third album *Sinners Never Sleep*.

A lengthy US tour for the group is coming up – perhaps leading to equally impressive chart success to match the UK



0 comments



print



Like

1



+1

0



Submit



tumblr



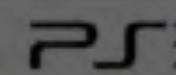
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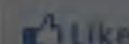
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82,271 people like this.



@kroq - 41.9K followers



+1

241

How big really?



Dimensions takes important places, events and things, and overlays them onto a map of where you are.

Type in your postcode or a place name to get started.



The War On Terror

Including the Twin Towers, the 911 plane routes, the Afghanistan/Pakistan border and more...



Space

Including the Moon, the Apollo 11 Moon landing, the Mars Rover Route and more...



Depths

Including the Kola Superdeep Borehole and the Marianas Trench.


How big really?

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The Apollo 11 Moon landing



Route complete

 Print this map

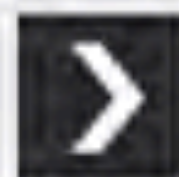
How many really?

[Dimensions](#)[War](#)[World War I](#)[Back](#)

If your **152** friends were sent to war in 1914...



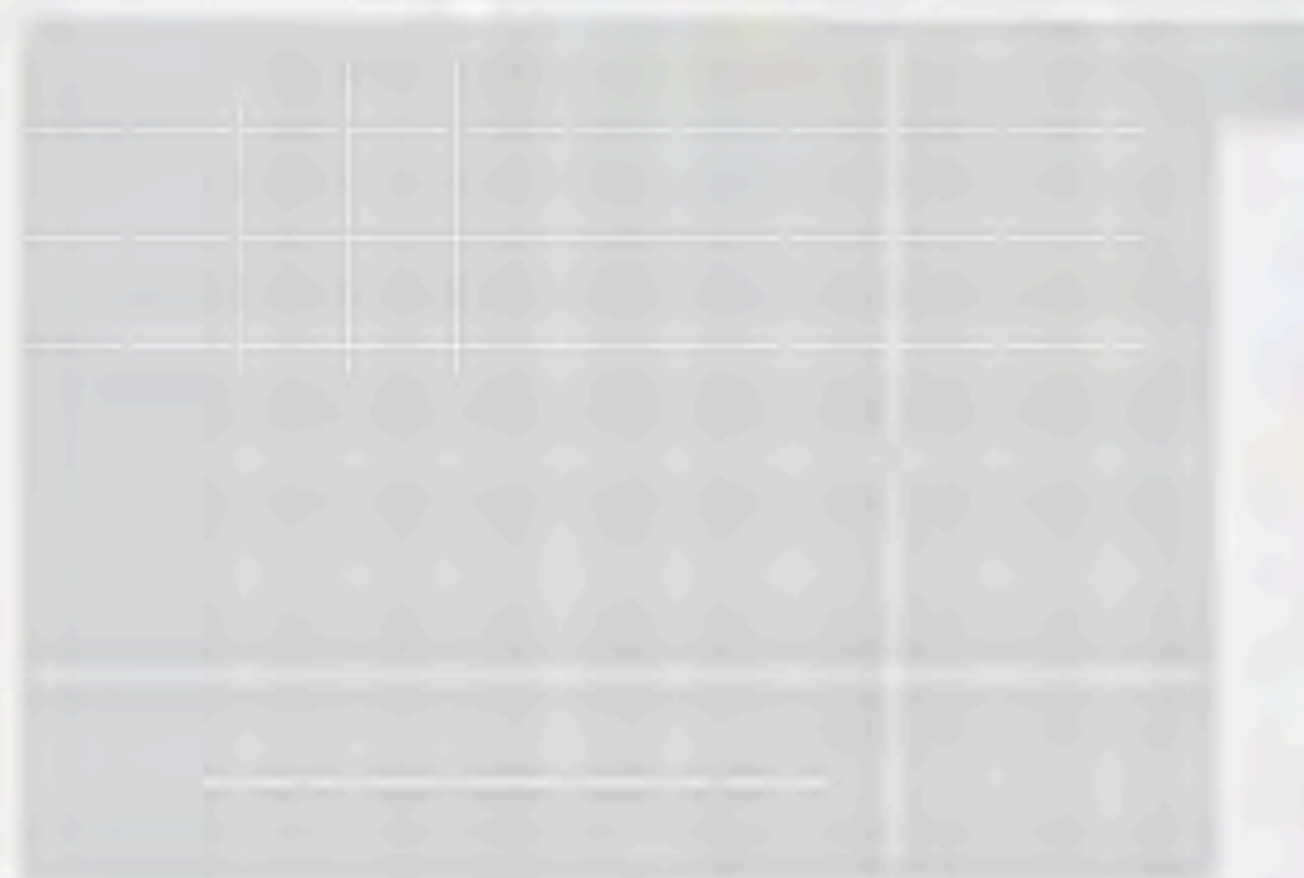
These 89 soldiers
were uninjured.



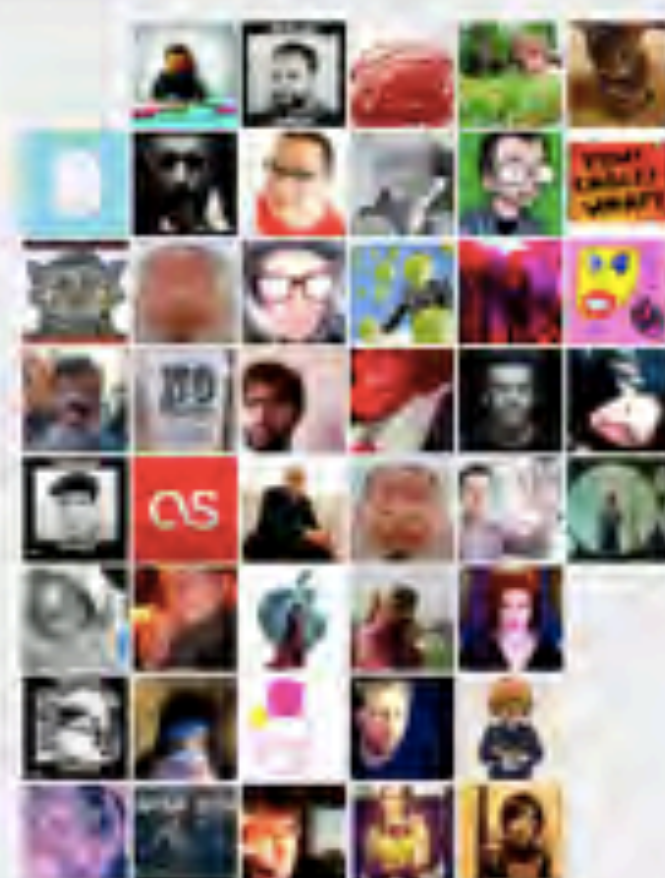
How many really?

[Dimensions](#)[War](#)[World War I](#)[Back](#)

If your **152** friends were sent to war in 1914...



152 friends
44 soldiers injured



These 44 soldiers
were injured.



How many really?

[Dimensions](#)[War](#)[World War I](#)[Back](#)

If your **152** friends were sent to war in 1914...

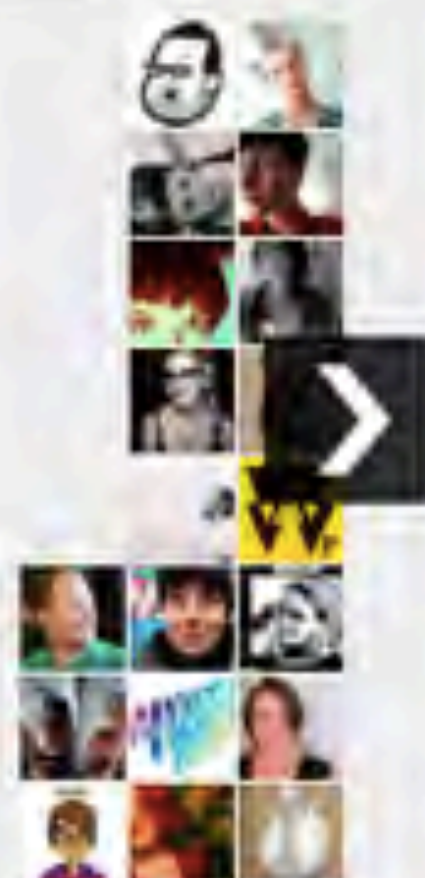


152 friends
19 soldiers
killed or missing



19 soldiers
19 soldiers
killed or missing

These 19 soldiers were
killed or missing.



How many really?

[Dimensions](#)[War](#)[World War I](#)

World War I

World War II

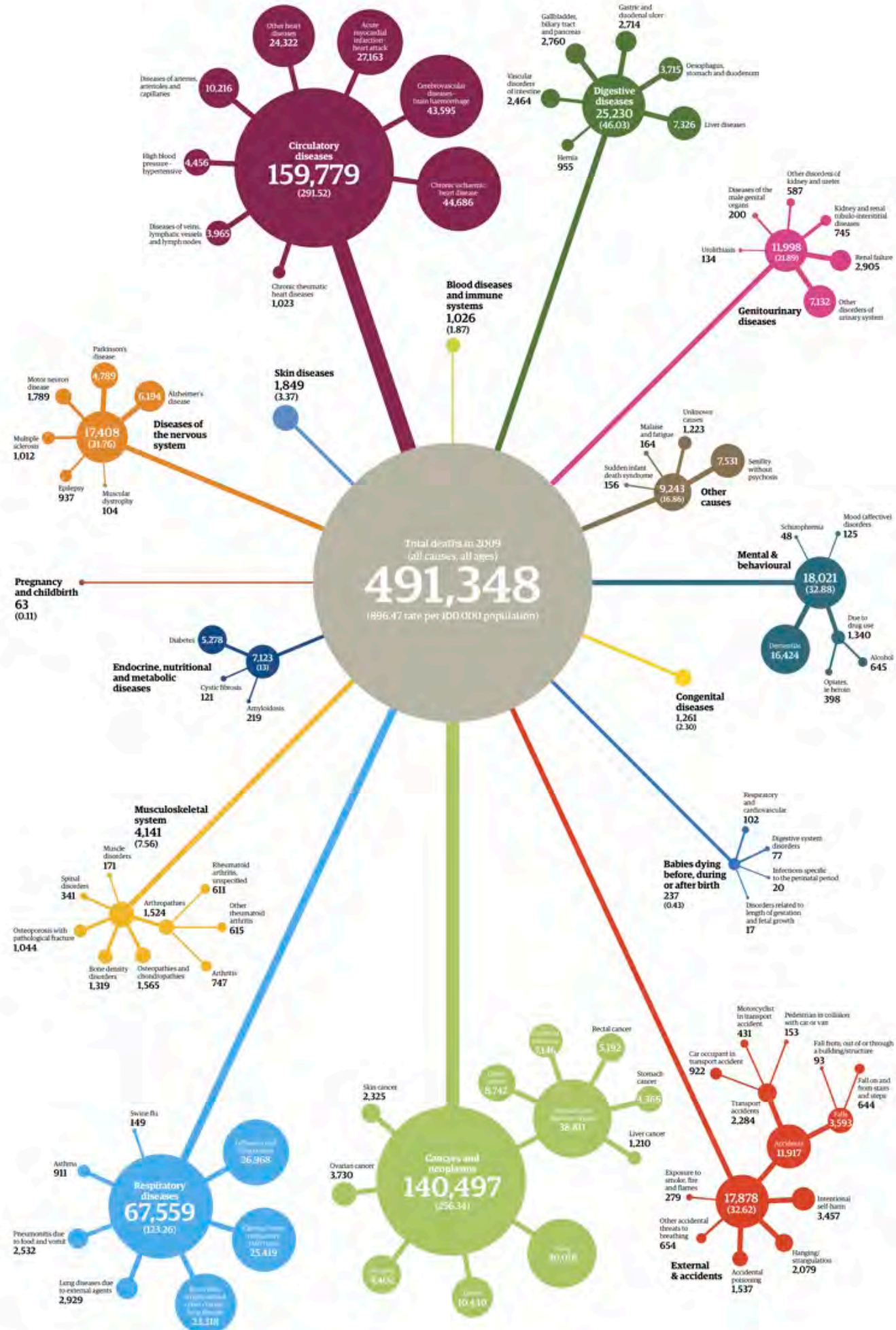
Click the tabs above to compare numbers.

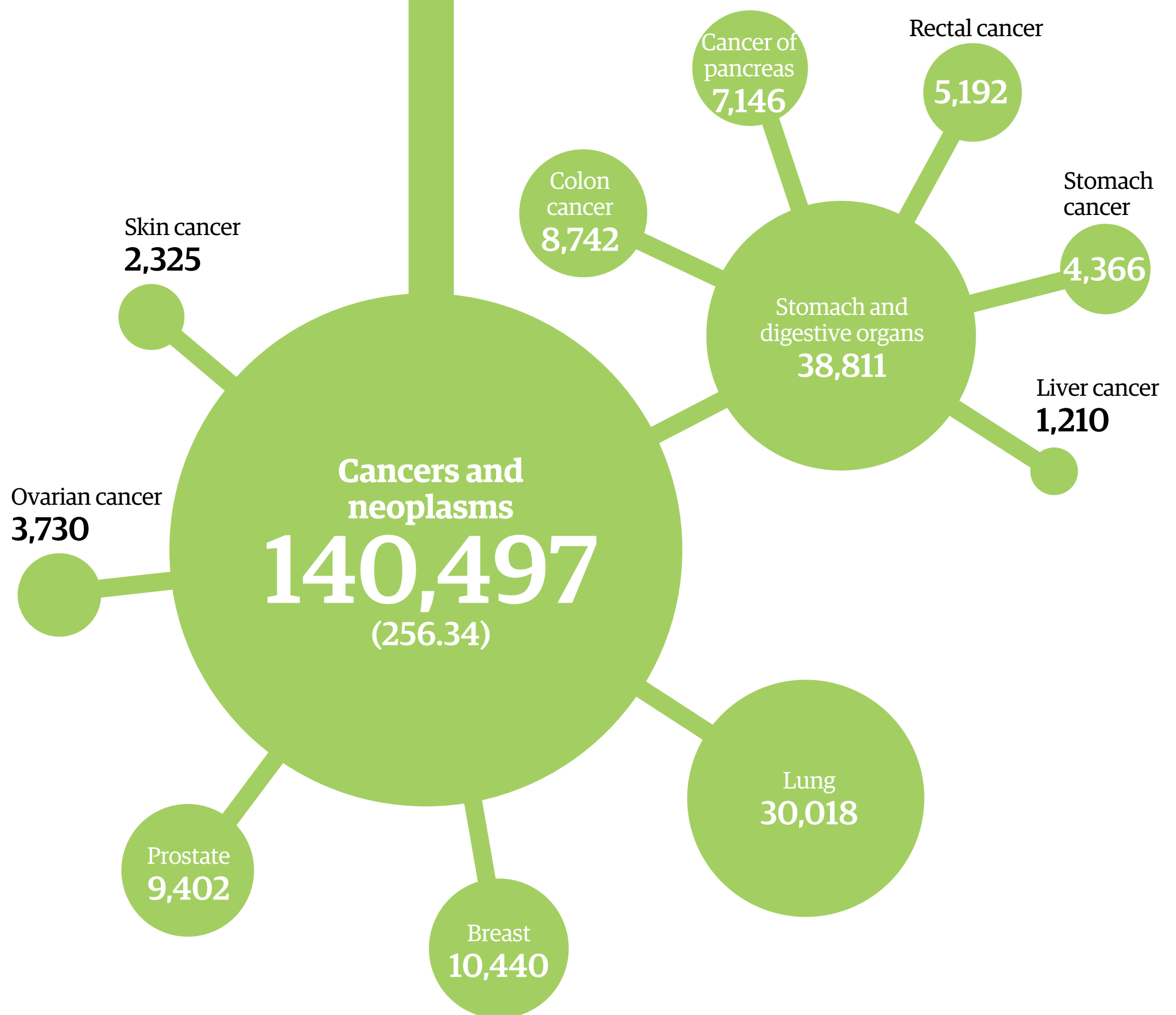


Chal Ravens was
killed or missing.



These 19 soldiers were
killed or missing.







A man with light brown hair and a beard, wearing a grey pinstripe suit, white shirt, and dark tie, is speaking at a podium. A laptop is visible on the podium in front of him. The background is dark.

Data tasks:

1. Corral it

2. Tame it

3. Make 'quiet data'

- Craig Mod, [dConstruct 2011](#)



Romance Is Boring by Los Campesinos!

TV ON THE RADIO - *Return to Forever* / *Reveries*

ALBUM

CAD 8607

ARCADUE FIRE - *The* / *Wreckage*



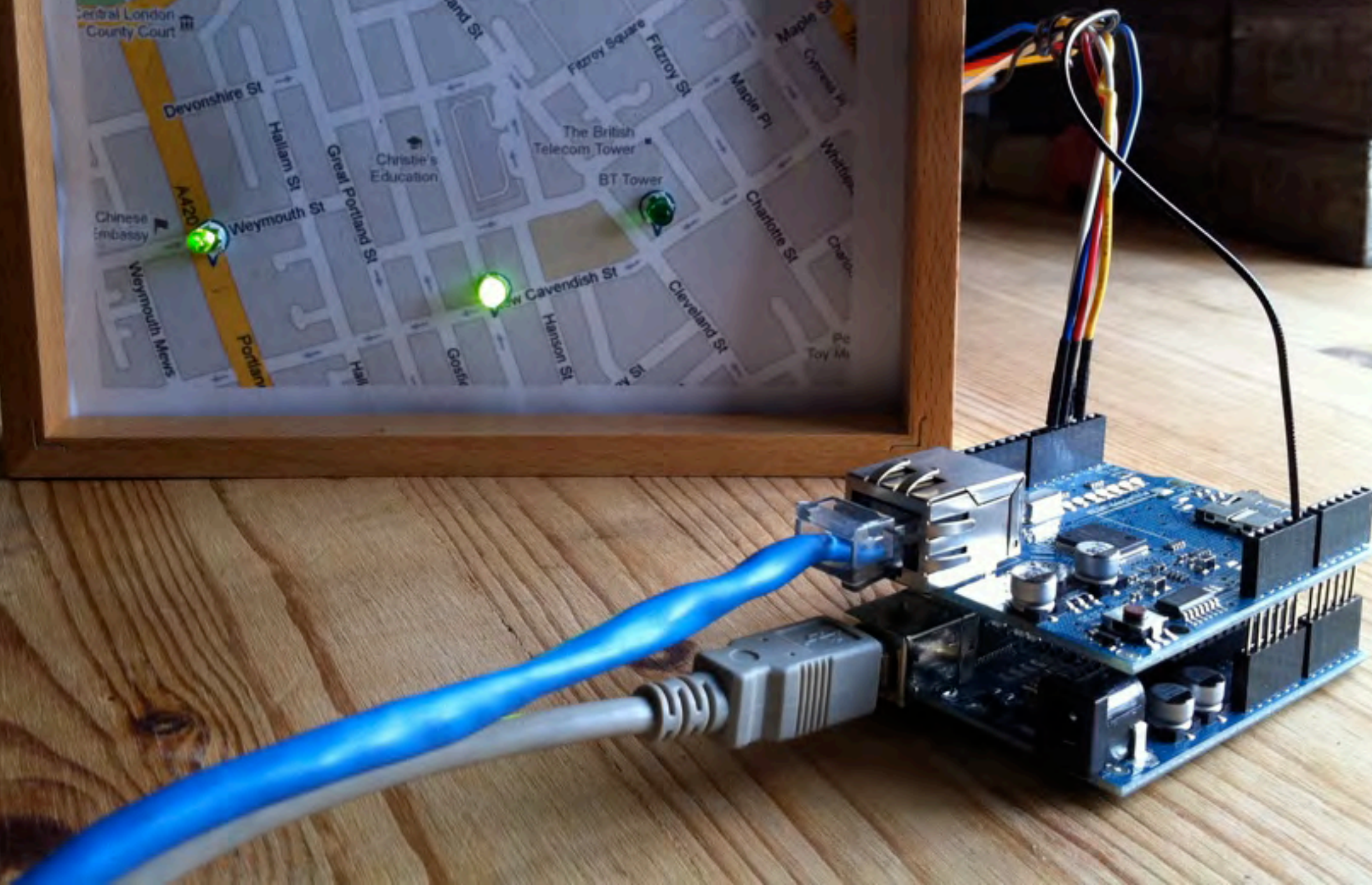






Depth now about 4.8m, falling from 5.9m to low tide of 1.5m at 4:42 pm *

Not just for hippies





amazonkindle

Barnet Grove Buses Live!

<http://bus.abscend.org/stop/490>

| | |
|-----|--------|
| 8 | due |
| 8 | 1 min |
| 8 | 7 min |
| 8 | 12 min |
| 388 | 14 min |
| 8 | 18 min |
| 388 | 19 min |
| 8 | 24 min |

O2-UK 15:49 50%

Barnet Grove Buses Live!

bus.abscond.org/stop/49

Google

| | |
|-----|--------|
| 8 | due |
| 388 | 3 min |
| 8 | 5 min |
| 8 | |
| 8 | 13 min |
| 8 | 17 min |
| 388 | 21 min |
| 388 | 25 min |







“[When something is
wrong] you can feel
the ‘temperature’ of
the room change.”

- Colin Strickland, [Last.fm](#)

SOCCER SATURDAY

LEAGUE 2

| | | |
|--------|-----|---------|
| ALDER | 0-0 | GILL |
| BARNET | 0-0 | BURY |
| BRAD | 0-0 | BOURN |
| BRENT | 0-0 | LINCOLN |
| DARL | 0-0 | ACCR |
| EXETER | 0-0 | NOTTS |
| MOREC | 0-0 | GRIMS |
| P VALE | 0-0 | MACC |
| ROCH | 0-0 | CH'FLD |
| ROTH | 0-0 | LUTON |
| WYC | 0-0 | DAG & R |

TY 0 - 0 DONCASTER COVENTRY 0 - 0 QPR CRYSTAL

GOAL COLCHESTER 0 MK DONS 1
GOAL CREWE 0 SOUTHEND 1
GOAL HISTON 1 NORTHWICH V 0
GOAL DUNFERMLINE 1 ROSS CO 0

AARON WILBRAHAM (2)
DOUGIE FREEDMAN (4)
DAMIEN REEVES (6)
SCOTT THOMSON (5)

“I only look at the bit
I need to look at”

SOCCER SATURDAY

LEAGUE 2

| | | |
|--------|-----|---------|
| ALDER | 0-0 | GILL |
| BARNET | 0-0 | BURY |
| BRAD | 0-0 | BOURN |
| BRENT | 0-0 | LINCOLN |
| DARTF | 0-0 | SCR |
| LESTER | 0-0 | NOTTS |
| MOREC | 0-0 | GRIMS |
| SHALE | 0-0 | MACC |
| ROCH | 0-0 | CH'FLD |
| ROTH | 0-0 | LUTON |
| WYC | 0-0 | DAG & R |

TY 0 - 0 DONCASTER COVENTRY 0 - 0 GRIFFIN CRYSTAL

- Matt's Grandad, 2011

GOAL COLCHESTER 0 MK DONS 1
GOAL CREWE 0 SOUTHEND 1
GOAL HISTON 1 NORTHWICH V 0
GOAL DUNFERMLINE 1 ROSS CO 0

AARON WILBRAHAM (2)
DOUGIE FREEDMAN (4)
DAMIEN REEVES (6)
SCOTT THOMSON (5)

Matt Sheret

FAVORITES

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APPS

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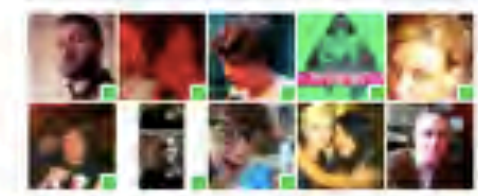
LISTS

- Close Friends 4
- Family

GROUPS

- Holiday 9
- Drinking In Parks ... 5
- Create Group...

Friends on Chat



Update Status Add Photo / Video Ask Question

TOP STORIES SINCE YOUR LAST VISIT (9) 90 MORE RECENT STORIES

Dan Grillopoulos
Attacked of the GrilledOctopi (Via Craig Pearson and Edward Stern)



Wall Photos
WHY IS THE MAINSTREAM MEDIA NOT REPORTING THIS?!

By: Brett Nicholson

Like Comment Share 6 hours ago

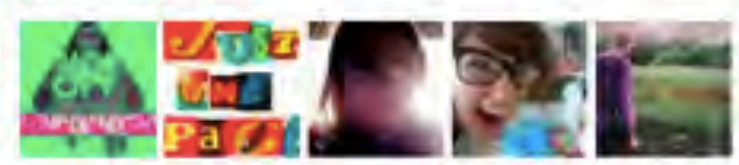
3 people like this.

Neil Mohr Is this the deleted-scene ending of Watchmen?
4 hours ago Like 1 person

Hany Gohary SPOILERS!
[Also Like+1000 :)]
3 hours ago Like

Write a comment...

Jens Nikolaus and 5 other friends changed their profile pictures.



- Sally-Anne Hickman shared Dwayne Taylor's photo.
- Daniel Etherington listened to Recombination by Boris Divider on Spotify.
- Rupert Cogan commented on Vernon English's link: "yes send it to me, can i host..."
- Atli Gunnarsson and Michelle Roberts are now friends.
- Valia Kapadai and Manuele Fior are now friends.

Chicago Mirror is streaming

8 events and 3 invites
Clark Burscough poked you

People You May Know See All

- Jono Cole
23 mutual friends
Add Friend
- Cian O'Murchu
Add Friend

Sponsored See All

Join Sky today

All for £20 a month

Join Sky TV, Sky+, Sky Go & Sky Broadband and Calls# online for £20 a month. (Sky Line Rental payable. Box & set-up applies.)



“Real-time serendipity”

– Mark Zuckerberg, f8 keynote 2011



iPod

4:58 PM

Now Playing

The New Pornographers

Use It


sequent review

iPod 6:14 PM

65daysofstatic

Come to Me



An iPod is connected to a laptop via a dock. The iPod screen displays a presentation slide with the text "65daysofstatic" and "Come to Me". The background is a dark, cluttered desk with various cables and electronic equipment.

6.14 PM
iPod
65daysofstatic

Come to Me

Discuss data in
compelling ways





NASA = Awesome



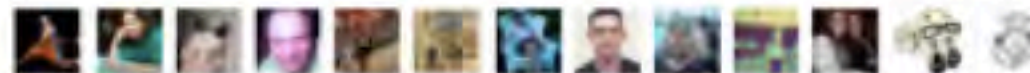


@NASA
NASA

Watch NASA crush a fuel tank today at
10:30 a.m. ET live on NASA Ed Channel
at: <http://www.nasa.gov/ntv>

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NASA's mission is to pioneer the future in space exploration, scientific discovery and aeronautics research.

To do that, we have worked around the world -- and off of it -- for more than 50 years, searching for answers to fundamental questions about our place in the universe. We're exploring space and discovering Earth. Join us for this exciting and important journey.



<http://www.nasa.gov/connect>



@NASA
NASA

Watch NASA crush a fuel tank today at 10:30 a.m. ET live on NASA Ed Channel at: <http://www.nasa.gov/ntv> The data will improve rockets.

23 Mar via [CoTweet](#) ☆ [Favorite](#) ↺ [Retweet](#) ↻ [Reply](#)

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<http://www.nasa.gov/connect>



Operation Ice Bridge



1 - 7 of 75 posts.

Total pages: 11 [next >](#) Go To

Preparing for Punta Arenas

Posted on Oct 06, 2011 12:15:57 AM | Patrick Lynch

0 Comments | [Permalink](#) | ★★★★★*By Michael Studinger, IceBridge Project Scientist, NASA Goddard Space Flight Center*

Dryden Flight Research Center, Palmdale, CA - Welcome to another Antarctic campaign with NASA's Operation IceBridge. Over the next two months the IceBridge teams will be collecting data with two aircraft based in Punta Arenas, located at the southern tip of Chile. We have installed cutting-edge laser altimeters and extremely sensitive radars that will allow us to measure changes in thickness of the sea ice surrounding Antarctica. We will also be monitoring changes in the thickness of ice sheets and glaciers that cover 98% of the Antarctic continent.



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- > Hansen (15)
- > Hummels (4)
- > Ice cap (1)

How can we rip-off
NASA?







Let's put people
back in tanks!

1 meter

0
10
meters

Let's put people
back in picnics!



An aerial photograph of a family of four (two adults and two children) sitting on a striped picnic blanket on a grassy field. A scale bar on the right indicates a distance of 10 meters, with a '0' at the top and '10 meters' at the bottom. The text 'The data will improve rockets' is overlaid in large blue font. The text '1 meter' is written vertically on the left side of the image.

The data will improve rockets

Thanks to [@anneholiday](#), [@lastfm](#), and all
[@designbyfire](#)

www.last.fm

www.matthewsheret.com