5 TIPS From Hugh McGrory

Hugh McGrory innovates at the intersection of audio, data, emerging media and technology. As co-founder of Sonify, Hugh uses sound and music (sonification) to help people easily comprehend large data sets. Throughout the podcast Hugh mentions many benefits of data sonification, including those listed below. To learn more, visit www.sonify.io.

TIP 01

Incorporate Alerts
Alerts can be Incorporated into data sonification so analysts who are monitoring data remotely can quickly "hear" when data falls into a danger zone. For example, a nurse can set an alert for a patient and can remotely listen for alerts.

TIP 02

Quickly Hear Changes.
One application for data sonification is to use the notes on a scale to map data. Listening to the mapped data allows analysts to intuitively hear data changes over the course of time.

TIP 03

Inclusivity.
Adding sound to data makes it easier for the blind and visually impaired community to access data. Hugh's experience working with the blind community over the past year challenged him to include diverse audiences when innovating new product ideas.

TIP 04

Interest.
Hugh says, "Being able to turn data into music and make it part of your story actually is a great way to connect." People can visualize changes in data through sound, which helps make it interesting and compelling for the audience.

TIP 05

Transformation.
Data can be overwhelming and difficult to comprehend. How do we transform data into something more interesting? Just like silent movies were transformed with the introduction of sound and music, data can be transformed through the introduction of music. Can you imagine movies without music and sound?

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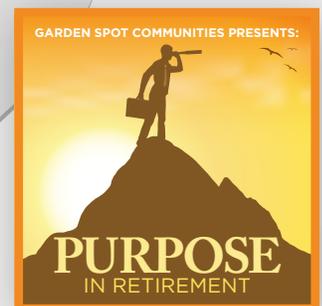
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