

Data Story Telling



Objectives

After completing this section of the course you should have a good understanding of:

- » Why we positively react to stories
 - » The structure of a narrative
 - » The interactivity within a Data Visualization
- 

What is Data Storytelling



What is Story telling?

- » It's a **vivid form** of delivering a message
- » Stories have a general **context**
- » Give possibilities for **very individuals interpretation**
- » Stories **stimulate**

Emotions

Reflections

story·tell·ing

/'stôrē,teliNG/ 🔊

noun

1. the activity of telling or writing stories.
"the power of cinematic storytelling"





What is Data Story telling?

It begins with the **data** and then moves into the format by which it is **presented or communicated**, which can include **visuals**, such as charts, infographics, dashboards, etc. It has a **narrative** with a 'so what' or insight that can lead to an outcome, i.e. influence, inform, drive action and/or change.



- » Data doesn't have an opinion on what is important.
- » Data needs a **voice to give it meaning**

Why Stories are so efficient?

- » Human are made for stories
- » Stories are universal
- » Stories help with **engagement** and it increases **drama**
- » Wanna be inspired, telling nice stories?





Why Stories are so efficient?

- » The place to be provoke audience to innovative thinking
 - » Allow to present difficult topics
 - » New point of view
 - » Magic of story
 - » Repetition
- 

Rules for story telling

RULE #1

AUDIENCE COMES FIRST

- » Your story is “**their**” story
- » Show **empathy** for your audience

“**Make me care. Please – emotionally, intellectually, aesthetically – just make me care »**”

Andrew Stanton



TED Ideas worth spreading

https://www.ted.com/talks/andrew_stanton_the_clues_to_a_great_story

<https://www.khanacademy.org/partner-content/pixar/storytelling>

WHAT DOES SHE THINK AND FEEL?

What really matters to her?
What occupies her thinking?
What worries and aspirations does she have?



WHAT DOES SHE HEAR?

What are friends, family and other influencers saying to her that impacts her thinking?

WHAT DOES SHE SEE?

What things her environment influence her?
What competitors is she seeing?
What is she seeing friends do?

WHAT DOES SHE SAY AND DO?

What is her attitude towards others?
What does she do in public?
How has her behaviour changed?

PAIN

What fears, frustrations or obstacles is she facing?

GAIN

What is she hoping to get? What does success look like?



Rules for story telling

RULE #2

HAVE A SOLID STRUCTURE

- » Architectural structure

RULE #3

HAVE A CLEAR THEME

- » Messaging
- 



Rules for story telling

RULE #4

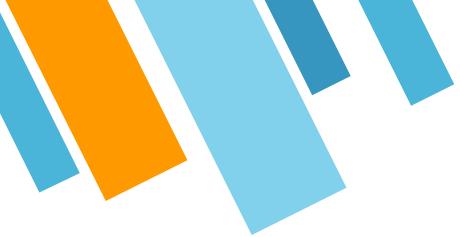
REMOVE THE NON ESSENTIAL

- » Stay focus
- » Keep it simple

RULE #5

HOOK'EM EARLY

- » “Water cooler” moment
- 



Rules for story telling

RULE #6

SHOW A CLEAR CONFLICT

Story: *noun*

“A character-based narration of a character’s struggles to overcome obstacles and reach an important goal.”

RULE #7

DEMONSTRATE A CLEAR CHANGE

» What would a successful outcome look like?



Narrative Structures

Basic of a story



Constructs of story

BEGINNING

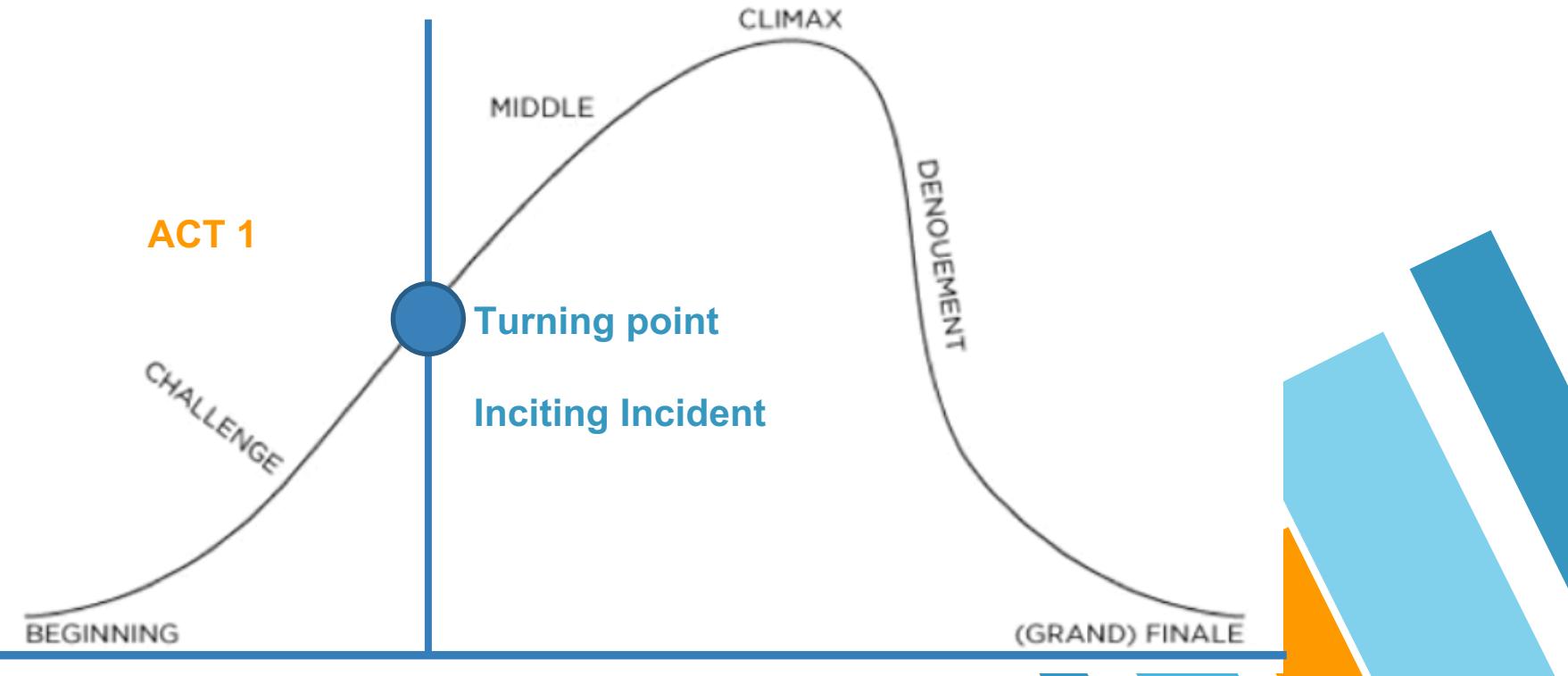
MIDDLE

END



Narrative Structure

» A more nuanced view of the story





Narrative Structure

INTRODUCTION

- » Building the **context** for your audience
- » **HEADLINE + INTRODUCTION = BEGINNING**
- » Audience should have questions in mind:

Why should I pay attention?

What is in it for me?



Narrative Structure

HEADLINE

- » First thing you do
- » Get inspired
- » Most important top line of summation of the story
- » Make each headline the title of your presentation slides

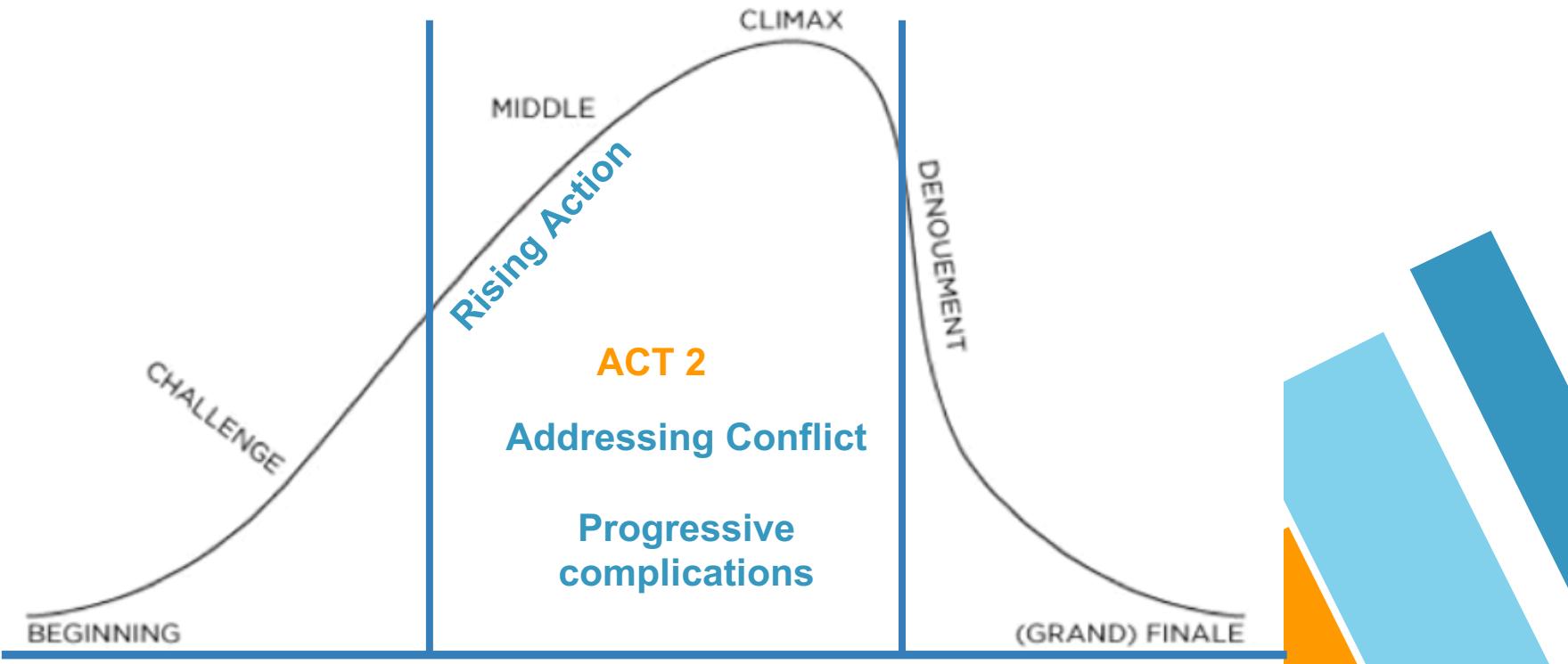


What will people tweet when they share your visualization?



Narrative Structure

» A more nuanced view of the story





Narrative Structure

CHALLENGE

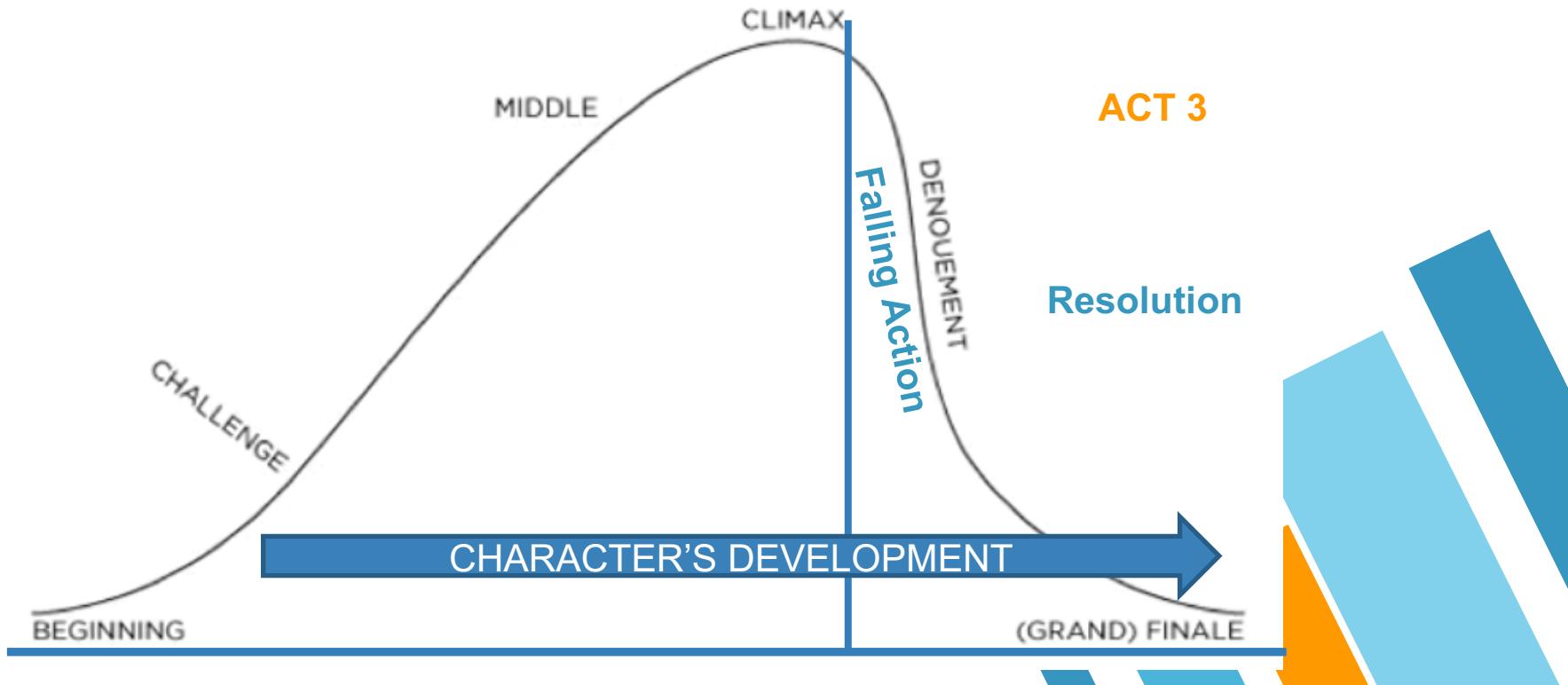
- » Use a **callout**

MIDDLE

- » Incorporate external context or **comparison points**
 - » Give examples that illustrate the issue
 - » Include data that demonstrates the problem
- 

Narrative Structure

» A more nuanced view of the story



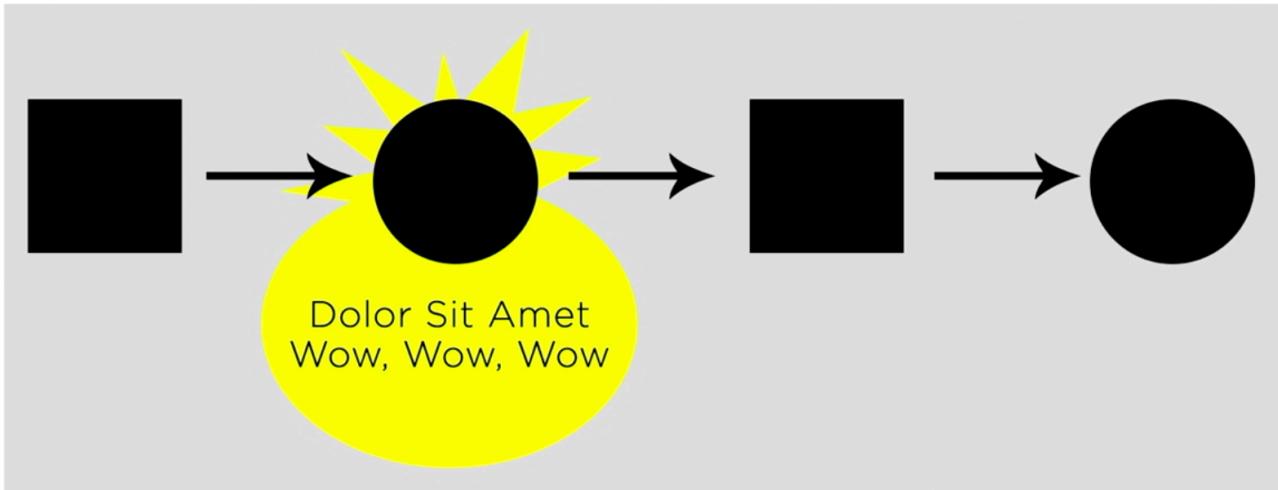
Narrative Structure

CLIMAX-DENOUEMENT

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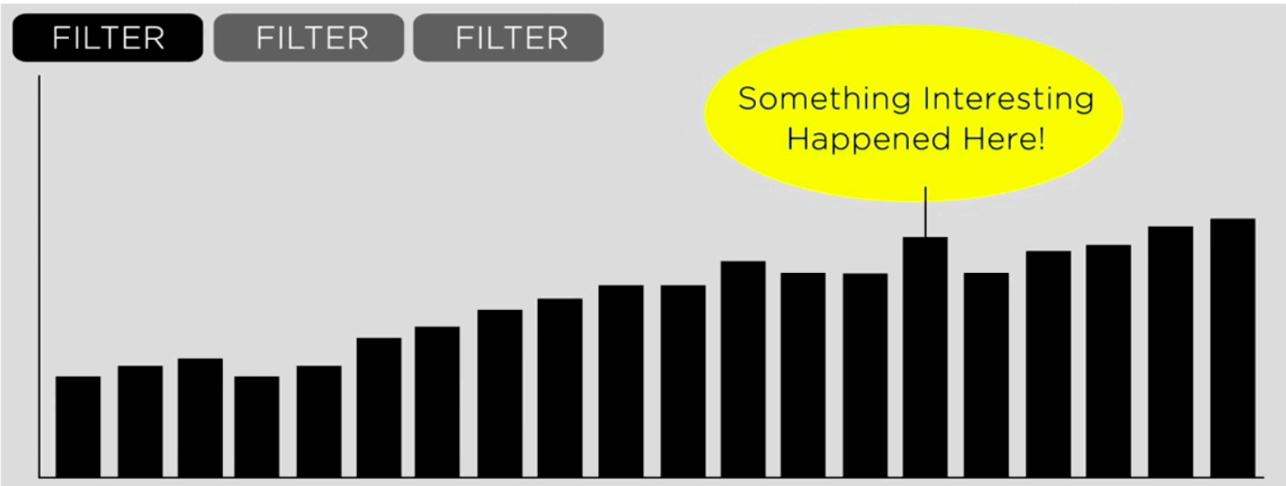
Narrative Structure

CLIMAX-DENOUEMENT

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Narrative Structure

GRAND FINALE

Lorem Ipsum Dolor Sit Amet

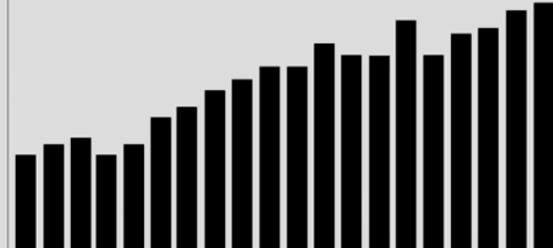
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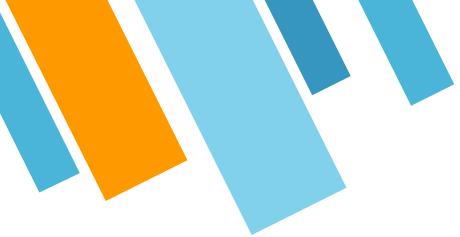
FILTER

FILTER

FILTER



Advices about Story Telling



Advices - Narrative Structure

WHY NOT WORK BACKWARDS?

- » Consider what is the endpoint
- » Consider the change
- » and the impact to make on the audience



Craft the story
that can help get
you there

DON'T OVERLOAD YOUR AUDIENCE

- » Eliminate Clutter
- » Stage your content



Advices – Written word

- » Find a subject you care about
 - » Do not ramble, though
 - » Keep it simple
 - » Have the guts to cut
 - » Sound like yourself
 - » Say what you meant to say
 - » Pity the readers
- 

« How to Write with Style », Kurt Vonnegut -
<https://fs.blog/2012/09/kurt-vonnegut-how-to-write-with-style/>

Author-driven Story

The Facebook Offering: How it compares?

◀ Prev

Next ▶

1 2 3 4 5

Find a company

Company value
In billions of today's dollars
100 —

Facebook

Facebook's offer price was \$38 a share, giving the company a valuation of \$104 billion, nearly four times larger than Google in 2004.

Facebook

80 —

60 —

40 —

20 —

Year of I.P.O.

1980

1985

1990

1995

2000

2005

2010

Apple

Google

Sources:

<http://www.nytimes.com/interactive/2012/05/17/business/dealbook/how-the-facebook-offering-compares.html>

Visualizing the Syrian Refugee Crisis

Last updated on March 26, 2014

Since the [Syrian Uprising](#) in 2011, approximately [2.5 million](#) syrians have left Syria to neighboring countries such as Lebanon, Turkey, Jordan, Iraq, and Egypt. With the Syrian population estimating around [22.5 millions](#), [one in ten](#) Syrians is currently a registered refugee in another country.

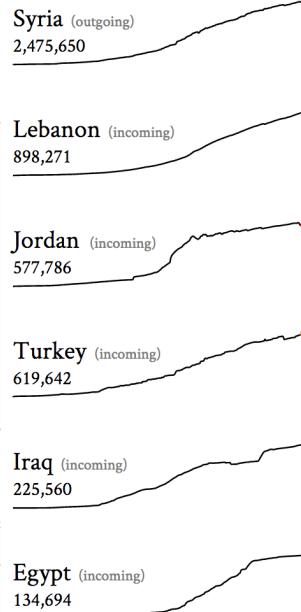
[Share 36](#)

[Tweet](#)



Refugees By Country

Cumulative Refugee Counts over Time



Sources:

<http://datavisuals.herokuapp.com/syria>

Viewer-driven Story

San Francisco Crime Spotting

San Francisco
crimespotting

Home Map Crime Reports API About Feedback



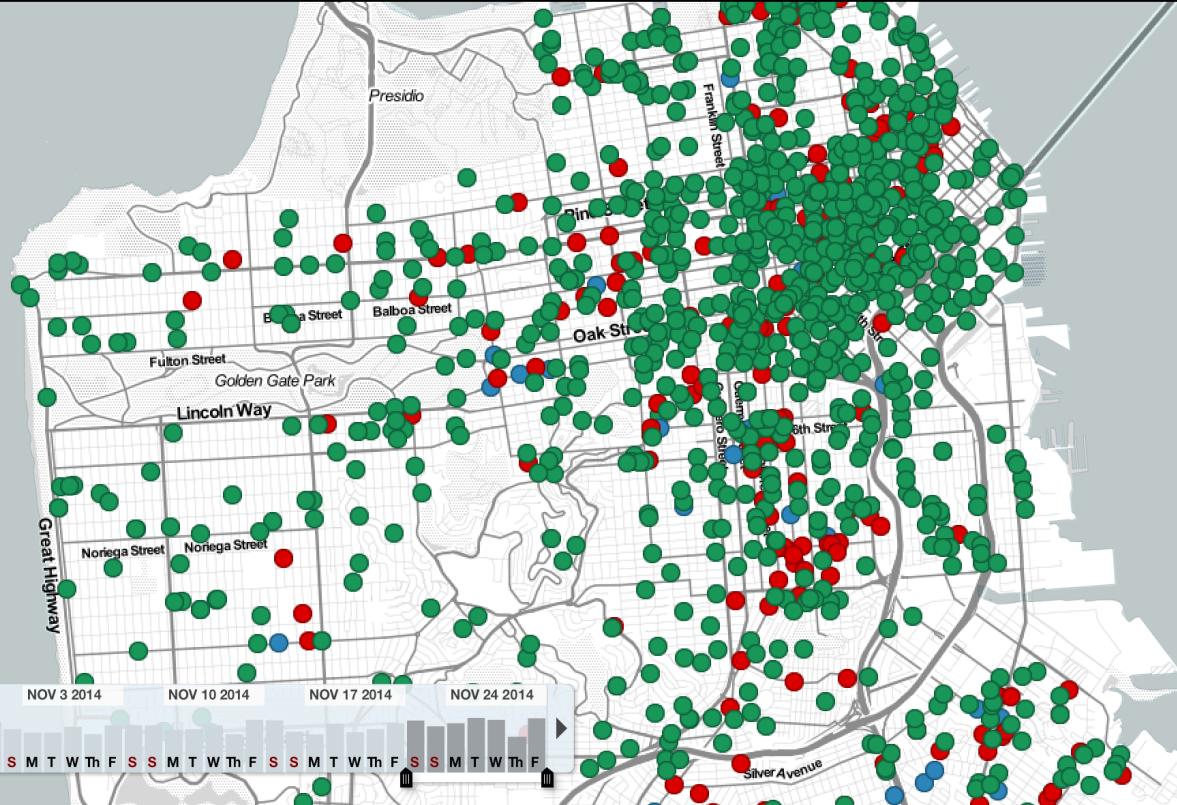
TIME OF DAY

Show All | Hide All
Light | Dark [nearest hour]
Commute | Nightlife
Day | Night | Swing Shift

DATE

Past Week

Nov ▾ 2014 ▾



CRIME TYPE Show All | Hide All

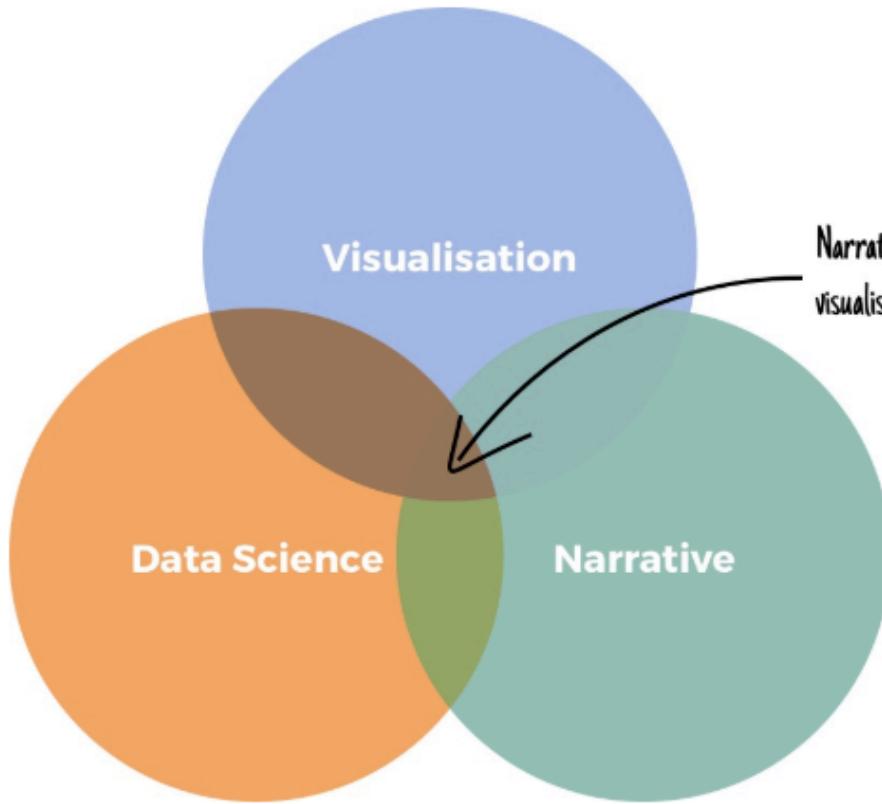
AA	Aggravated Assault	<input checked="" type="checkbox"/>
Mu	Murder	<input checked="" type="checkbox"/>
Ro	Robbery	<input checked="" type="checkbox"/>
SA	Simple Assault	<input checked="" type="checkbox"/>
DP	Disturbing the Peace	<input checked="" type="checkbox"/>
Na	Narcotics	<input checked="" type="checkbox"/>
Al	Alcohol	<input checked="" type="checkbox"/>
Pr	Prostitution	<input checked="" type="checkbox"/>
Th	Theft	<input checked="" type="checkbox"/>
VT	Vehicle Theft	<input checked="" type="checkbox"/>
Va	Vandalism	<input checked="" type="checkbox"/>
Bu	Burglary	<input checked="" type="checkbox"/>
Ar	Arson	<input checked="" type="checkbox"/>

Sources:

<http://sanfrancisco.crimespotting.org/map/#types=AA,Mu,Ro,SA,DP,Na,Al,Pr,Th,VT,Va,Bu,Ar&lat=37.766&zoom=13&hours=0-23&dtstart=2014-11-21T23:59:59-07:00&lon=-122.434&dtend=2014-11-28T23:59:59-07:00>

Map tiles © CloudMade. Map data CC-BY-SA OpenStreetMap.org

As a conclusion...



Narrative is the key vehicle to convey insights, with visualisations and data being important proof points



THANKS!

Any questions?

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- 