Hooking learners into data education

STRINGFEST ANALYTICS

"Buy the book and they'll buy the story"

- "Hook:" literary technique at opening of story, grabbing reader's attention to keep going
- Data hooks: What datasets/problem statements will keep the learner's attention?
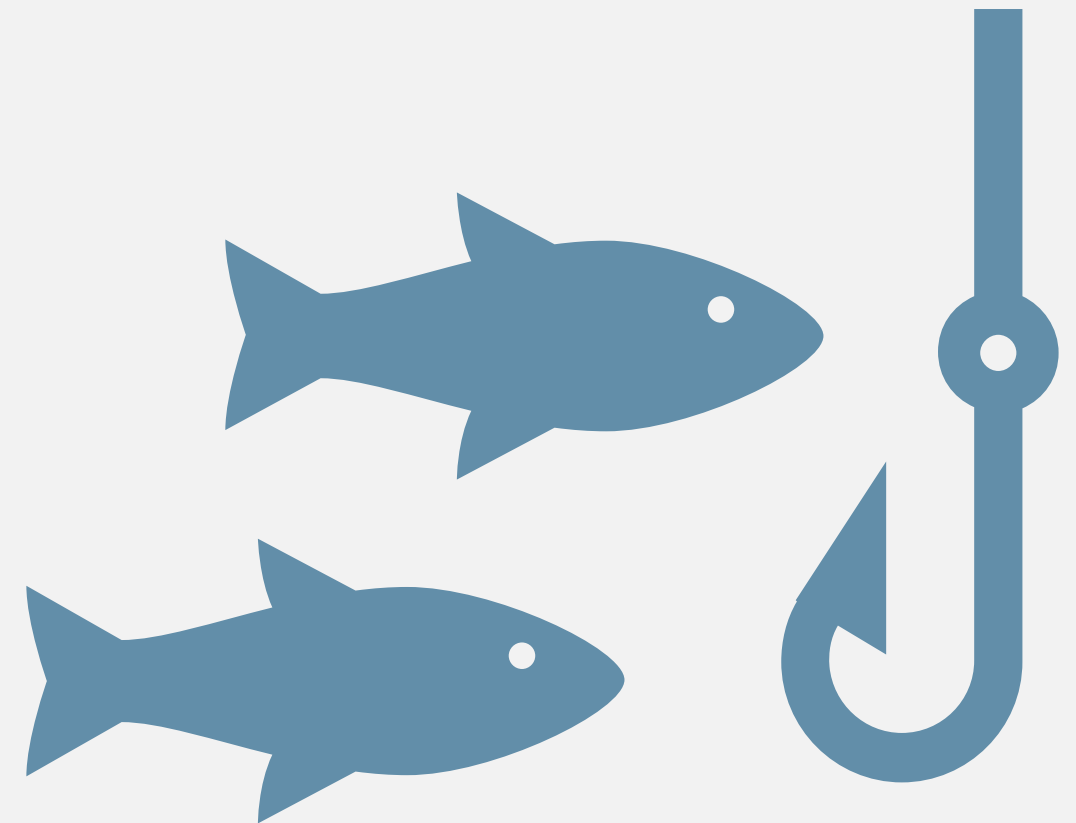
Proprietary data from the business

- Of immediate interest/direct experience to students
- Hard to find proprietary datasets online: that's private and valuable!
- Using internal proprietary datasets is more realistic, but takes the right data culture to implement
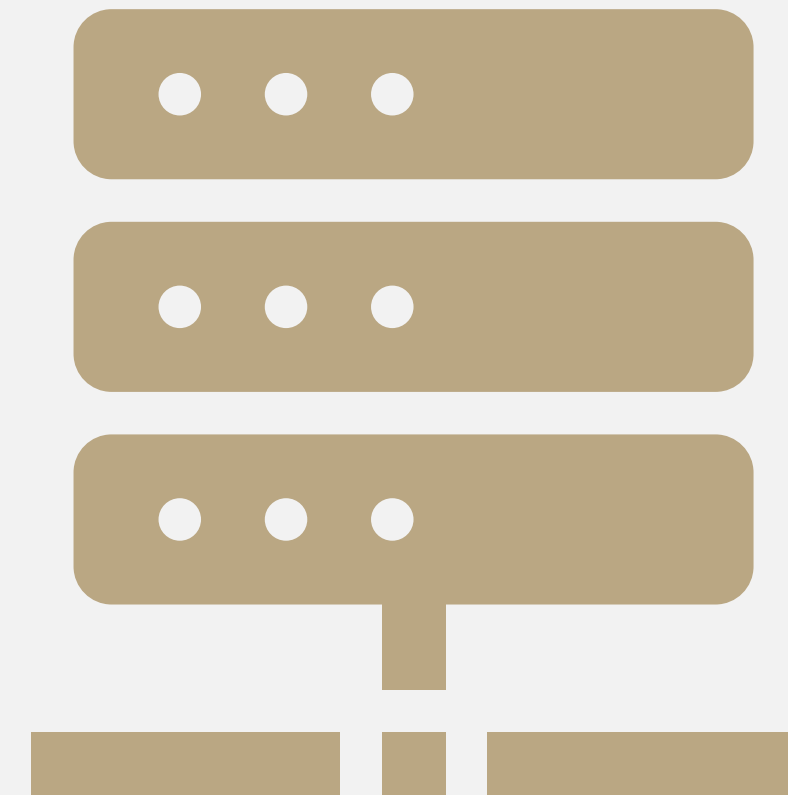
Public data from real life

- Doesn't have to do anything with business:
  - [Baseball records](#)
  - [Baby names](#)
  - [Movie reviews](#)
- People love listicles & rankings of this type of data (i.e. "Top 10 baby names in 2019") – scratch that itch!

There's more to data literacy than business examples

- Teaching immediate business use cases is too narrow
- Your students should see data as a means of creativity & engagement with the world
- Data literacy means, among other things, having fun with data!

LET'S TALK

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