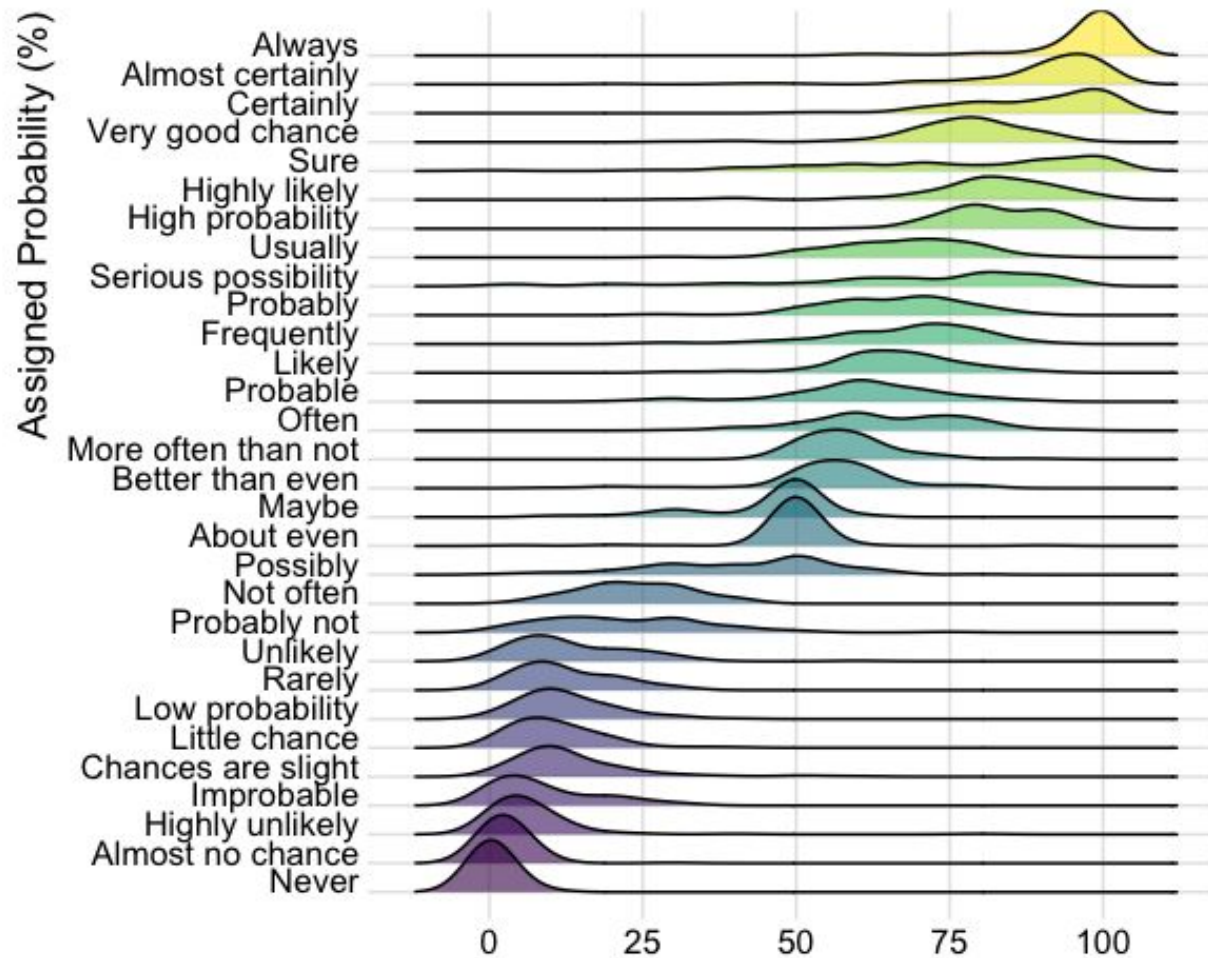
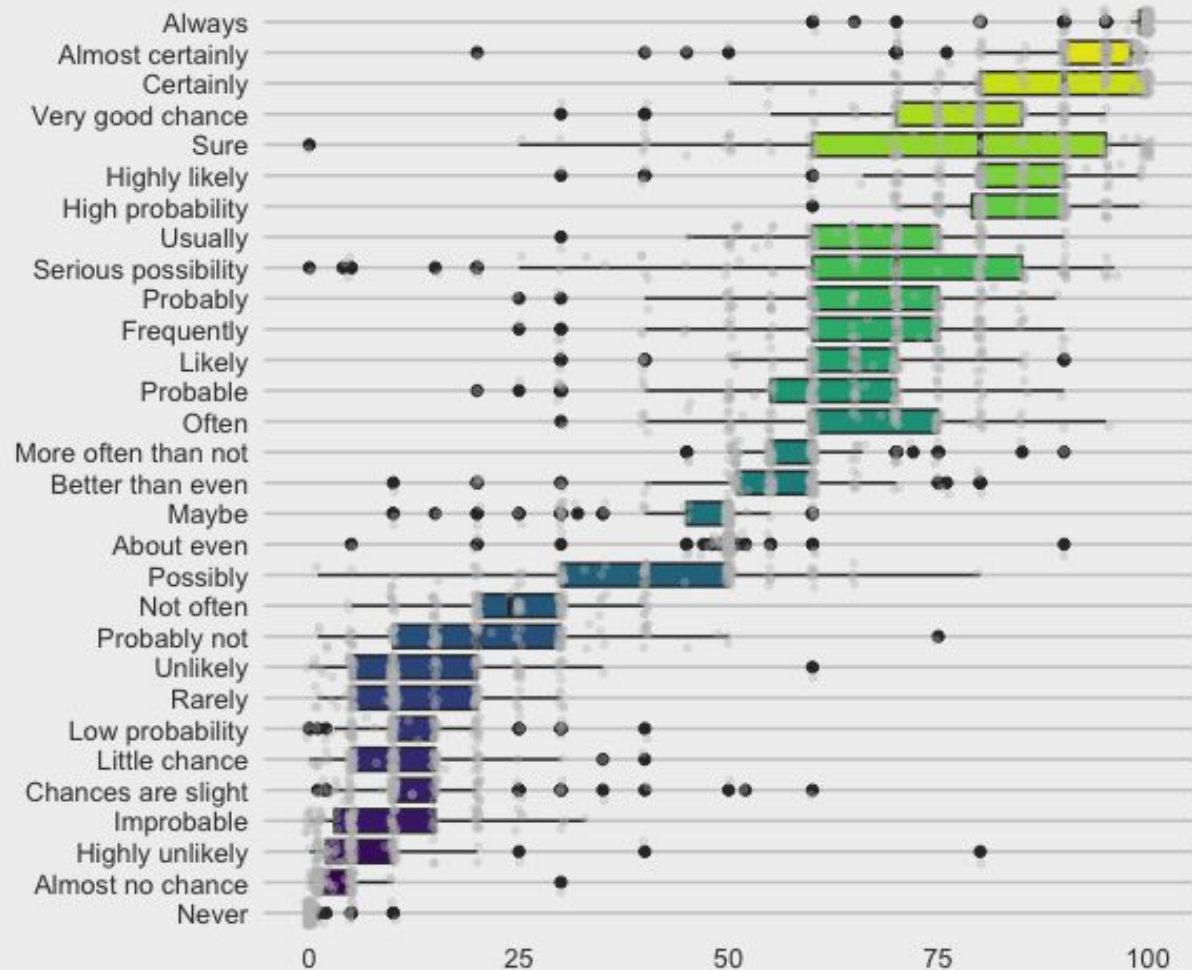




Writing & Blogging

Dr. Sarah Egan Warren, Class of 2024







Agenda

- Overview
- Data Column
- Writing Strategies
- Assignment

Overview



- Tech Comm Introduction
- Tech Writing Introduction
- TIPS
- Thanks for the Feedback
- Summer Practicum
- Communication Week

DONE!

- Writing and Blogging
- Ethical Considerations for Data Professionals
- Storytelling
- Optional Workshops
- Optional MSA Share 20
- Optional Improv4All (Starts Sept 11 at 8am)
- Sponsor Calls
- Communication Meetings
- Class Presentations
- Dry Runs
- Midpoint Presentation
- Side Project Poster Session
- Interview Presentations
- Practicum Reports
- Final Presentation

Data Column

<https://datacolumn.iaa.ncsu.edu>

Practice and Improve Writing Skills

- Opportunity for individual feedback
- Try something new/improve on existing skill
- Grow your resume/LinkedIn
- Share your ideas
- Show off your skills/interests

Choose a Topic

Audience-focused and relevant to the Institute

- Students, practicum partners, employers (past, present, future)

Ask yourself

- Why would my audience be interested?
- How does this topic relate to the Institute?

Theme/Tone options

- Technical
- Professional
- Appropriately funny

Choose a Topic

TECHNICAL

- Include sound analysis/programming
- All technical topics are run by faculty to ensure accuracy

PROFESSIONAL

- Positive
- Professional

You can be funny.
The topic can be “light.”
But the key is professional.

Blog = Institute branding AND your branding

- Not a personal blog

Choose a Topic

EXAMPLES (Serious)

- Resources/tools
- Reactions to articles/news
- Side projects
- Research
- Strategies
- Interviews
- Visualizations

EXAMPLES (Lighter)

- Day in the Life
- Raleigh
- NC State
- Social Good
- Student Life
- Lessons Learned
- Humor

Writing Strategies



Use Writing Strategies

[Intro to Technical Writing Slides](#)

Use Writing Strategies

BEGINNING

- BLUF: State one clear idea at the beginning

Could use a HOOK + BLUF

- HOOK: engaging way to draw your audience in (NOT clickbait)

Use Writing Strategies

BLUF Example 1

There is a podcast out there for everyone, and in some cases, many. I have discovered that there are more than a few podcasts written by and for people like me — unashamed data nerds. Here are my favorites.

Meg Malone, 2020

Use Writing Strategies

BLUF Example 2

*The MSA intramural sports teams were able to claim another championship with the softball team, **Proc Home; Run;**, completing a perfect season and winning the league pennant. The road to victory was not smooth sailing, as they had to face the only other undefeated team in the semifinals of the playoffs.*

Richy Castellanos, 2019

Use Writing Strategies

HOOK + BLUF Example 1

HOOK: Big dogs. Small dogs. Red dogs. Blue dogs.

BLUF: Along with fur balls of all sizes, the Volunteer Committee at the Institute for Advanced Analytics hosted a HOWL-o-ween Pet Picnic on October 26 at Centennial Fields. In the end, the IAA raised \$430 for the SPCA of Wake County and provided a great afternoon for everyone in attendance. Volunteer Committee, 2020

Use Writing Strategies

HOOK + BLUF Example 2

HOOK: Overheard while coaching youth orchestra rehearsal: “I want to major in music, but my parents said I’ll never get a job and it’s a waste of time.” A group of high schoolers nodded in agreement, acknowledging the perceived disconnect between following your passion and someday leading a successful life.

BLUF: It’s vitally important for artists to understand that they can find success in life – not despite their background – but rather, because of it.

Molly Rubin, 2019

Use Writing Strategies

BODY

- Organize around one major theme
- Focus on the BLUF
- Use clear and concise writing
- Quantify whenever possible (“talk like an analyst”)

[5 Things You Didn't Know about MSA Class of 2020](#)

[Quick Steps to Making a Resume in Tableau](#)

[Analytics in the Arts: An Interview with Danielle Suh](#)

[Success through Diverse Backgrounds](#)

5 Things You Didn't Know about MSA Class of 2020

By Sarah Wotus, 2020



Listicle

After one amazing summer spent at the Institute for Advanced Analytics, I've realized my classmates possess some unexpected qualities. Many may expect a group of analytics professionals to be reserved, serious, and glued to their computer screens. However, in only 8 weeks I've discovered a completely different picture.

1 – We are quite the athletic bunch

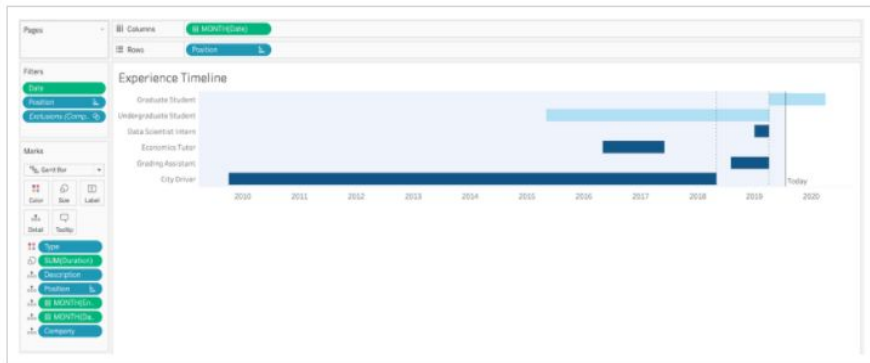
Over 10 of our slack channels are dedicated to pick up sports and group work outs. Several games of pick up soccer, football, basketball, and ultimate frisbee have been organized, and we already have one **intramural championship in sand volleyball**. While I'm not always a morning person, a 6 AM wake-up call doesn't sound so bad when you know it involves racing each other on the rowing machines or watching Nathan and Chesaney challenge each other to a burpee box jump race.

2 – Everyone has a sense of humor

There is something to be said when one of the most popular slack channels we have is our **“memes” channel**. There's not a day that goes by at the Institute where I'm not dying of laughter, whether it was a meme sent in the channel or a joke cracked at the lunch table.

Quick Steps to Making a Resume in Tableau

By Michael Zabawa, 2020



Step-by-Step, How-to

Looking for resources to further my learning in how to display data using Tableau, I stumbled across an interactive resume concept. Creating a resume in Tableau is billed as a great way to showcase your Tableau skills and your experience. This medium allows for more creativity and freedom in how much information you can convey.

Step 1: Gather data.

Most of the hard work is already done if you have a resume or a fleshed-out LinkedIn profile. Additionally, think about how to chart your resume and what metrics could be used. Then, put it in a format that can be used in Tableau.

Step 2: Organize data.

Using Excel to organize and store data for this endeavor, the structure I used is one experience or project per row. I have a separate sheet for work experience and one for projects.

Step 3: Choose visualization type

I chose to visualize my experience as a timeline. This was to emphasize that I worked full time and was a student during the same period. The sheet below is a modified Gantt chart with details pertaining to each segment.

Analytics in the Arts: An Interview with Danielle Suh

By Mansi Shah, 2019



— Picture from Danielle Suh

Interview

Danielle Suh is the Manager of Strategic Analysis and Business Development at New York City Ballet. In our interview, she discussed some of the analytics work the City Ballet is doing, the challenges involved, and her thoughts on the growing presence of analytics in the arts.

Mansi: *What are some of the ways that New York City Ballet uses analytics?*

Danielle: Our projects at the ballet can range across a lot of different things. In terms of the analytics, it's everything from running a survey and looking at how people feel about various programs that we've run, to looking at data and figuring out who is coming to the ballet. How frequently do they come, what kinds of things are they interested in? Just thinking about how we can use that to help inform future decisions. And then we also run things like programming analysis where we essentially can look at ticket sales for specific ballets, and try and pick out all of these external factors to see how we can anticipate certain ballets selling and then use that to help inform some of the decisions that the artistic staff is making.

Mansi: *What kind of data is involved in these analyses, and where does it come from? Is data quality ever an issue?*

Danielle: For example, if we run a survey, obviously we have the responses that people give to us. Beyond that, we also have our own internal ticket sales that are tracked through the database. We also keep track of donations coming in so then we would know for example, this patron has contributed to the ballet x number of times over x number of years. Or this audience member has bought these kinds of subscription year after year and things like that. I think in general our data sources can be kind of varied.

Success through Diverse Backgrounds

By Taylor Kooy, 2019



— Our Summer Practicum Team (from left to right: Taylor Kooy, Abba Elsergany, Andrew Francis, Samantha Everett, and Patrick Campbell)

As a recent graduate with a statistics degree and a background in programming, the Institute for Advanced Analytics program was the quintessential fit for the next chapter in my life. However, one aspect of the Institute surprised me: the IAA accepted and admitted students from a vast array of academic backgrounds – ranging from biology and mechanical engineering to English and journalism. My view on this drastically changed while working on the summer practicum project with a diverse group of peers. Diversity in backgrounds, experiences, ideation, personalities, and thought processes within a team acts as a catalyst for creative collaboration and success.

I learned the value of working with varied team members from different academic backgrounds during the boot camp phase of the MSA program. Our 2020 cohort split into twenty-four teams of five individuals. Our task was to understand and analyze a data set consisting of nearly nine hundred thousand loans from the peer-to-peer loan company, LendingClub. Our turnaround time consisted of only a few weeks and culminated in a 20-minute team presentation on our team's findings, followed by ten minutes of questions.

Essay

- **Photo journal**
- **Videos**
- **Podcast**
- **Art**
- **OTHER IDEAS...**

Use Writing Strategies

CONCLUSION options

- Include a call to action
- Summarize the main takeaway(s)
- Inspire your readers/suggest what to do next

Follow Guidelines

- Refer back to [Introduction to Technical Writing](#)
- Be concise (500-1500 words)
- Follow CPR (Concision, Precision, Revision)
- Use lists and short paragraphs
- Include pictures/images (better with people)



OK



BETTER!

Assignments



Assignments

Required:

One **individual blog post** to be considered for publication

Optional:

Additional individual blog posts to be considered for publication

Collaborate with one or more classmates on a blog post to be considered for publication

DUE DATES:

August 25: Topic and Outline/Rough Draft (Fall 1)

October 2: Final individual blog post to be considered for publication (Fall 2)

Ongoing: Additional individual blog posts and/or collaborative blog posts

Assignments

Due date **may be adjusted** based on the topic.

After approval of topic, draft your blog and work with the GTAs to refine and prepare for consideration for publication.

You **MAY use AI** to **brainstorm** and to **check your draft** to improve your writing. *Depending on how much content is generated using AI, you may need to provide attribution (we can discuss on case-by-case basis).

GTA Office Hours

Most days, Technical Communication GTAs are available

8-9 am

12-1pm

4-5pm

*Kate is already set up on ScheduleOnce

*Hiya will be set up on ScheduleOnce next week

Topic Ideas

[Data Column Topic Ideas Class of 2024](#)