Storytelling Trivia

QUESTION 1

2 MINUTES

GET TO KNOW YOUR AUDIENCE

List **three things** you can do to understand who is your audience and what they care about.

E.g. Talk to colleagues that have met the audience

QUESTION 2

1 MINUTE

NARROW YOUR AUDIENCE

List **all the potential audiences** that may be interested in your data.

E.g. art historians

QUESTION 3

WHAT DO THEY CARE ABOUT?

Pick one audience (write it!) List **three things** you believe she cares about or she needs.

Imagine her as a single person.

E.g. understand historiographic enquiries

QUESTION 4

WHAT DO THEY NEED TO DO?

Given the data you have about trends, list **three things** you believe s/he needs to do in her job/spare time.

E.g. demonstrate hypotheses

We found X, then you should do Y

Consider the following verbs: Accept / agree / approve / begin / believe / budget / buy /change / collaborate / consider / continue / contribute / create / debate / decide /defend / desire / differentiate / discuss / do / empathize / empower / engage / examine / facilitate / familiarise / free / implement / include / increase / influence / invest / learn / like / maintain / plan /promote / recommend / reconsider / reflect / remember / reuse / reverse / review / share / support / simplify / start / try / understand / validate / verify

QUESTION 5

WHAT IS THE BENEFIT OF THEIR ACTIONS?

The "so what?"

List three things you believe s/he would benefit if s/he behaved as you thought.

E.g. demonstrate hypotheses -> better science

QUESTION 6

WHAT IS THE RISK IF THEY DO NOT ACT?

List three things you believe s/he would risk if s/he did not behave as you thought.

What is at stake. Reframe the idea negatively

E.g. do not demonstrate hypotheses -> worse science :(

QUESTION 7

5 MINUTES

SUMMARISE THE IDEA IN ONE SENTENCE

Write a sentence that articulates your point of view (idea, audience, actions, benefits and risks)

QUESTION 8

TRY SEVERAL VIZ. SOLUTIONS

Select which graph (write the title) is more effective to represent the number of trips you do over the year

QUESTION 9

the traffic on a website via various channels over a period of 4 years.

TRY SEVERAL SOLUTIONS AT ONCE

Mix techniques to reinforce the message. How many types of charts do you see in this example?

	2014	2015	2016	2017
Others	167 K	789 K	1.32 M	2.34 M
Search	204 K	883 K	1.32 M	2.51 M
Social Media	0	3.12 M	5.43 M	10 M
Direct	534 K	3.54 M	5.50 M	8.43 M

0   Visitors   10 M

QUESTION 10

FIND THE WORDS TO NAME A GRAPH

Write a (takeaway) **title** for this graph

% of children aged 5–17 in work

−18% DECREASE

1950	1960	1970	1980	1990	1995	2000	2004	2008	2012	2016
27.5	25	22	20	14.5	13	16	14	13.5	10.5	9.5

different data sources used
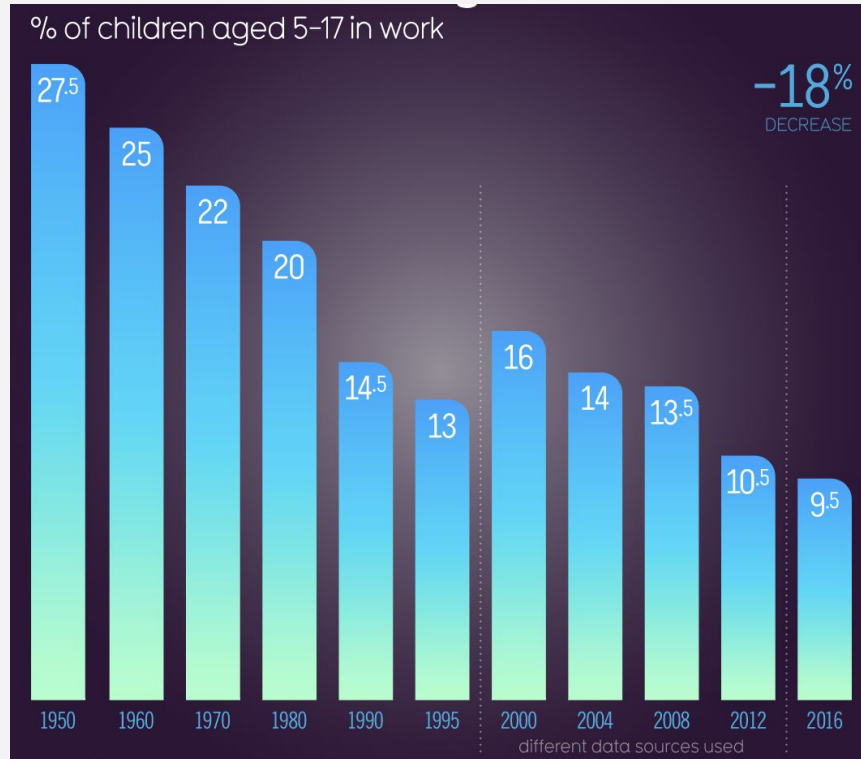
QUESTION 11

FIND THE WORDS TO DESCRIBE A GRAPH

Write a sentence describing what is shown in this graph

% of children aged 5-17 in work

-18% DECREASE

27.5 | 1950
25 | 1960
22 | 1970
20 | 1980
14.5 | 1990
13 | 1995
16 | 2000
14 | 2004
13.5 | 2008
10.5 | 2012
9.5 | 2016

different data sources used
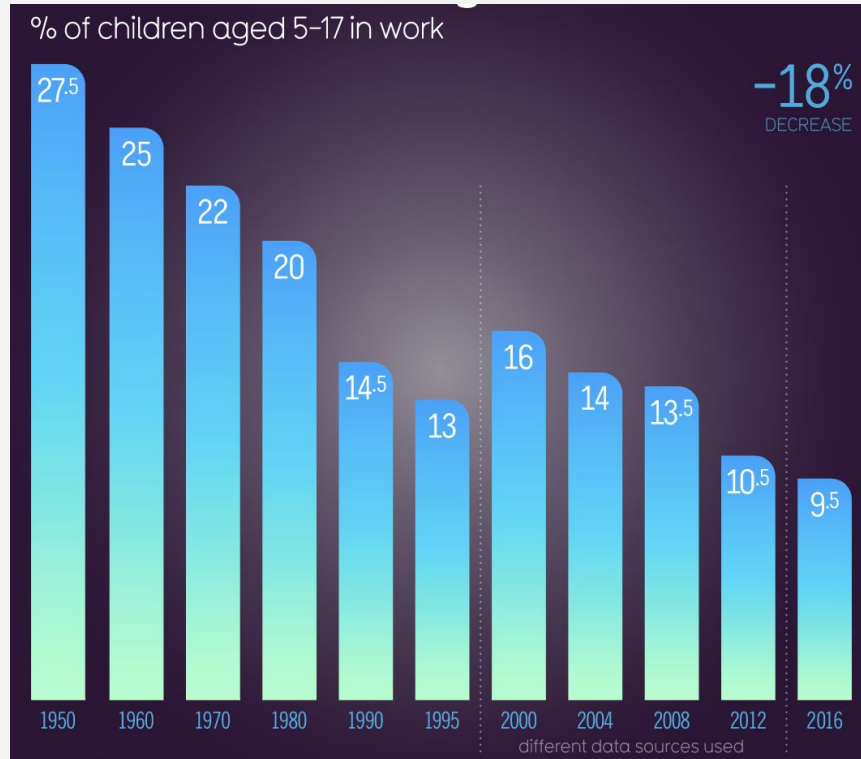
QUESTION 12

WHO IS THIS CHART TALKING TO?

Identify three potential audiences for this chart.

The % of Global Population Covered by Essential Health Services is Growing

highest coverage

e.g. Canada, Norway, USA, Japan etc — LEVEL 4 13%

e.g. China, Panama, France, UAE etc — LEVEL 3 45%

e.g. Kenya, India, Pakistan, Nigeria etc — LEVEL 2 38%

LEVEL 1 lowest 4%

beautifulnews

source: World Health Organizations Index of Health Service Coverage
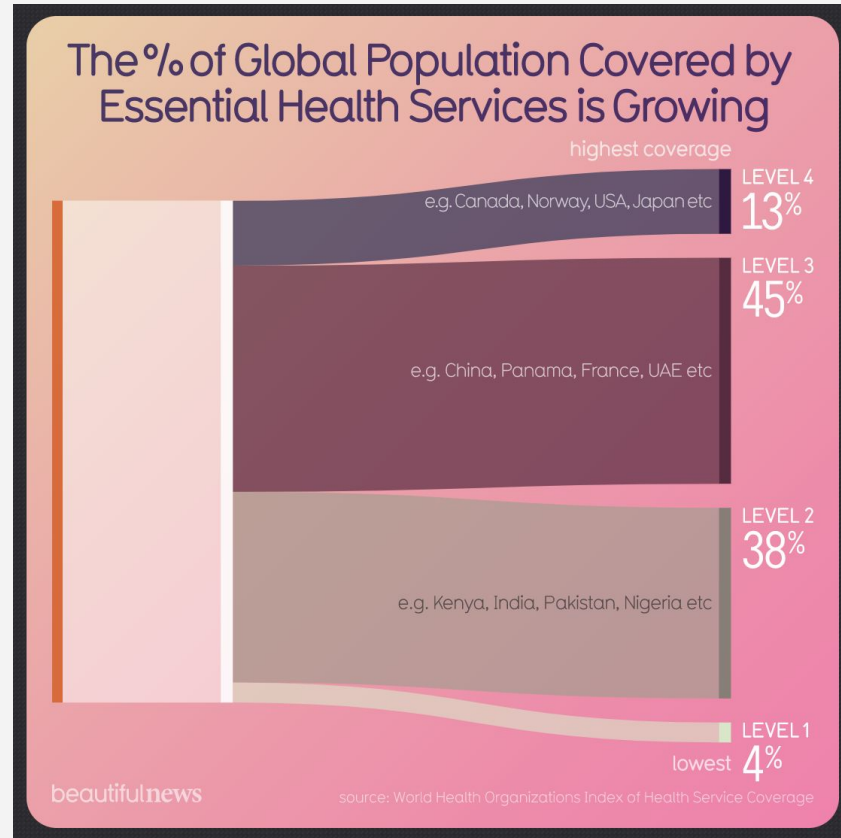
QUESTION 13

WHAT DO YOU WANT THEM TO DO?

For each potential audience, write again the audience name and an action they should take after seeing this chart

The % of Global Population Covered by Essential Health Services is Growing

highest coverage

LEVEL 4
13%
e.g. Canada, Norway, USA, Japan etc

LEVEL 3
45%
e.g. China, Panama, France, UAE etc

LEVEL 2
38%
e.g. Kenya, India, Pakistan, Nigeria etc

LEVEL 1
lowest 4%

beautifulnews

source: World Health Organizations Index of Health Service Coverage