



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

communicating
data effectively
to others.

Analyzing
and
interpreting
data.

Presenting
data
findings
clearly.

Using data
to tell a
compelling.

Drawing
meaningful
insights.

Applying
critical
thinking to
data.



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collecting
and
gathering
data.

cleaning and
preparing
data for
analysis.

Understanding
ethical
consideration.

Respecting
data
privacy.

Using tools
and software
for data
manipulation.

Recognizing
the impact of
data on
individuals and
society.



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?