

# Storytelling with Mapping: Knight Lab StoryMap



HUS/ENVR2401: Food Justice and Community  
Development

Prof. Becca Berkey

Digital Integration Teaching Initiative

Consultants: Halima Haruna and Rhiannon

Callahan

*Feel free to ask questions at any point  
during the presentation!*

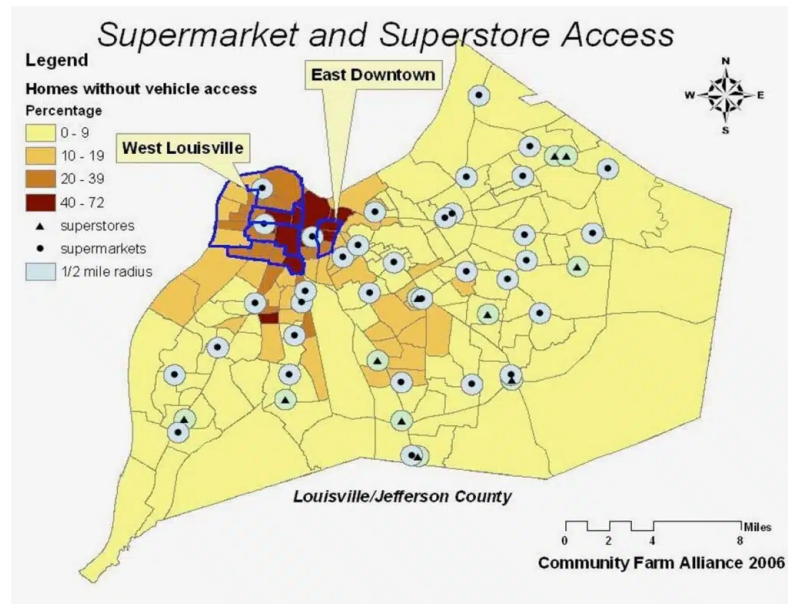
# Workshop Agenda

- ☐ Slides and handouts available at: (insert [bit.ly](#) link)
- ☐ Best practices and questions to consider before creating your StoryMap.
- ☐ Learn about StoryMap as a mode of conveying data and content.
- ☐ Examine how social justice, gender, and race can intertwine with mapping.
- ☐ Demonstrate steps for using Knight Lab's StoryMap.
- ☐ Start building!
- ☐ For more information, please see: <https://bit.ly/handout-storymap>

# Maps' different uses

Maps can convey all sorts of geospatial information that can facilitate different applications:

- ❑ Navigational/orientational maps
- ❑ Geological/topographical maps
- ❑ Political maps
- ❑ Thematic maps
- ❑ Artistic maps
- ❑ Narrative maps



[Supermarket and Superstore Access Map](#) from University of Louisville

*Feel free to ask questions at any point during the presentation!*

# What are the limits?

- ❑ Maps reflect the intention of the map-maker and are **inherently limited**.
  - Maps produce **shared interpretations**, and are not expressions of objective spatial relations.
  - Boston is as much a human idea as a physical space, and thus maps both *represent* and *create* reality. See Quincy Langford's "[Maps Are a Tool to Understand the Past and Shape the Future](#)" to explore how maps can create, erase, and reshape.
- ❑ The **simplicity** and **clarity** of maps is deceiving, but **artificial clarity** is necessary for the map to be **useful**.

# Activity: Map Critique

Navigate to [Falling Fruit](#), a collaborative project that maps free food predominantly in the form of fruit trees.



As you explore, consider these questions:

- ❑ What is its subject?
- ❑ Who is/are the map's audience(s)?
- ❑ What is its message, argument, or purpose?
- ❑ How and when was the map made?
- ❑ How would you improve this map?
- ❑ What is missing?
- ❑ Who made this map? What choices did they make?

From "[Critiquing Maps II](#)", by Shannon Mattern

*Feel free to ask questions at any point during the presentation!*

# What is a StoryMap?

KnightLab's StoryMap tool allows users to tell narrative stories connected with specific geographic locations.



# Why use a map to tell stories?

- ❑ StoryMaps help us **render visualized, spatialized, and contextual information about spaces** in the past or today.
  - StoryMaps can be about places you've never been to. The goal is to help users “see” the spaces/places/routes as accurately as possible, and to get a sense of the people and things in the environment.
- ❑ Think about StoryMaps as **giving directions**, relating not only direction and **distance** but also **sequence**.



# Example Projects Using Maps to Tell Stories

- ❓ [“Food Justice in St. Louis”](#): uses ArcGIS to to illustrate the patterns of food access in St. Louis, and its intersectionality with the built environment, race, income, and access to transportation.
- ❓ [“Map of Seattle's Amazon Fresh Area”](#): uses a map to explore issues of food apartheid in Seattle.
- ❓ [“Contemporary Indigenous Spatiality”](#): StoryMap created by Agléška Cohen-Rencountre (Lower Brule Sioux Tribe) to interrogate settler-colonial epistemologies about water-ways, as well as trace personal and community connections to Rapid Creek and the Mississippi River.



# Making a StoryMap

*Feel free to ask questions at any point  
during the presentation!*

# StoryMap Best Practices

- ❑ Think carefully about the **audience** you are trying to reach with your map. This will impact your language, the order of your points, and the media that you choose.
- ❑ Think also about the **tone** of the map: the default for StoryMap can be very upbeat and informal, and that may not match the content you are sharing.
- ❑ **Test your map** after you have created it, to make sure that all the narrative points flow and that the language is clear and concise.

# Recommended: Spreadsheet Template

Make a copy of the StoryMap template below and use it to fill in the different sites you want to map, images you want to include, etc.

## [StoryMap Spreadsheet Template](#)

Template based on the StoryMap Spreadsheet Template created by Molly Brown, Reference and Outreach Archivist, Northeastern University Library.

For more information about collecting and organizing data for StoryMap, please see:

<https://bit.ly/handout-storymap-spreadsheet>

# Data collection: Site

fx

http://hdl.handle.net/2047/d20158126

	A	B	C	D	E	F	G	H	I	J	K
1	Slide #	Site Name	Site Location	Image URL/File Location	Image Credit	Image Caption	Headline	Historical Profile/First Person Narrative	Citation(s)	Additional Media	Additional Media Caption & Credit
2	Title Slide	n/a	n/a	<a href="http://hdl.handle.net/2047/d20158126">http://hdl.handle.net/2047/d20158126</a>	Freedom House Records, Courtesy of Northeastern University Archives and Special Collections	Back Bay Fens, Boston, Mass.	Walking the Emerald Necklace	This is an introduction to the project that will continue on.			
3	Site 1	Back Bay Fens Community Gardens	42.344888, -71.093221	<a href="http://hdl.handle.net/2047/d20157723">http://hdl.handle.net/2047/d20157723</a>	Freedom House Records, Courtesy of Northeastern University Archives and Special Collections	Community garden in Back Bay Fens.	Back Bay Community Gardens	Two men tend community garden in the Back Bay Fens. A public water building can be seen on the left. The Back Bay Fens (also called The Fens, or Fens) is a freshwater marsh and lagoon area within Boston's larger Emerald Necklace park system.			
4											
5											
6											

The slide number can serve as the order in which your sites appear on your map and the site name can be used to label sites on your map.

The site location is used to identify a point on your map where the site is physically located (address or coordinates).

# Data collection: Image

fx | <http://hdl.handle.net/2047/d20158126>

	A	B	C	D	E	F	G	H	I	J	K
1	Slide #	Site Name	Site Location	Image URL/File Location	Image Credit	Image Caption	Headline	Historical Profile/First Person Narrative	Citation(s)	Additional Media	Additional Media Caption & Credit
2	Title Slide	n/a	n/a	<a href="http://hdl.handle.net/2047/d20158126">http://hdl.handle.net/2047/d20158126</a>	Freedom House Records, Courtesy of Northeastern University Archives and Special Collections	Back Bay Fens, Boston, Mass.	Walking the Emerald Necklace	This is an introduction to the project that will continue on.			
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4											
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6											

The image URL/File location is useful in keeping track of images of sites. Always credit your images to indicate their origin. Also include a caption describing your image.

# Data collection: Narrative and Sources

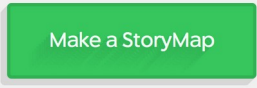
fx | <http://hdl.handle.net/2047/d20158126>

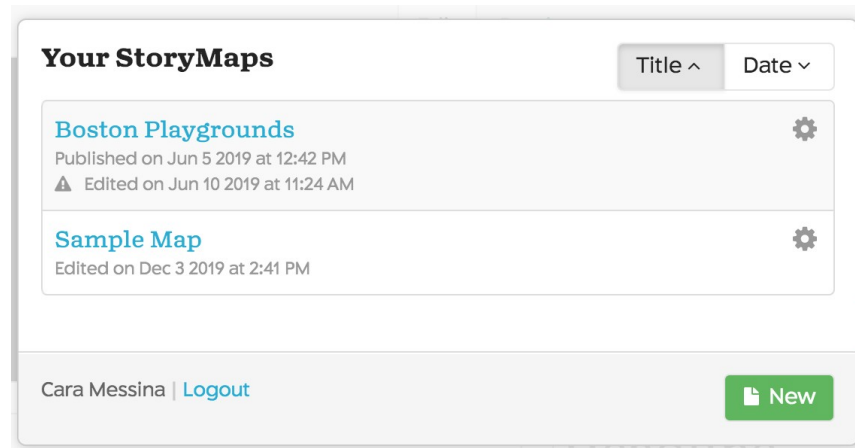
	A	B	C	D	E	F	G	H	I	J	K
1	Slide #	Site Name	Site Location	Image URL/File Location	Image Credit	Image Caption	Headline	Historical Profile/First Person Narrative	Citation(s)	Additional Media	Additional Media Caption & Credit
2	Title Slide	n/a	n/a	<a href="http://hdl.handle.net/2047/d20158126">http://hdl.handle.net/2047/d20158126</a>	Freedom House Records, Courtesy of Northeastern University Archives and Special Collections	Back Bay Fens, Boston, Mass.	Walking the Emerald Necklace	This is an introduction to the project that will continue on.			
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4											
5											
6											

The headline can serve as the official title or label of your site. Including a narrative provides more context as to why your site is important.

Don't forget to cite your sources! Also, you may want to include additional media related to your site (e.g. newspaper clippings, additional photos, etc.).

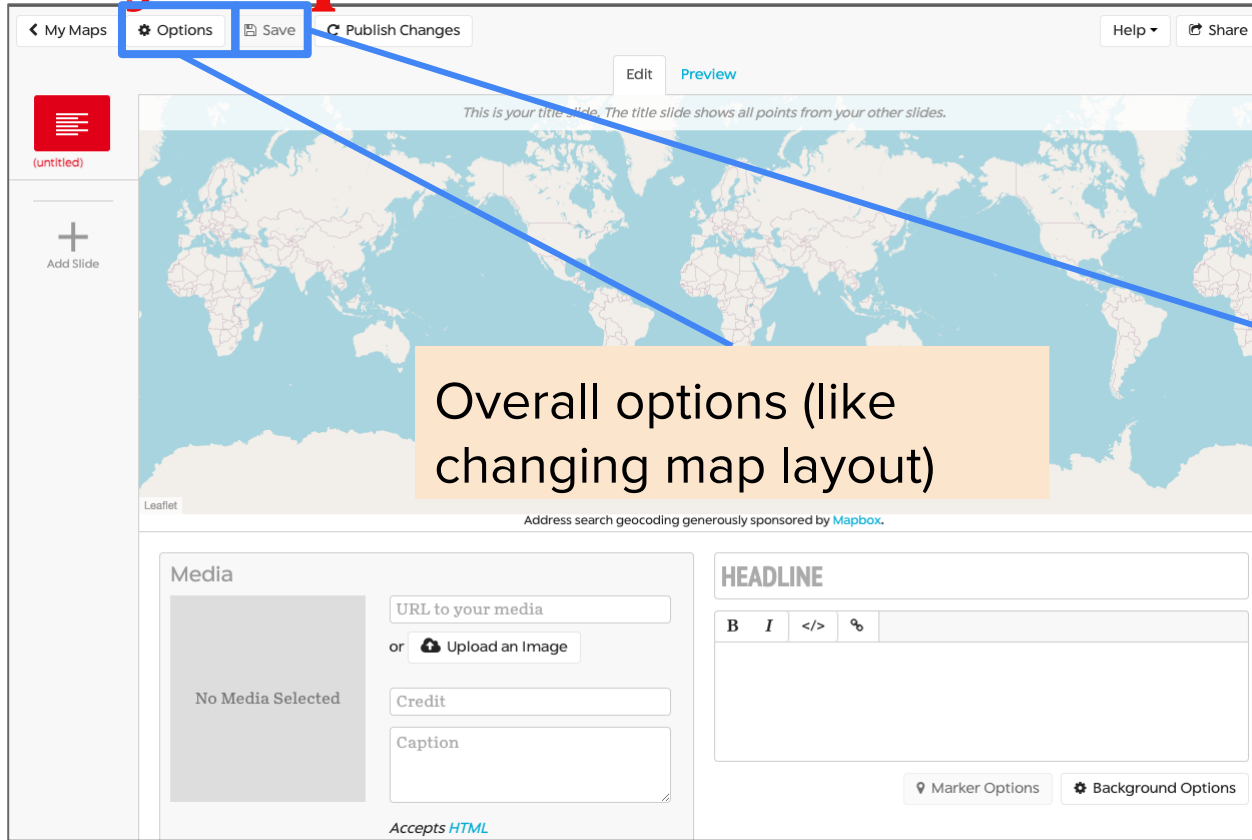
# Create a StoryMap

- ? Go to <https://storymap.knightlab.com/>
- ? Click “Make a StoryMap.” 
- ? Either create a new account or sign in through Google.
- ? Once you’re signed in, click “New Map” (once you have created your map, it will be there for you to work on).
- ? Name your project.





# Your StoryMap

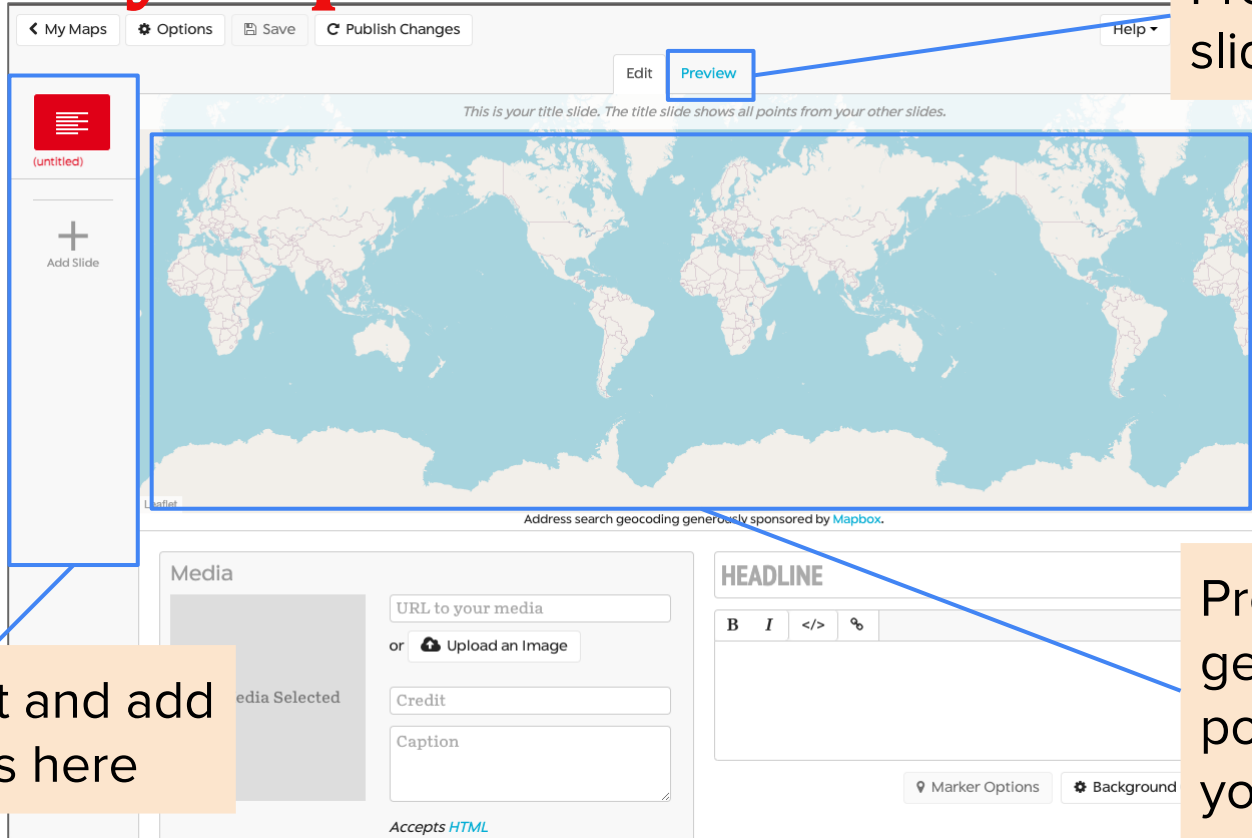


**SAVE  
OFTEN!**

Overall options (like  
changing map layout)

# Your StoryMap: Slides

Preview your slides



Check out and add new slides here

Preview the geographic points in all of your slides

# Your StoryMap: Media and Text Boxes

Uploading  
photos or  
other  
media!  
Document  
what you  
upload

Title and  
content of your  
text box

Color or image  
for text box  
background

The screenshot shows the StoryMap editor interface. At the top, there are navigation buttons: '< My Maps', 'Options', 'Save', 'Publish Changes', 'Help', and 'Share'. Below these are 'Edit' and 'Preview' tabs. The main area displays a world map with a title slide text: 'This is your title slide. The title slide shows all points from your other slides.' Below the map, there is a 'Media' section with a 'No Media Selected' placeholder, a 'URL to your media' input field, an 'Upload an Image' button, a 'Credit' input field, and a 'Caption' input field. To the right of the media section is a 'HEADLINE' section with a text area and a 'Background Options' button. The interface also includes a 'Leaflet' logo and a 'Mapbox' sponsorship notice.

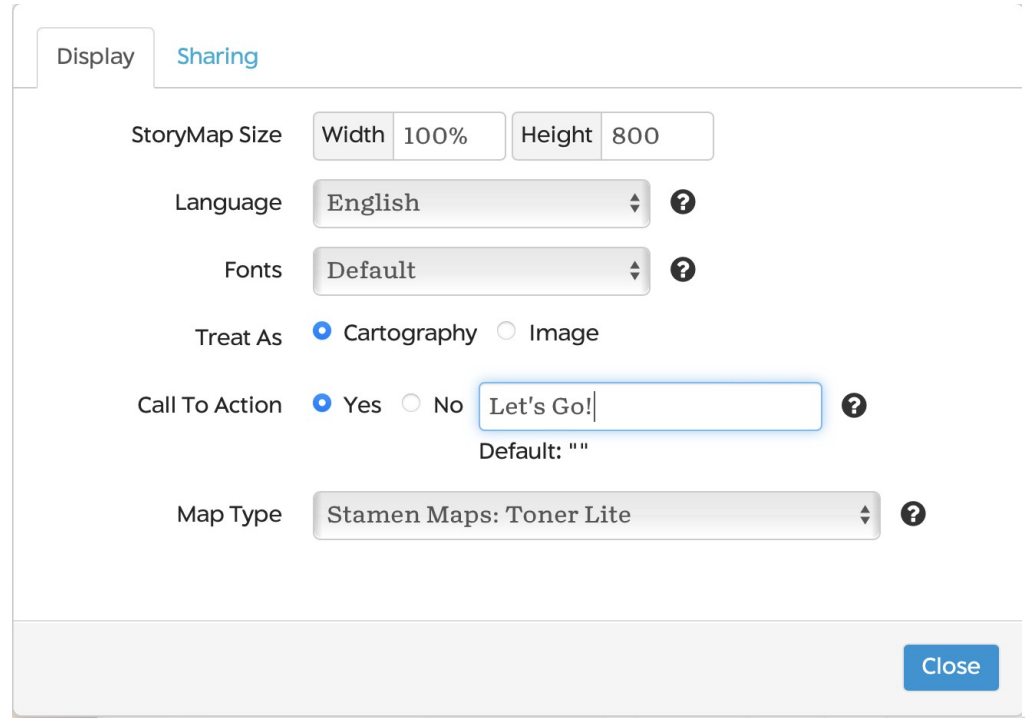
# Slides, or map markers

Each slide is a different marker point on your map. Each slide contains:

- ❑ Title and text. The text box reads basic HTML.
- ❑ A background image or color.
- ❑ A map marker, which can be placed by searching for Google Maps locations or by placing the marker manually.
- ❑ Media: images, videos, and sound files can be uploaded. Since only *one* media file can be uploaded per slide, you can use the text box's HTML to integrate additional images or other media types.

# Options for designing your map

- ❑ The “Options” button in the top left allows you to change the design of your map.
- ❑ Customizable options include Language, Fonts, Call to Action, Map Type and more.

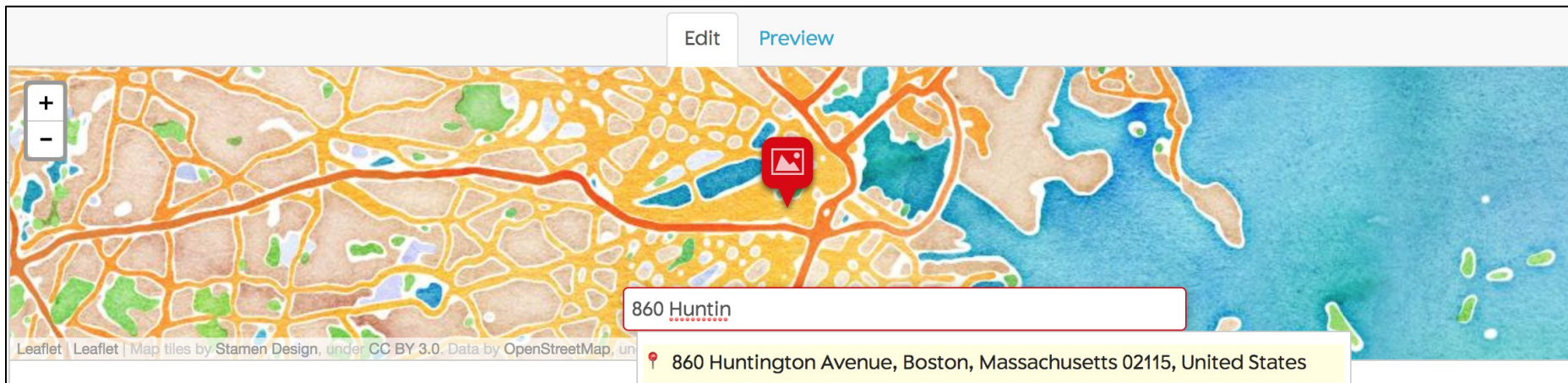


The screenshot shows the 'Options' dialog box for a StoryMap. It has two tabs: 'Display' (selected) and 'Sharing'. The 'Display' tab contains the following settings:

- StoryMap Size:** Width 100%, Height 800
- Language:** English (dropdown menu with a help icon)
- Fonts:** Default (dropdown menu with a help icon)
- Treat As:** ☒ Cartography ☐ Image
- Call To Action:** ☒ Yes ☐ No. Text input: 'Let's Go!' (with a help icon). Default: ""
- Map Type:** Stamen Maps: Toner Lite (dropdown menu with a help icon)

A 'Close' button is located at the bottom right of the dialog box.

# Add A Location

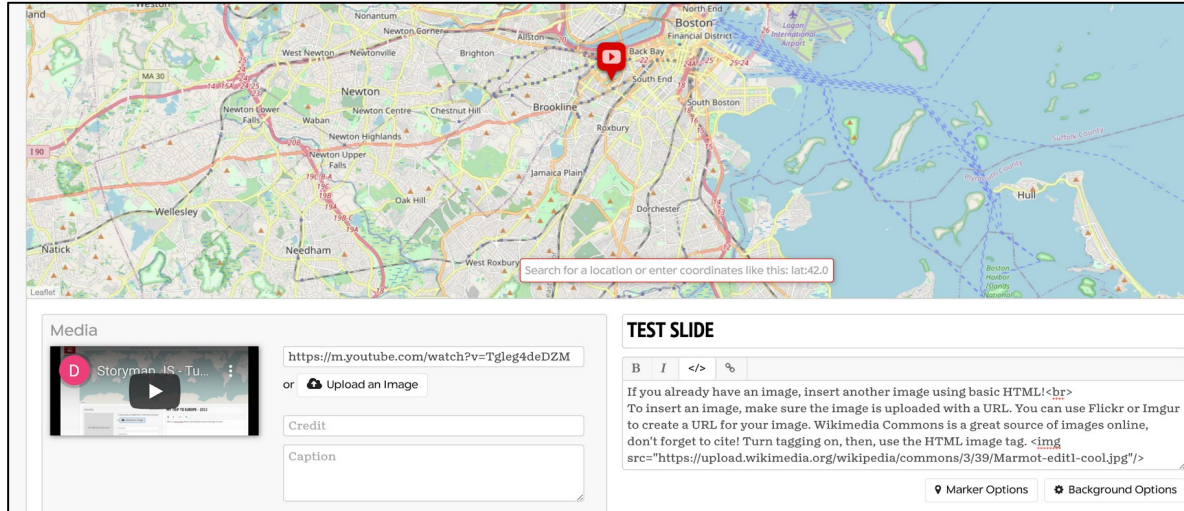


KnightLab StoryMap  
uses **Mapbox** to  
locate addresses

StoryMap, however, does  
**not** always recognize place  
names; you might need to  
know the **address** or  
location of particular  
structures

You can also **drag  
and drop the map  
markers** to the  
specific location

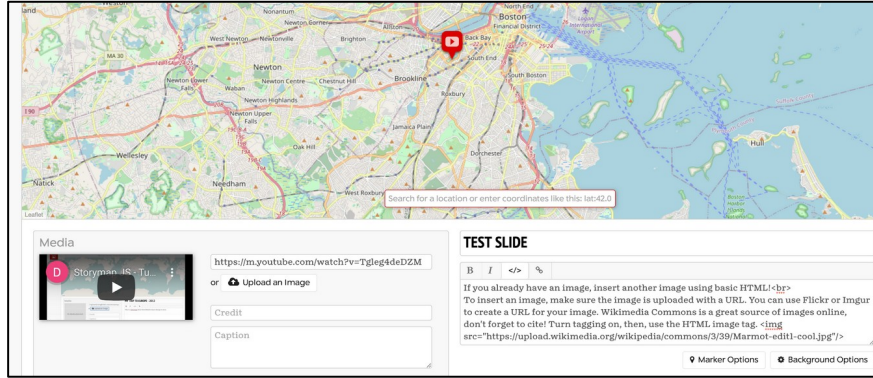
# Add Media and Images to a Slide: Upload or URL



Use “media” to upload files. You can upload an image or put a **URL** of an image OR a video (like a YouTube video). If you want to include your own video, you will first have to upload it to YouTube or other online publisher and copy that link.



# Add Media and Images to a Slide:HTML

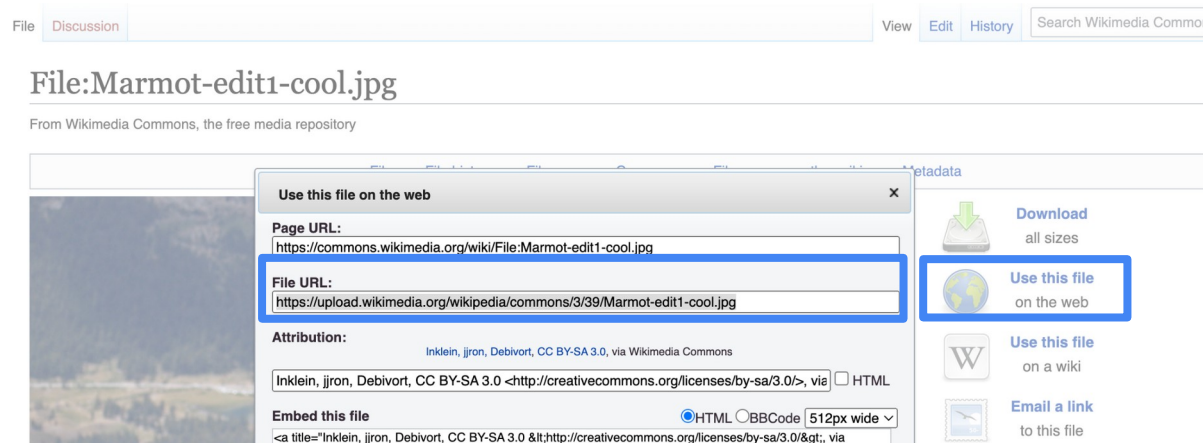


If you have an image or a video in the “media” section, but want to include an image **in the text**, you can! The text box reads basic HTML.

1. Click the `</>` button (turn on HTML)
2. Get a URL of your image. Use Wikimedia Commons to search images by content, and filter by license type and image size. Make sure to use the embed file code, and don't forget to cite the source!
3. Use the HTML `` tag to insert the image.
4. Check the “Preview” to see the image. Smaller image sizes may appear as a thumbnail, so stick to larger image sizes and preview your end result!

# Embed codes and image files

If you are adding an image via its URL, make sure that you select the link with **the image file itself**, not just a page with the image on it.



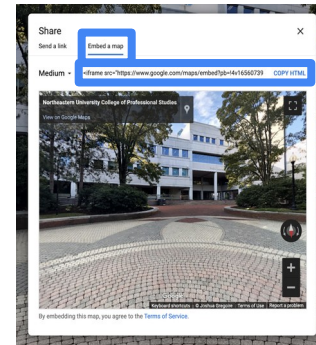
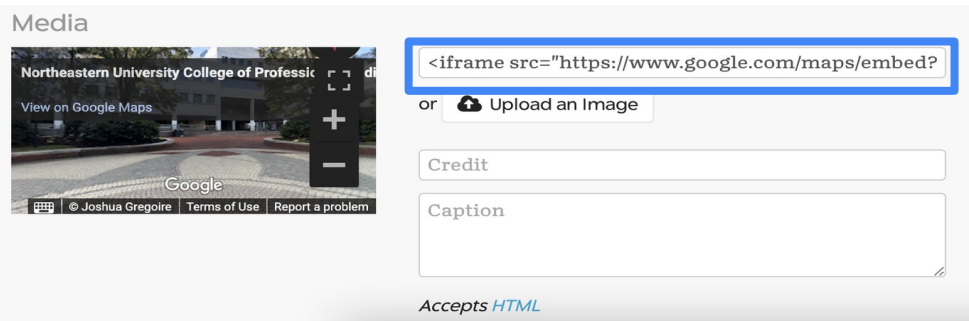
For example, to add an image from Wikimedia Commons, follow these steps:

1. Go to "More Details" and choose "Use this file on the web," or just choose "Use this file on the web" if you see that option.
2. Copy the "File URL."

# Add Google Street View to a Slide

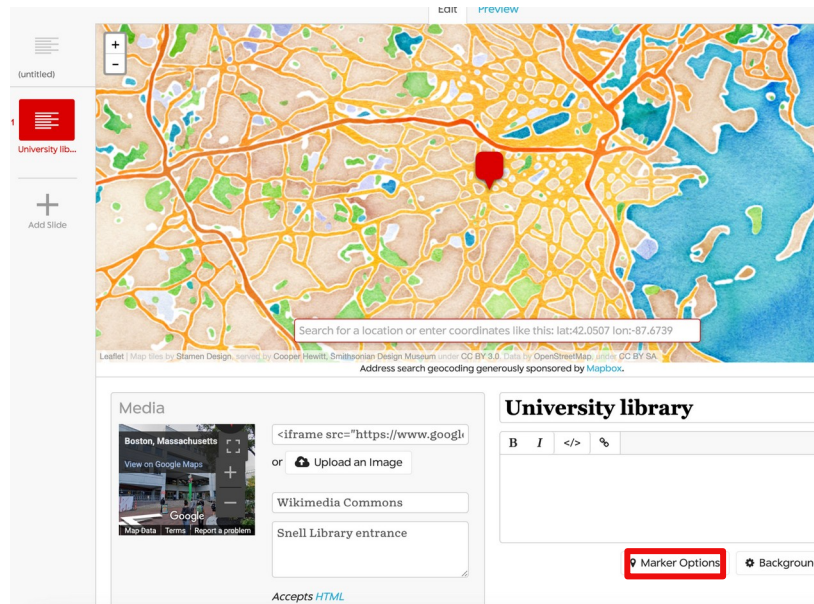
As with other media, you can insert a Google street view map into a slide by entering its **URL**.

- Click “Share or embed image” from the menu in Google Maps, and copy the **HTML** link from the “Embed a map” tab.
  - Make sure the link has the `<iframe src="URL"></iframe>` code (it should automatically, but the map won't work without it!).
- Enter the URL into the “URL to your media” box.



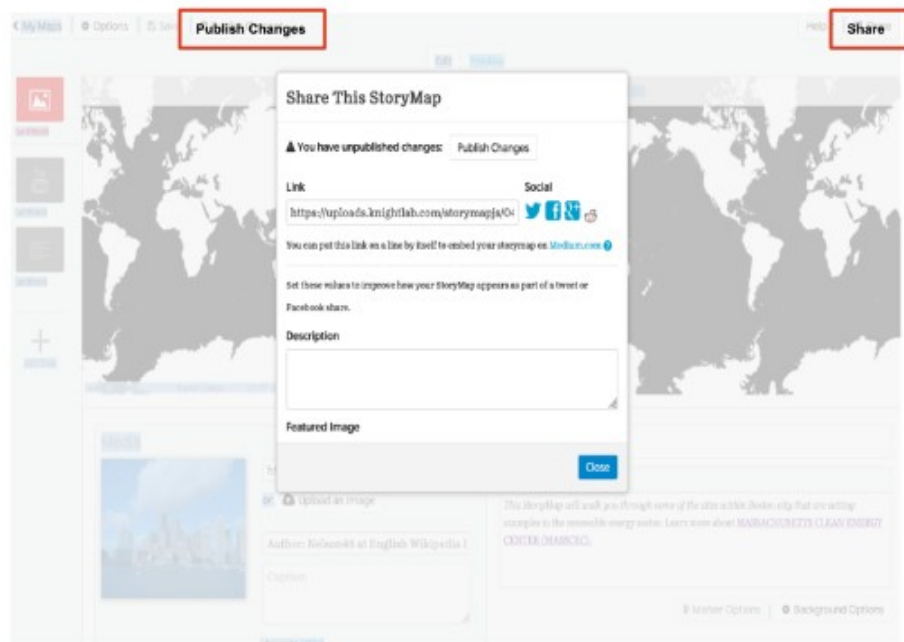
# Changing map markers

- ❓ Save the icon image you want to use as a map marker on your computer.
- On the slide you want to change the marker for, you can find “Marker Options.”
- Select the “Choose File” option to upload your new icon image.
- When you close the pop-up window, you should have the new icon uploaded onto your map.



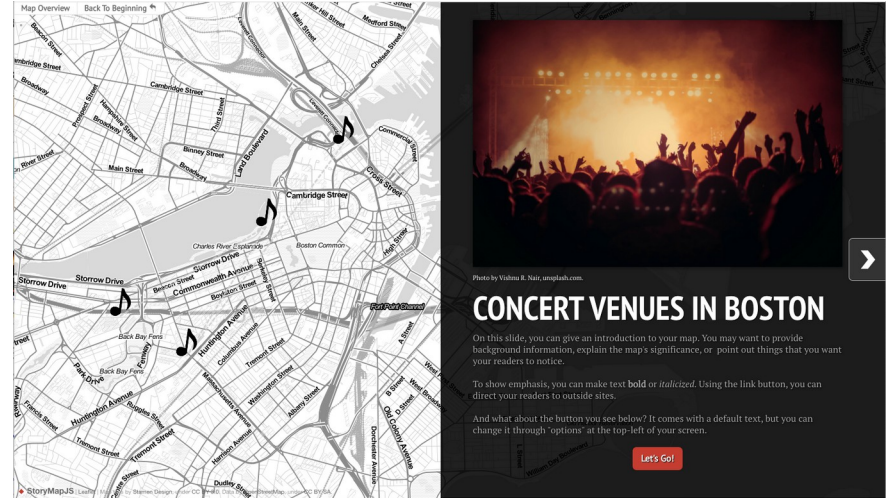
# Publish and Share Your StoryMap

- ❑ Click the “Publish Changes” button on the top left side on the editing page.
- ❑ StoryMap’s “Share” button is in the top right corner.
- ❑ You can add a description and feature image here before sharing your StoryMap widely.



# StoryMap Demo

- ❓ To see StoryMap in action, click on this [Sample Map Link!](#)
- ❓ Here you will be able to explore a map custom-made by DITI to highlight your options for creating maps.



# Best Practices and Advanced Options for StoryMap

*Feel free to ask questions at any point  
during the presentation!*



# A Note on Save States (1/2)

StoryMap does not keep older versions of your project, so once you make and save changes, **you cannot retrieve a previous version.** You can also write over new content if you have your StoryMap open in multiple browser tabs or windows at once.

This is one reason why it is a good idea to plan out your StoryMap in a separate document: if you lose progress, you will have your content saved somewhere else.

# A Note on Save States (2/2)

Since you cannot retrieve older versions of the project, and you can write over work in separate windows, this can create a different problem when working on a group project.

**It is important to assign individual users** to certain sections of the StoryMap spreadsheet so as to prevent any overlap in data entry when doing a project with multiple users.

# Image sharing and permissions

- ❓ It is important to verify that you are allowed to use images before you put them in your StoryMap.
  - ❓ Search for media that is public domain or shared with permissions that allow re-use.
    - DITI recommends [Wikimedia Commons](#) and DPLA ([Digital Public Library of America](#)).
  - ❓ Ensure proper credit/attribution is given for all media
- For more information on copyright and reuse, please see:  
<https://bit.ly/fair-use-handout>

# Accessibility in StoryMap (1/3)

Alt-text is a description of a digital image attached to the image file. When you attach an image or video to your StoryMap, add descriptions of any images and videos in the image caption and text box. People that use screen readers are able to hear content you include in image captions and the text box.

# Headline

**B**

*I*

</>

🔗

Place alt text describing the slide and attached visuals here

[illegible]

# Accessibility in StoryMap (2/3)

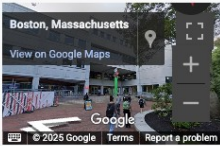
Color contrast is one way to make StoryMap accessible. Choosing a higher color contrast palette will make the text more accessible. Avoid using red and green colors for differentiation. StoryMap allows users to customize text color using HTML and the slide background color.

**Headline**

B I </> %

```
<span style="color:red">Slide Text: Place alt text describing the slide and attached visuals here</span>
```

**Media**





View on Google Maps

or  Upload an Image

```
<span style="color:red">Image Caption: Place alt text describing the image here</span>
```


[Accepts HTML](#)

 Marker Options


 Background Options

**Slide Background**

**Background Color**

 #ffffff

**Background Image**

 << select an image, or enter a URL

or upload an image to your StoryMap folder.

# Accessibility in StoryMap (3/3)

If linking media in the text box of a slide on StoryMap, be sure to use a descriptive link name. Descriptive link names allows users to know the content and context of the link before they navigate it.

Instead of writing “For more information on accessibility in StoryMap, click [here](#).”

Write “For more information on accessibility in StoryMap, please see: [\*\*Handout: Accessibility in StoryMap\*\*](#).”

# Data Privacy

- ❑ It's important to pay attention to data privacy when using digital resources
- ❑ At its simplest, **data privacy** is a person's ability to control what of their personal information is shared and with whom.
- ❑ To help you make informed decisions about interacting with digital tools in ways that honor your boundaries with your data and/or personal information, The DITI has prepared a handout on [Handout: Data Privacy.](#)



# Data Ethics

- ❑ Data can render certain communities and their qualities hyper-visible or invisible, as well as reinforce biases.
- ❑ It is important to consider what voices are missing from the data or from the archives. Data ethics provide a critical framework for challenging bias in big data, data visualizations, etc.
- ❑ To help you engage with and transform your data ethically, the DITI has prepared an handout on [Handout: Data Ethics](#).

# A Note on HTML

- ❓ You can use HTML to have more control over the display and behavior of StoryMap. Look for the “Accepts HTML” language or this symbol: `</>`
- ❓ For more information on HTML, please see: <https://bit.ly/handout-HTML>

## Helpful HTML Codes

#Change Text Color  
`<span style = "color:red">YOUR TEXT  
HERE</span>`

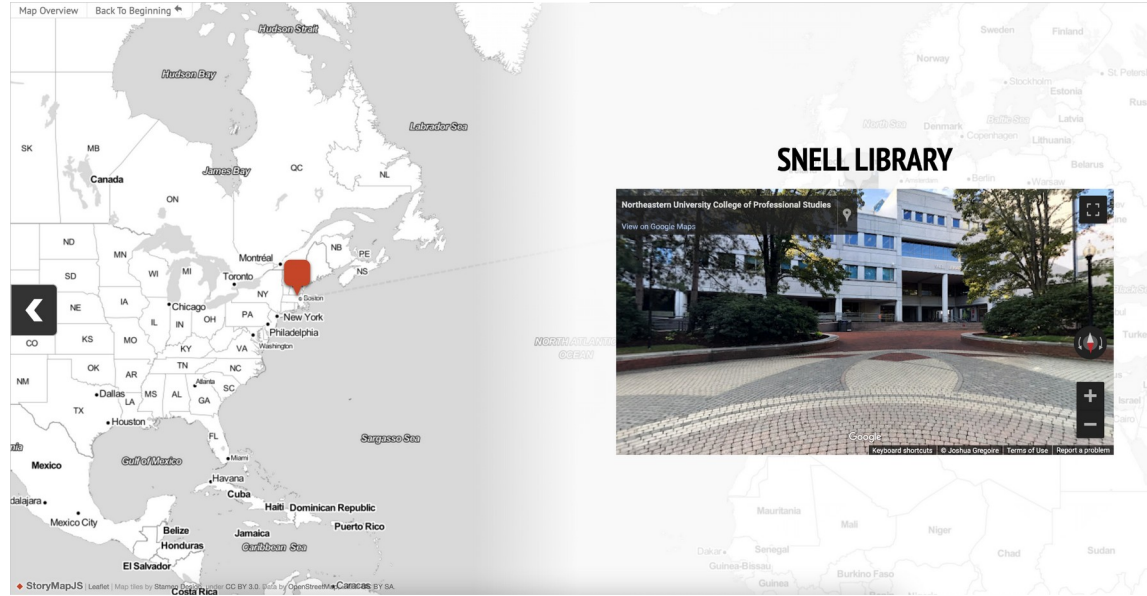
#Add Link in Caption/Credit  
`<a href="URL">text</a>`

#Add Image/Media in Textbox  
``

#Add Alternate Text to Image/Media  
``

# A Note on Zoom Levels

StoryMap does not let you set how far zoomed in or out your slides will be. The zoom level is determined automatically according to the distance between your locations.



# Discussion

*Feel free to ask questions at any point  
during the presentation!*

# Mapping, Power, + Sustainable Social Justice

“Maps are a powerful means of promoting social change. The process of making maps can involve critical and applied methodologies that enhance social justice work...numerous artists and activists have utilized mapping to challenge Western capitalist society and the authority of Western cartography...they sought to reclaim the power of the map...” — Shiloh Krupar, “[Map Power and Map Methodologies for Social Justice.](#)”

# Three Types of Activist Mapping

## ❑ Mapping as protest

- Examples: [An Atlas of Radical Cartography: Torn Apart/Separados](#)

## ❑ Mapping as social commentary

- Example: Historic trails, such as the [Black Jazz Heritage Trail of Boston](#)

## ❑ Mapping as community education + local organizing

- Example: [Black Food Justice's Map + Directory of farms, collectives, and Black mutual aid societies](#)

# Activity: Explore Previous Student-led Projects

[Nathan Hale School Learning Garden](#)

[The Historic West End: Food Justice in One of Boston's Lost Neighborhoods](#)

[Fresh Food in Roxbury](#)

[Copley Square Market Vendors' Locality](#)

[Food Accessibility for a Northeastern Student in the Summer](#)

# Demo

*Feel free to ask questions at any point  
during the presentation!*



# Your Turn!

Try out the below:

- ☐ Identify a site
- ☐ Create a StoryMap
- ☐ Edit the layout
- ☐ Add a slide
- ☐ Add a location
- ☐ Add media and images
- ☐ Publish and save

# For Further Exploration

[Handout: StoryMap](#)

[Handout: StoryMap Data Gathering Spreadsheet](#)

[Handout: Copyright and Fair Use](#)

[Handout: StoryMap and Accessibility](#)

[Handout: HTML Basics](#)

# Thank you!

— **Taught by DITI Fellows** Halima Haruna and Rhiannon Callahan

— **Developed by** Claire Lavarreda, Ana Abraham, Chris McNulty, and Benjamin Grey

- ❑ Course materials: [bit.ly/su25-berkey-hus2401-storymap](https://bit.ly/su25-berkey-hus2401-storymap)
- ❑ For more information on DITI, please see: <https://bit.ly/diti-about>
- ❑ Schedule an appointment with us! <https://bit.ly/diti-meeting>
- ❑ To give us feedback: <https://bit.ly/diti-feedback>
- ❑ If you have any questions, contact us at: [nulab.info@gmail.com](mailto:nulab.info@gmail.com)