

Storytelling with Mapping: KnightLab StoryMap

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SOCL 2358: Current Issues in Cities and Suburbs
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Northeastern University
NULab for Texts, Maps, and Networks

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

Workshop Agenda

- Learn about StoryMap as a mode of conveying data and content
- Best practices and questions to consider before creating your StoryMap
- Steps for using Knight Lab StoryMap
- Start building!

Slides, handouts, and data available at

<http://bit.ly/diti-fall2020-rabrenovic>



Workshop Objectives

- Articulate the choices you will make when telling a story using a map
- Follow a step-by-step guide for creating, saving, and publishing maps using KnightLab StoryMap
- Upload data into StoryMap, including location information, images, and text
- Navigate StoryMap's map markers and location-finding system



What is a “story map”?

Telling a **story** using **maps**!

“You combine authoritative maps with narrative text, images, and multimedia content. They make it easy to harness the power of maps and geography to tell your story.”

- ESRI Story Maps Website



Discussion

We reviewed some *quantitative* data that can be used to explore neighborhoods. What do we miss when we present quantitative data? What issues/questions might be better explored using *qualitative* data, or by telling a story?



Example Projects Using Maps to Tell Stories

[Angelenos Incarcerated, Eddie's Story](#): uses a map to both linearly and spatially tell the subject's story based on an interview (made using Omeka's Neatline)

KnightLab StoryMap examples:

- ["Boston Parks and Playgrounds: Community Scan"](#): uses a mix of textual, image, and geo-location data to tell a story about playgrounds in Boston's neighborhoods.
- [Arya's Journey in Game of Thrones](#): uses an image of Westeros to trace and tell the story of Arya's journey

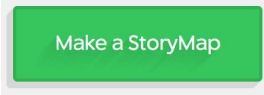


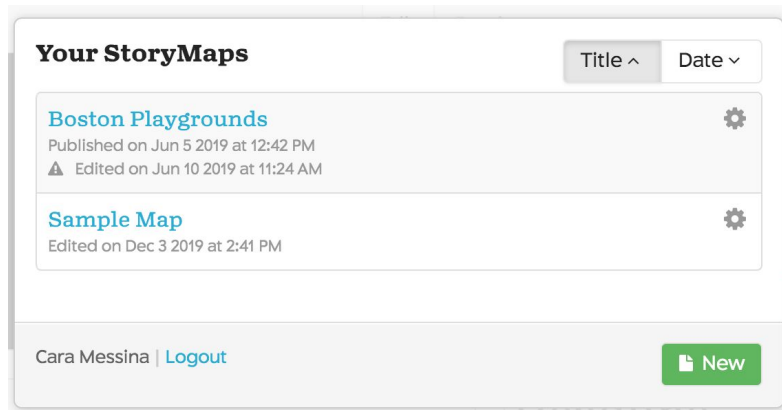
Questions to Consider Before Building

- What story am I trying to tell? What is the main point(s) I want to convey?
- How can I best tell a story about a site in Boston using texts, images, videos, and potentially other media?
- What is the best StoryMap template I can use to convey my information?
- Who is my audience?
 - What kinds of information does that audience need?



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

Overall options
(like changing map layout)

SAVE OFTEN!

Preview your slides

Preview the
geographic points in all
of your slides

Title and content of
your text box

Color of the text box
background

Upload photos or
other media.
Document what
you upload

Check out and add new
slides here



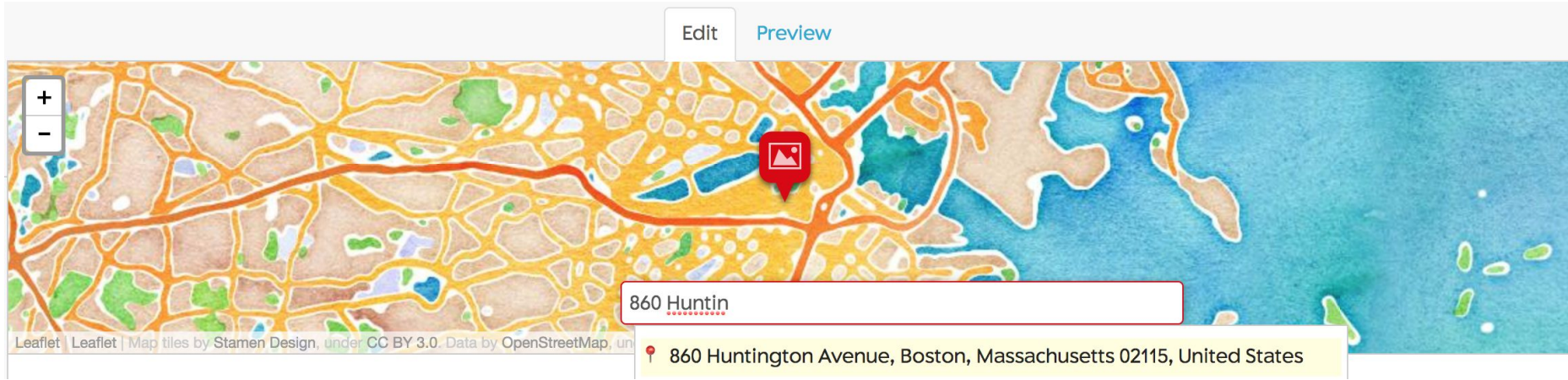
Slides, or map markers

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

- Title and text. The text box reads basic HTML.
- A background image/color.
- A map marker, which can be placed using 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 an image or another media type.



Add A Location



KnightLab StoryMap uses **Google Maps** to locate addresses

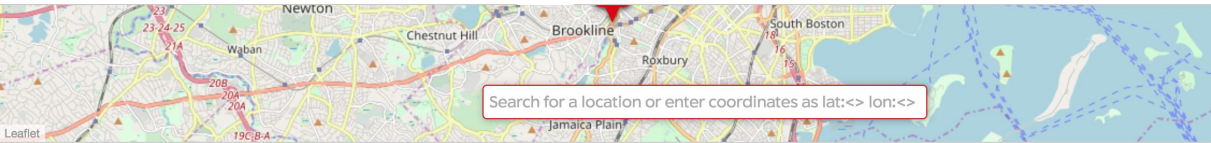
StoryMap, however, does **not** always recognize place names; you might need to know the **address** or location of particular structures

If you cannot find the address of a location, you can **drag and drop the map markers** to the specific location you want



Add Media and Images in Text

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.



Media

or Upload an Image

Accepts [HTML](#)

TEST SLIDE

B **I** **</>** **%**

If you already have an image, insert another image using basic HTML!

To insert an image, make sure the image is uploaded with a URL. You can use Flickr or Imgur to create a URL for your image. If you get an image from the internet, don't forget to cite! Turn tagging on, then, use the HTML image tag.

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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 and copy that link.

1. Click the **</>** button (turn on HTML)
2. Get a URL of your image. Wikimedia Commons is a great source of images. Make sure to use the embed file code--don't forget to cite!
3. Use the HTML `` tag to insert the image.
4. Check the “Preview” to see the image



Your Turn: Practice Using StoryMap

Take some time to create your own maps! Remember to save, and that anything you decide to create now can be changed later. You can also create multiple maps under your account.

Choose two restaurants that you like to go to (or hope to go to soon!). Go you their yelp page and find a picture. Tell a very short “story” with those two restaurants and pictures, just to test it out. Add the picture, and add some text alongside each one.

Link to the video tutorial [here](#)



Post-Exploration Group Discussion

- Do you have any overall questions about StoryMap?
- What restaurants did you choose and why?
- How might you expand this to be a more complete story about something in your neighborhood? Food? Health? Industry?
- How might you integrate this with the quantitative data we visualized using Tableau to tell a data-driven story about your neighborhood?



Thank you!

If you have any questions, contact us at nulab.info@gmail.com

Developed by Jonathan Sullivan & Milan Skobic

Digital Integration Teaching Initiative

Research Fellows

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Schedule an appointment with us! <https://calendly.com/diti-nu>



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