

# Storytelling with Mapping: KnightLab StoryMap

---

Colleen Nugent and Claire Tratnyek

HIST 2211: The World Since 1945

Prof. Malcolm Purinton

Spring 2022



# 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's StoryMap
- Start building!

Slides, handouts, and data available at:

<https://bit.ly/diti-spring2022-purinton-worldsince45>



# Learning Objectives

- Articulate the choices you make when telling a story using a map
- Follow a step-by-step guide for creating, saving, and publishing maps using KnightLab's 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



# 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.** Take a moment and consider how you got to class today, using words only.
  - What visual markers you would use to convey your movement in/across space to be here today. How would a layperson know where to go?
  - How would it be useful if you combined text and images to help someone find their way? Can you think of some examples?



# Discuss: Your Neighborhood Walk

**With your partner(s) explain your route today, ending with arriving in class.** Use your notes from the [preparation guide](#) and these guiding questions to chat.

- Was this a difficult task? What about it was difficult?
- How did you convey a sense of space (geography, scale/distance)?
- Did you use visuals, landmarks, place names, etc. to explain where you went? Which ones?
- Did your partner(s) have any trouble understanding where you were? How well did they know the area you moved through? How did their knowledge (or lack of knowledge) of the area affect their understanding of your route? Did that affect the way you explained your route? How?

If you were able to tell the story of your route today using a map, which components of this exercise would you most want to consider to develop a clear narrative using a



# Big Picture: StoryMaps

StoryMaps are powerful teaching tools and rich archival artifacts.

Sometimes it's a matter of simple recording -- i.e., StoryMaps allow us to participate in the Archival process (by using images, descriptions, and other contextual data to generate scenes)

In other cases, it helps us learn a bit more about specific communities and how they lived.



# Example Projects Using Maps to Tell Stories

- [“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.
- [“Mapping Shared Spaces: A Visual History of Boston’s Black and Jewish Communities”](#): presents the story of migration of Boston religious communities by following the changing locations of places of worship.
- [“Commonwealth: A Offshore wind hub”](#): uses textual, image, video and geo-locations data to showcase key infrastructure of Massachusetts Clean Energy Center’s (MassCEC) Offshore Wind Energy Initiative.





# 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 (think, for example, about renaming the button that says "start exploring")
- **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



# Optional: 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, and so on.

**Important: make a copy, do not edit the main template!!**

(Go to File > Make a copy)

## [StoryMap Spreadsheet Template](#)

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



# Spreadsheet data collection

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/d201581723">http://hdl.handle.net/2047/d201581723</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											

1. 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

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

3. 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

4. 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.

5. 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.)



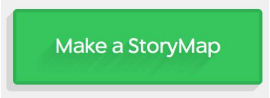
# Adding to StoryMap

Once you're happy with the organization and order of the items in your spreadsheet, you can copy from these into StoryMap, following the directions above for adding images, locations, and so on.

This can help you stay organized and keep track of your resources. It's a quick way to storyboard your project, making sure that your flow between locations makes sense, your writing is consistent, and you have the right amount of research and info at each location.



# 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

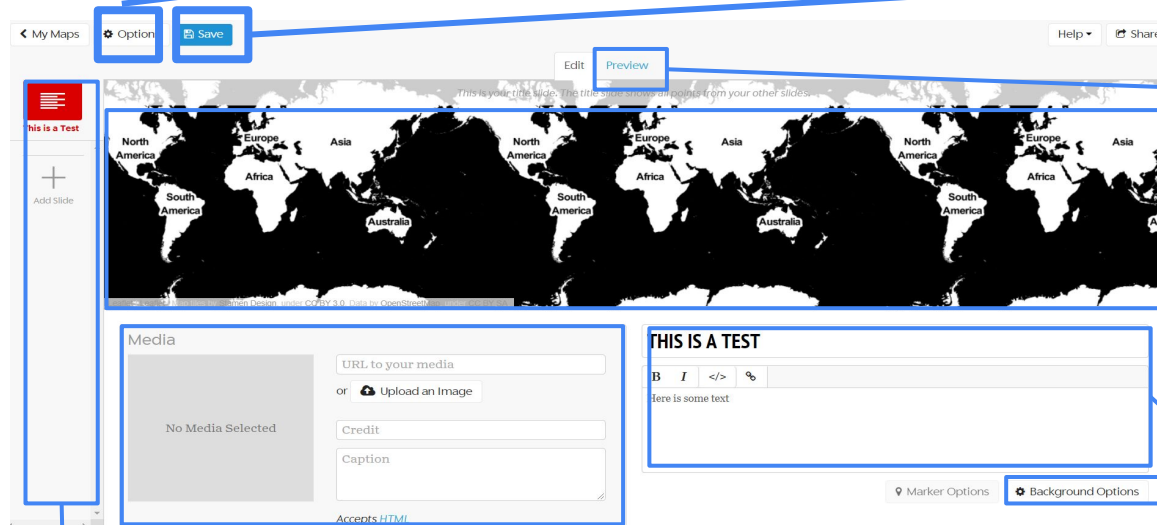
Preview the  
geographic points in all  
of your slides

Title and content of  
your text box

Color or image for text box  
background

Uploading 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.



# StoryMap Demo

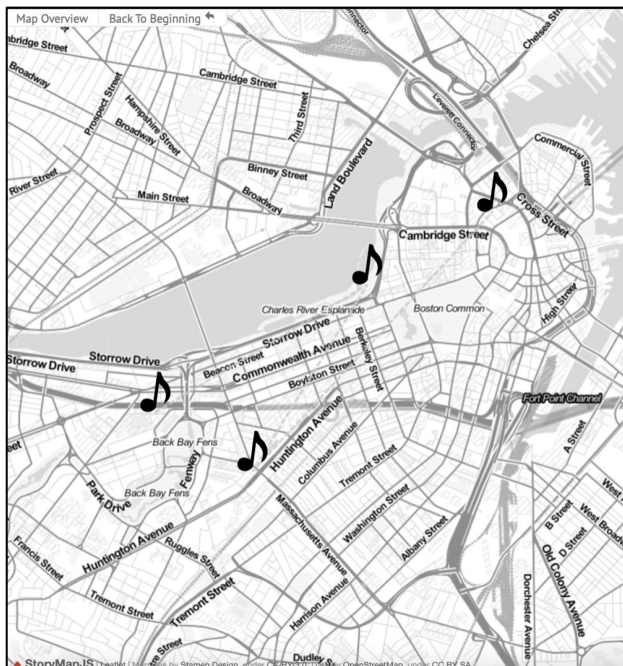


Photo by Vishnu R. Nair, unsplash.com

Image of concert-goers.

A crowd of concert-goers raises their hands to music in front of a smoky stage at a concert venue.

## CONCERT VENUES IN BOSTON

StoryMapOn this slide, you can give an introduction to your map. StoryMap on this slide, you can give an introduction to your map. You may want to provide background information, explain the map's significance, or point out things that you want your readers to notice.

To show emphasis, you can make text **bold** or *italicized*. Using the link button, you can direct your readers to [outside sites](#).

You can also change the **color of your text**. Using a `<span style>` tag in HTML.

And what about the button you see below? It comes with a default text, but you can change it through 'options' at the top-left of your screen.

Let's Go!

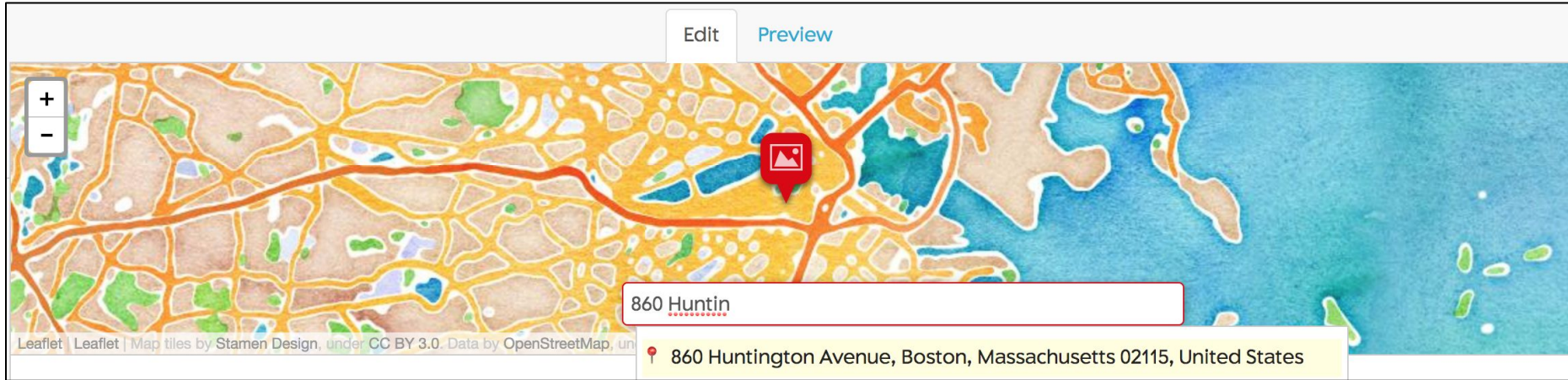
[—Demo Map Link](#)



Northeastern University  
NULab for Texts, Maps, and Networks



# Add A Location



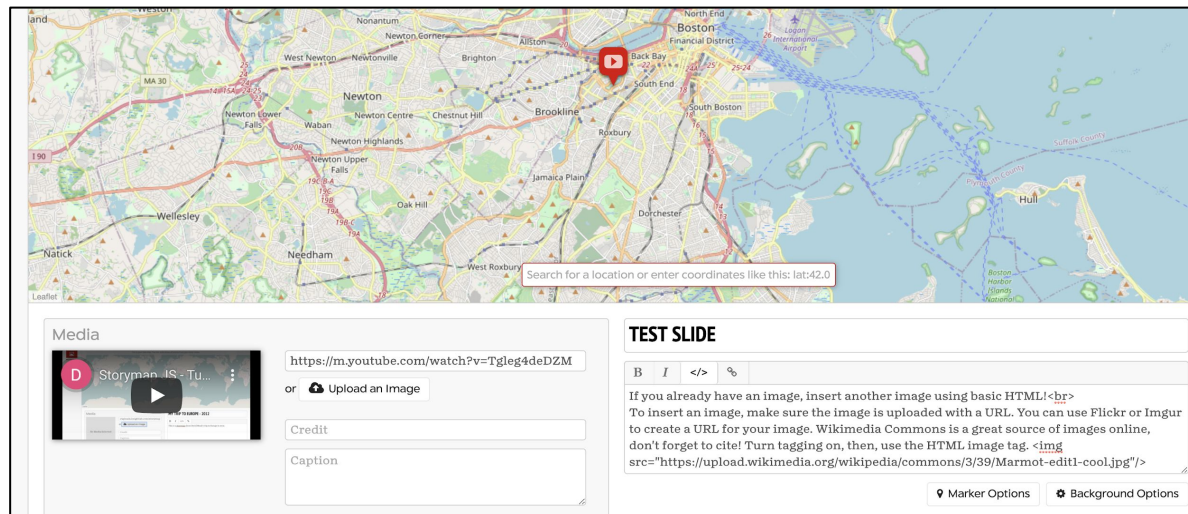
KnightLab StoryMap uses **Google Maps** to locate addresses

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

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



# Add Media and Images to a Slide



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.

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. 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



# A Note on Save States

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.



# Your Turn: Tell the Story of Your Day

Take some time to keep creating 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.

If you don't have any particular locations for your project yet, try mapping out your **everyday commute**—where do you live, typically eat, go to class/work, etc. Write some text and, if you have any, try incorporating media (example: for your usual coffee place, include a stock photo of coffee or a photo of the front of the shop).



# Opportunities to Practice:

1. Identify **your** hands-on practice and troubleshooting needs—this practice time should work for **you!**
2. Practice setting up **map markers**
3. Practice adding **video or images** to your markers
4. Try using HTML to embed an image to your map

Don't be afraid to ask questions! Unmute yourself or type your question in chat.



# Thank you!

**Taught by Colleen Nugent**

Digital Integration Teaching Initiative  
DITI Research Fellow

**Claire Tratnyek**

Digital Integration Teaching Initiative  
Assistant Director

-----

If you have any questions, contact us at [nulab.info@gmail.com](mailto:nulab.info@gmail.com)

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

Link to Online Materials: <https://bit.ly/diti-spring2022-purinton-worldsince45>

