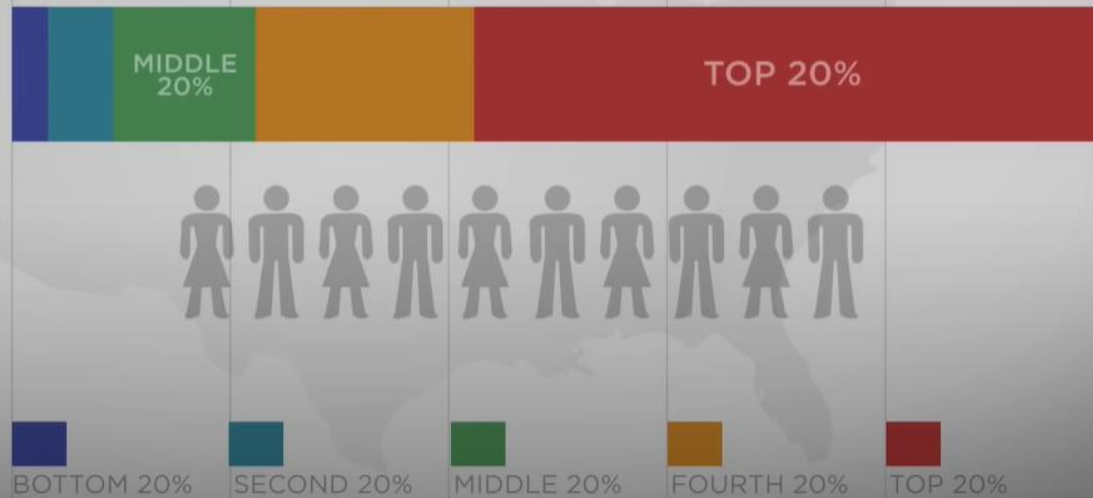


STORYTELLING

WEALTH INEQUALITY IN AMERICA

What Americans
THINK
The Distribution Is

Distribution
92% Choose as
IDEAL



<https://www.youtube.com/watch?v=QPKKQnijnsM>

STORYTELLING

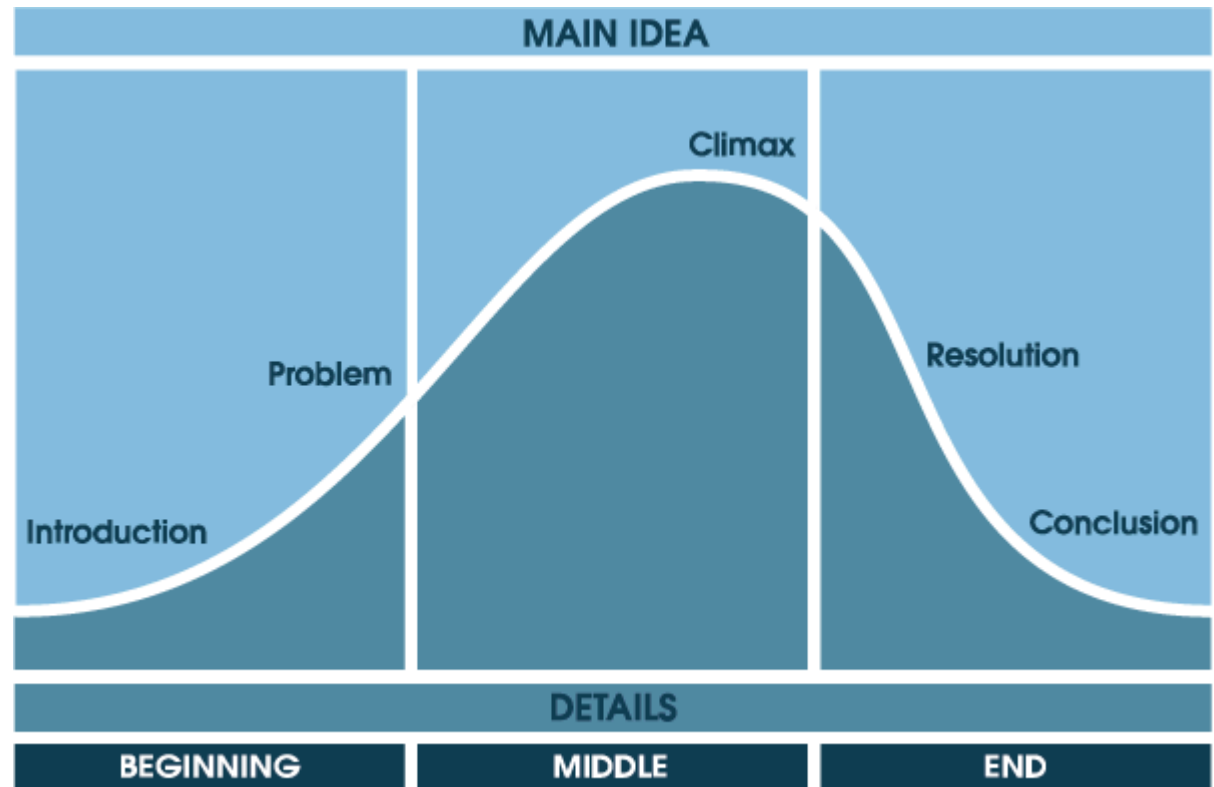
“The world’s second-oldest profession”

Good stories do more than provide facts and data

- They situate and give context
- They engage
- They educate

Who / What / Where

Why / How

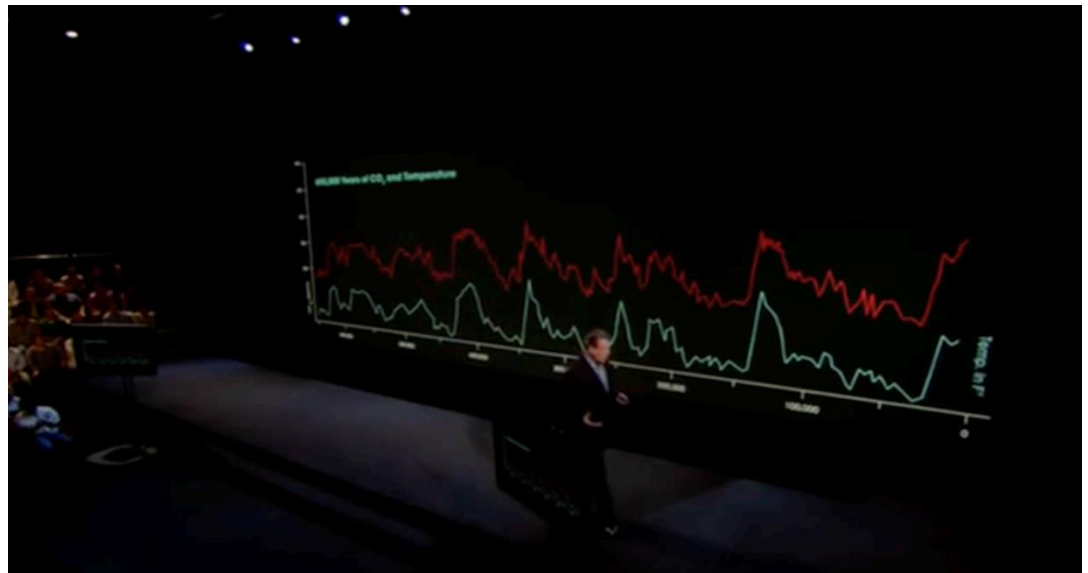


STORYTELLING WITH DATA/VIS

**Underscore your arguments
with Data/Facts**

**Leverage the power of
Visualization**

- Show trends
- Show correlations
- Show outliers
- Convey magnitudes



<https://youtu.be/-JluKjaY3r4>

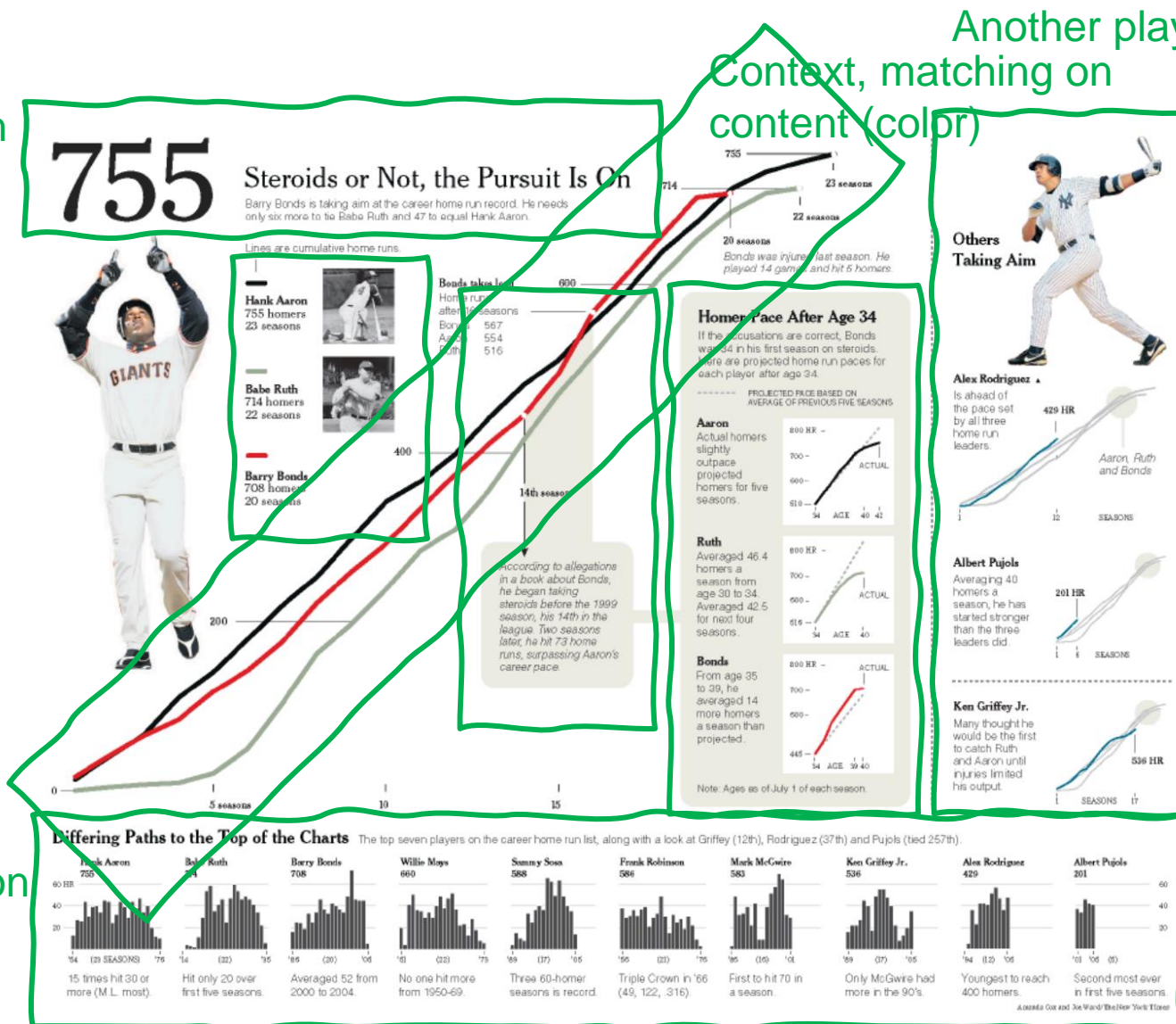
COMPONENTS OF A DATA STORY

Introduction

Context

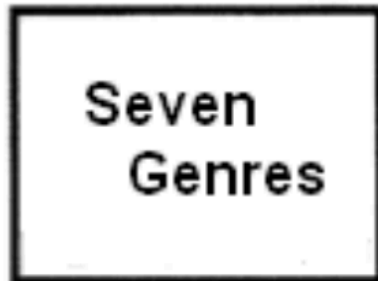
Main story

Annotation
of key
points

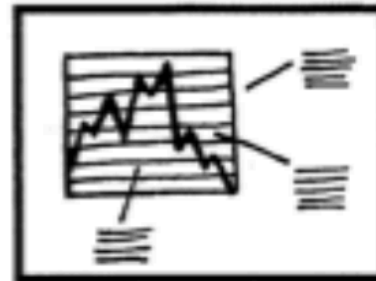


Another player
Context, matching on
content (color)

GENRE



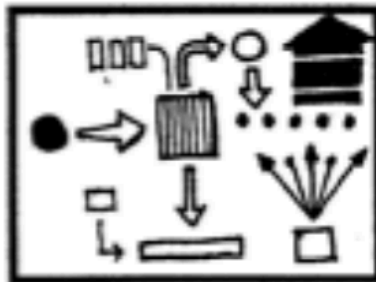
Magazine Style



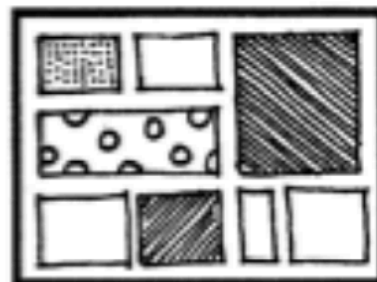
Annotated Chart



Partitioned Poster



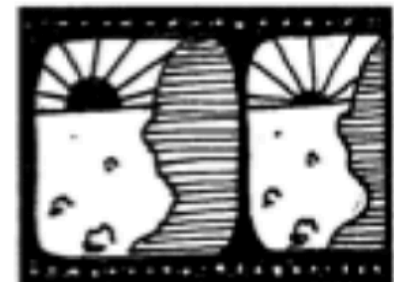
Flow Chart



Comic Strip



Slide Show



Film/Video/Animation

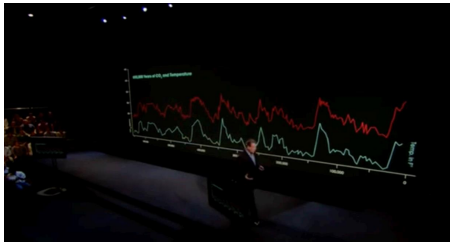
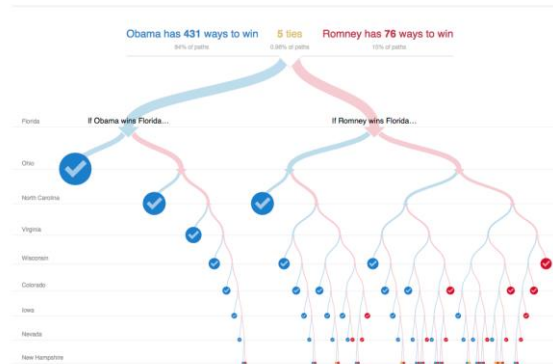
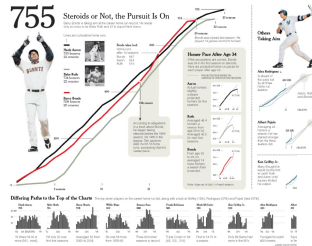
AUTHOR OR READER DRIVEN

Author driven

Reader driven

Linear ordering
Heavy messaging
No interactivity

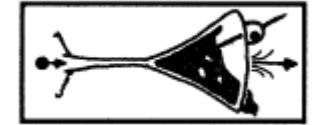
No ordering
No messaging
Free interactivity



AUTHOR OR READER DRIVEN

Martini Glass structure

start with author driven, open up for exploration



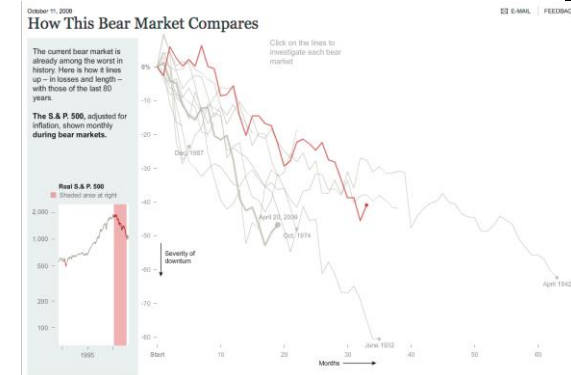
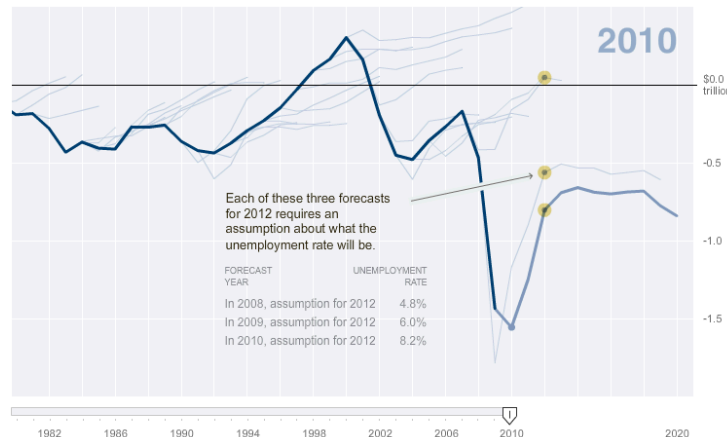
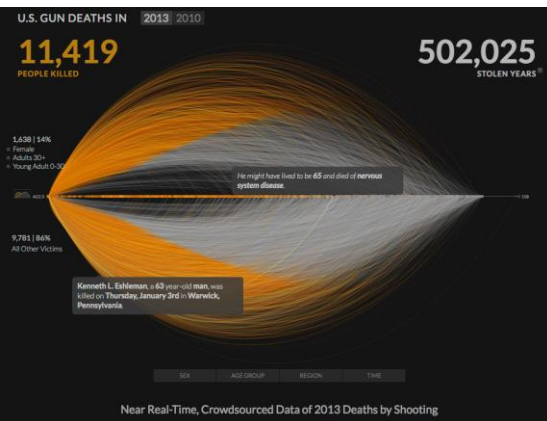
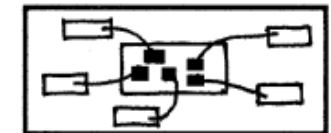
Interactive slideshow

Split into multiple scenes, allow interaction mid-way



Drill-down story

Let reader decide which path to follow, all paths are annotated



STRATEGY FOR STORYTELLING

LAYOUT PRINCIPLE

Descriptive titles

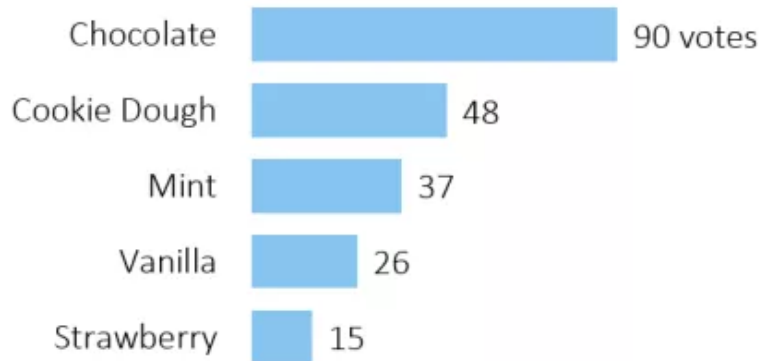
Descriptive subtitles

Annotations

Saturation

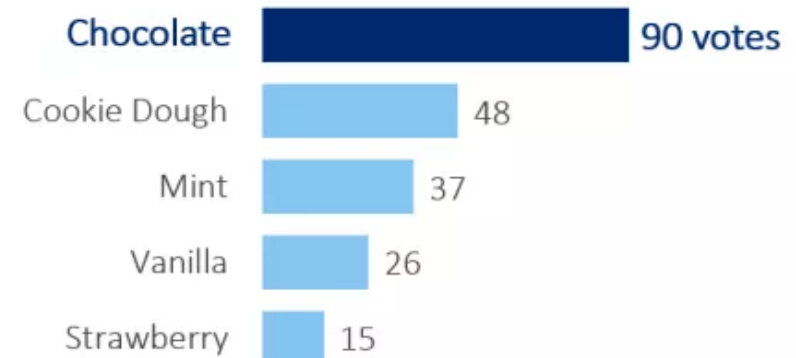
DESCRIPTIVE TITLE AND SATURATION

Ice cream flavor preferences based on
2014 survey of elementary school
students (n=216)



or

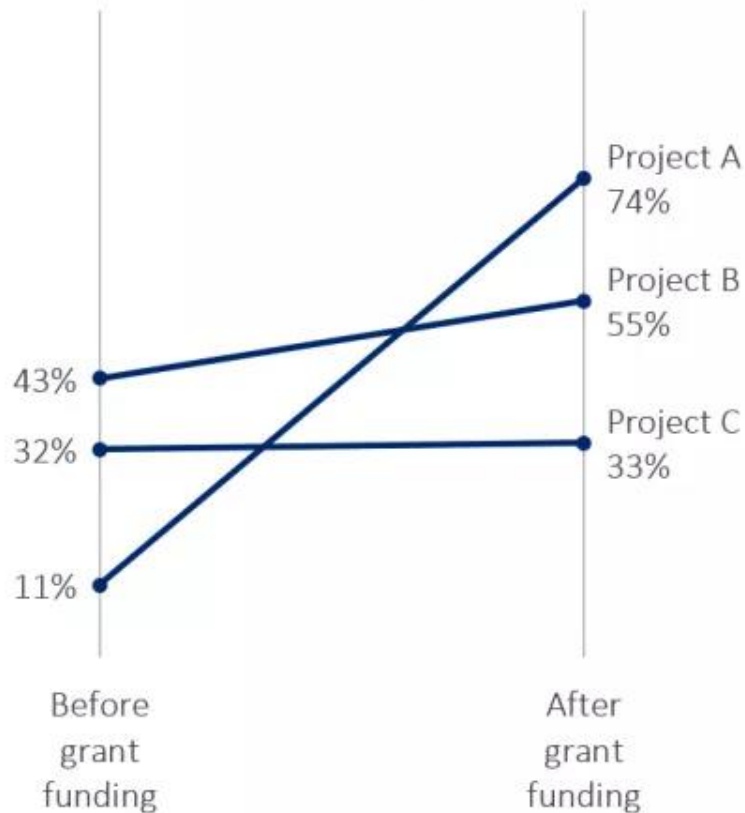
Chocolate was most popular flavor
among elementary students surveyed



Source: 2014 survey of elementary school
students (n=216)

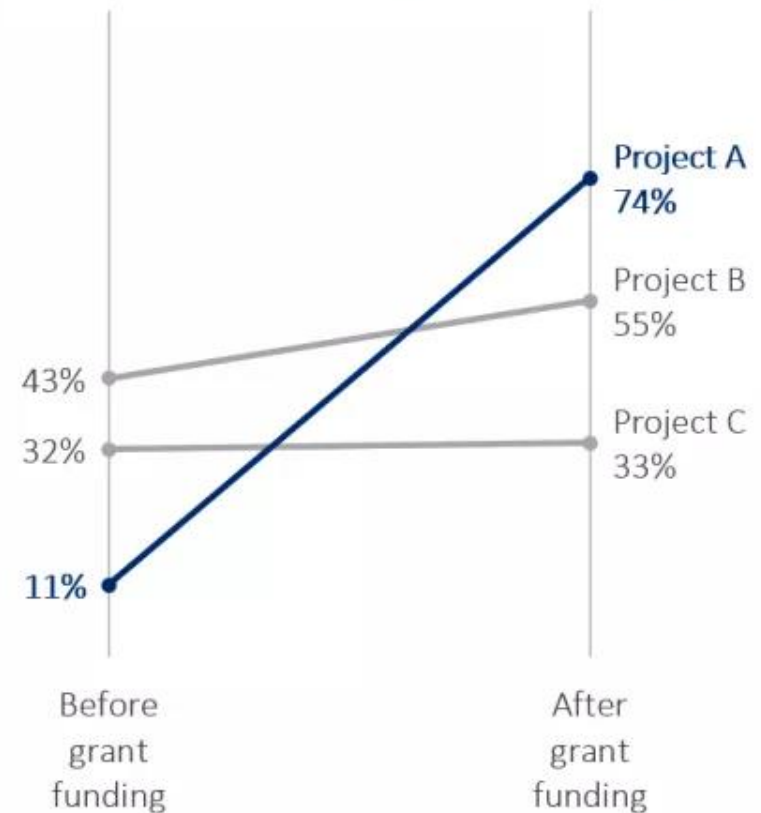
DESCRIPTIVE TITLE AND SATURATION EMPHASIZE HOW PROJECT A IS PERFORMING PARTICULARLY WELL

Project results before and after
implementation of grant



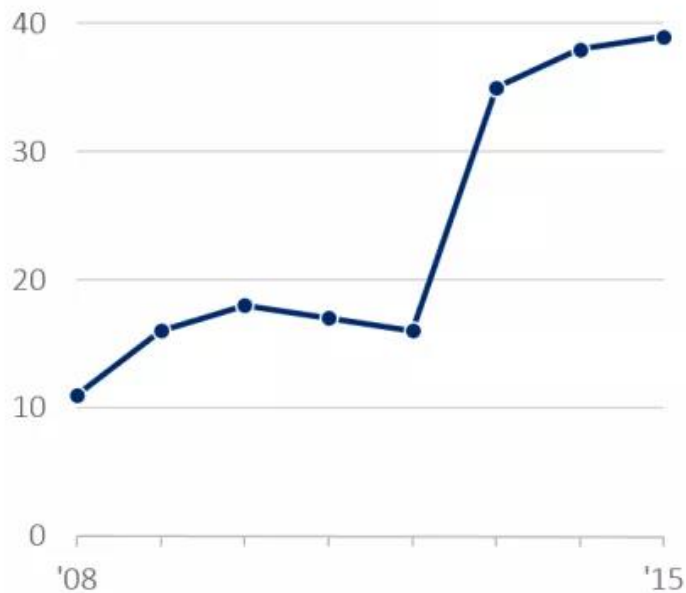
or

Project A had the greatest gains
after the four-year grant funding



DESCRIPTIVE TITLE, **DESCRIPTIVE SUBTITLE**, AND **ANNOTATION** FOR INCREASED UNDERSTANDING

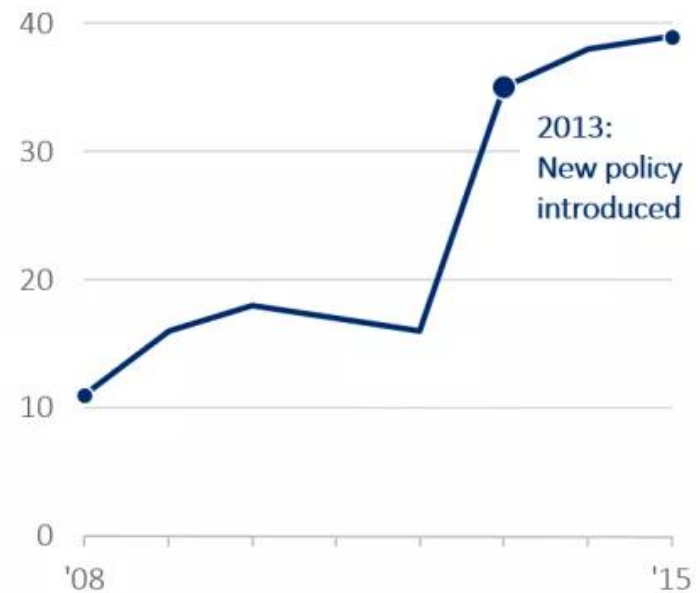
Number of studies funded each year



or

We're funding more studies each year

Beginning in 2013, we set aside new funding to measure the effectiveness of our initiatives – and we evaluated 39 of our programs in 2015 alone.



INTERACTIVITY

Navigation

Steppers, Scrolling,
Play/Fwd/Rwd, etc.

Details on Demand Highlights when desired

Making it relevant to the reader

What do you think?
Who are you?
Where do you live?



Explore the map to find out how life is across OECD regions and discover regions with similar well-being. Each region is measured in eleven topics important for well-being. The values of the indicators are expressed as a score between 0 and 10. A high score indicates better performance relative to the other regions.

Help

Regions with similar well-being in other countries



Canada
Alberta



United Kingdom
Yorkshire and The
Humber



Finland
Eastern and Northern
Finland



Ireland
Southern and Eastern

Well-being in detail

Access to services

Utah reaches 8.5 / 10 points in Access to services.



This puts the region in position 5 / 51 regions in United States.



Civic Engagement

Utah reaches 2.4 / 10 points in Civic Engagement.



This puts the region in position 44 / 51 regions in United States.

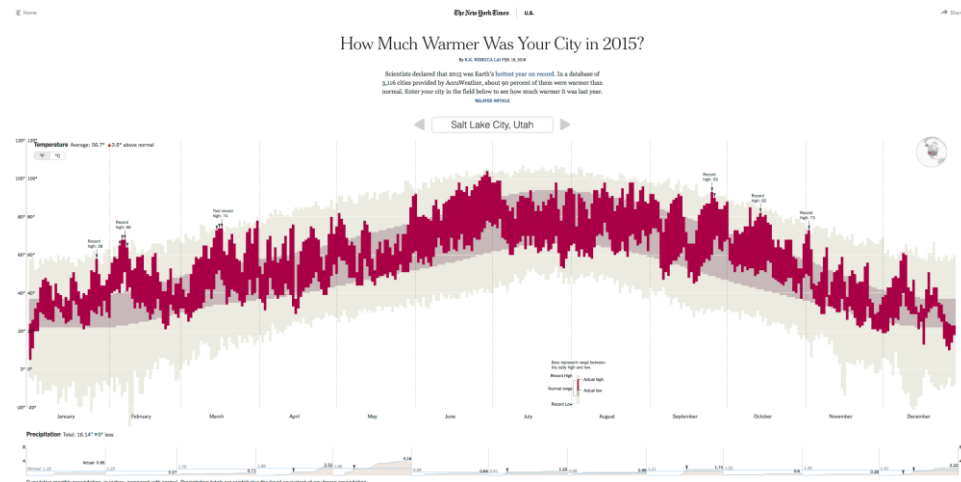


Education

Utah reaches 9.5 / 10 points in Education.

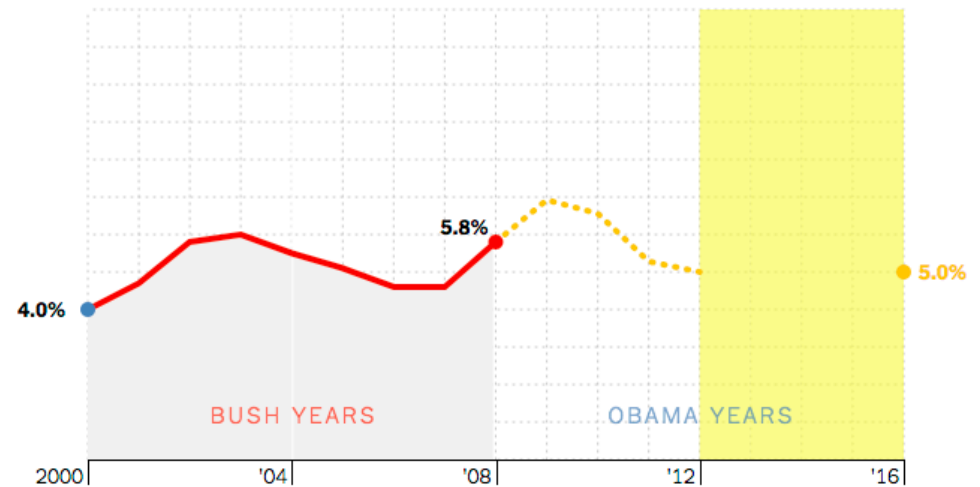
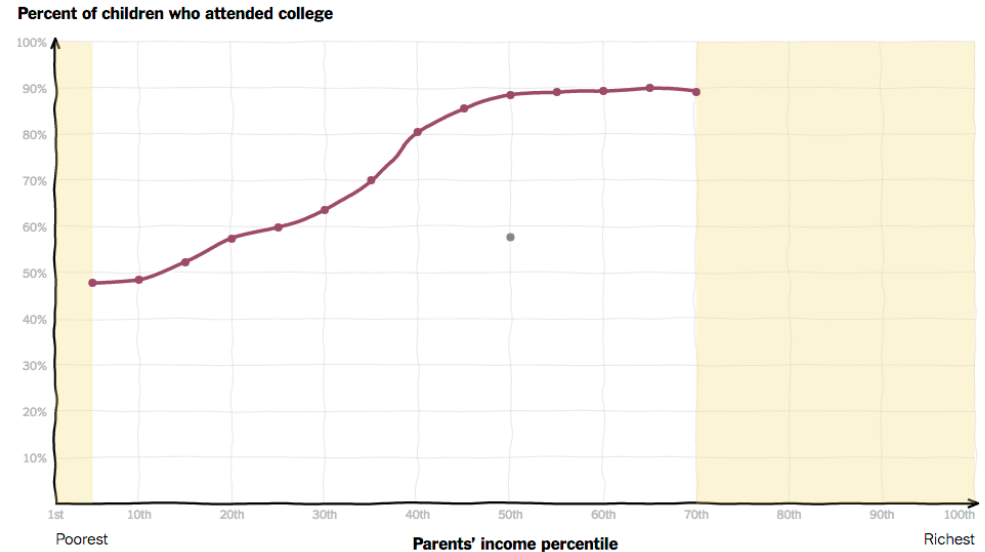


This puts the region in position 23 / 51 regions in United States.



ASK FOR OPINIONS/ PRIOR KNOWLEDGE

Ask reader to draw a trend
Juxtapose with
reality
what other people think



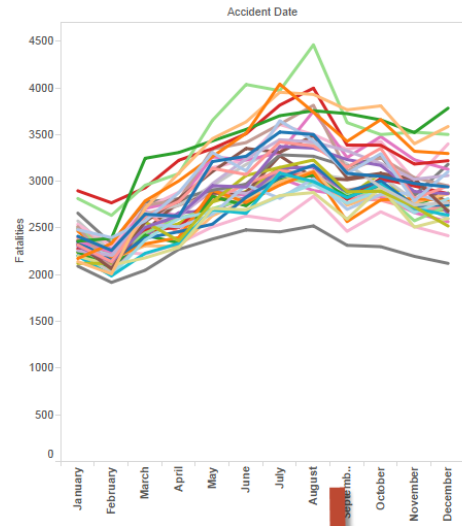
Show me how I did.

DESIGN CONSIDERATION

Fewer people are dying on US roads, but seasonal trends

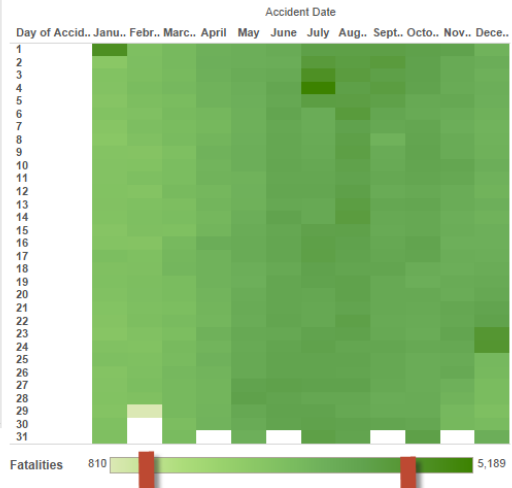
There have been 1,236,670 road fatalities in the US between 1979 and 2011. This dashboard explores the seasonality in the data.

1. Every year sees the same peaks and troughs in fatalities



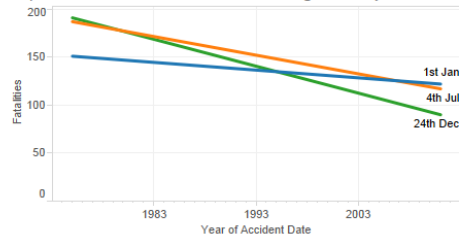
2. Three holidays (New Year, July 4th and Christmas) are particularly lethal

Highlight table of fatalities by day and month for years: All

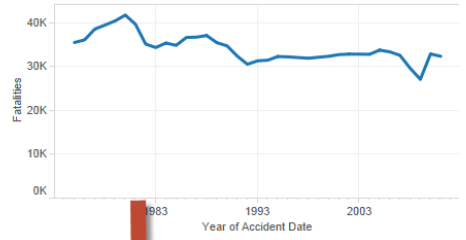


3. Fortunately, those holidays are getting safer...

Slope chart of deaths on the 3 most dangerous days



...which is part of an overall reduction in fatalities



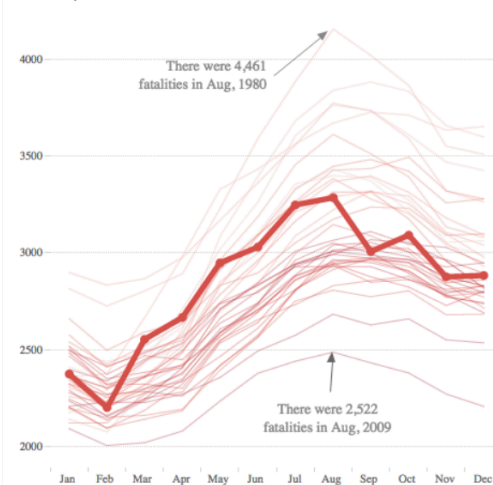
Data from the National Highway Traffic Safety Administration
<http://www-nrd.nhtsa.dot.gov/Cats/index.aspx>

Fewer people are dying on US roads, but seasonal trends persist.

There have been 1,263,670 road fatalities in the US between 1979 and 2011. This dashboard explores the seasonality in the data.

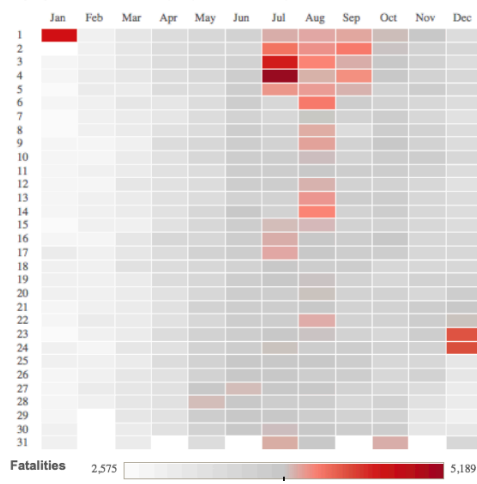
1. Every year sees the same peaks (August) and troughs (February) in fatalities

Fatalities by month. — Single year — Average (all years)



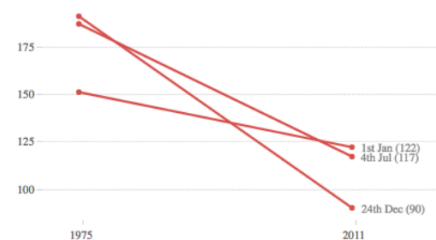
2. Three holidays (New Year, July 4th, Christmas) are particularly lethal

Highlight table of fatalities by day and month for years: All

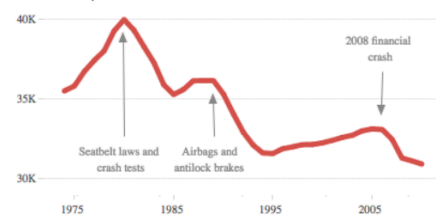


3. Fortunately, those holidays are getting safer...

Slope chart of deaths on 3 most dangerous days



... which is part of an overall reduction in fatalities



Fewer Colors
Averages for
Context
Better Scales
Richer
Annotations

ENGAGEMENT

KNOW YOUR AUDIENCE

People you don't know are difficult to influence

What do they know?

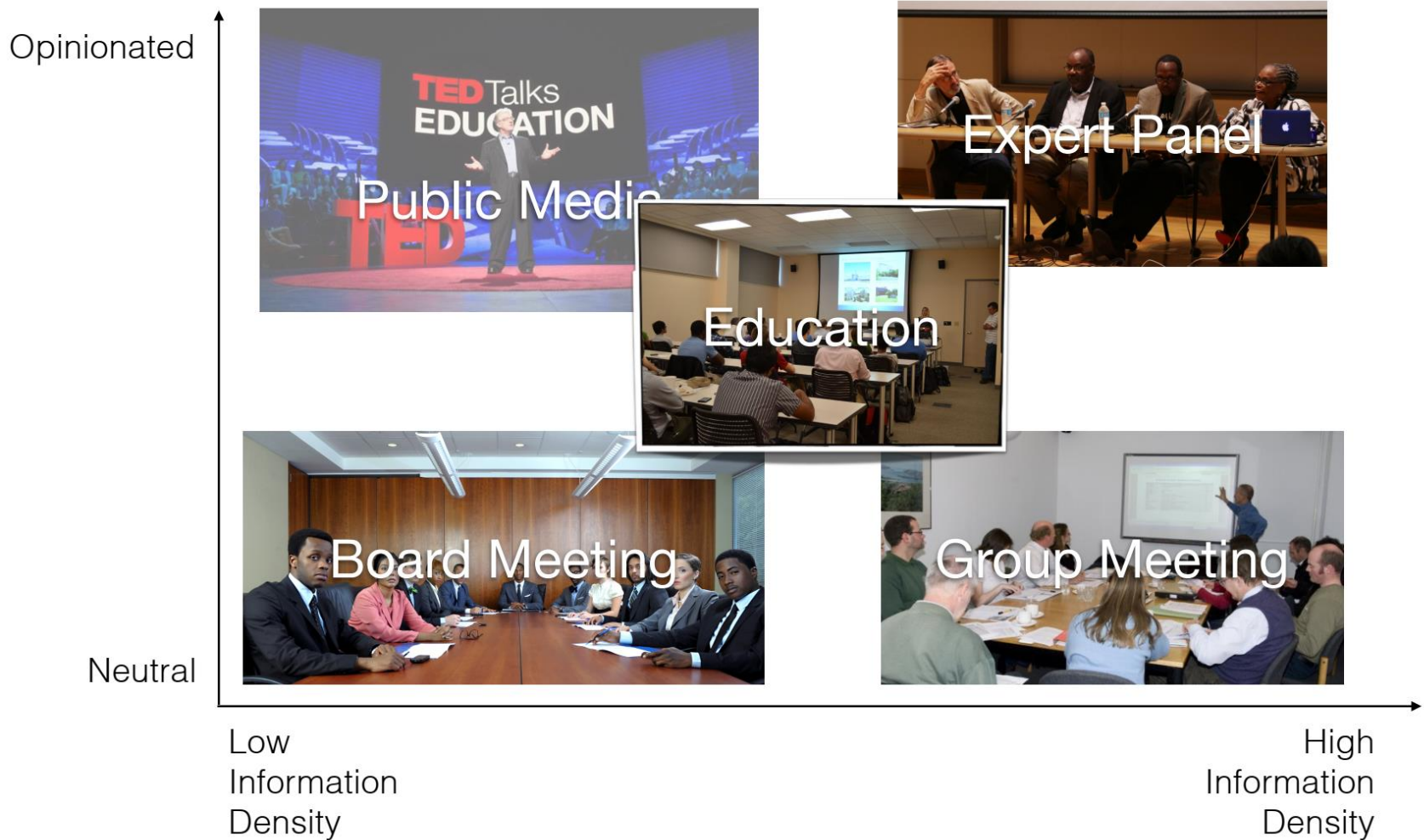
What motivates them?

What experiences do you share?

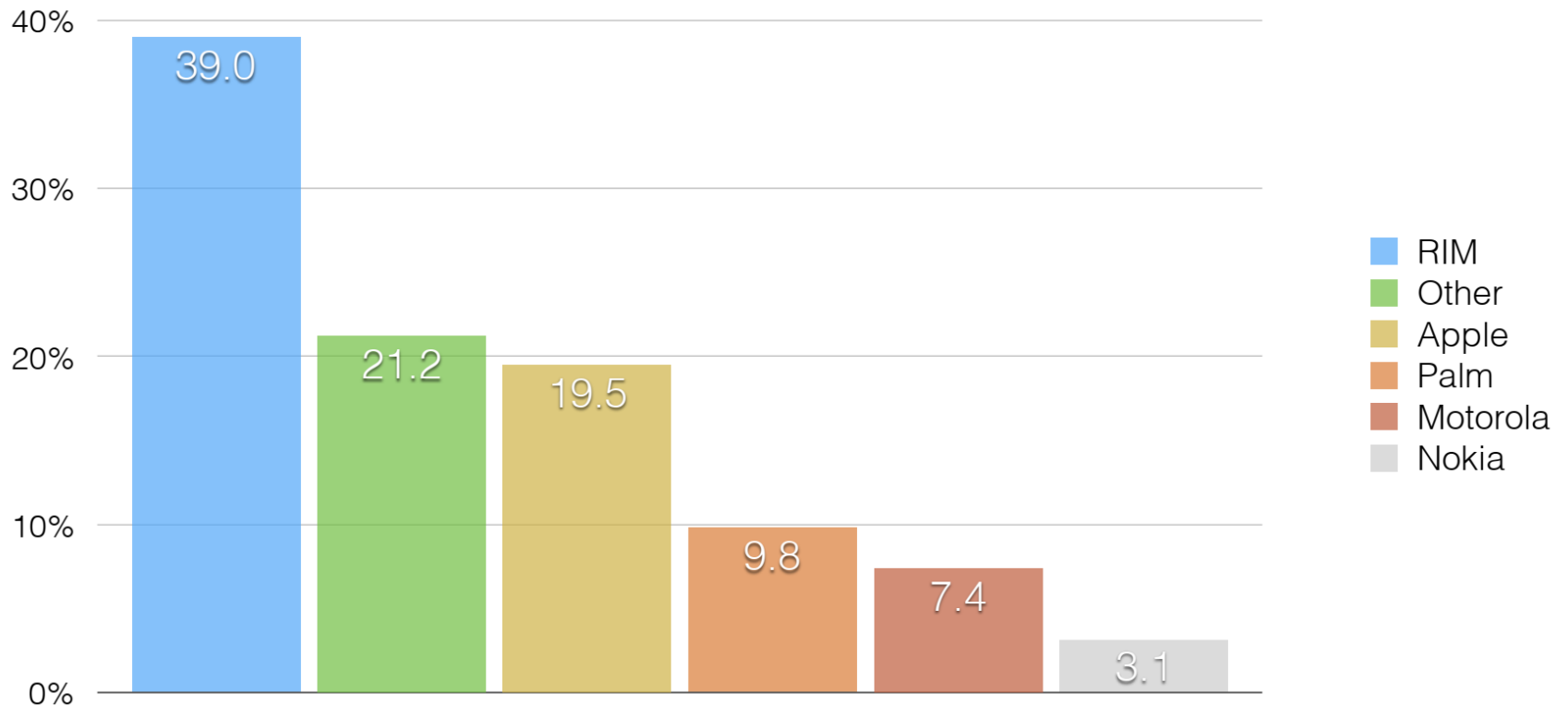
What are common goals?

What insights can you give them?

TARGET AUDIENCE



TARGET AUDIENCE?

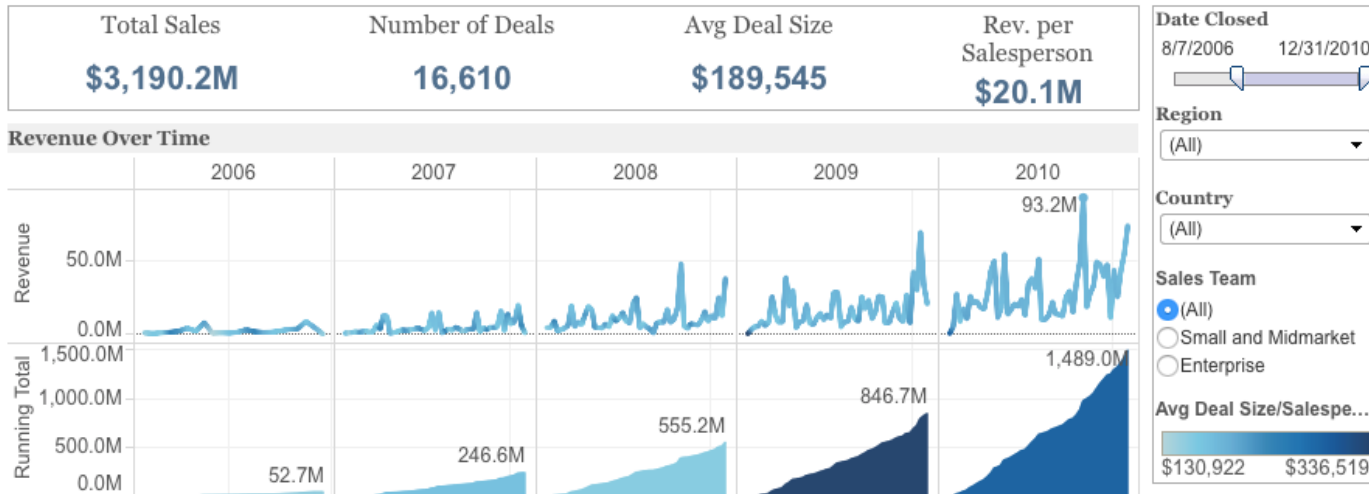


TARGET AUDIENCE?

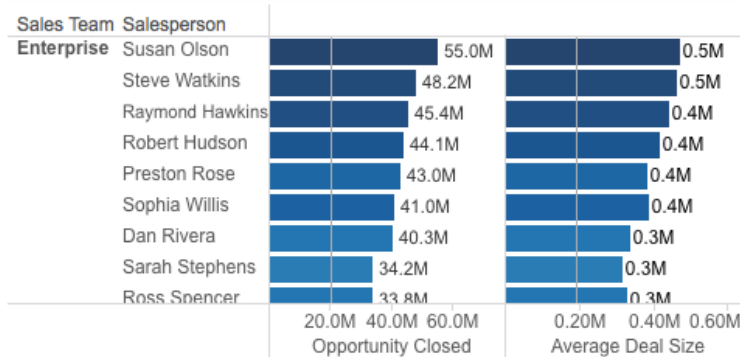
Opportunity Dashboard

Sales Dashboard

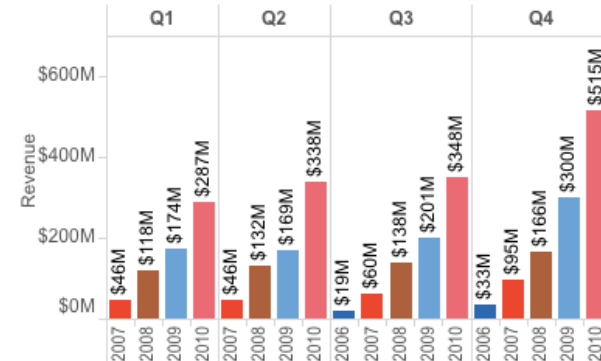
Sales Dashboard



Sales Team Performance



Revenue by Quarter



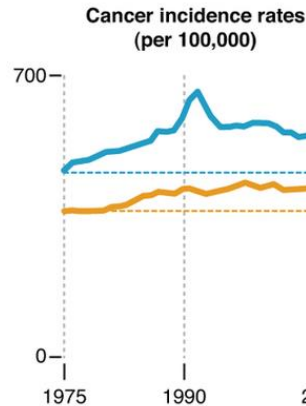
WHERE THERE'S SMOKE—THERE'S CANCER

Cancer rates are up, but mortality is down. New diagnostics and treatments are responsible for part of this trend. But the greatest single contributing factor is the decline in smoking—rates are at their lowest level in 50 years.

— Men — Women

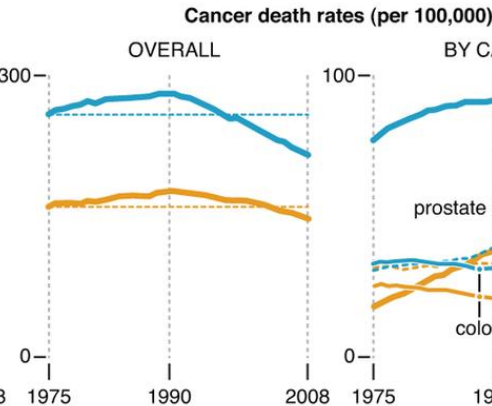
1 Increased incidence

An aging population contributes to rising incidence of cancer.



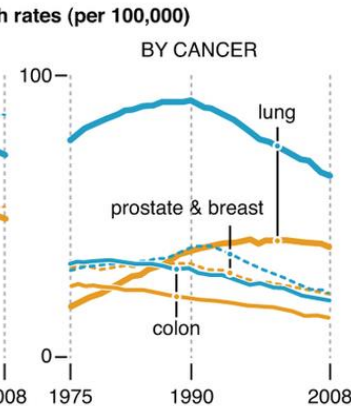
2 Fewer deaths

Cancer deaths have been dropping since 1991, especially in males.



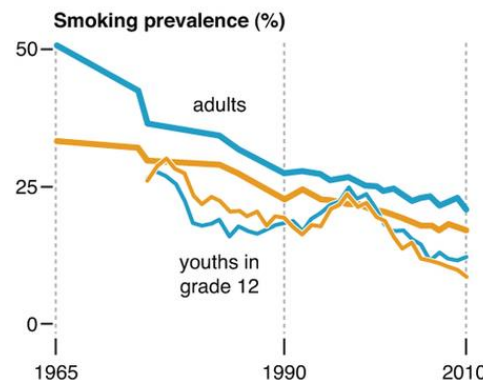
3 Decline of lung cancer

Drop in lung cancer deaths in males is the primary reason why death rates are down.



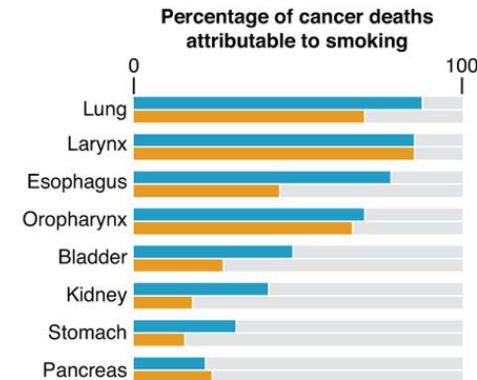
4 Decline in smoking

Since the 1964 first Surgeon General's report, smoking rates have been dropping. By 2010, the rate among males was down to 20%, from 50% at its peak. Among youths, rates have been on an even steeper decline since 1997.



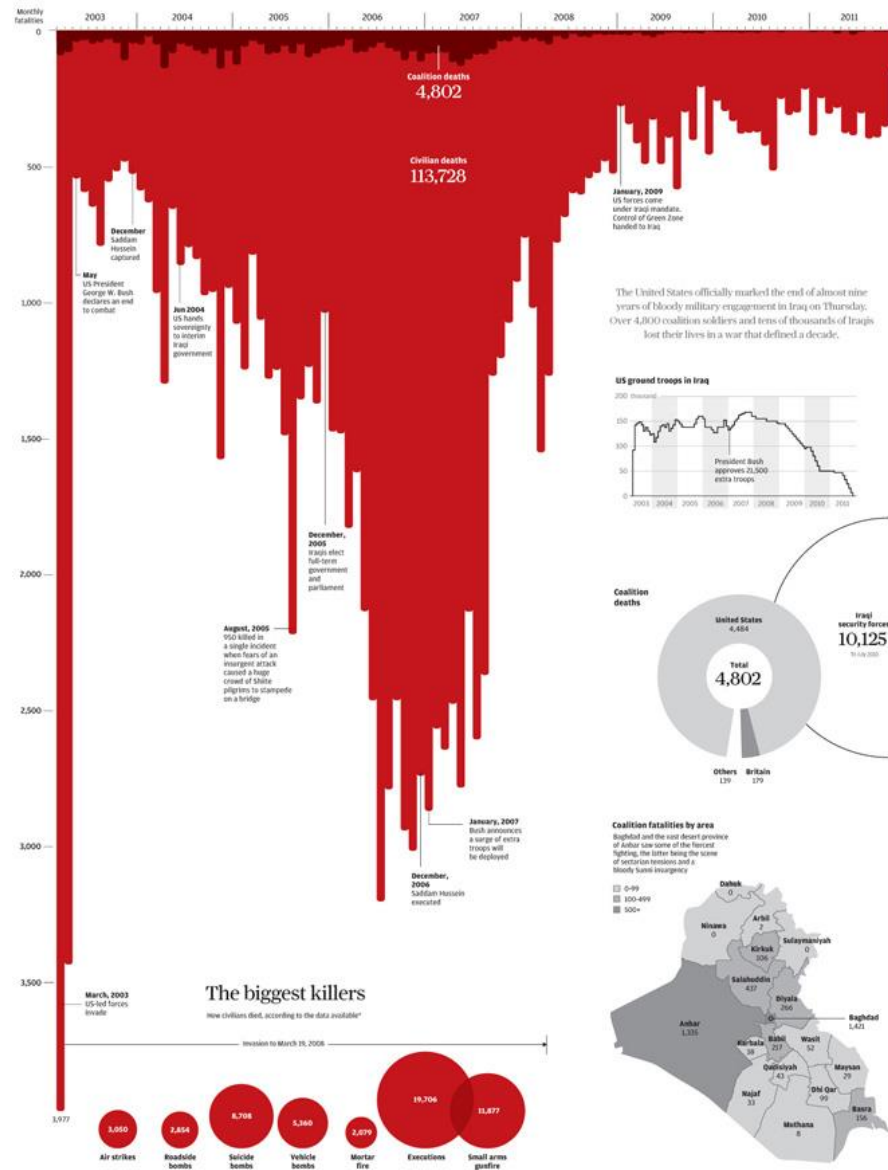
5 Impact of smoking on cancer deaths

Smoking is a major risk factor for many types of cancer and significant contributor to cancer-related deaths. It remains the single largest preventable cause of disease and premature death in the US.

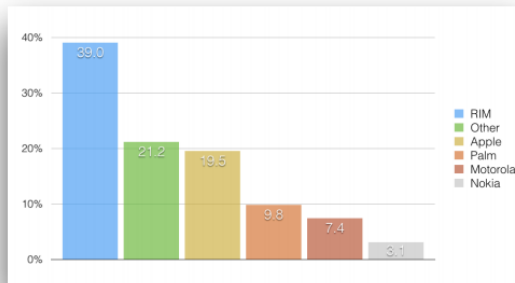
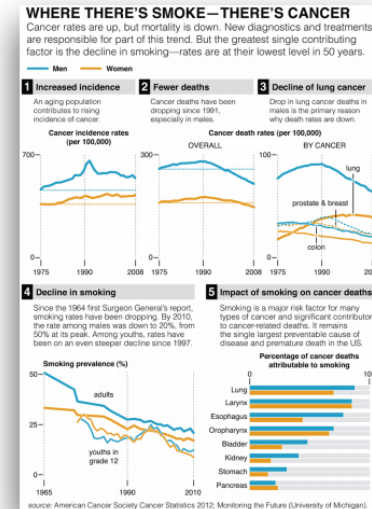
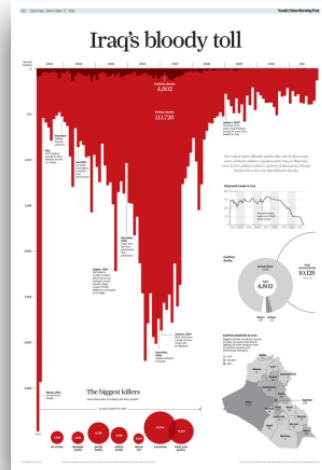


source: American Cancer Society Cancer Statistics 2012; Monitoring the Future (University of Michigan).

Iraq's bloody toll



Opinionated



Neutral

Low
Information
Density

High
Information
Density

TARGET AUDIENCE

Opinionated



Neutral



Low
Information
Density

High
Information
Density

EXERCISES

What's the Genre?

(Magazine, Annotated Chart, Partitioned Poster, Flow Chart, Comic Strip, Slide Show, Video/Animation)

Is it Author or Reader Driven?

Can you make out a particular structure?

(Martini Glass, Interactive Slideshow, Drill-Down Story)? Why?

Does it have a good Introduction?

What medium is used for the introduction?

Is the story opinionated or neutral?

Does it use titles, legends, and highlights well?

Does it use interactivity well?

Is the visualization well designed?

1.5 Million Missing Black Men

By JUSTIN WOLFERS, DAVID LEONHARDT and KEVIN QUEALY APRIL 20, 2015

For every 100 black women not in jail, there are only 83 black men. The remaining men – 1.5 million of them – are, in a sense, **missing**.



Among cities with sizable black populations, the largest single gap is in **Ferguson, Mo.**



North Charleston, S.C., has a gap larger than 75 percent of cities.



This gap – driven mostly by incarceration and early deaths – **barely exists among whites.**



Figures are for non-incarcerated adults who are 25 to 54.

What's the Genre?

(Magazine, Annotated Chart, Partitioned Poster, Flow Chart, Comic Strip, Slide Show, Video/Animation)

Is it Author or Reader Driven?

Can you make out a particular structure?

(Martini Glass, Interactive Slideshow, Drill-Down Story)? Why?

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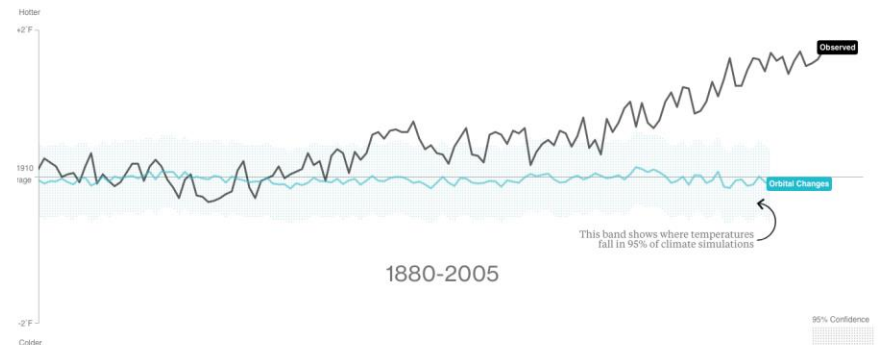
Does it use titles, legends, and highlights well?

Does it use interactivity well?

Is the visualization well designed?

Is It the Earth's Orbit?

The Earth wobbles on its axis, and its tilt and orbit change over many thousands of years, pushing the climate into and out of ice ages. Yet the influence of orbital changes on the planet's temperature over 125 years has been negligible.



What's the Genre?

(Magazine, Annotated Chart, Partitioned Poster, Flow Chart, Comic Strip, Slide Show, Video/Animation)

Is it Author or Reader Driven?

Can you make out a particular structure?

(Martini Glass, Interactive Slideshow, Drill-Down Story)? Why?

Does it have a good Introduction?

What medium is used for the introduction?

Is the story opinionated or neutral?

Does it use titles, legends, and highlights well?

Does it use interactivity well?

Is the visualization well designed?

Over the Decades, How States Have Shifted

Recent elections have placed a heavy emphasis on “swing states” — Ohio, Florida and the other competitive states. Yet in the past, many more states shifted between the Democratic and Republican parties. A look at how the states stacked up in the 2012 election and how they have shifted over past elections.

