

10/10/23

Lecture notes

Titles: add titles

Quantifying; add quantities

How to reference your dashboard: 2 dashboards

Procedure, text dashboard(EDA) and an SDG dashboard

Link mention in worklog for the dashboard

Guest lecture

Data Storytelling

The facts:

- Our decisions are based less on facts than you might think.
- Confirmation bias: the tendency to search for, interpret, favor and recall information.

Decision making

System 1 and System 2

System 1: intuitive, making decisions fast, if unable to it goes to system 2

Autopilot

Pattern recognition and heuristics

System 2: Logical

Pilot: lazy controller

persuasion: Aristotle's rhetorical triangle:

- Ethos; credibility
- Pathos; emotion
- Logos; logic and reason

Inside the triangle:

- Telos; purpose
- Kyros

Data Stories:

- Data
- Narrative
- Visuals

Data and narrative: Explain.

Data and visuals: Enlighten what the data means.

Narr` and visuals: Engage.

Why stories:

- Our brains are wired to look for stories.
- Stories are remembered longer and better than data.
- Stories add value to products.
- Stories persuade and move us.

Significant object experiment**Your brain on stories**

- Neural coupling
- Mirror neurons
- Hormones
- Brain areas

Story structure**Freytag's pyramid**

1. Exposition: Conflict
2. Rising action: Conflict
3. Climax: Conflict
4. Falling action: Change
5. Resolution: Change

Data Storytelling

1. Setting and Hook
2. Rising Insights
3. Aha Moment: Major findings.
4. Solution and next step: potential options and recommendations
Audience's knowledge is enriched and likelihood to act is increased.

Analysis insight:

Data-> Explore-> insight

Exploratory research:

- **Understand: purpose**
- **You: audience**
- **Very familiar: data**
- **Flexibility and speed: visualization**
- **Unknown: narrative**
- **Insight**

Explanatory

- **Communication**
- **Others**
- **Less familiar**
- **Simplicity, clarity, and cohesion**
- **Known**
- **Action**

Sources:

Effective data storytelling by Brent Dykers

Thinking Fast and Slow

Look up Hans Rosling Ted talk.