



DATA STORYTELLING

MODULE 1.1

INTRODUCTION TO DATA STORYTELLING

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Data Storytelling Timetable

Day 1

Introduction to
Data
Storytelling

Data
Storyboarding
Framework

Data
Infographics
Best Practice

Day 2

Basics of
Tableau

Basics of
Tableau
Charting

Dashboarding
& Storyboarding

Day 3

Use the right
charts

Principles of
Data
visualisation

Enhancing the
story



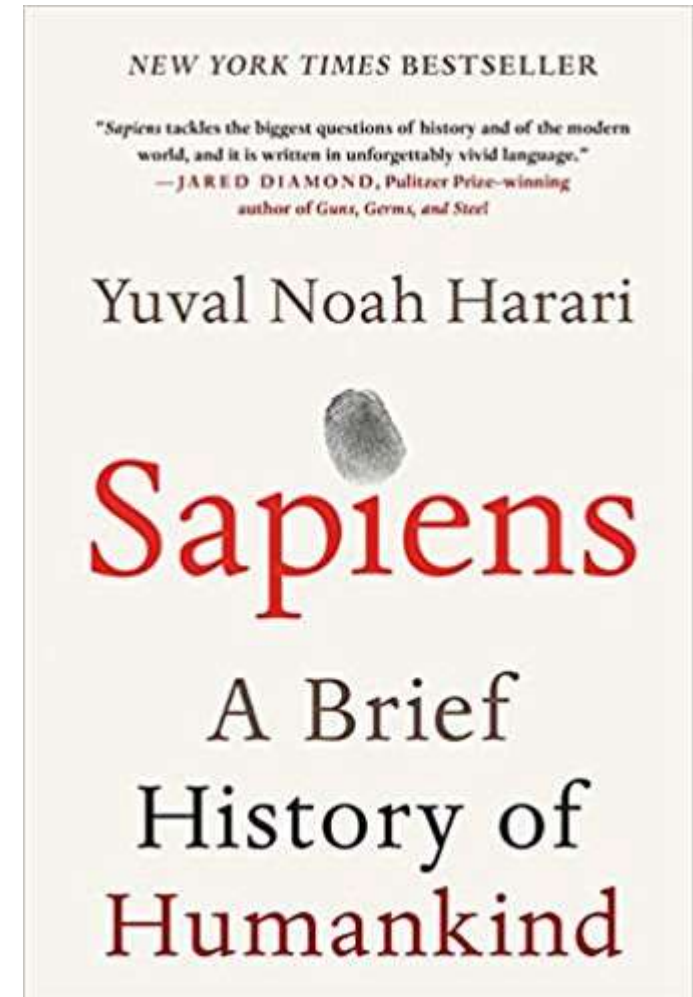
Module Outline

- Introduction to Storytelling
- Storytelling to create change
- Data visualisation
- Forms of Data Storytelling



About Telling Stories ...

- According to best-selling author and scientist Yuval Harari, language was invented to tell stories.
- Humans used stories to comfort each other, bicker about issues and form social alliances.
- We talk, think and dream in stories.
- When debating public policy options, we reason emotionally instead of rationally.
- When hearing a story about what happened to our neighbors' friends, we draw generalizations from this single story instead of taking a step back and evaluating the data.



<https://towardsdatascience.com/storytelling-for-data-scientists>



Decisions are largely emotional, not logical: the neuroscience behind decision-making

At the point of decision, emotions are very important for choosing. In fact even with what we believe are logical decisions, the very point of choice is arguably always based on emotion.



Human Attention



Dwindling



2000



2013



GOLDFISH



10 million followers...



Nuseir Yassin <https://nasdaily.com/videos>





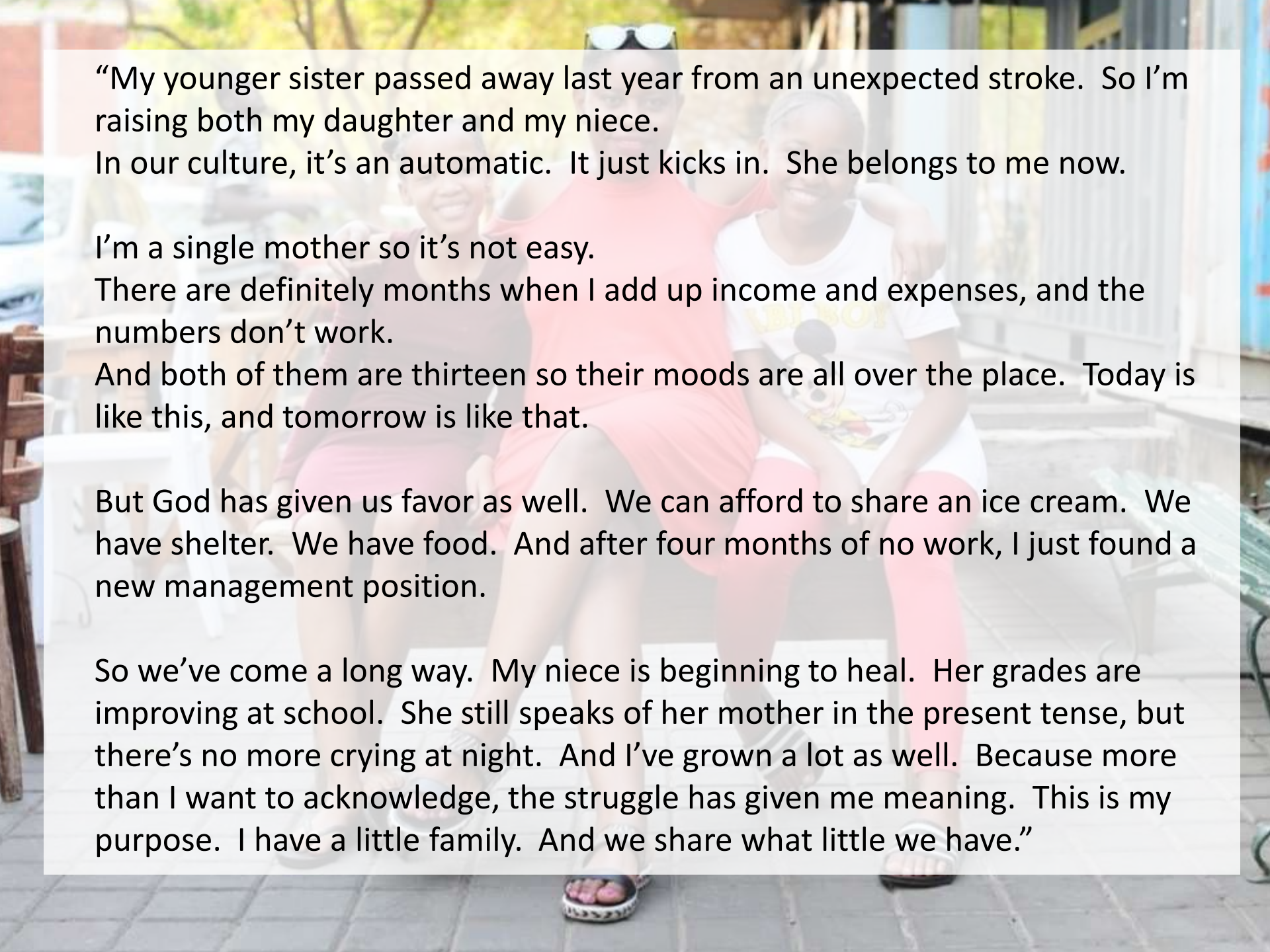
20 million followers

“Humans of New York began as a photography project in 2010. The initial goal was to photograph 10,000 New Yorkers on the street, and create an exhaustive catalogue of the city’s inhabitants.”

“Somewhere along the way, I began to interview my subjects in addition to photographing them. And alongside their portraits, I'd include quotes and short stories from their lives.”

Taken together, these portraits and captions became the subject of a vibrant blog. HONY now has over twenty million followers on social media, and provides a worldwide audience with daily glimpses into the lives of strangers on the streets of New York City.

Brandon Stanton <http://www.humansofnewyork.com/>

A woman in a red dress is sitting on a bench outdoors. She is wearing sunglasses on her head. Two young girls are sitting next to her. One girl is wearing a white t-shirt with a Mickey Mouse graphic and red pants. The other girl is wearing a red shirt and red pants. They are all smiling. The background is a blurred outdoor setting with trees and a fence.

“My younger sister passed away last year from an unexpected stroke. So I’m raising both my daughter and my niece.

In our culture, it’s an automatic. It just kicks in. She belongs to me now.

I’m a single mother so it’s not easy.

There are definitely months when I add up income and expenses, and the numbers don’t work.

And both of them are thirteen so their moods are all over the place. Today is like this, and tomorrow is like that.

But God has given us favor as well. We can afford to share an ice cream. We have shelter. We have food. And after four months of no work, I just found a new management position.

So we’ve come a long way. My niece is beginning to heal. Her grades are improving at school. She still speaks of her mother in the present tense, but there’s no more crying at night. And I’ve grown a lot as well. Because more than I want to acknowledge, the struggle has given me meaning. This is my purpose. I have a little family. And we share what little we have.”



Which one has a better message?

TIME

Too Much Screen Time Can Have Lasting
Consequences for Young Children's Brains



SUB:

CNN health

Screen time for kids under 2 more than
doubles, study finds

By Dr. Edith Bracho-Sanchez, CNN

Posted at 1600 GMT (0000 HKT) February 18, 2019



Same Type of Data
but presented
differently





Storytelling gives Impact to our Communications

- Helps our message to resonate with the audience – and creating resonance helps us build trust
- People remember feelings more than facts
- Strong history of storytelling to instil messages and make difficult concepts palatable
- Stories can help people make sense of change, and seemingly disconnected aspects of transformational change



Storytelling for business

“people buy from people they know, like, and trust”

I've seen that there is simply no more impactful way to have that occur than through the strategic use of storytelling. Great leaders recognize that human connections need to go before concepts and strategies: connect first with your prospects, your audiences – *then* get down to business.

Geoffrey Berwind, Storytelling Consultant

关系
quānxi
Business relationships in China

Data Storytelling in companies

When do you use storytelling?



44% of
companies
around the
globe

<https://www.focusvision.com/>



Storytelling for Change

- When you are seeking to introduce change, and drive transformation, you need people to be interested, engaged, on-board
- Stories help us to connect people to our messages...

For example, the combination of a compelling narrative and insightful data charts can help explain why your sales are down and create urgency to fix problems in your sales channel. Data storytelling isn't just a skill reserved for analysts or data scientists— it's one I believe we must all master. Self-service analytics solutions are increasingly placing a wealth of information at people's fingertips. Now more people are put in a position to formulate and share data stories that can drive action and change

<https://www.forbes.com/sites/brentdykes/2016/07/13/data-storytelling-separating-fiction-from-facts-2>



Storytelling for Change

Stanford SOCIAL INNOVATION^{Review}

Informing and inspiring leaders of social change

Story has many different qualities that make it useful for the work of systems change. It's a direct route to our emotions, and therefore important to decision-making. It creates meaning out of patterns. It coheres communities. It engenders empathy across difference. It enables the possible to feel probable in ways our rational minds can't comprehend. When it comes to changing the values, mindsets, rules, and goals of a system, story is foundational.



The Role of Story in Transformation



STORY AS LIGHT



STORY AS GLUE



STORY AS WEB

- Story as light:
 - Stories can help us see the past, present and future with fresh perspective
 - ⇒ Helps us to understand the case for change
- Story as glue:
 - Story engenders empathy, which helps form social bonds
 - ⇒ Helps us build a community of support for change
- Story as web:
 - We are all influenced by narratives on a personal, community, organisational, cultural and mythical level
 - ⇒ Story can help us create positive narrative to influence change adoption



Activity

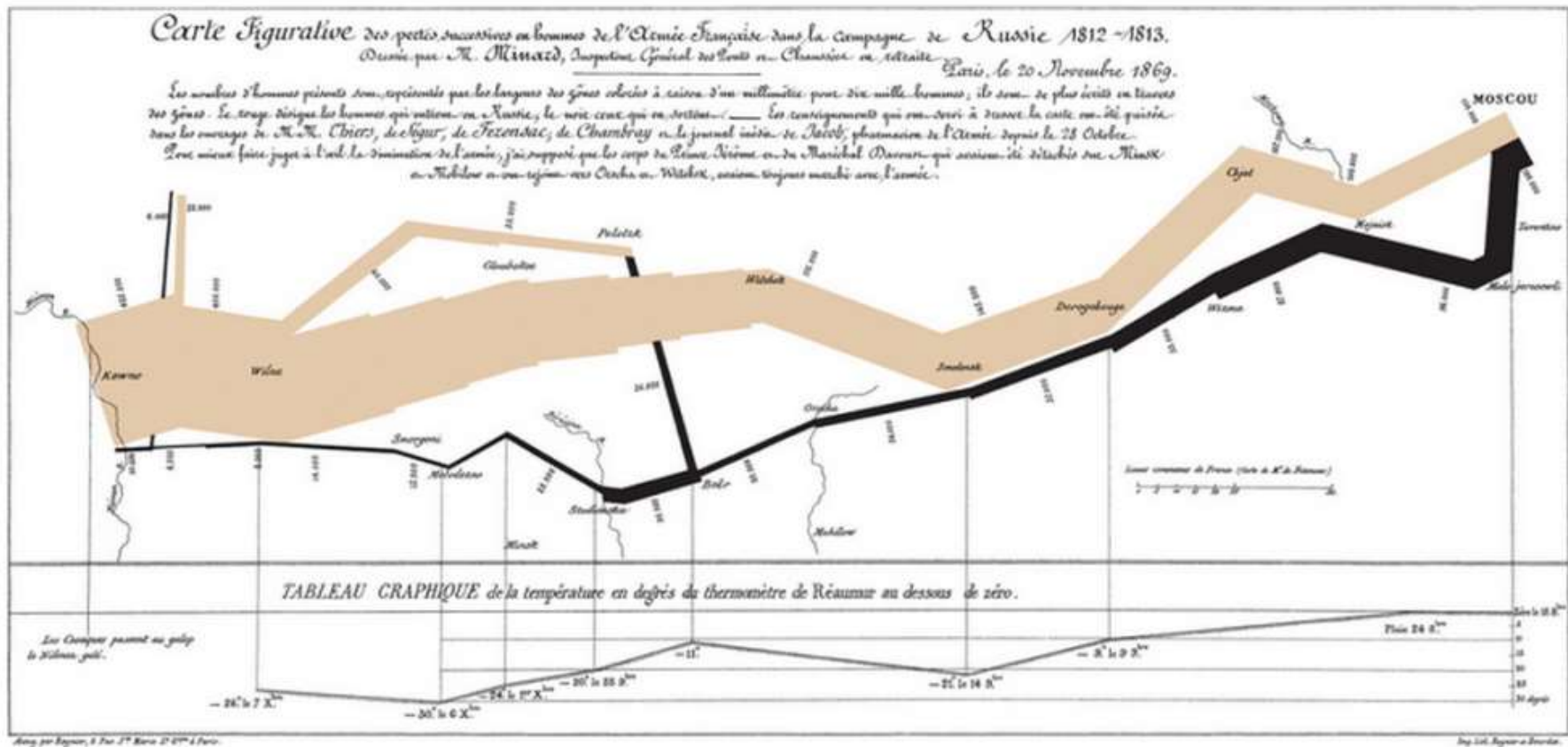
- In pairs, share with your partner why did you sign up for the Data Storytelling course.
- The listening partner should note down key aspects of your sharing

5
mins

ACTIVITY

- Data Visualisation and data storytelling are intertwined, but are different practices
- Data Visualisation involves creating a visual representation of collected information,
- Data Storytelling is about using human communication to help an audience develop a connection to that information.

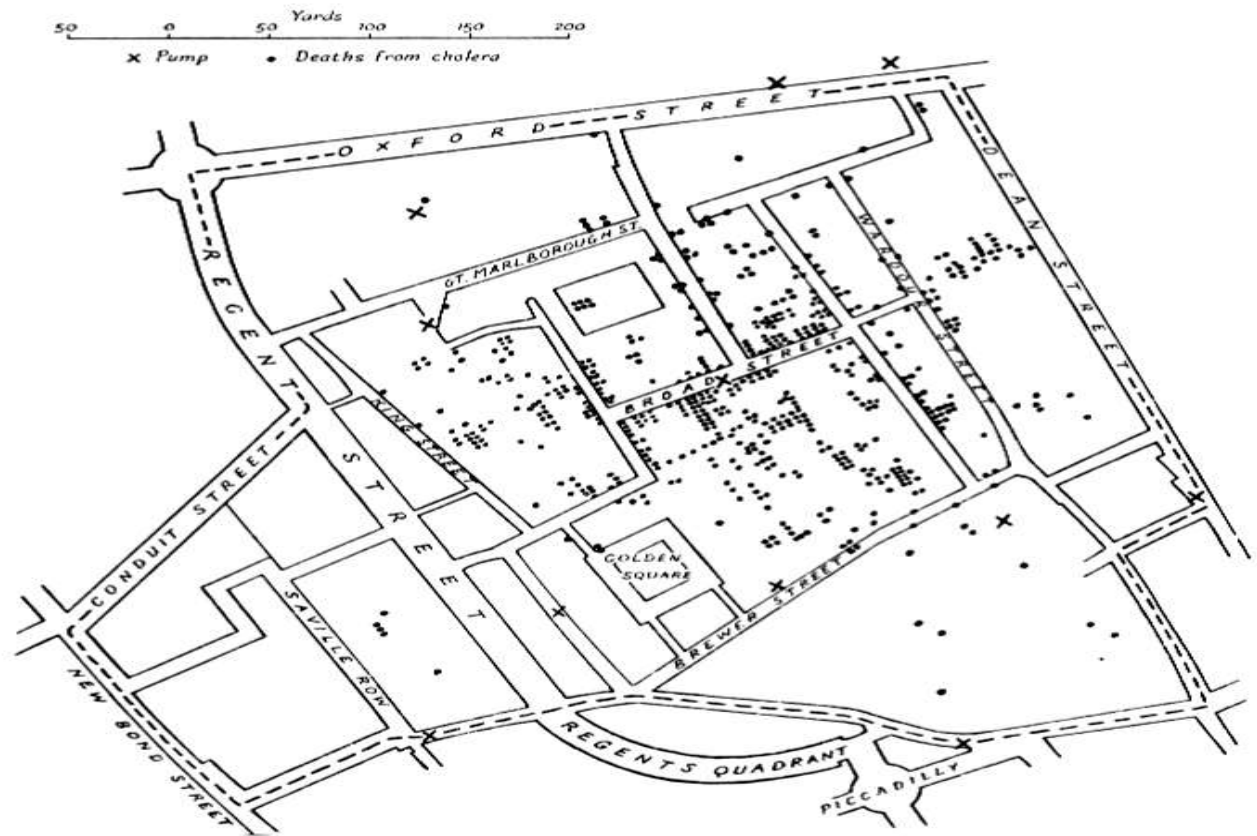
Visualisation classic example



Visualisation classic example

London Cholera Map

John Snow 1854



The Magical Science of Storytelling



David JP Phillips <https://www.youtube.com/watch?v=Nj-hdQMa3uA>



Data Stories can be told in many forms

Video/Animation



Dashboards



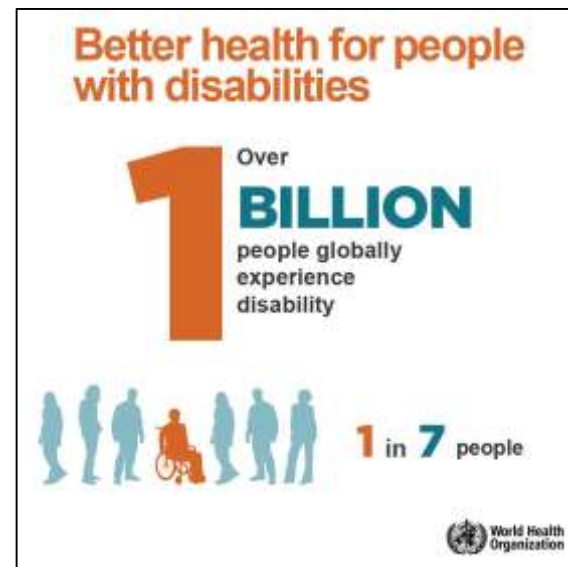
Infographics







Infographics Example





Storyboarding

- Storyboarding is one of the most important things you can do early on in the planning part of storytelling with data to help ensure that your overall communication makes sense, meets the given need, and tells a great story.
- A storyboard is a visual structure of the content you plan to create (ideally, before you actually spend time to creating content).



End of Module 1.1