



Dashboards and Storytelling with Tableau

Storytelling and the Human Brain



Neuroscience reveals
that different cognitive
tasks involve different
parts of the brain



Words can activate
the brain beyond
the verbal

Evoke other **senses**
and **emotions**

The more parts
of the brain activated,
the more impactful
the story

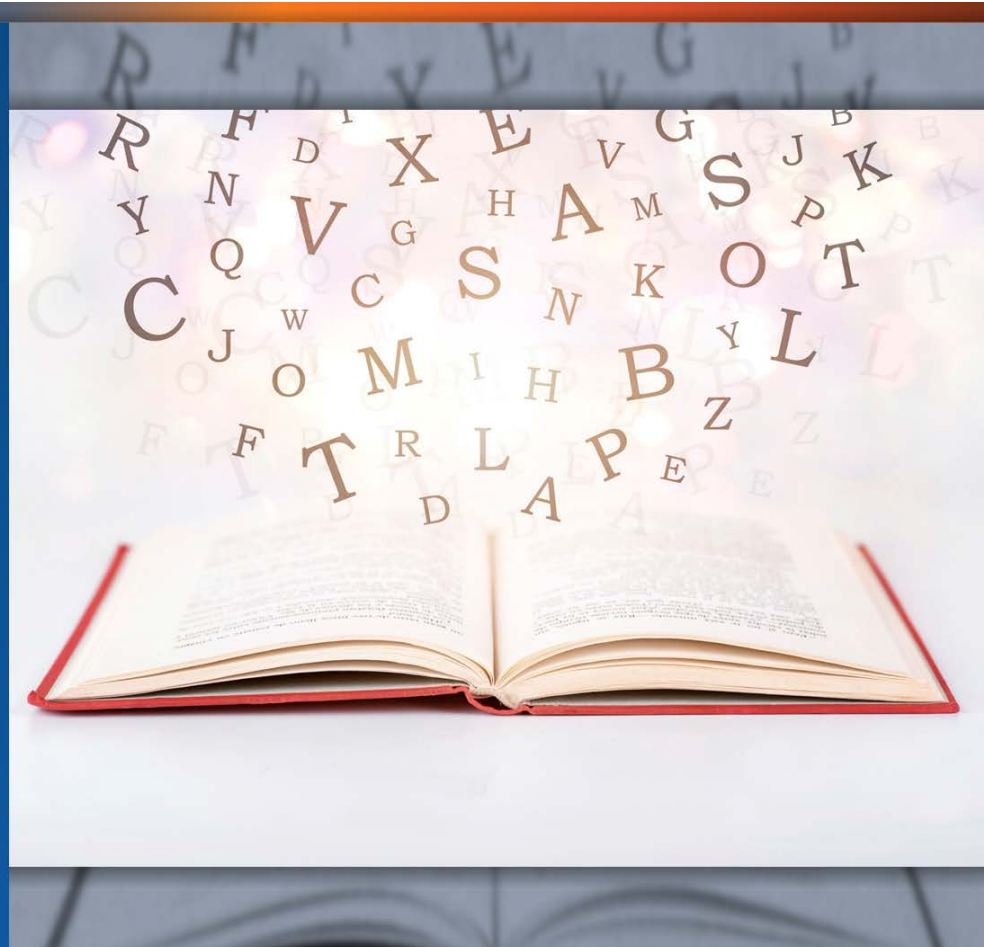
System 1:

Fast and automatic

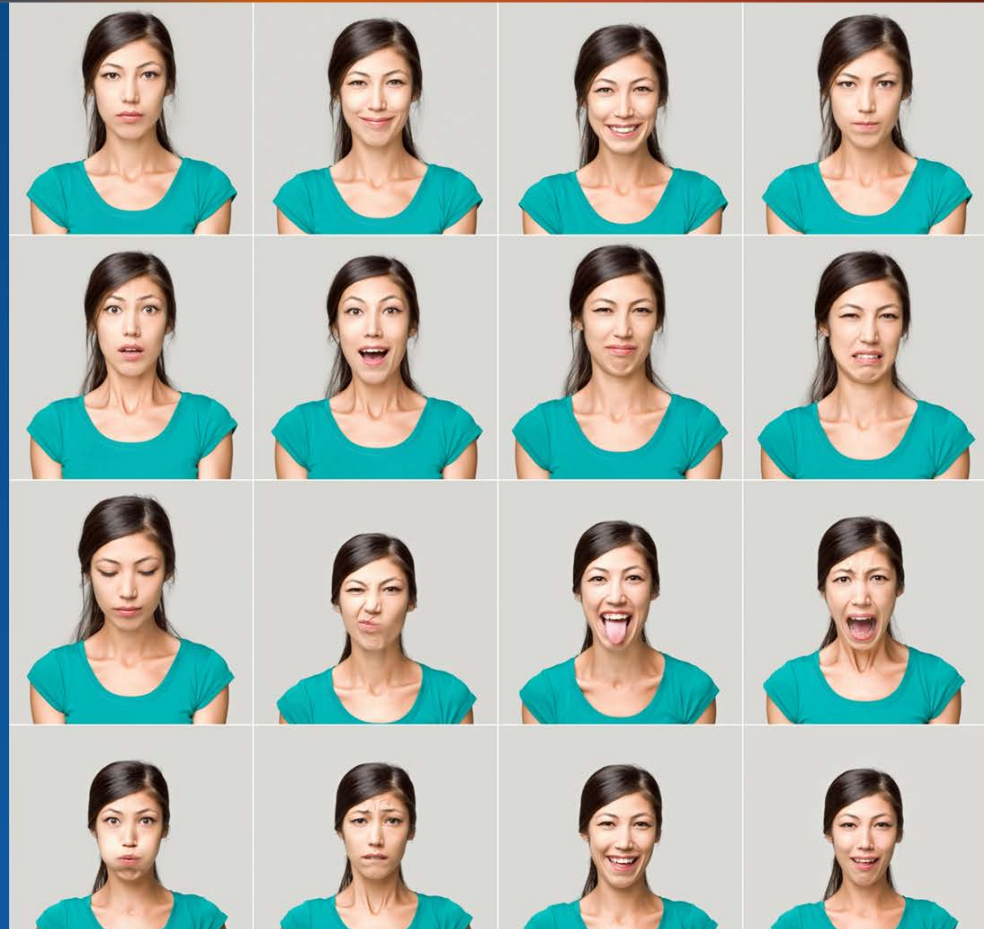
Processing basic
design elements

System 2:

Thinking, deliberation
and interpretation

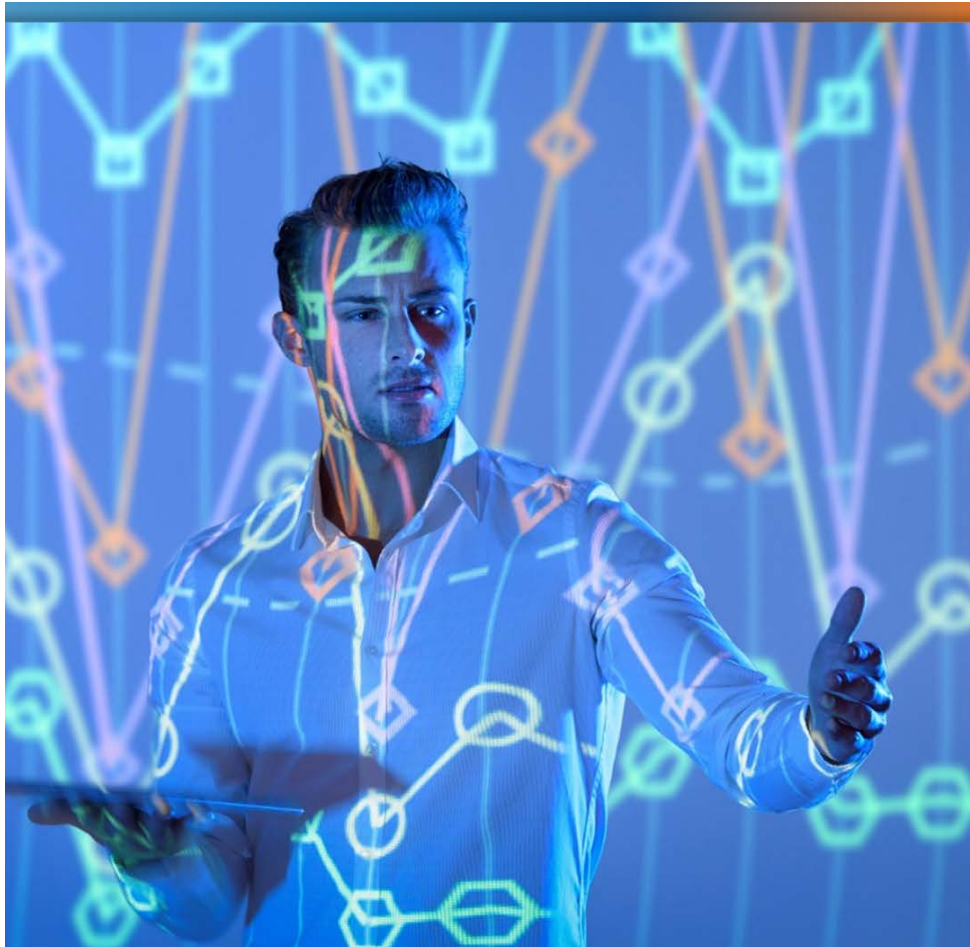


Decision-making
is influenced by
unconscious and
emotional drivers



"At some 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."

Antoine Bechara,
Department of Neurology,
University of Iowa



When designing
for people,
emotions matter

Make people care

Data visualizations
have **power** to evoke
emotions for good
or **harm**

From **neuroscience**
and **storytelling**

To deeper ideas about
emotion and storytelling
using data visualization

