

# Explore an ArcGIS StoryMaps story

Stories are fun to explore. Part of the fun is figuring out how you can interact with one. It is also fun to learn something new from a story's pictures, text, and maps or to be inspired by a story's message.

You will explore two different stories in this exercise, and a series of questions will guide your exploration.

Estimated completion time in minutes: 15

To complete exercises, you need the following:

- ArcGIS Online Organizational Account
  - User role or [equivalent](#)

## ① Open and explore a story

There are hundreds of stories about numerous subjects that include a combination of images, text, and interactive map elements to effectively tell a story. You will start this exercise by exploring a story about the movement of people in the United States.

- a Open the "[Where are people moving?](#)" story in a new web browser tab, then return to this tab to continue following the exercise instructions.



**Note:** You may find it easier to follow these exercise instructions if the story and this exercise are in different windows. Your web browser may allow you to drag one of the tabs away to create a new window.

The story that you opened asks the question, "Where are people moving?" The title is an important component that describes the story. The combination of components, such as images, text, and maps, will help you answer the ultimate question: *Where are people moving?*

As you scroll down in the story, you will see text and image components to help you understand the plot of the story.

- b Scroll down to the first map that you see in the story to start learning about the patterns of movement in the United States.

There is descriptive text in the left margin that helps describe the map. On the map, the color of each state indicates where *most* people moved from in the past year. The regions of origin (where people moved from) are indicated by color-coded text in the left margin and are also outlined and labeled in white on the map.

Most people who moved to Colorado moved from which region?

[Show answer](#)

The South

- c Scroll down to the county map.

More detailed information is revealed about movement patterns at the county level.

- d Continue scrolling to reveal the story, and then answer the following questions using the descriptive text and map components.

Over a third of the people that moved to California were from which region?

[Show answer](#)

Outside the United States

Where do most people from the West tend to move?

[Show answer](#)

To another place in the West

- e Scroll down until you see a list of major cities in the left margin.

Where are people moving?

Patterns explained Explore patterns

The South. The Northeast. The Midwest. The West. Outside the United States.

Zoom in further to see even more detail at the Census tract level. CLICK on the buttons below to explore different cities:

- Houston, Texas
- Los Angeles, California
- Chicago, Illinois
- Philadelphia, Pennsylvania
- New York City, New York
- Atlanta, Georgia

Step 1e: Open and explore a story.

**f** Click a city to explore even more detail at the census-tract level.

You can explore by zooming in or clicking a colored symbol in the interactive map to discover where people have moved from.

**g** Near the top of the story, click the Explore Patterns tab.

This map allows you to view detailed movement patterns by city name or ZIP code. Descriptive text, links, and interactive maps are components that helped tell the story of where people are moving. You will now get to see how components are used to tell another story.

## **② Explore a story of your choice**

There are hundreds of stories that have been created and shared online. In this last step of the exercise, you will choose a story from the latest and greatest content from our storytelling community and spend roughly 10 minutes exploring how the author used a combination of components to effectively tell their story.

- a Click the following link to open an [ArcGIS StoryMaps Gallery](#) page that contains stories about nature and physical science.

The gallery, which contains many compelling stories about some incredible places in our natural world, will open in a new web browser tab. After you open the gallery, return to this web browser tab to continue reading the instructions.

- b In the gallery, click a story or collection of stories of your choice to explore.

To help you understand the story that you chose, think about the answers to the following questions.

What is the plot of the story?

[Show answer](#)

Your answer will depend on the story that you are exploring. As an example, the plot of a story about nature-based climate solutions might showcase a descriptive list of the solutions with recommendations on how to implement them.

Which components are used to create the story? Which component grabbed your attention?

[Show answer](#)

Answers may include images, maps, text, and videos.

If there are videos, what are some of the benefits that videos provide to the story?

[Show answer](#)

Videos can help make a story more visually engaging and extend the impact of narrative text. As an example, a story about a remote location where few humans have been may use a video to "take you to that location" and give you a sense that you are there.

- c Close the web browser tabs that contain the ArcGIS StoryMaps Gallery page and the "Where are people moving?" story.

In this exercise, you explored some ArcGIS stories and thought about storytelling. Next, you will learn how to create your own story.