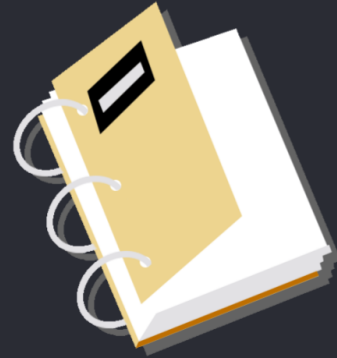


Notes

- Open Google Docs.
- Create a blank document.
- Title your notes:

○ *Data Stories:*
Narrative Structures



Freytag's pyramid:

- Great for stories with clear resolution

Aristotle's tragedy:

- Great for simple concise data stories

Campbell's hero journey:

- is great for hero stories (with a clear hero or protagonist)

Most important thing is hook, because without a hook there is no point to the rest if they don't continue to view your argument

Nine common Types of data story points

Change over time

- how things change over time

relationship:

- How two things affect each other

Intersection

- Where two things meet & equilibrium with the things, when one variable surpasses or falls below another variable

Project forward

- |

Compare & contrast

- Shows how things relate to one another & how different they are from one another

Drill down

- Takes apart something to analyze it & how it works

Zoom out

- take specifics & sees how it applies and works on a large scale(Bigger picture)

Cluster

- shows where a lot of things are in the same place & how they have something in common

Outlier

- shows where something differs from the expected or usual data