12/4/23

Introduction

- Introduces claim/thesis
- Engages reader
- Sets the tone of the passage and provides context/background info
- Informs the reader about how the question will be answered
- Good intros include:
    - Shorter tends to be better
    - Question is answerable
    - Intriguing
    - Stays on topic

12/8/23

Central Insight

- Gives story a direction to follow so that readers know what they are reading and what to take away from story
- Gives a call to action, tells readers what to do with information
- Maintains the focus of the story
- Is basically the main idea of the story
- Lets you know how much and what data you need to collect and analyze
- Good central insights include:
    - Clear/Simple and actionable
    - Relevant to audience
    - Comprehensive; answers big question
- What to avoid:
    - Unclear
    - Drawn out/includes multiple messages
    - Not actionable
    - Biased
    - vague/doesnt fully answer the question

12/12/23

Narrative structures

- Freytag's pyramid
    - Great for clear conflicts and resolutions
- Aristotle's tragedy pyramid
    - More simple; no buildup or resolution, just problem, climax, and then fall of the problem
- Campbell's Hero's journey
    - Far more complex

    - Has a clear hero/protagonist
- ALL TYPES SHOULD INCLUDE A HOOK
- Story points:
    - Change over time - shows how a set of data has changed over some course of time
    - Relationship - describes the relationship between two or more datapoints and how they affect each other
    - Intersection - shows the moment one metric surpasses or falls below another
    - Project forward - predicting how the data may change in the future
    - Compare and contrast - compared the similarities and differences in two or more data points or sets
    - Drill down - basically zooming in on the data and looking at smaller subsets that make up the whole
    - Zoom out - does the opposite of the drill down; looks at the bigger picture that the data affects
    - Cluster - points out a concentrated group of results within the data set
    - Outlier - reveals an anomaly in one or more data points within the set