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# Storytelling Trivia

## QUESTION 1

2 MINUTES

### GET TO KNOW YOUR AUDIENCE

List **three things** you can  
do to understand who is  
your audience and what they  
care about.

E.g. Talk to colleagues that have  
met the audience

## QUESTION 2

1 MINUTE

### NARROW YOUR AUDIENCE

List **all the potential audiences** that may be interested in your data.

E.g. art historians

## QUESTION 3

3 MINUTES

**WHAT DO THEY CARE  
ABOUT?**

Pick one audience (write it!) List **three things** you believe she cares about or she needs.

E.g. understand historiographic enquiries

*Imagine her as a single person.*

## QUESTION 4

3 MINUTES

**WHAT DO THEY NEED  
TO DO?**

List **three things** you believe s/he needs to do in her job/spare time (that is relevant to the data you have).

E.g. demonstrate hypotheses

*We found X, then you should do Y*

*Consider the following verbs: Accept / agree / approve / begin / believe / budget / buy / change / collaborate / consider / continue / contribute / create / debate / decide / defend / desire / differentiate / discuss / do / empathize / empower / engage / examine / facilitate / familiarise / free / implement / include / increase / influence / invest / learn / like / maintain / plan / promote / recommend / reconsider / reflect / remember / reuse / reverse / review / share / support / simplify / start / try / understand / validate / verify*

## QUESTION 5

3 MINUTES

**WHAT IS THE BENEFIT  
OF THEIR ACTIONS?**

List three things you  
believe s/he would **benefit  
from**, if s/he behaved as  
you just said.

E.g. demonstrate hypotheses ->  
better science

*The "so what?"*

## QUESTION 6

2 MINUTES

**WHAT IS THE RISK IF  
THEY DO NOT ACT?**

List three things you  
believe s/he would risk if  
s/he did not behave as you  
thought.

E.g. do not demonstrate hypotheses  
-> worse science :(

*What is at stake. Reframe the idea  
negatively*

## QUESTION 7

5 MINUTES

**SUMMARISE THE IDEA  
IN ONE SENTENCE**

Write a sentence that articulates your point of view (idea, audience, actions, benefits and risks)



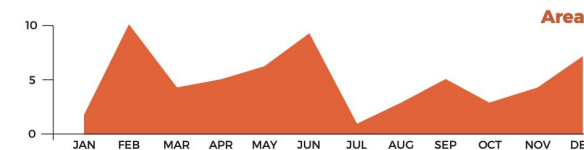
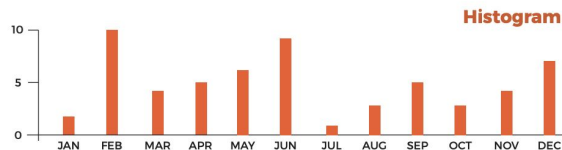
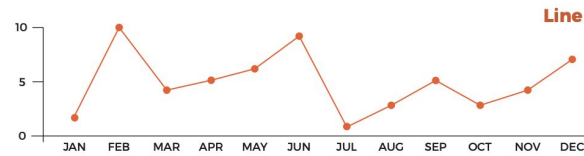
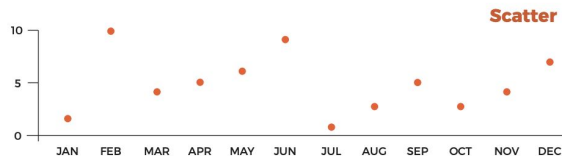
## QUESTION 8

3 MINUTES

TRY SEVERAL VIZ.  
SOLUTIONS

Select which graph (write the title) is more effective to represent the number of trips you do over the year

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC  
2 10 4 5 6 9 1 3 5 3 4 7



## QUESTION 9

2 MINUTES

**TRY SEVERAL  
SOLUTIONS AT ONCE**

Mix techniques to reinforce  
the message. How many types  
of charts do you see in  
this example?

the traffic on a website via various  
channels over a period of 4 years.

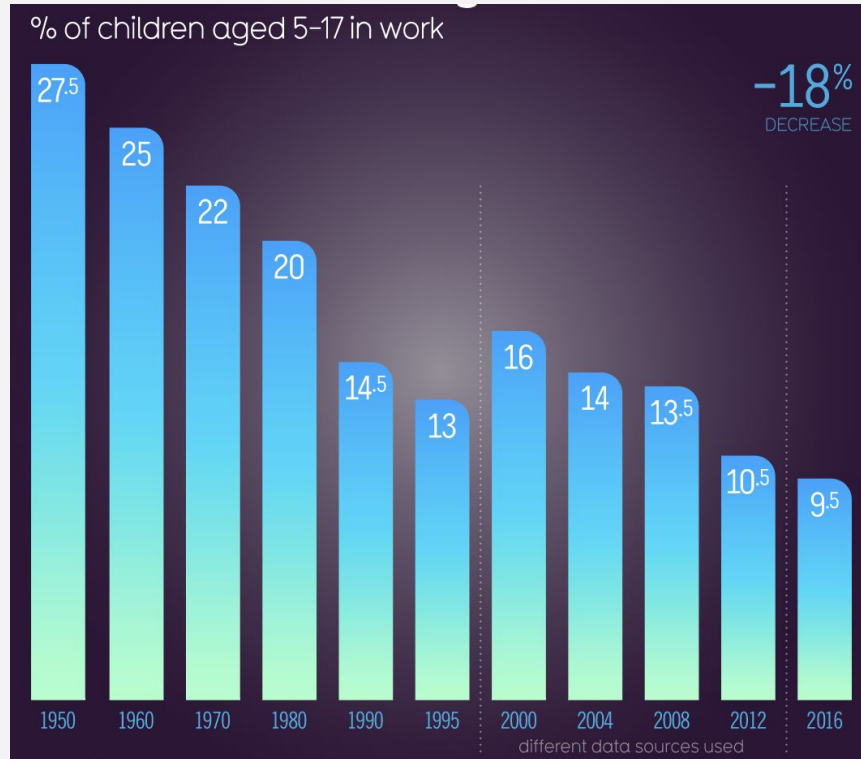


## QUESTION 10

2 MINUTES

FIND THE WORDS TO  
NAME A GRAPH

Write a (takeaway) **title**  
for this graph

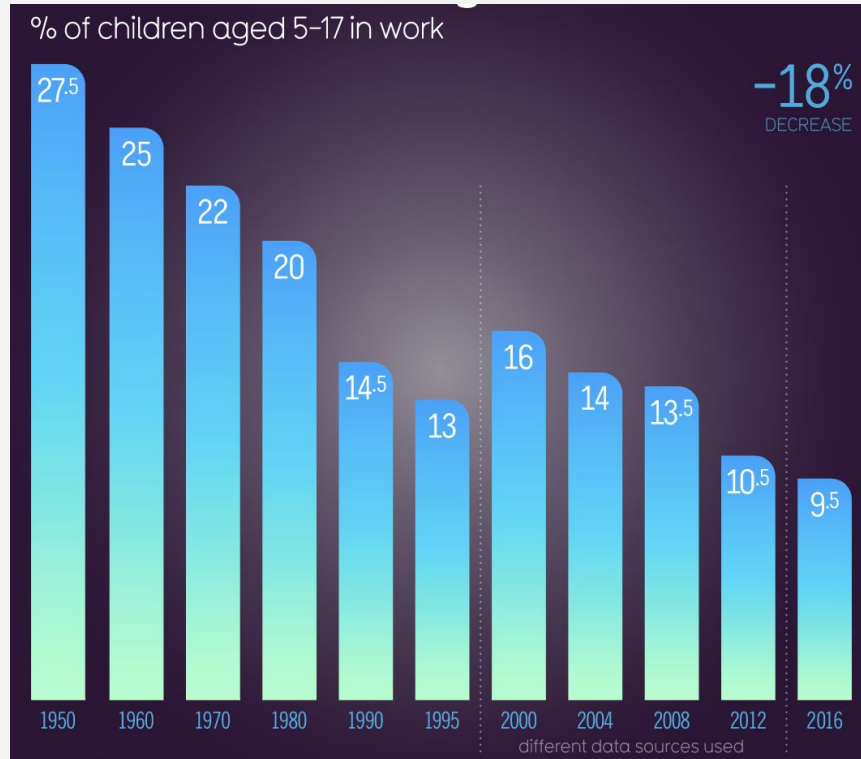


## QUESTION 11

3 MINUTES

FIND THE WORDS TO  
DESCRIBE A GRAPH

Write a sentence describing  
what is shown in this graph

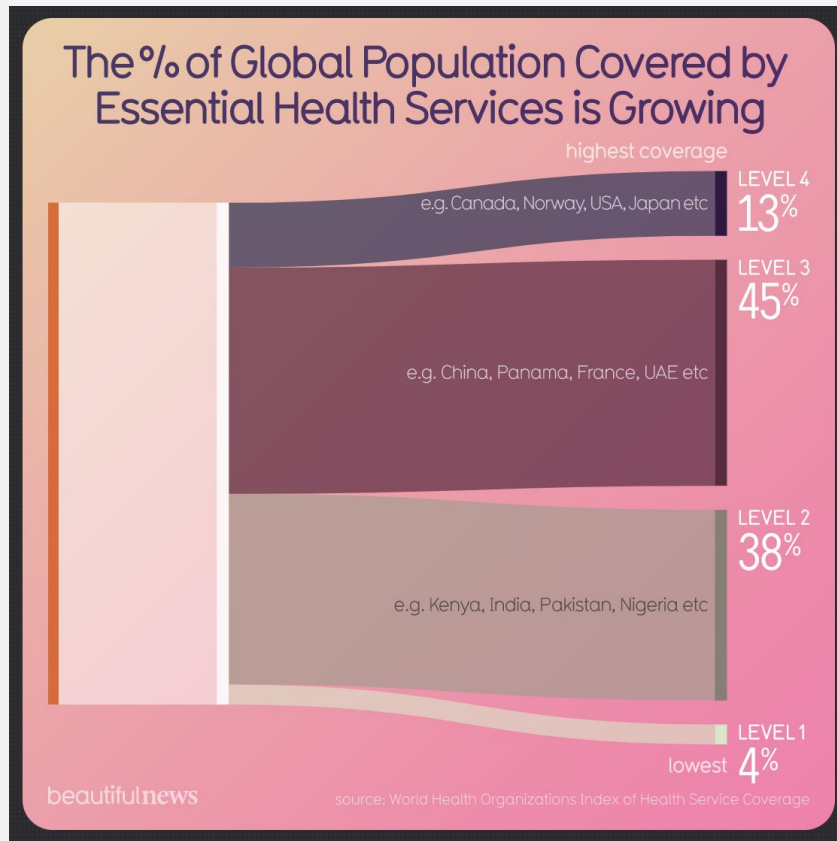


## QUESTION 12

1 MINUTE

WHO IS THIS CHART  
TALKING TO?

Identify three potential  
audiences for this chart.



## QUESTION 13

3 MINUTES

WHAT DO YOU WANT  
THEM TO DO?

For each potential audience, write again the audience name and an action they should take after seeing this chart

