

12.4.2023

Topic: Data Stories - Introductions

- **Purpose of an introduction:**
 - Identify question being answered
 - Context about topic (like important background information)
 - Hooks the reader
 - Outlines how you are going to answer the question
 - Sets the tone
 - Establish ethos
- **Strong introductions:**
 - Background information/context
 - Engaging (hook) → UI features, intriguing writing
 - Concise/short
 - Gives a question (mystery)
 - Focused on topic
 - Builds credibility
- **What to Avoid in an Introduction**
 - Doesn't stay on topic
 - Vague
 - Giving too much information or too wordy
 - Avoid answering the question and showing data too early
 - Boring (lacks emotion or tone)