Data Storytelling

Week 8

AGENDA

- Guest Speaker

- Quiz

- Spotlight: Assignment 4

- Weekly Exercise

- Final Project

- Assignment 5

- Demo

Guest speaker

Quiz

Spotlight

EXERCISE

Use the data set "**What's the point of Valentine's Day**" to sketch two graphs, one for each audience:

- Audience 1: your classmate, who is trying to figure out what to plan for Valentine's Day

- Audience 2: a news website that's working on an article on the topic of "What's the point of Valentine's Day?" and focusing on differences by gender

For each graph, write a short explanation on how you incorporated the following: creativity, focusing attention, simplicity, effective headline, and each audience's needs.

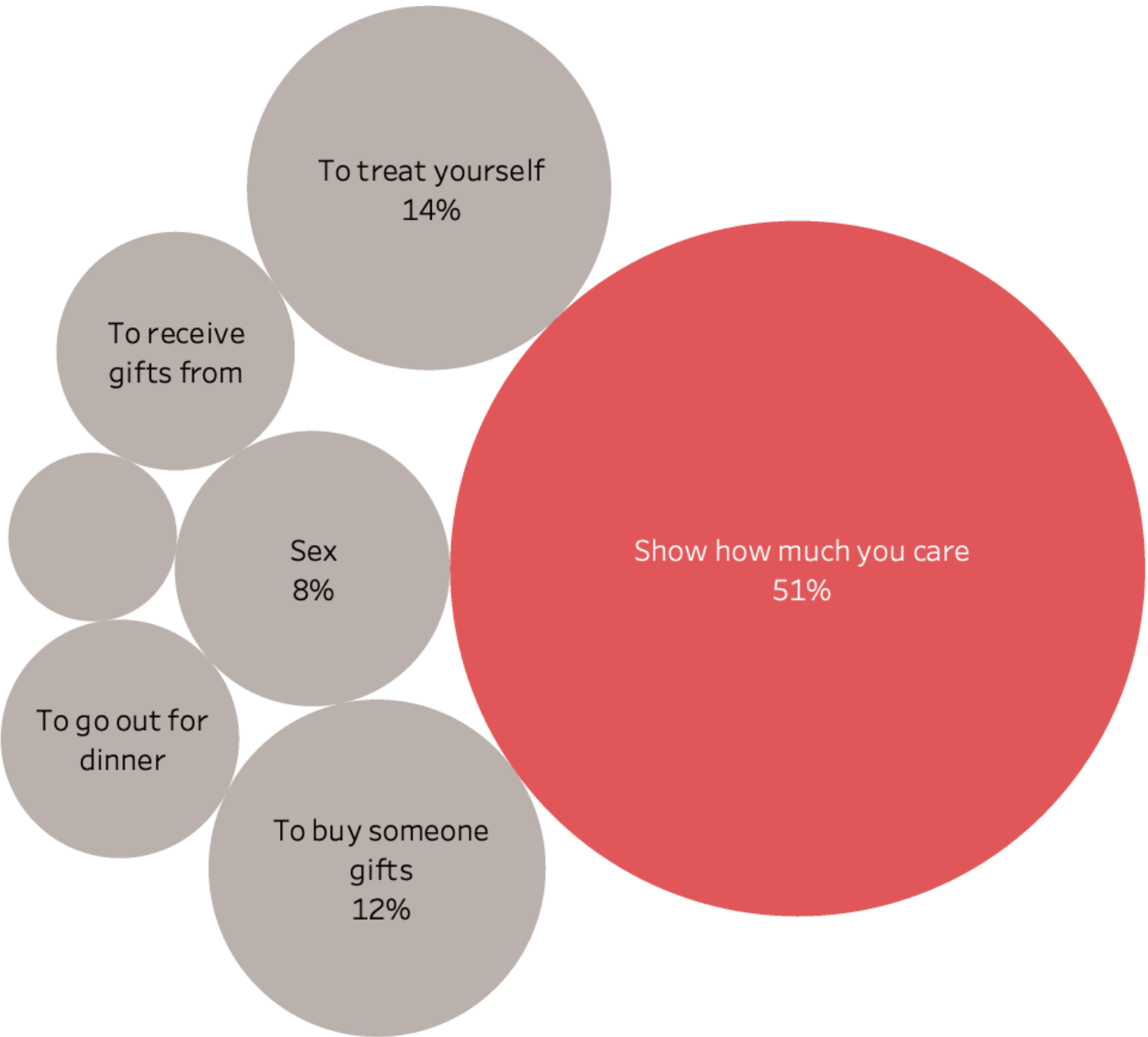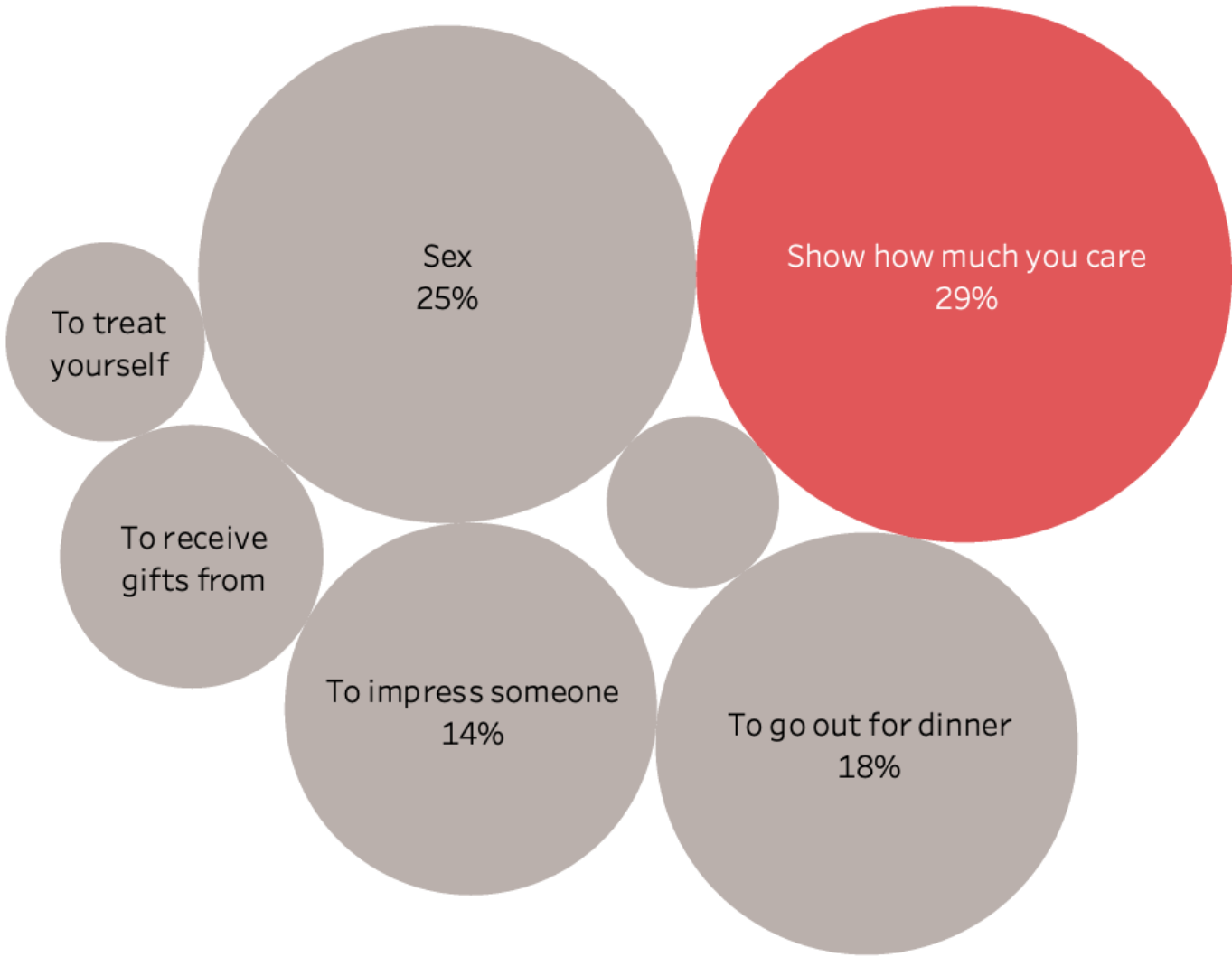Publish the two graphs and your written responses in Canvas.

Classmates

Please show your boyfriend/girlfriend that you care
if you don't know what to do on Valentine's Day

Girls, your **boyfriend** wants you to show you care   Boys, your **girlfriend** wants you to show you care

To treat
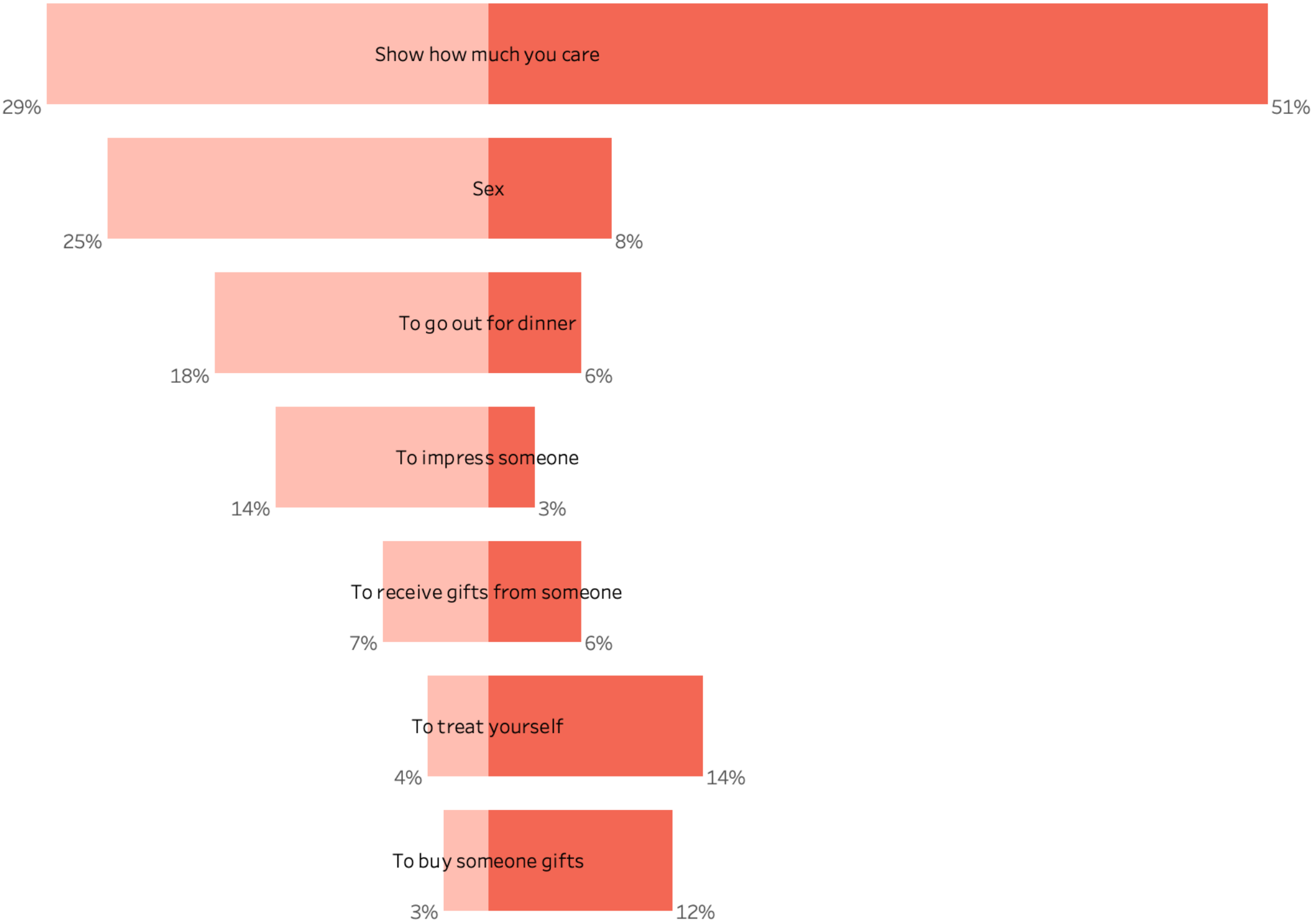yourself

Sex
25%

Show how much you care
29%

To receive
gifts from

To impress someone
14%

To go out for dinner
18%

To treat yourself
14%

To receive
gifts from

Sex
8%

Show how much you care
51%

To go out for
dinner

To buy someone
gifts
12%

News website

Both Men and Women think Valentine's Day is for
Showing They CARE about Each Other

Show how much you care
29%   51%

Sex
25%   8%

To go out for dinner
18%   6%

To impress someone
14%   3%

To receive gifts from someone
7%   6%

To treat yourself
4%   14%

To buy someone gifts
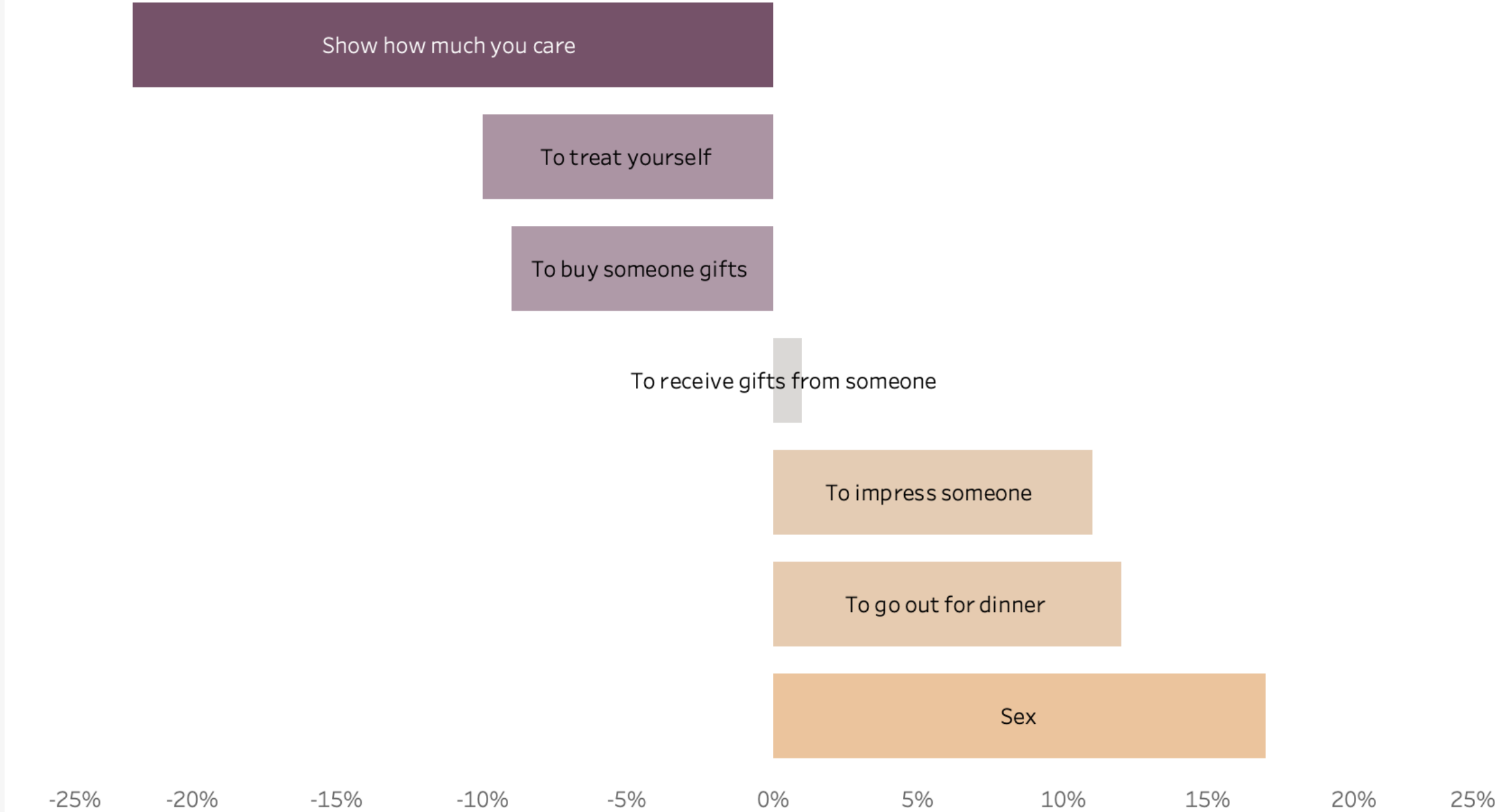3%   12%

Classmates

Don't make THIS Mistake on Valentine's Day!

Planning a romantic Date that your Partner will love?
Women have a higher Chance of appreciating what **"Shows how much you care"**,
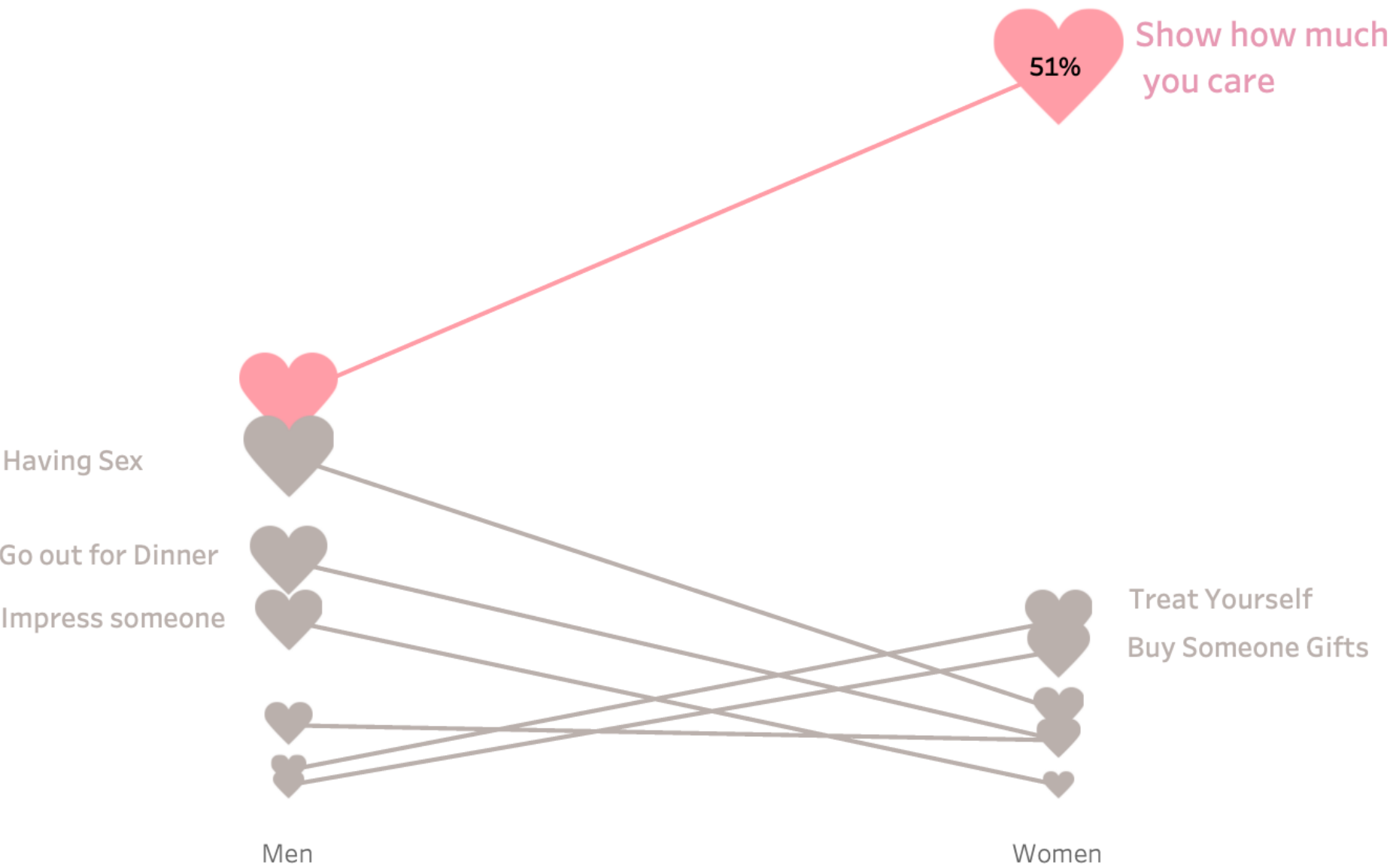**Men** are more likely to think about **Sex & Dinner** - be prepared

Show how much you care										
		To treat yourself								
		To buy someone gifts								
				To receive gifts from someone						
					To impress someone					
					To go out for dinner					
					Sex					

-25%   -20%   -15%   -10%   -5%   0%   5%   10%   15%   20%   25%

News website

Final project

Assignment 5

Demo

WHAT DID YOU LEARN?