

Data Storytelling

- Husk mandag evaluering!
- Feedback til movie

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Land	Procent beskyttet natur
Slovenien	37,9%
Bulgarien	34,9%
Grækenland	27,4%
Rumænien	22,7%
Portugal	20,8%
Italien	19,2%
Tyskland	15,5%
Irland	13,3%
Sverige	12,4%
Danmark	8,5%

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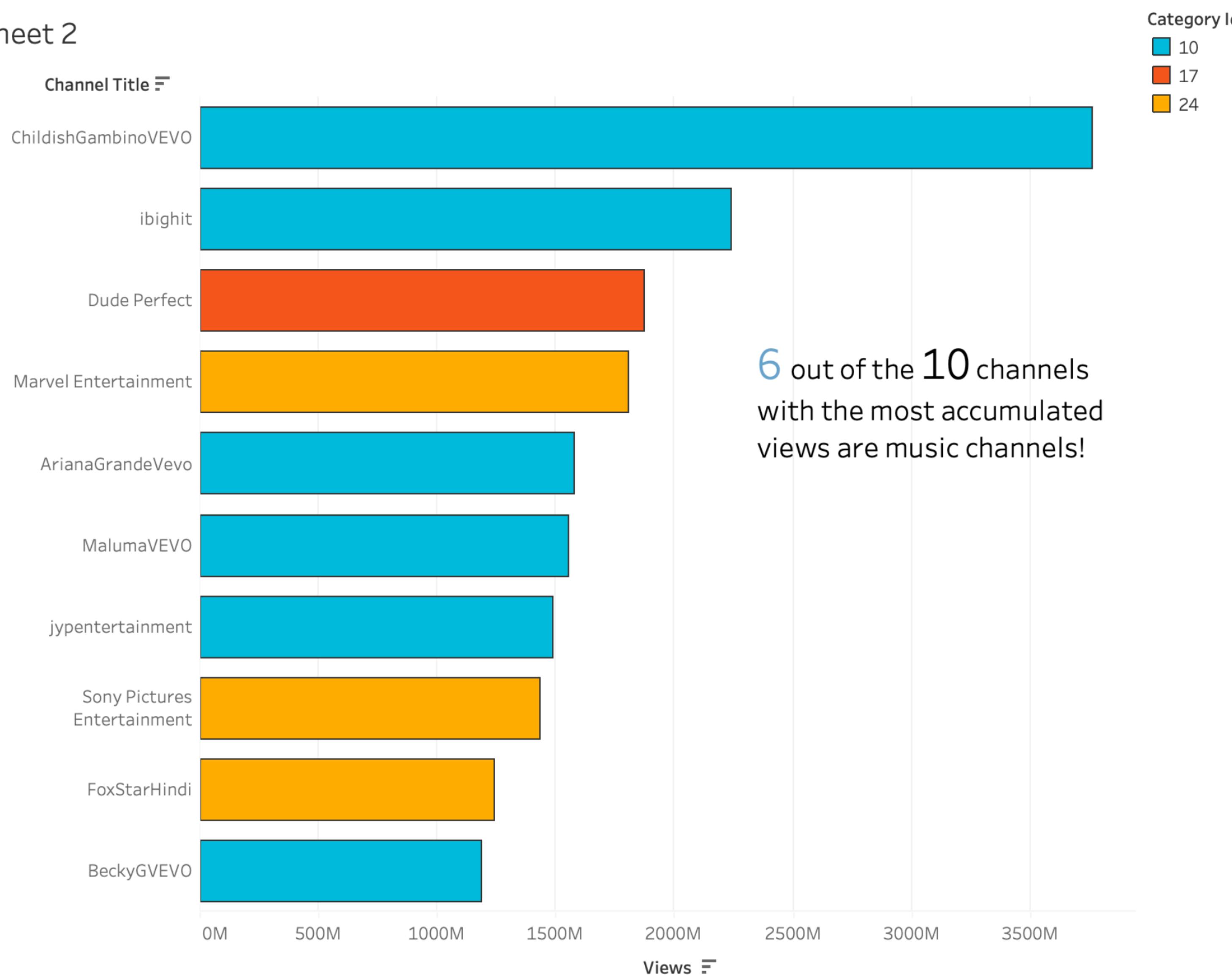
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The **music** industry is **enormous** on YouTube

Sheet 2



**Tal til følelser først - brug fakta til at
underbygge**

Men hvorfor tale til følelser?

PERSONAL GROWTH — JUNE 11, 2012

Decisions are largely emotional, not logical

The neuroscience behind decision-making.



KEY TAKEAWAYS

- Even with what we believe are logical decisions, the very point of choice is arguably always based on emotion. ● This finding has enormous implications for negotiation professionals. People who believe they can build a case for their side using logic alone are doomed to be poor negotiators — they need to articulate the underlying factors that are driving the other party to come to a decision. ● People who have been injured in an area of the brain that emotions are generated often have difficulty making decisions.

Dopamin

- Focus
- Motivation
- Memory

Create with

- Suspense
- Cliff-hanger
- Storytelling



Oxytocin

- Generosity
- Trust
- Bonding

Create with

- Empathy
- Relatableness
- Be human



Oxytocin hæver smertegrænsen markant. Det sænker puls og blodtryk og øger sårheling

Endorphine

- Positive
- Creative
- Reduce stress

Create with

- Making people laugh













Var I fokuserede under historien?

Which hormones was released

Tell a story

In groups of 2 one person should tell a story. The other notices which parts/elements are in the story

- What was the overall flow of the story (story arc)
- Which stylistic elements were used (e.g., humor, surprise, dialogue, etc.)

I would love to hear some of your stories!



Story outline

- Beginning
- Middle
- End

Aristotle



Beginning - setup

- The setting: When and where does the story take place?
- The main character: Who is driving the action? (This should be framed in terms of your audience!)
- The imbalance: Why is it necessary, what has changed?
- The balance: What do you want to see happen?

Middle - conflict

- Further develop the situation or problem by covering relevant background.
- Character tries to resolve problem.
- Lacks skills, increasingly worses situations.
- Learn new skills

End - resolution

- Resolves stories.
- Includes climax.
- Takeaway/call to action

Dataviz scenario

Think about what will resonate and motivate your audience

For example, will your audience be motivated to act by

- Making money
- Beating the competition
- Gaining market share
- Saving a resource
- Eliminating excess
- Innovating
- Learning a skill
- Something else?

How to make a data vis using storytelling

1. Define your objectives - Understand the purpose of your data story, audience, and priorities
2. Present a compelling narrative - Know what your audience wants to hear
3. Incorporate key elements of analysis storytelling

If your story is relatable, engaging, and offers high-value content in bite-sized pieces, you'll keep your audience's attention

Dataviz scenario

I picked 8 apples in my basket and made 2 pies to sell

Data Storytelling scenario

In my basket, I have 8 apples picked from my grandfather's garden, who grew them using all-natural methods.

This apple harvest was transported with our hybrid car to the laboratory, where I invited the best cook in the country to make these 2 apple pies, which were already reserved by the mayor of the village on our website for Mother's Day!

Example

We have to visualise the danish inflation using storytelling techniques

Examples

- <https://dad-fishes-for-the-future.msc.org/>
- <https://guns.periscopic.com/?year=2013>
- [Johnny Cash - Ain't No Grave](#)



Exercise

Lav en data visualisering der gør brug af følelser og storytelling. Bare gør det på den nemmeste måde i kan, fx. bare tegne det.

Det er ikke vigtigt at analyserne er rigtige. Fokus skal være på storytelling!

Brug det her data der viser hvor mange er døde af covid fra forskellige lande

https://raw.githubusercontent.com/CSSEGISandData/COVID-19/master/csse_covid_19_data/csse_covid_19_time_series/time_series_covid19_confirmed_global.csv