# Applying data-driven storytelling

The aim of this session is to get you to work through the process of telling a data-driven story in a group. We won’t get to a fully polished interactive like we looked at this morning, but you should aim to have a five-minute story that you can share with everyone.

**Scenario:** You have been tasked with creating a story using data to highlight the most effective risk reduction strategies that people can take to reduce fatal incidents while at work. People are not good at assessing risk objectively – can you help them calibrate their internal ‘risk detectors’ with a good data story? Some starting data you could use for visualisation:

* <https://www.safeworkaustralia.gov.au/resources_publications/statistical-tables>
* <https://www.commerce.wa.gov.au/worksafe/work-related-fatalities>
* … or anything else you can find (data.gov.au is a good source, or the Australian Bureau of Statistics).

You will have an hour and a half to complete this exercise. We suggest the following use of your time:

1. Spend the first 15 minutes in your team discussing the context:
   * Who are your audience? How will we make this data relevant to them?
   * What actions are we wanting them to take?
2. Spend the next 30 minutes identifying your message:
   * What is the story you are trying to tell?
   * How will you use data and data viz to support this story? You will likely need to spend some time doing a bit of investigative data work – we’d suggest splitting up into pairs to explore the data for 20 minutes before sharing with the rest of the group to identify the strongest stories.
   * At the end of this 45 minutes you should come up with:
     1. a three-minute pitch and
     2. a big-idea sentence for your story.
3. Spend the next 30 mins developing a storyboard for your story and some demo data visualization. Aim for five minutes total presentation time.

* For the storyboard, think about your narrative structure – how will you engage the audience emotionally?
* Equally, think about potential ethical concerns – how might a person who lost their mate in a work accident feel about your story?
* For the data visualisation – think about using the design principles from this morning to deliver an aesthetically pleasing but effective approach. How will you focus your audience’s attention? Have you removed everything except the important aspects?

**Your group will present your story to everyone after afternoon tea so make sure you use the last 15 minutes to get in some practise first!**