Evaluating Your Story
use Abelson's MAGIC criteria

Telling a strong, convincing story is hard. You need to tailor your narrative, medium, and argument specifically for your audience, goals, and context. Defining criteria for "working" depends on that. The list below can help. Remember – you can't optimize for all of these, but they can be useful for evaluating how well your story is working.

Magnitude

What is the size of the claim you are making? How does it compare to other aspects?

Articulation

How specific and precise is your claim? Is it clear exactly what you're talking about?

Generality

Is your claim applicable to other contexts? Is it applicable to the audience's?

Interestingness

Why should people care? How do you answer the "so what" question?

Credibility

How likely is your audience to believe you? How are you showing your credibility?

Robert Abelson. 1995. *Making Claims with Statistics*. In Statistics as Principled Argument. Hillsdale, NJ: Lawrence Erlbaum Associates, 1–16.

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