

10 - Oct - 2020

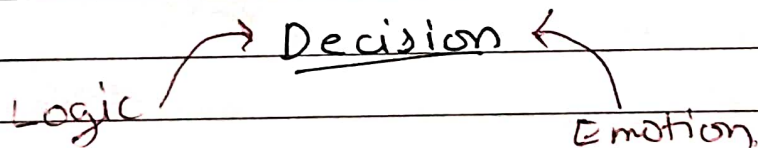
PAGE No

Chapter - 3

The Physiology of Data Storytelling.

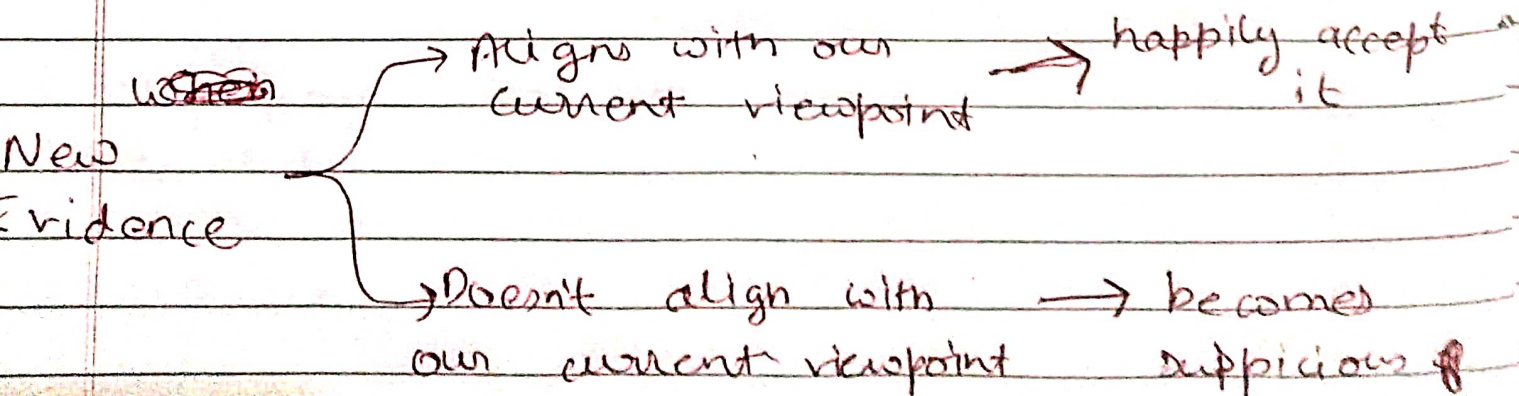
The story of Semmelweis where he had an insight which was truthful, valuable and actionable, but he was not able to persuade the stubborn medical community. He lacked DATA STORYTELLING.

⇒ Most Decision are not based on Logic.



• Just like Mr. Spock we must learn to balance logic and emotion, instead of disregarding emotions.

⇒ How we react to facts



⇒ How we react to stories:

We hear statistics, but we feel stories.

⇒ Summary ⇒

⇒ How we react to Facts:

- We mainly scrutinize facts we don't like
- We may fight conflicting facts like a physical threat
- Our brains may bend or break facts ~~that~~ to support our existing ~~but~~ biases
- Corrective facts can potentially strengthen our misinformed position
- When facts are visualized, it is harder for us to reject them

⇒ How we react to stories:

- Stories engage more of our brain
- Stories form a unique connection b/w storyteller & listener
- Stories increase our attention & empathy
- Stories makes us less skeptical & more open to change
- Stories enhance our comprehension

→ Data stories bridge Logic & emotion.

- To make sure that our insight is both understood and embraced by audience, we have to make sure that we are engaging both sides of the brain. (Reasoning & emotional)

⇒ What could Semmelweis have done better?

- Add an emotional side to his data
Insight Statistics alone won't persuade skeptical minds
For eg → so he could have shared the story of Sophie, a mother who died due to childhood fever
- Adding visuals
He used only data tables.