



Storytelling & Visualization Project

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Product name: "That's what she said."

EXECUTIVE SUMMARY

Objective

Analyse the dataset from Aftonbladet collected from over 3000 participants in a nationwide survey on sexual preferences and behaviour, derive insights and stories for the data and visualise this data in an engaging, coherent and accurate manner.

Concept

A 3-minute interactive experience from the perspective of a young person living in Sweden and the choices made in relation to sex life. The user/audience will be able to identify with the protagonist in the short film clip and review the nationwide statistics of sexual behaviour to reaffirm that his/her sexual decisions usually fall within the norm.

Methodology

The first limitation of the data to consider is the relatively small number of 3000+ respondents. Secondly, it must also be noted that the format of the answers such as “either way” or “somewhat satisfied” is largely unquantifiable. Some assumptions were made to convert qualitative answers into quantifiable values i.e. sex life satisfaction to a 1-5 scale.

Our methods of analysis include the normalising of all raw numbers into percentages for relevance - due to unequal numbers of respondents within our axes i.e. regions, genders, income level. Several standard mathematical methods i.e. mean, median were utilised. However, we did not delve into more advanced methods like logarithms and standard deviations as the margin of error for a population size of 3000 requires at least 810 responses to one question to have a +-3% margin of error.

Project Outline

A 3-minute web film hosted online with decision points and statistical data presented to the user at various times.

Technology Utilized

- HTML / CSS
 - JavaScript
 - JQuery
 - Popcorn.js
 - Adobe Premier Pro
 - Google Charts API
 - Adobe Illustrator
 - Adobe Photoshop
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