BTFW Interaction 数据故事中的交互

试金石

试金石通过提示读者进行猜测，帮助揭示数据故事高潮的主要洞察。试金石首先要求读者根据自己的知识来预测现实，然后对照预测结果，展示实际数据的可视化。由此，读者更容易反思其中的差距，并对主要见解留下深刻印象。

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专家访谈

通过对5位数据故事专家的访谈，总结出在数据故事中让用户输入自己数据(data)、信息(information)、知识(knowledge)、决策(wisdom)的目的，好处，以及存在的挑战。

Benefits of applying BTFW interaction to data stories

Build a self-story connection.

All of the participants mentioned that applying BTFW interaction is an effective method to build a connection between a reader and a data story. This benefit arises because BTFW interaction offers a way to "put yourself in the story". For example, E3 said that "when discussing serious topics such as well-being and environment, it can be difficult for readers to relate themselves to the topics. However, with this type of interaction, readers' data can be integrated into the narrative and they'll feel more connected to the stories".

Augment user engagement.

Another theme mentioned by all of the participants is that BTFW interaction serves as a storytelling device for attracting attention and augmenting engagement. Both E2 and E5 mentioned that "the inclusion of such interaction can arouse readers' interest, elicit their emotions, trigger their desire to share and discuss, and even induce their willingness to act.".

Improve information recall.

Three participants (E1, E3, E5) mentioned that applying BTFW interaction can improve information recall. For example, E1 stated that "information related to personal data is more likely to stick in memory".

Challenges of applying BTFW interaction to data stories

Information privacy concerns.

Four participants (E1, E2, E3, E4) mentioned that readers' concerns about personal privacy may reduce their willingness to use BTFW interaction. E2 commented that "typing in personal data feels like self-disclosure for readers, and they are likely to be concerned about whether this action will lead to any additional consequences beyond contributing to story reading".

The balance between interactivity and comprehensibility.

Three participants (E1, E2, E5) mentioned that using BTFW interaction may disrupt the balance between the interactivity and comprehensibility of data stories: "readers may not always have a strong desire to explore and interpret on their own, especially for simple topics. They may prefer to read concise and 'easy to digest' stories; unnecessary interactions can be a barrier to effective reading"(E2).

The learning curve of interaction.

Four experts (E2, E3, E4, E5) noted that readers may be intimidated by the steep learning curve of interaction. "The mechanisms of this interaction can be complex sometimes, and if readers have difficulty figuring it out in a short time they will simply skip it. It's even more challenging when reading on mobile devices becomes more prevalent", said E5.