

2. Tell a story

- Any time we communicate, we are trying to tell a story
- Primary goal of stories:
 - make people care enough to **stick around**, or
 - to **do the work** to understand, and
 - **remember** some take home message

Hans Rosling: The River of Myths

1963

A man, Hans Rosling, stands in a dimly lit room with patterned wallpaper. He is wearing a grey sweater and jeans, gesturing with his arms outstretched. The room is filled with numerous colorful, glowing bubbles of various sizes in shades of yellow, green, pink, and blue. The bubbles are concentrated in the lower half of the frame, around the man's waist and legs. The year '1963' is displayed in large white text in the upper left corner of the video frame. The video player interface at the bottom shows a progress bar at 0:08 / 2:50, a 'Scroll for details' link, and a 'gates notes' logo in the bottom right corner.

gates notes

0:08 / 2:50

Scroll for details

Story structure

- Beginning
- Middle
- End

