

The first audience I would address in presenting data/information in some way would be a data scientist audience for a TV show. This can be done by utilizing Jupyter notebooks and creating a well-thought-out document with easy-to-follow story telling capabilities utilizing markdowns. Markdowns are a back bone to the learning of this course and understanding presentation of information. The affordance of this method allows the viewer or data scientist to load up the code, work in the same cells, modify, and expand or understand what is being said about a TV show.

Second audience would be the film company and executives utilizing Reveal/JS. Using RevealJS can allow the viewers to follow along in an easy-to-understand format that resembles a presentation. It can display technical coding backgrounds, but also allow the viewer, aka the executives, to understand what the objectives of the coding or work is for the TV show explanation. With an easy format that resembles PowerPoint slides, the executive viewers can begin to understand the concept of a technical background with vertical slides to piece together a story. One thing that is great that it allows for the viewers to visually see things and gain an understanding of the story that is being told, especially highlighting certain key areas.

Lastly, an audience that needs to be addressed in presenting this TV show case study is an average viewer just interested in learning more. To inform this audience member it would be easy to make a website using bootstrap as the base and utilizing HTML and CSS knowledge to supplement the layout. This is where the story telling can get powerful with allow the user to scroll down the website and unravel the story of the TV show. Much like a data journalist piece you would see on the NYT or 538. In this presentation you can explore the data sets using Vega and Altair. These affordances of a website that is layout clear and the visualizations interactive and informative allow the viewer to engage with learning something about what the data and story. Allowing for data story telling to gain hold of a problem or present some interesting knowledge. That is something that is great and I will take away from this class is how to turn data into information into a story.