African Drone and Data Academy (ADDA)
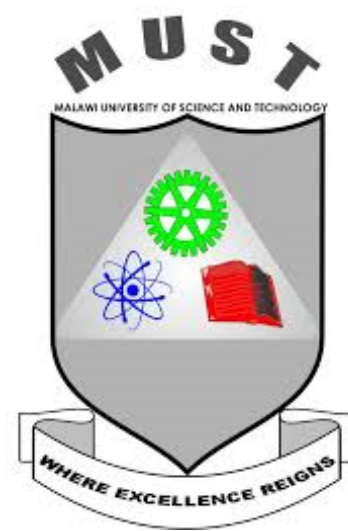
Data Visualization and Cartography

Day 3

Effective Communication through ArcGIS StoryMaps

Introduction and Overview

Why StoryMap?

- People like stories
- Stories are captivating
- More interactive stories are more effective than simple stories
- Maps bring facts to people
- StoryMap allows us to blend compelling stories with supportive data and visuals to engage the audience

Kenya National Parks & Game Reserves
By Esri Eastern Africa

A Conservation Initiative to Save Africa's Great
By African Wildlife Foundation

Elephant Poaching
By Esri Story Maps team

Combating Vector-Borne Diseases
By U.S. Embassy (Paris)

Building Resilience in Zimbabwe
By USAID

2019 Global Assessment Report on Disaster Ris
By UN Office for Disaster Risk Reduction

The New Normal
By Esri Landscapes

Geological & GIS Mission for ThamLuang Cave
By Esri Thailand

Aftershocks: Remodeling the Past for a Resilien
By Global Facility for Disaster Reduction and R

Check out more at: https://storymaps-classic.arcgis.com/en/gallery/#s=0

Planning Your StoryMap: Answer These Questions

- What is the Purpose?

- Who is Your Audience?

- What is the Key Takeaway Message?

- What do you want the Audience to do? Call to Action!

- What are the Building Blocks for Your Story?

  – Photos, videos, scanned maps, interactive maps, charts etc.,

- Do you have all the data? Do you need additional data? Where would you get it from?

- How are you going to promote your story?

  – Facebook? Twitter? Email campaign? etc.

An Example Storyboard for your StoryMap Project

Planning Your Story Map Blog — 6/10/19

#1: ID your target audience
→ Who are you making this for?

WHY THIS MATTERS
- tone/vocab
- emotional arc
- lvl. of detail

Case Studies
WHID — Students; Drs of travel
SSoAG — Animal Drs; General conservation interest
CS — casual reader; non-Wikomite

Other Tips / Qs to Ask
- What can I assume they know about my topic?
- How can I make story relatable for them?
- Don't try to target everyone under the sun
  → remix/repurpose instead

#2: ID your key messages / takeaways
→ What's most important thing for your audience to remember?

WHY THIS MATTERS — Keeps you focused/prevents creep

Case Studies
WHID — Some of World's most culturally unique places @ risk; UNESCO trying to save them
SSoAG — Giraffes are funky, cool, & in desperate need of our help
CS — Life doesn't stick to your plans; some deviations will be for the better

Other Tips / Qs to Ask
- Why am I telling this story, anyway?
- Limit yourself to three points max
- Good time to define success + goals, too

#3: Create Content Inventory
→ What content is available to you now?
What don't you have that you need?

WHY THIS MATTERS
- Makes outlining easier
- Makes building easier
- Helps set workload expectations

Case Studies
WHID — UNESCO Data; maps (filtered views); chart of Δ/⊘; Need to source photos
SSoAG — Study results; species ranges; images needed; relatable map needed
CS — had images; had video; had gps tracks; needed maps

Other Tips / Qs to Ask
- Do I have visuals that relate to each key point?
- If my story is chronological, do I have visuals for the beginning, middle, & end?
- Do I have enough variety in my media?
- Do my visuals have a consistent look + feel?

#4: Create an Outline (or two, or three)
→ What are some of the ways you can structure your story? Which one best aligns with your audience + key msg?

WHY THIS MATTERS
- Organizes your thoughts
- low-risk way to test ideas
- forces you outside the box

Case Studies
WHID — Start w/ basics; introduce tension; end on hopeful note
SSoAG — Start w/ fun facts to entertain/pique interest; introduce problem + explain; provide clear action to inspire hope
CS — Start in middle, hook reader w/ setting + characters; rewind, plot twist; build back up to positivity @ beginning but w/ more nuance this time

Other Tips / Qs to Ask
- Tension is Key
- Do you have a strong enough hook?
- Ok to be non-linear, but need clear order of events by the end
- good point to ask others for feedback

#5: Don't be afraid to change/adapt as you go
→ Your outline is a guide, not a dictator

WHY THIS MATTERS
- Evaluating story flow is must
- Theory ≠ Practice

Case Studies
WHID → reduced # of sidecars (2/site planned originally)
SSoAG → re-ordered to be non-linear; trimmed copy down a lot; Ask others for reaction
CS → Does X contribute to either understanding KM, or emo. reaction?

Tips & Other Qs

Some Considerations for Your StoryMap

- DO include good quality visuals – like photographs, maps, and videos. Visual impact is very important

- DON'T include too much text in the story. People don't have time to read it all

- DO keep a focus on the main theme

- DON'T get distracted and bring a lot of unnecessary details

- DO keep the technical details to a minimum if your story is aimed at general audience

- DON'T include data or maps that you can not verify the authenticity and quality of.

- DO include sources and citations

DO's

DONT's

Go through These Reading/Viewing Materials

- Nine Steps to Great Storytelling: https://arcg.is/1q90if

- How to make an awful StoryMap: https://arcg.is/z0KD1

- Creative uses of StoryMaps for Conservation: https://arcg.is/1PWKGz

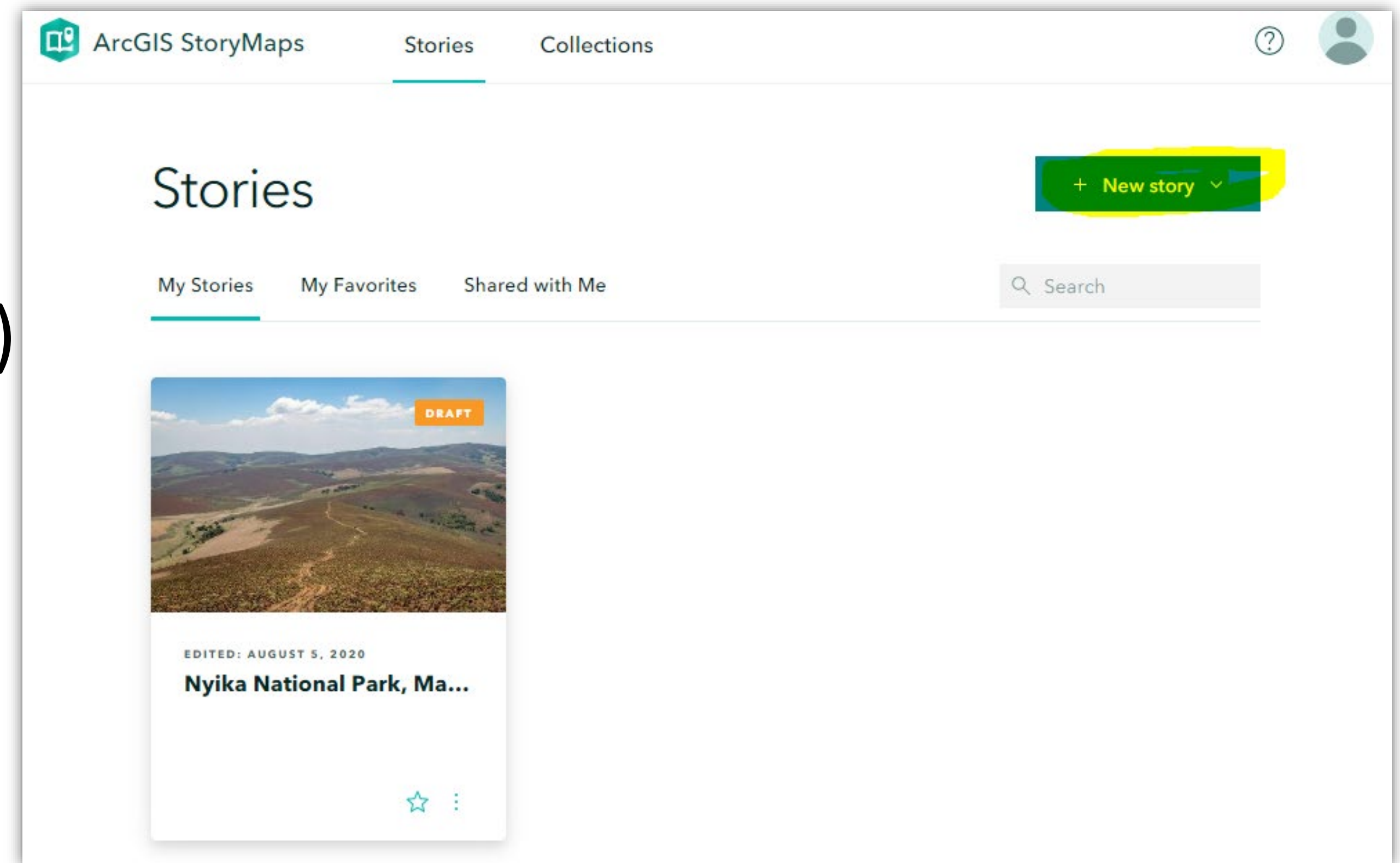- Four Ways to Tell a Story with Place: https://arcg.is/1emWPj

Instructions for Creating ESRI Account

- ESRI Account will allow you to do StoryMaps as well as access ArcGIS Online (which we will use later in the week).

- Visit https://storymaps.arcgis.com/

- Click "Sign In" link

- Click on "Create Public Account" at the bottom of the options

- Go through setting up your account

- Note down your login name and Password somewhere safe

Sign in with   esri

ArcGIS login

Username

Password

☐ Keep me signed in

Sign In   Cancel

Forgot username? or Forgot password?

Your ArcGIS organization's URL

No account? Create a public account.

Privacy

Instructions for Making your StoryMap

- Visit https://storymaps.arcgis.com/ and sign in using your account info

- **MUST Watch** this brief (about 9 min) demo video on how to create a StoryMap: https://youtu.be/8wY14zHDmEs

- Now, on storymaps.arcgis.com, click on +New Story link to create your own story.

Your First StoryMap Assignment

- Compose and publish a StoryMap focusing on one of the two themes below

  Your personal travel experience (within your country or to other places, at least 7 places) using written descriptions, photos, maps, and videos

  OR

  Any 7 natural wonders in the world that you would like to visit in your lifetime using written descriptions, photos, maps, and videos.

- REQUIREMENTS:
  - Provide an opening paragraph that tells your experience
  - Write a paragraph of information for each place. Do little research on the places to get useful information
  - Include interactive maps from ArcGIS online
  - Find high resolution photos, videos, and maps that you will be using
  - Provide the source credit for all resources from the Internet (photos, videos, text, and maps)
  - Use references list at the end of your StoryMap that gives link

Share Your StoryMap and Exchange Feedback

- When complete, you need to publish your story (and make sure it is publicly accessible)

- Share your StoryMap on the Peer Feedback Forum for the day on Moodle.

- Look at three other StoryMaps submitted by your cohort and provide 2 suggestions for improvement for each StoryMap. These suggestions should truly help your friend improve their StoryMap.

- Look at all the feedback you have received. Go back and edit your StoryMap to incorporate modifications that make your StoryMap better.

https://arcg.is/fSrKP

What Next?

- You should share your StoryMap with your friends and family and get their feedback (no need for formal feedback, but you will be surprised at their reaction to it!). You will find this a rewarding experience.

- Find other opportunities outside of this class where you can use StoryMap to make a difference!

Happy Story Telling!