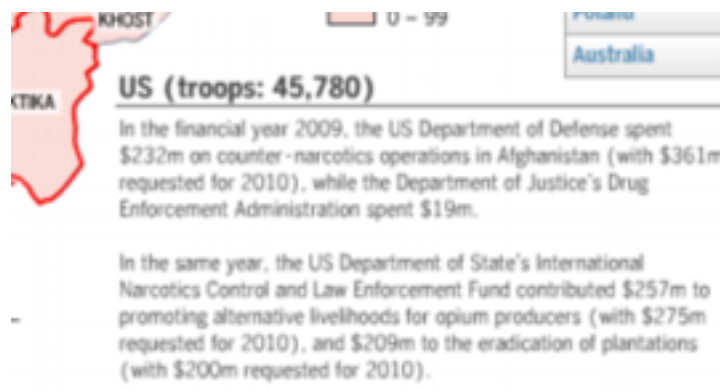
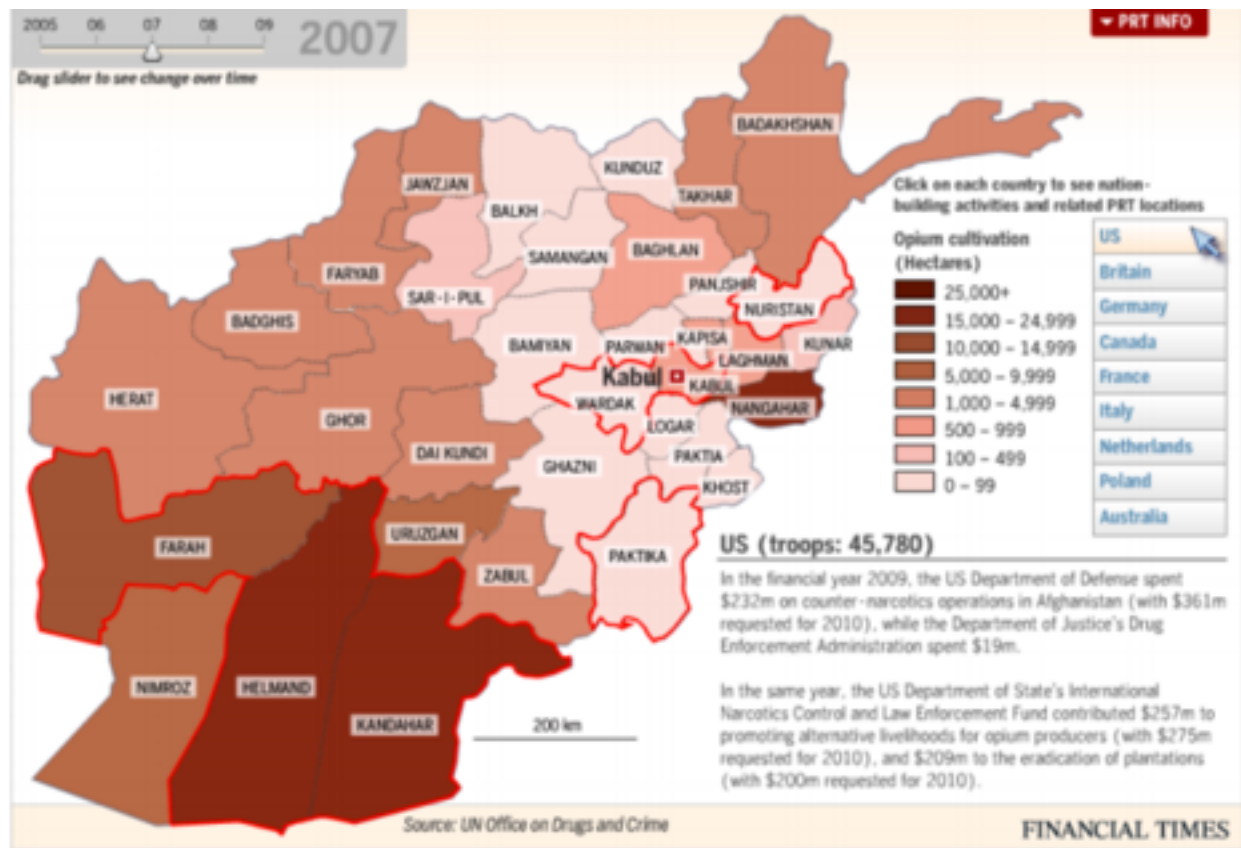


## Context sensitive, narrative Text in Vis

Source: <http://vis.stanford.edu/files/2010-Narrative-InfoVis.pdf>



Having context sensitive text that changes based on what the reader is looking is a very powerful technique, allowing the report designer to highlight key elements and correlations that could

otherwise escape the reader while at the same time offer additional content that is specific to the focused area of the visualization (like an enhanced version of a tooltip).

An additional benefit of this visualization token is that this conversational, reader friendly form of providing insight can bridge the gap between a new users potentially unfamiliar with this type of visualization and the visualization itself.