**Storytelling**

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Business people often complaint that they do not understand IT people. Similarly, clinicians complaint that they do not understand academics or IT people. Another example is architects do not understand IT people, entrepreneurs do not understand IT people. The common denominator? People in one principle do not understand people from different principles, and given that IT is not something that people older than 50 were vastly familiar with during their school years, IT discipline can sometimes sound like Greek to them.

[Data visualization society](https://www.datavisualizationsociety.org/) proclaims that although data viz is a growing and dynamic field, they still need to increase the public's perception on data viz overall. If data viz a principle that arguably exists since the neanderthals used to draw on caves needs its public understanding enhanced, imagine how much need to be done for IT discipline to improve their public perception and understanding.

Recruiters always tell me that computer science or data analytics or software engineer graduates know a lot about coding or data or analysis etc. but they are unable to communicate this knowledge. Why? What can we do to improve this? Have a read in the following chapter 7 of Nussbaumer book.

Nussbaumer C. Storytelling with data chapter 7



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Storytelling is not just for Hans Christian Andersen and John Ronald Reuel Tolkien. Storytelling or from a data viz perspective interactive storytelling is a way to communicate data. Telling a story is an art that cannot be taught in a lecture or two. Storytelling that incorporates data viz is the art of telling stories to offer content adapted to new behaviors in the rapidly changing cultural ecosystem. You will hear multiple terms about storytelling, interactive, non-linear, trans-media, deep-media etc. I prefer the term data viz storytelling.

When I hear a story I remember more than when I hear a list of facts. What about you? This video is an example of storytelling, similar to the one you have to produce for your video presentation.

Watch the following video for another example on how to tell a data viz story.

<https://youtu.be/r5_34YnCmMY>

Have a look [here](https://discover.bcs.org/video/telling-the-story-how-to-make-data-stakeholders-take-notice/?_hsmi=295031684&_hsenc=p2ANqtz--IjbsbQHWiihNkaEYtbVby73w_nIH9FCgBit3qVR9kNHgjOWXmtNMjP3rZQD9YFHwX8yd86LrSi4rXTJAfJSBRZtEueTi-ci8AFh0lob0RvTIu2Bk) for a telling a story from [BCS](https://discover.bcs.org/)perspective. 

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