



ALMA MATER STUDIORUM  
UNIVERSITÀ DI BOLOGNA

# **96801 - LANGUAGE LABORATORY: COMMUNICATION OF STATISTICS AND DATA BUSINESS ANALYTICS**

## **LESSON 1 - 10/11/2025**

**Alice Corona**

Dipartimento di Scienze Statistiche "Paolo Fortunati"

# ALICE CORONA • [ALICE.CORONA2@UNIBO.IT](mailto:ALICE.CORONA2@UNIBO.IT) • ALICE-CORONA.EU

## Sheldon.studio

Partner and data journalist

## Inside Airbnb

Advisory Board + Chair of the Board of Directors of Housing Justice Data Lab

## OCIO Venezia (Data) Activist

## Freelance

DATA: CNN Hong Kong, Wetlands Int., Carbon Tracker Initiative

TEACH: UniBo, Dataninja, UniPr, UniRoma, Digital Library, Data4Change, and more.

## PAST EXPERIENCE

I have worked in Amsterdam as lead data journalist at the startup Silk, and have counselled academia, NGOs, and businesses on producing data stories.

I have given talks and workshops on data driven storytelling techniques and best practices at local and international events.

I have been project lead at Batjo, a Google-funded project investigating physical data visualizations for journalists.

I began practicing data journalism in 2012, during a MA in Communication and Information Sciences at the University of Tilburg (The Netherlands). I have a BA degree in Contemporary History at the University of Siena.



# COURSE ORGANIZATION

# THE 5-WEEK PROGRAM

## Course contents

The course covers the main skills related to data communication, that is:

- Design of a data communication product, from the sourcing and interpretation of data to their graphic representation.
- Creation of data visualizations, charts and dashboards using the main tools of the industry.

For both of these points, there will be practical exercises, to gain mastery in specific data visualization tools or to favor a creative design process.

The course will discuss key topics related to these two skills, such as:

- Evaluate accessibility and inclusivity of data communication products.
- Elements of visual and info design
- Audience-driven design.
- Perception and bias, and their influence in data communication.
- Exercises of creativity in the representation of data.
- Focus on maps and geo data.
- Critical evaluation of data visualizations, to improve the efficiency and clarity of your communication products.

# THE 5-WEEK PROGRAM

lunedì, 10 novembre 2025	11:00 - 14:00	AULA VII (accesso Via Ranzani, 1) Piano Terra Edificio in Bo - viale Berti Pichat 6-6/2 Viale Carlo Berti Pichat, 6-6/2 - Bologna
mercoledì, 12 novembre 2025	11:00 - 14:00	AULA VII (accesso Via Ranzani, 1) Piano Terra Edificio in Bo - viale Berti Pichat 6-6/2 Viale Carlo Berti Pichat, 6-6/2 - Bologna
lunedì, 17 novembre 2025	11:00 - 14:00	AULA VII (accesso Via Ranzani, 1) Piano Terra Edificio in Bo - viale Berti Pichat 6-6/2 Viale Carlo Berti Pichat, 6-6/2 - Bologna
mercoledì, 19 novembre 2025	11:00 - 14:00	La lezione si svolge solo online



# Language Laboratory: Communication of Statistics and Data Business Analytics

CORSO Impostazioni Partecipanti Valutazioni Report Altro ▾

## ▼ Welcome to the course!

[Minimizza tutto](#)



Announcements

## ▼ Communicating Data

## ▼ Visualizing Data

## ▼ Data Viz Tools

### ☰ Descrizione

**Codice:** 96801 - Language Laboratory: Communication of Statistics and Data Business Analytics

**CORSO:** Statistica, Economia E Impresa

**CAMPUS:** Bologna

**Codice:** 96801 - Language Laboratory: Communication of Statistics and Data Business Analytics

**CORSO:** Statistical Sciences

**CAMPUS:** Bologna

**Anno Accademico:** 2024/25

[Sito Web di Alice Corona](#)

### Panopto

#### Sessioni live

Nessuna sessione live

#### Registrazioni completate

Nessuna registrazione completata

#### Collegamenti

[Impostazioni del corso](#)

# THE EXAM

## DATE

**07 January 2025**

h. 12:00 (Online submission of group projects)

**MAKE SURE YOU HAVE SIGNED UP!**

---

## TYPE

**Group project**

**partial presentations during the last lesson** to receive feedback (not graded)

submit final project by email anytime before the exam deadline

---

## PASS

**Pass or Fail (idoneità)**

---

## TOPIC

**Scenario**

You will be asked to work on a hypothetical scenario that requires your team to communicate data insights. You will work on the project also during class, although the finalization work will be done at home. **During the last lesson, you will briefly present your idea. You will receive feedback on this idea and then continue to work on it until the exam deadline to refine it.**

---

# THE EXAM

## THE DELIVERABLES

- **1 PROJECT PITCH**

In the last in-person lesson, you will present to the whole class a pitch with your idea of the project. The pitch will be of about 5 slides. A template will be provided, and there will be a lesson explaining how to craft a pitch.  Deadline: 11/12/2024

- **THE ACTUAL PROJECT**

A presentation, a PDF report, a series of Instagram graphics..whatever you choose as the appropriate format. You will receive a Google Form survey to submit the exam and the project pitch. Each team member has to answer the Google Form (with the same files). Deadline: chosen exam session

# COMMUNICATING DATA

Inspirations and strategies to plan a data communication project

# MAPPING DIVERSIT Y



[mappingdiversity.eu](https://mappingdiversity.eu)



2021 (Italy), 2023 (EU)



Sheldon.Studio for EDJNET &  
Osservatorio Balcani Caucaso  
Transeuropa

Search

Where is this?

Go



# Way: Via Marie Curie (308132319)



## Version #4

Nuove denominazioni toponomastiche Roma  
(delibera della Giunta Capitolina n. 238/2020)

Edited almost 3 years ago by [procuste](#)

Changeset #[94064004](#)

## Tags

highway	residential
name	Via Marie Curie

## Nodes

### ▼ 4 nodes

[3134183307](#) (part of way — Rotatoria

Maria Goeppert-Mayer (285472025))

[3134183305](#)

[3134183295](#)

[3134183291](#) (part of ways 308132316

and 559997927)





Item Discussion

Read View history

Search Wikidata



# Marie Curie (Q7186)

Polish-French physicist and chemist (1867–1934)

Maria Salomea Skłodowska | M. Curie | Maria Skłodowska-Curie | Marie Curie-Sklodowska | Maria Skłodowska

▼ In more languages

Configure

Language	Label	Description	Also known as
English	Marie Curie	Polish-French physicist and chemist (1867–1934)	Maria Salomea Skłodowska M. Curie Maria Skłodowska-Curie Marie Curie-Sklodowska Maria Skłodowska
Italian	Marie Curie	fisica, chimica e matematica franco-polacca (1867-1934)	Maria Skłodowska Maria Skłodowska-Curie
French	Marie Curie	physicienne et chimiste française d'origine polonaise	Maria Salomea Skłodowska-Curie Maria Skłodowska-Curie Marie Skłodowska-Curie Maria Skłodowska Madame Curie Mme Curie Marie Curie-Sklodowska Madame Pierre Curie M. Curie Maria Skłodowska

Main page

Community portal

Project chat

Create a new Item

Recent changes

Random item

Query Service

Nearby

Help

Donate

Lexicographical data

Create a new Lexeme

Recent changes

Random Lexeme

Tools

What links here

Related changes

Special pages

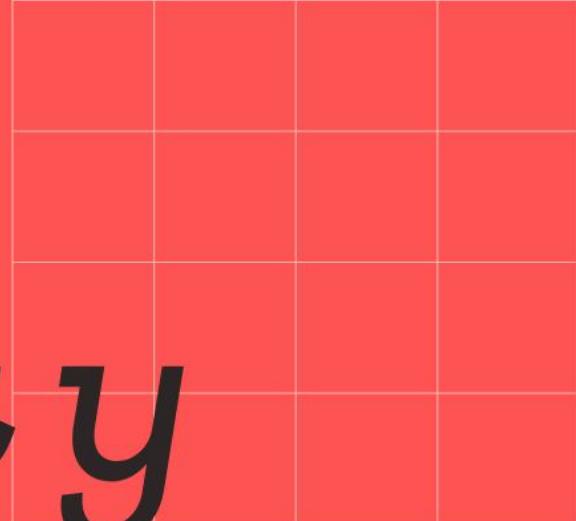
Permanent link

Page information

Concept URI

Cite this page

# Mapping Diversity



Mapping Diversity is a platform for discovering key facts about diversity and representation in street names across Europe, and to spark a debate about who is missing from our urban spaces.

VENEZIA

A Venezia ci sono  
4261 vie e piazze.

VENEZIA

4261 vie e piazze

1073 intitolate a persone

965 intitolate a uomini

108 intitolate a donne

25 intitolate a donne non sante



# Esplora la mappa



## VENEZIA

A Venezia solo 108 vie su 4261  
sono dedicate a donne



[mappingdiversity.eu](https://mappingdiversity.eu)

Per far conoscere meglio la situazione dei nomi delle strade a Venezia, puoi condividere sui social network questa cartolina. Anche i piccoli gesti sono utili per migliorare la consapevolezza.

<https://italy.mappingdiversity.eu>

# BLURM3 NOT



[blurm3not.net](http://blurm3not.net)



2023-2025



Sheldon.Studio for Fondazione  
Sistema Toscana & CNR-IFC

## ESPAD® Italia

### (European School Survey Project on Alcohol and other Drugs - Italy)

è una ricerca sugli stili di vita e sui comportamenti a rischio legati all'uso di Alcool, tabacco & Co, Cannabis & altre sostanze psicoattive e al rapporto con Gioco d'azzardo, videogiochi e social media tra gli studenti e le studentesse di età compresa fra i 15 e i 19 anni frequentanti le scuole medie superiori italiane.

**ESPAD®Italia** è fratello dello studio europeo **ESPAD** sugli studenti sedicenni dell'area europea, al quale aderiscono oltre 40 paesi, attuato per la prima volta nel 1995, coordinato dal 2016 dalla **Sezione di Epidemiologia e Ricerca sui Servizi Sanitari** e supportato dall'agenzia della commissione Europea (EMCDDA).

25 anni  
di ESPAD® Italia

**600.000**  
Studenti

**6000**  
Scuole

[Continua a leggere](#)



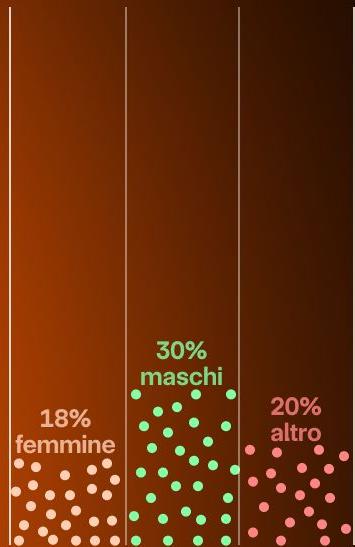




# Le risposte corrette sono 1 ogni 3

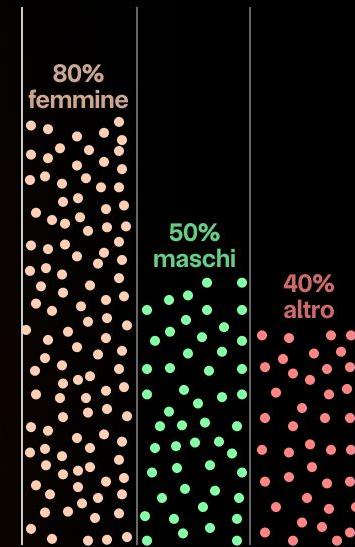
I dati ci dicono che la consapevolezza su  
questi temi non è ancora diffusa.

# Percentuale di risposte corrette, per identità dichiarata



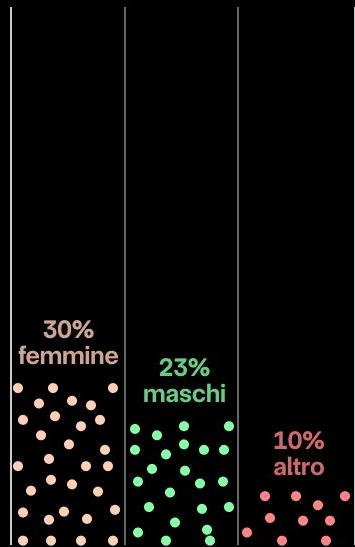
## Challenge

Rispetto alle ragazze, i ragazzi partecipano alle challenge online in percentuali che sono....  
(più spesso dei ragazzi)



## Cyberbulismo

Le ragazze sono cyberbullizzate più,  
meno o uguale ai ragazzi?  
(più)



## Hikikomori

Le ragazze si auto definiscono Hikikomori...  
(più del doppio)

# MT19- ODP



[opendata.matera-basilicata2019.it](https://opendata.matera-basilicata2019.it)



2020



Sheldon.Studio for Fondazione di  
partecipazione Matera Basilicata  
2019

# Matera 2019

## La parola ai dati

L'aggiornamento del portale Open Data racconta quello che è successo durante il 2019, ponendo le basi per la programmazione futura che la comunità è chiamata, oggi più di ieri, a sviluppare.

I dati, protagonisti della piattaforma, vengono ora rilasciati in formato aperto. Si trasformano in un bene comune digitale in grado non solo di informare, ma anche di ispirare e supportare nuove pratiche informative e progettuali a supporto della comunità lucana, italiana e internazionale.

**Sezioni tematiche**

- 01 - Vivacità culturale
- 02 - Accesso alla cultura
- 03 - Identità e immagine del luogo
- 04 - Filosofia e gestione del processo
- 05 - Dimensione internazionale
- 06 - Cittadinanza culturale
- 07 - Impatti
- 08 - Open Data Center

**Microstorie**

- 01 - Open Design School
- 02 - I-DEA
- 03 - Valore generativo della cultura nelle aree remote
- 04 - Diversability
- 05 - Cava del Sole
- 06 - Volontari

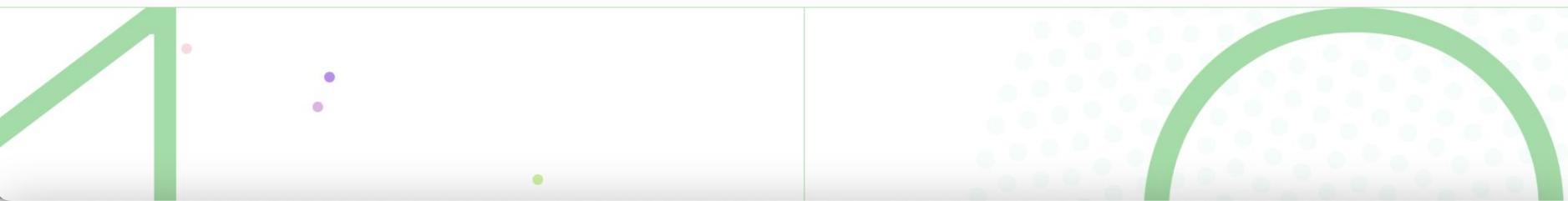
**Lingua**

Italiano

English

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# Open design school

Un laboratorio internazionale e interdisciplinare al servizio della comunità.

Un laboratorio internazionale e

# Open data center

I dati, protagonisti della piattaforma, vengono ora rilasciati in formato aperto. Si trasformano in un bene comune digitale in grado non solo di informare, ma anche di ispirare e supportare nuove pratiche informative e progettuali a supporto della comunità lucana, italiana e internazionale.

In questa sezione è possibile accedere ai dati presentati nella piattaforma.  
Se preferisci li trovi anche sul [nostro spazio GitHub](#).

Dataset	Aggiornamento	Elementi	Descrizione	Dimensione
↓ raw_data_eventi.csv	21.11.2020	2508	Dati dettagliati su ogni singolo evento del programma ufficiale e non ufficiale di Matera 2019.	4,03 MB



master

1 Branch

Tags

Go to file

t

Add file

&lt;&gt; Code

About



danielrampanelli

Add raw datasets for the first two modules "Vivacità culturale" and...

6dad754 · 4 years ago

2 Commits



m01-cultural-vibrancy

Add raw datasets for the first two modules "Vivacità cultu...

4 years ago



m02-cultural-access

Add raw datasets for the first two modules "Vivacità cultu...

4 years ago



s01-open-design-school

Add raw datasets for the first two modules "Vivacità cultu...

4 years ago



s02-idea

Add raw datasets for the first two modules "Vivacità cultu...

4 years ago



LICENSE

Initial commit

4 years ago



README.md

Add raw datasets for the first two modules "Vivacità cultu...

4 years ago

README

CC0-1.0 license



## Matera2019 Open Data Platform

The [Matera 2019 Open Data Portal](#) narrates what happened during 2019, laying the groundwork of future planning which, now more than ever, the community has been asked to work on.

At the centre of this platform, the data, now published in an open format. The Matera 2019 datasets are thus transformed into a digital commons that can inform, inspire and support new information and design practices for

No description, website, or topics provided.

Readme

CC0-1.0 license

Activity

0 stars

1 watching

0 forks

Report repository

### Releases

No releases published

### Packages

No packages published

### Contributors 2

danielrampanelli Daniel Rampanelli

MT19 Matera2019

# GLOCAL CLIMATE CHANGE



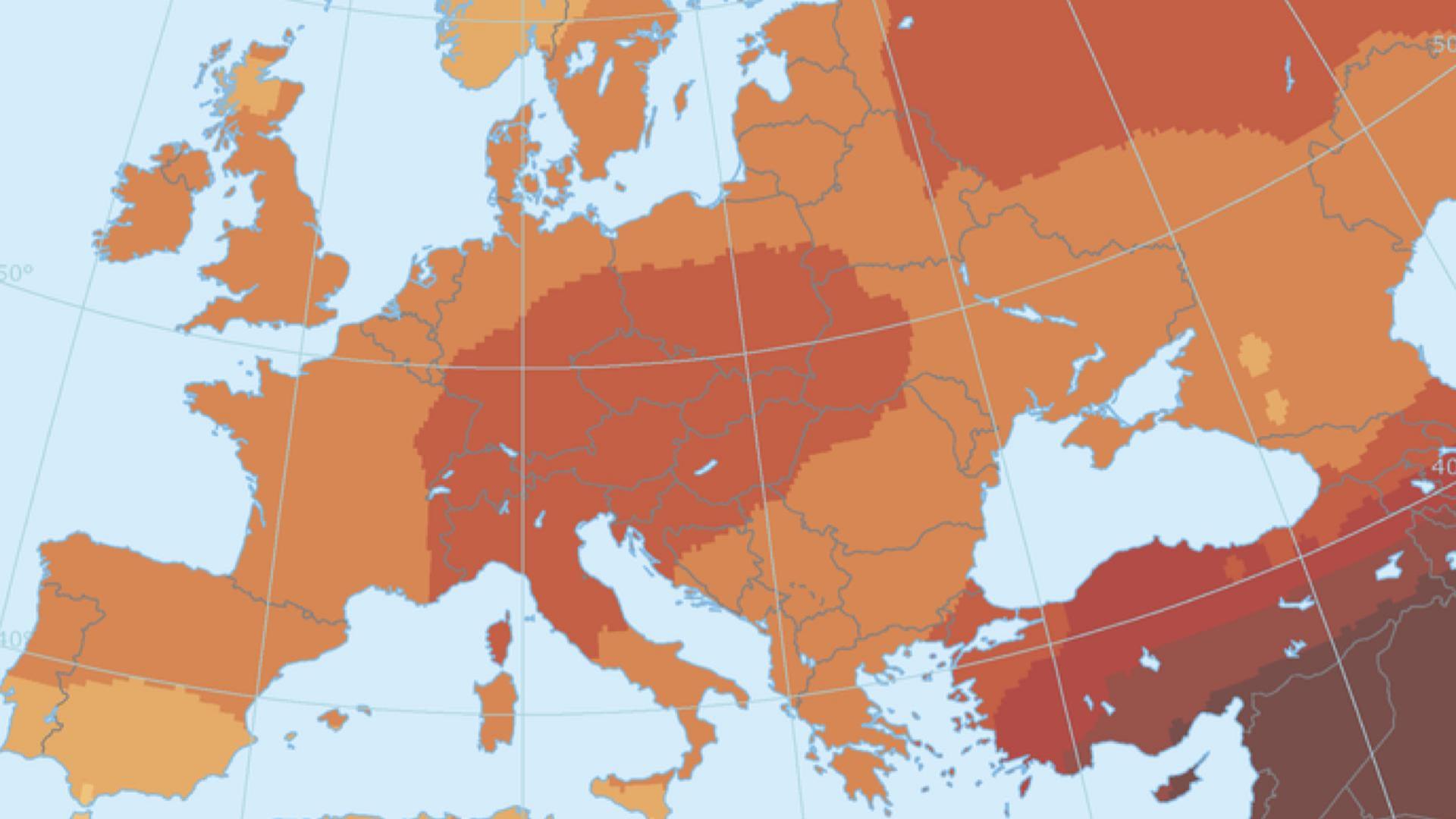
[opendata.matera-basilicata2019.it](https://opendata.matera-basilicata2019.it)



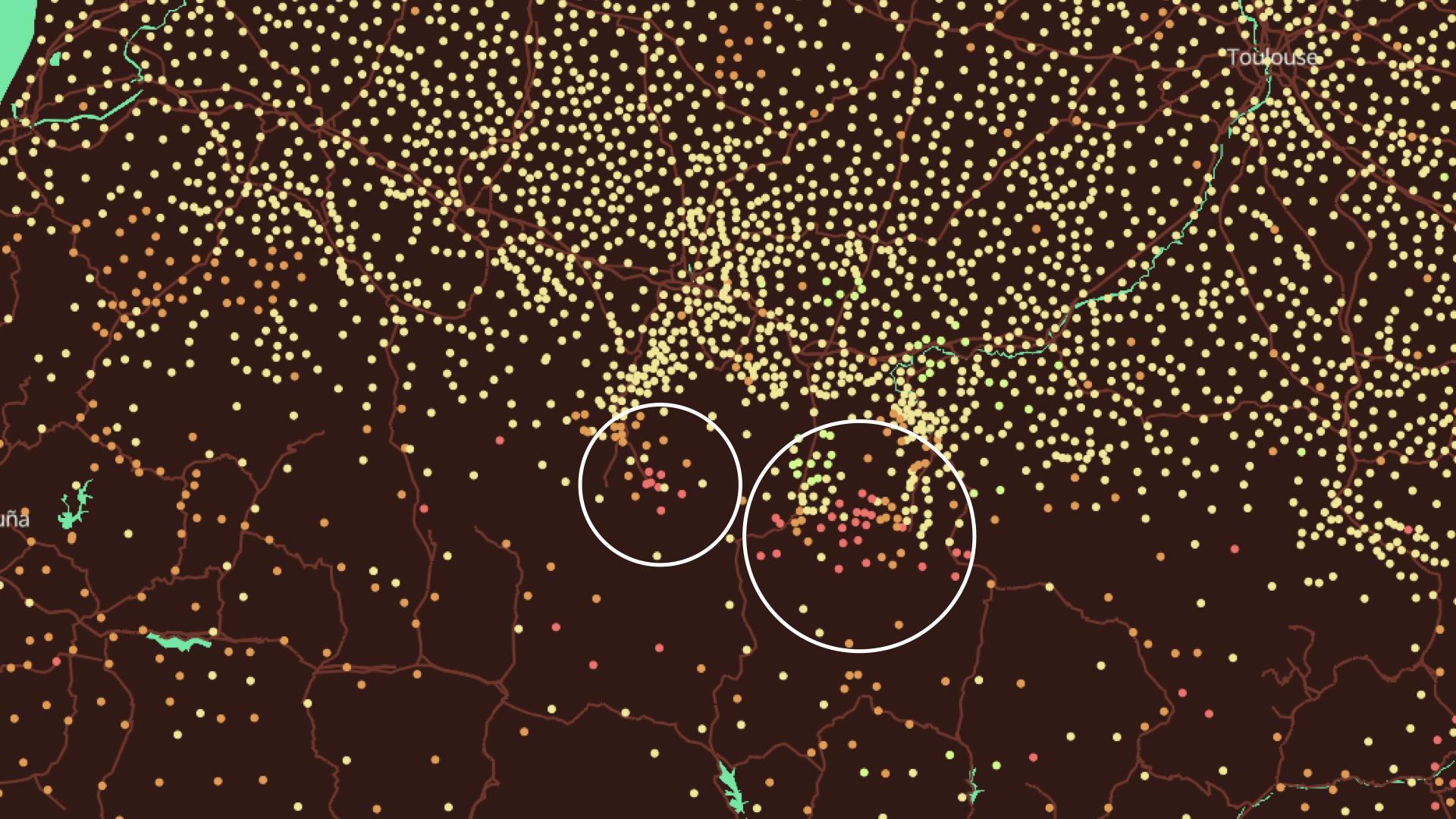
2020

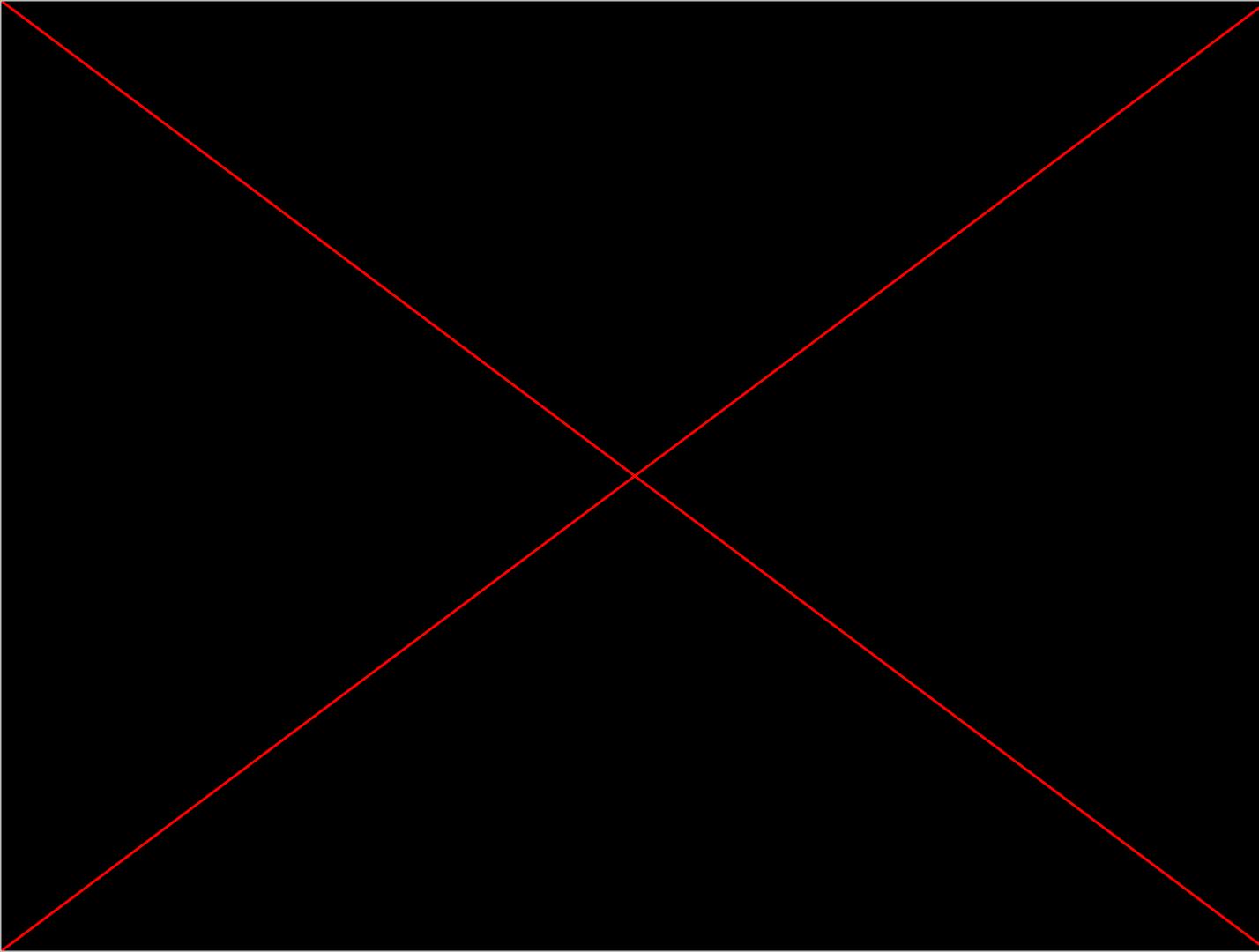


Sheldon.Studio for EDJNET &  
Osservatorio Balcani Caucaso  
Transeuropa









Com'è variata, negli anni, la temperatura media annuale nella nostra città?

## Roseto degli Abruzzi

+2,6°C

12 gennaio · 3

In risposta a chi dice che non è vero che il cambiamento climatico è in atto.... Dal 1960 ad oggi nella mia provincia ci sono comuni con anche 4 gradi in più di media.....se clicchi sulla mappa interattiva puoi cercare il tuo comune e vedere negli ultimi 60 anni quanto è stato il surriscaldamento

CLIMATECHANGE.

Roseto degli A

In the last half ce



15

Varese  
+2,6°C

1961 - 2018

CLIMATECHAN

Sesto Calen

In the last hal

CLIMATECHANGE.EUROPEANDAJOURNALISM.EU

Varese - Glocal Climate Change

In the last half century the estimated average yearly temperature in Varese has increased e...



Rosy Battaglia e altri 18

Condivisioni: 1

Mi piace

Commenta

Condividi

arrabbiato.

12 febbraio · 3

//climatechange.europeandajournalis

Michele Carducci e altri 5.

ta  
ni in Puglia dove la temperatura è aumentata di più

8 febbraio · 3

Dal 61 ad oggi la temperatura media della nostra città è aumentata di 3 gradi.  
Un valore enorme, che incide sulla qualità della nostra vita. I motivi? Molteplici. Consumo dei

ree verdi, aumento dell'inquinamento.  
dirizzo troverete la mappa europea con le informazioni di ogni città:  
e.europeandajournalism.eu/it/map

## Copertino

ha condiviso un link.

ha un triste primato circa il riscaldamento globale.  
o ha la febbre... 🔥🔥🔥🔥🔥  
ricerca a livello europeo.

Biandronno  
+2,8°C

1961 - 2018

i

re in Maren

3 gennaio · 3

"[...] i dati sulle temperature medie a livello locale indicano che la crisi climatica sta

interessando quasi ogni angolo d'Europa. In molte zone del continente, le temperature medie sono aumentate di oltre 2°C nell'ultimo mezzo secolo. I valori medi degli anni '60 sono stati confrontati con quelli del periodo 2009-2018, così da rilevare la portata del riscaldamento.

...

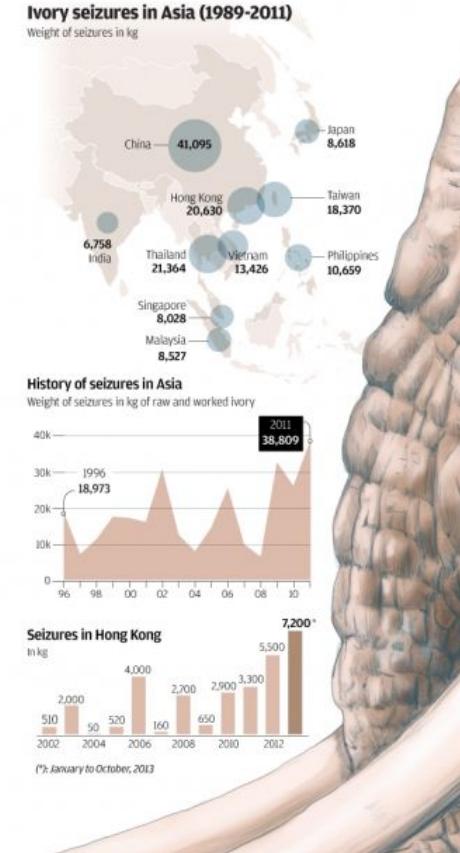
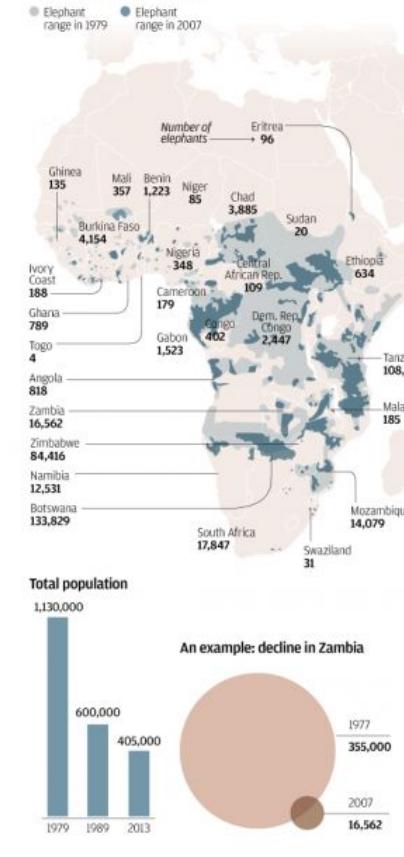
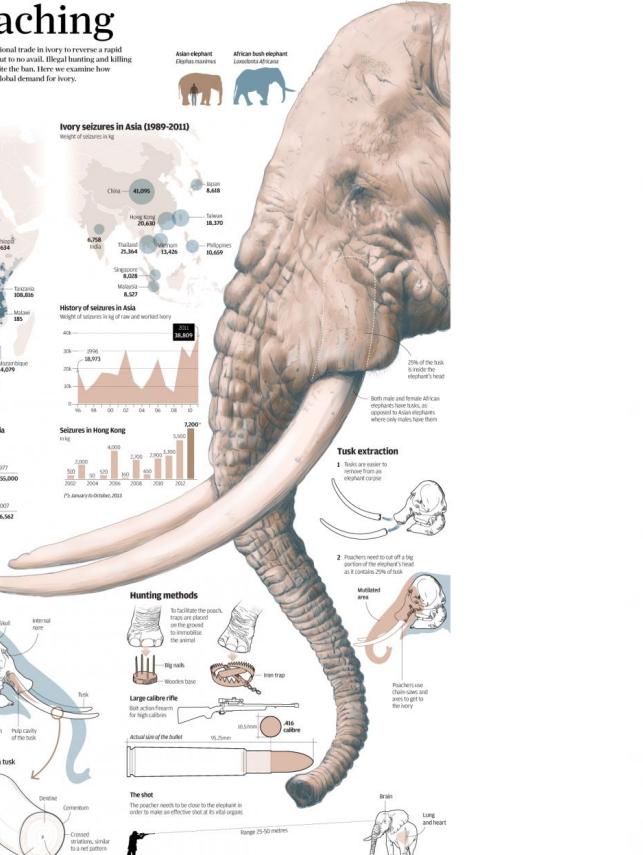
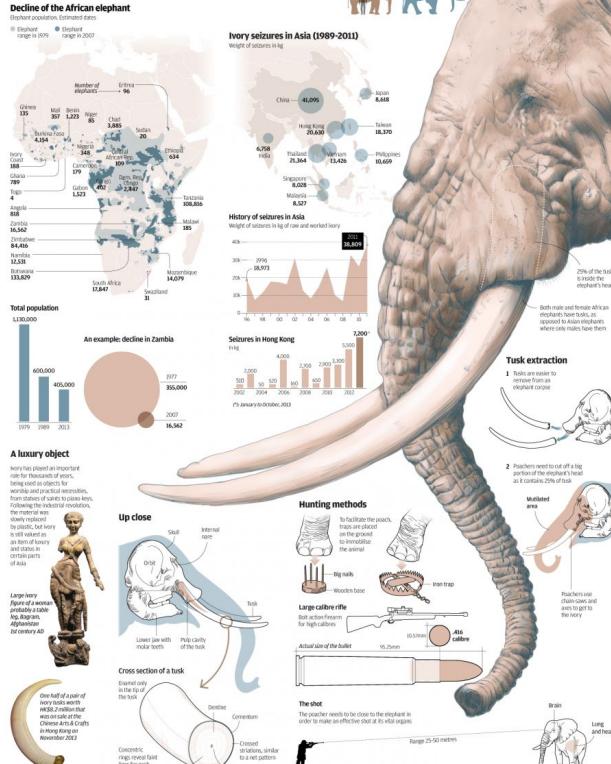
as...

*data communication*

# FORMATS

## Ivory poaching

A ban was imposed in 1989 banning the international trade in ivory to reverse a rapid decline in the population of African elephants. But to no avail. Illegal hunting and killing of elephants remains a sad reality in Africa despite the ban. Here we examine how the beasts continue to be slaughtered to satisfy global demand for ivory.



[Ivory Poaching](#) by Adolfo Arranz for the South China Morning Post

A wide-angle aerial photograph of a rural landscape. In the foreground, a two-lane asphalt road curves from the left side of the frame towards the center. A white and red bus is visible on the road. To the right of the road is a massive, dense agricultural field, likely orchards, filled with green trees or bushes. In the far distance, a range of mountains is visible under a clear blue sky.

# Bussed out

## How America moves its homeless

Each year, US cities give thousands of homeless people one-way bus tickets out of town. An 18-month nationwide investigation by the Guardian reveals, for the first time, what really happens at journey's end

By the Outside in America team

20 December 2017

**Bussed Out by The Guardian's Outside in America Team**

Reports

**TERRITORIES ANALYSIS**

**PRODUCT ANALYSIS**

**CUSTOMER ANALYSIS**

Help

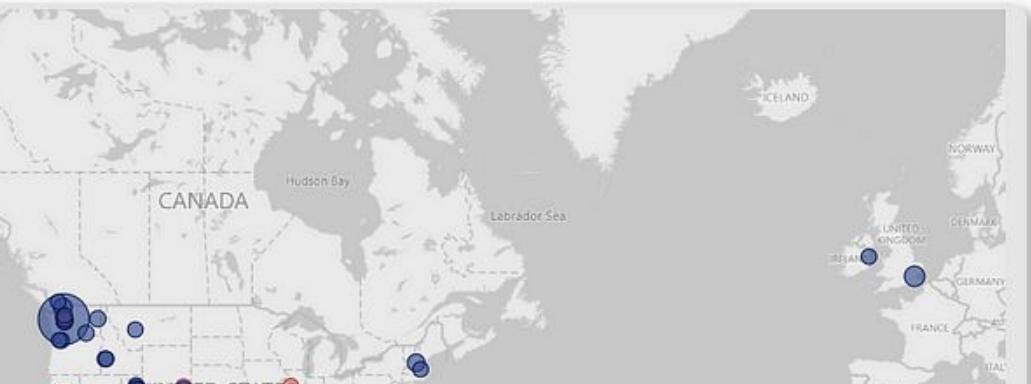
**GLOSSARY**

**SUPPORT**

**Q&A**

Region	Profit	Profit by Month	Profit Margin, %
Africa	23,439	[Color-coded bars]	14.0%
Canada	3,679	[Color-coded bars]	22.8%
Caribbean	9,358	[Color-coded bars]	12.7%
Central	58,702	[Color-coded bars]	10.1%
Central Asia	31,164	[Color-coded bars]	20.1%
East	26,110	[Color-coded bars]	15.7%
EMEA	14,041	[Color-coded bars]	8.2%
North	34,578	[Color-coded bars]	13.3%
North Asia	36,185	[Color-coded bars]	21.9%
Oceania	15,574	[Color-coded bars]	7.6%
South	28,055	[Color-coded bars]	7.8%
Southeast Asia	10,370	[Color-coded bars]	5.2%
West	26,286	[Color-coded bars]	17.0%
Total	317,541	[Color-coded bars]	11.9%

City	Profit	Profit by Month	Profit Margin, %
Seattle	6,138	[Color-coded bars]	20.2%
Los Angeles	5,785	[Color-coded bars]	20.5%
San Francisco	4,168	[Color-coded bars]	18.8%
Sacramento	1,938	[Color-coded bars]	36.4%
Inglewood	1,027	[Color-coded bars]	29.5%
Brentwood	985	[Color-coded bars]	23.3%
Huntington Beach	840	[Color-coded bars]	35.0%
Westminster	691	[Color-coded bars]	19.3%
San Diego	661	[Color-coded bars]	13.8%
Oakland	582	[Color-coded bars]	14.8%



Erdni Okonov

# Movetia. Mobility and Exchange in Switzerland by Hahn+Zimmermann





Poverty in London by Julia Castillo (University of Reading)

This is how  
We feel  
about our  
neighborhoods

WHERE DO  
YOU LIVE

- DANDORA
- MATHARE
- MUKURU
- OTHER

HOW OLD  
ARE YOU

- 46 years  
and over
- 36-45 years
- 26-35 years
- 25 and under

I TRUST THE POLICE  
IN MY COMMUNITY

Strongly Agree

Agree

Neither

Disagree

Strongly Disagree

I FEEL SAFE IN MY  
COMMUNITY

Strongly Agree

Agree

Neither

Disagree

Strongly Disagree

I WANT TO MAKE MY COMMU-

SAFER

Strongly agree

Agree



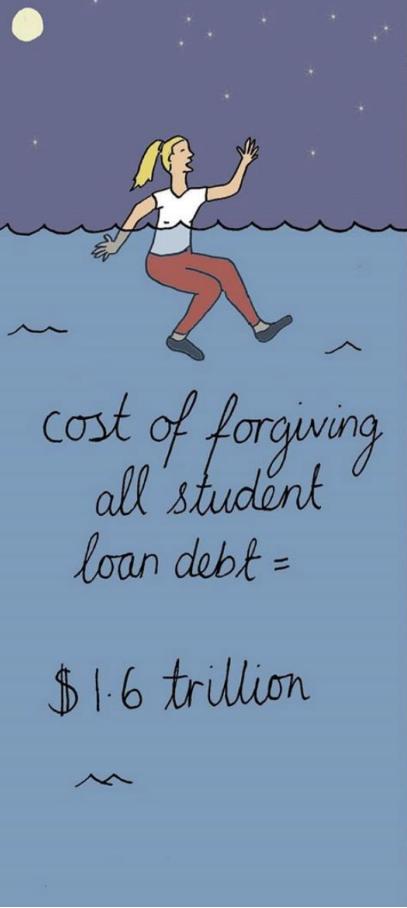
Life under curfew, Social Justice Centre Working Group 2020

¡A QUÉ EDAD  
INICIASTE  
TU VIDA  
SEXUAL?

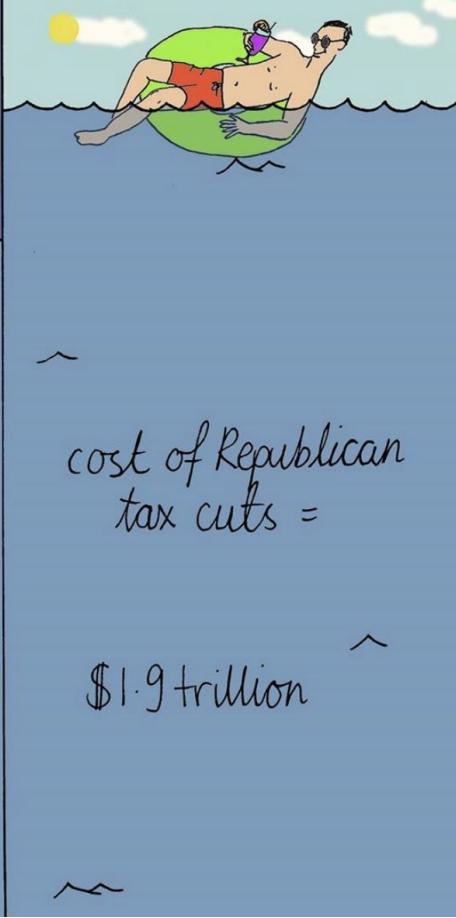


Project by Jose Duarte





*cost of forgiving  
all student  
loan debt =  
\$1.6 trillion*



*cost of Republican  
tax cuts =  
\$1.9 trillion*

# Where have adoptable dogs in your state come from?

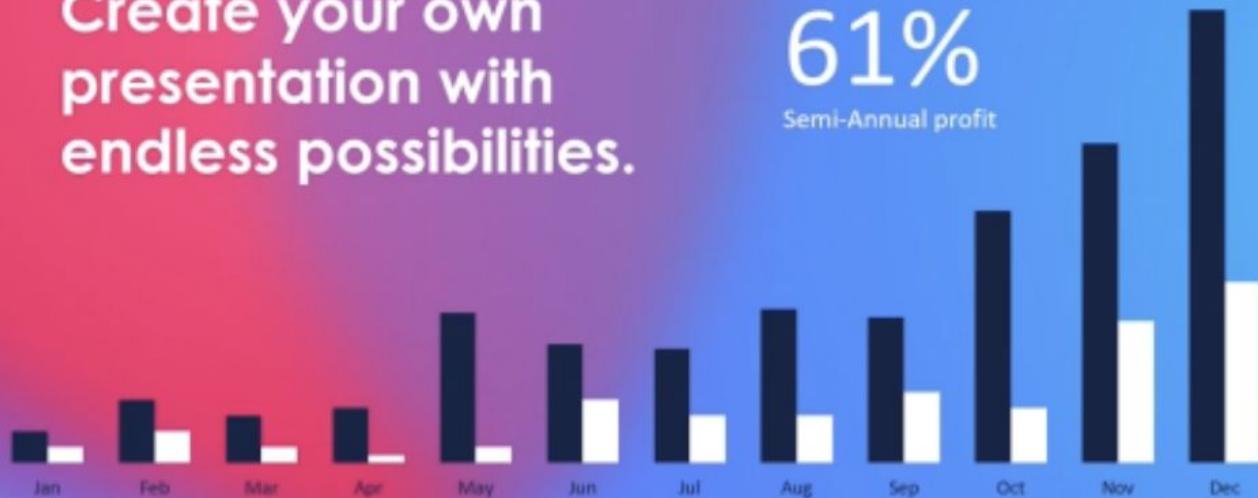


It may be further than you think ➔

Create your own presentation with endless possibilities.

61%

Semi-Annual profit



Lorem ipsum dolor sit amet,  
consectetur adipiscing elit

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit



Share



Add to list



Like



Recommend

Hans Rosling | TED@Cannes

# Global population growth, box by box



Global population growth, box by box • Hans Rosling • TED@Cannes | June 2010





Dear Data - Giorgia Lupi & Stefanie Posnac

# BEYOND VISUALIZATION

Data can be represented as...

**DATA** *visualization*

**DATA** *physicalization*

**DATA** *sonification*

**DATA** *smellification*

**DATA** *edibilization*

suggested reading: Community data di Rahul Bhargava

## EXERCISE

Go to the archive of Kantar Information is Beautiful Awards:  
<https://www.informationisbeautifulawards.com/showcase>

Randomly navigate the archive looking for projects that catch your attention

Choose 1 - 3 projects and answer:

- What is the project about (2-3 sentences)?
- What format would you classify it in?
- Why do you like (or don't like) the project?

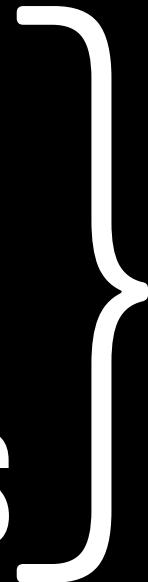
**YOU COMMUNICATE  
BECAUSE YOU WANT  
*something* TO  
HAPPEN TO  
*somebody***

ACCEPT • APPROVE • CHANGE ONE'S  
MIND • BUY • UNDERSTAND • CONDEM  
N • CONVince • MAKE BELIEVE • DECI  
DE • SPREAD • ENCOURAGE • EMPATHI  
ZE • GET FAMILIAR • LEARN • INFORM  
• INVEST • PAY • PERSUADE • PLAN • RE  
COMMEND • REMEMBER • SOLVE • CHO  
OSE • RAISE AWARENESS • SUPPORT  
• VOTE

**YOU COMMUNICATE  
BECAUSE YOU WANT  
*something* TO  
HAPPEN TO  
*somebody***

# STRATEGIC DATA COMMUNICATION

MOTIVATION  
AUDIENCE  
POSSIBILITIES  
CONSTRAINTS



■ FORMAT

WHERE TO COMMUNICATE

■ CONTENT SELECTION

WHAT TO COMMUNICATE

■ EDITORIAL CHOICES

HOW TO COMMUNICATE

*data communication for an*  
**AUDIENCE**

# PRIOR

# KNOWLEDGE

of the topic

of the medium

of the format

data literacy

graphicacy

# NEEDS AND

# CHARACTERISTICS

time availability

attention span

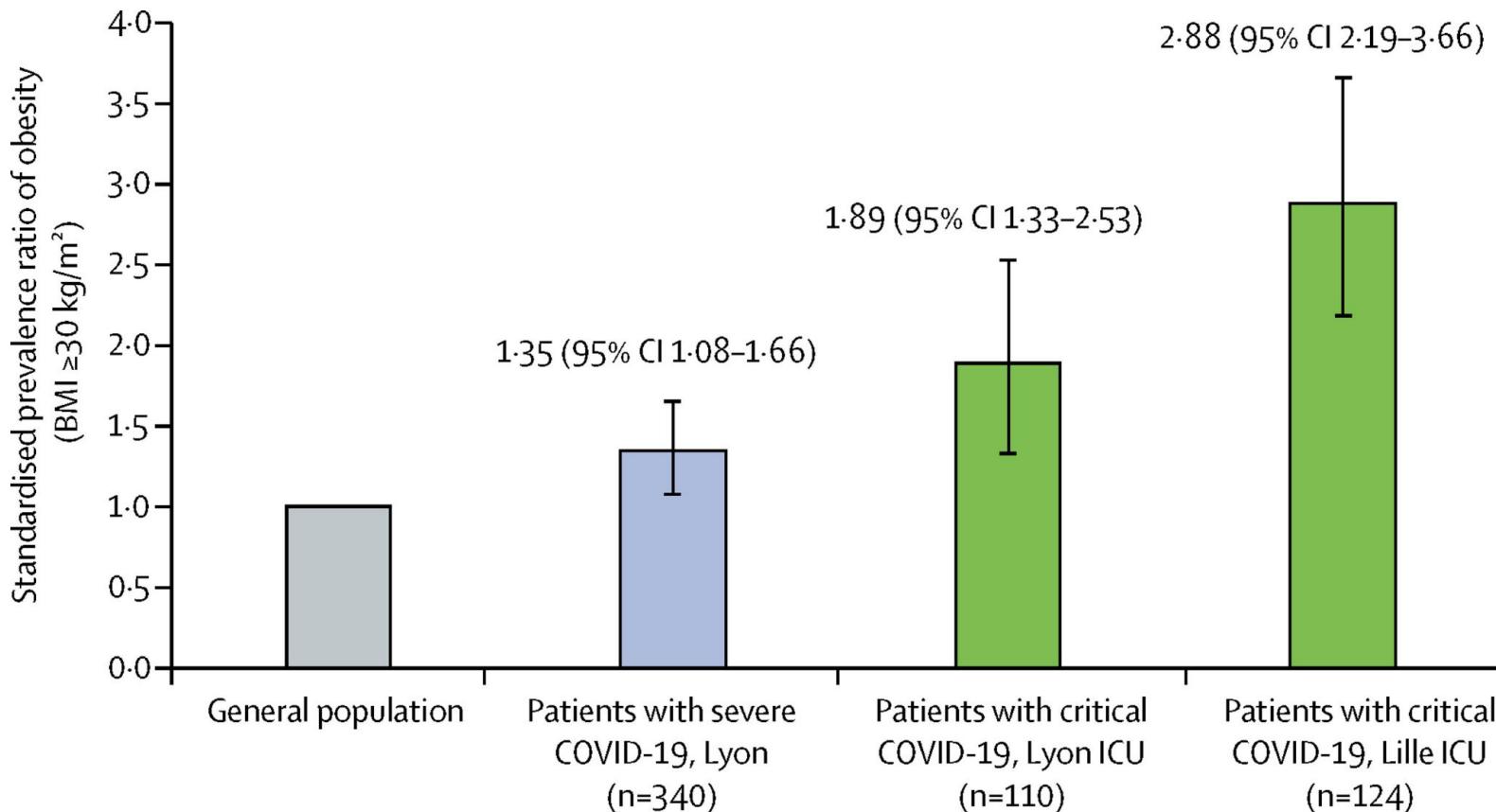
interest for the topic

motivation

level of detail required

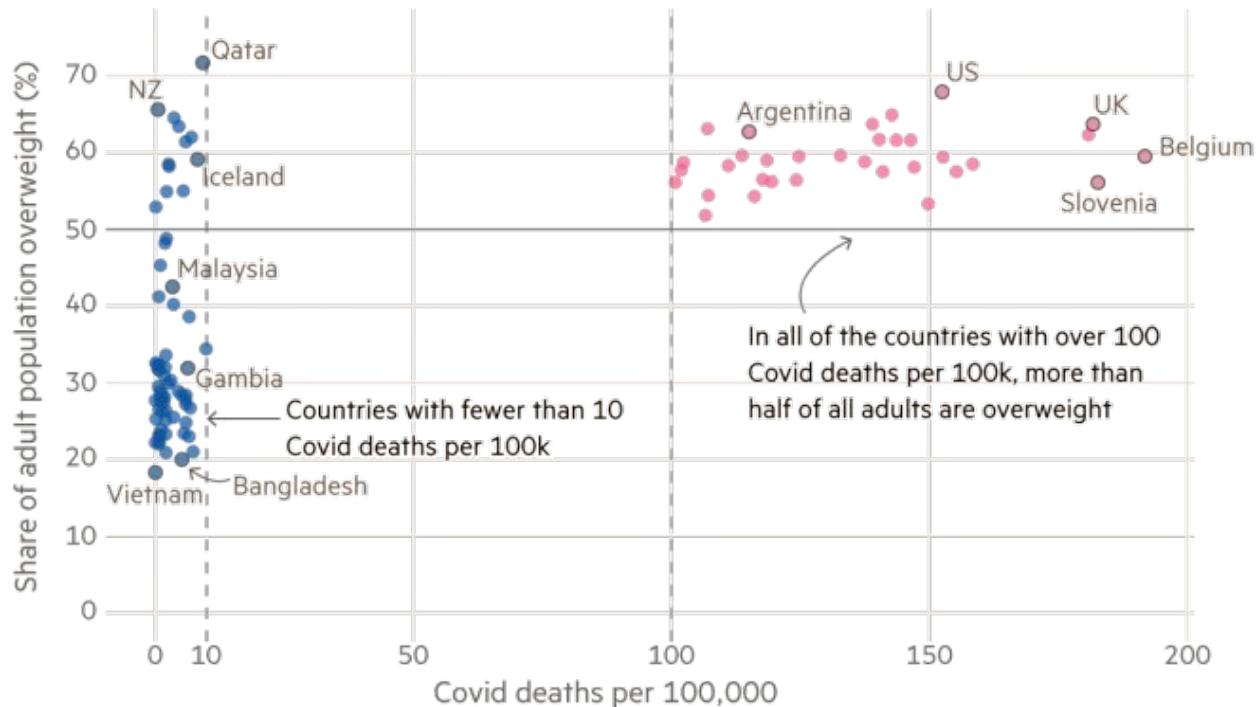
<b>LEVEL OF DATA LITERACY</b>	<b>WHAT THEY WANT</b>
<b>Novice</b>	Layman's terms; data that is immediately accessible (e.g. simple ratios); relevant to what they're doing (or to them); links to more information; short.
<b>Generalist</b>	Concise; their language; relevant to what they're doing.
<b>Colleague</b>	Use of shorthand / acronyms; references; (too many) assumptions; methodology; caveats; awareness of context; range of understanding.
<b>Expert</b>	How rather than what (detail); anticipate questions; past work; more precise / specialist language.
<b>Trustee / Founder</b>	Clarity / simplicity / brevity; challenges with answers / decision-making options; how to make them look good; emotion; message vs political.

The Data Storytelling Workbook by Anna Feigenbaum (2020), adapted from How to Tell a Story with Data by Jim Stikeleather (2013).



## Covid's obesity connection

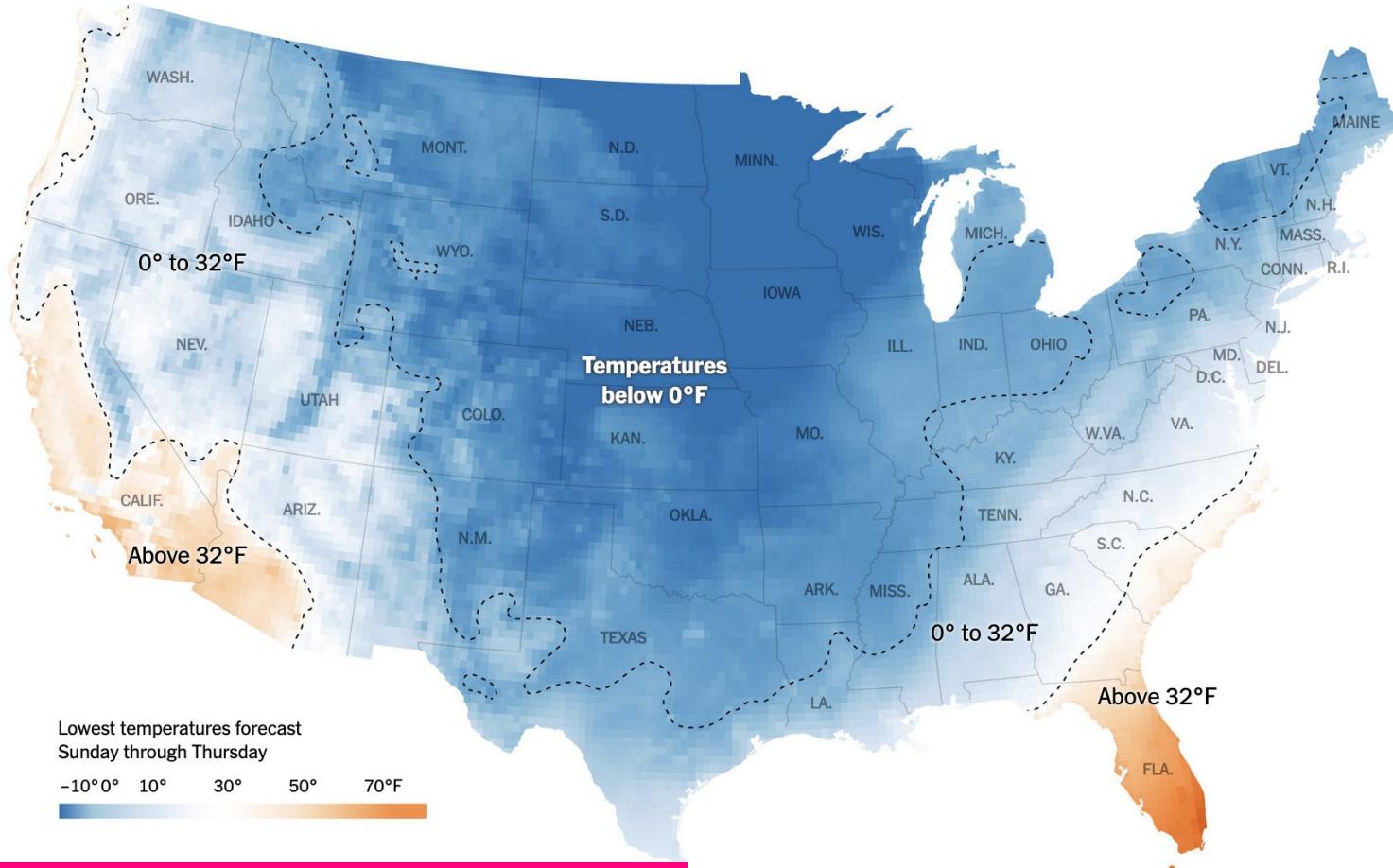
Prevalence of adult obesity vs Covid mortality

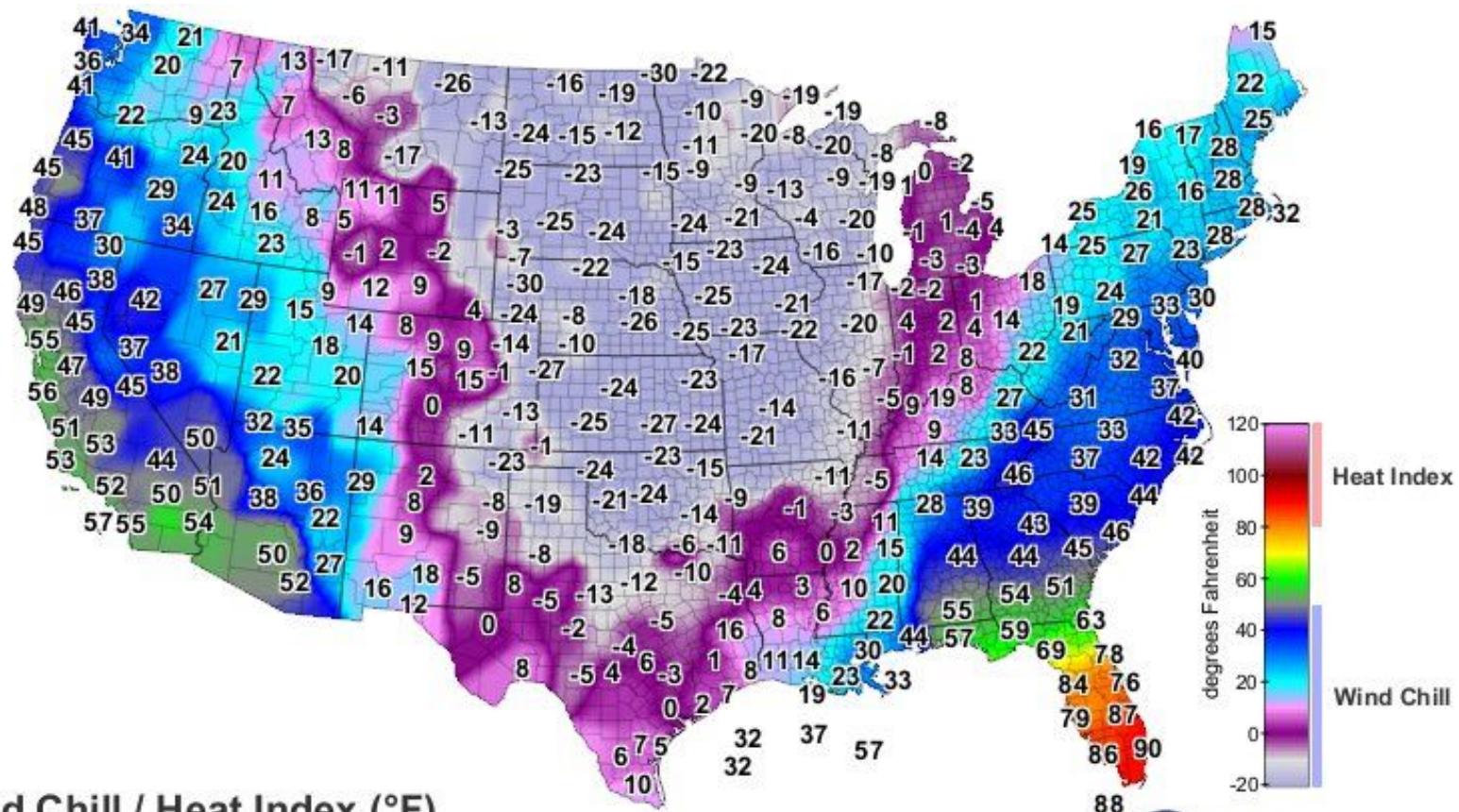


Sources: Johns Hopkins Coronavirus Resource Center; WHO Global Health Observatory  
© FT

Stark link between obesity and Covid deaths revealed • Financial Times

## Below Freezing Temperatures Across the Country





Wind Chill / Heat Index- Oklahoma Mesonet

Data provided by NOAA's National Weather Service. Created 11:10:34 AM February 15, 2021 CST. © Copyright 2021



## EXERCISE → A. THINKING OF A DATA COMMUNICATION SCENARIO

Pick one of the following datasets. Think about potential data communication scenarios that could be associated with the data.

- List the **possible clients** that might be interested in communicating the data, along with their **motivations**
- List the **possible audience segments** to whom the clients might be interested in communicating the data, along with the **characteristics** of each segment
- Think about what **data storytelling formats** might be suitable for each audience segment/motivation

# DATASETS



## DATASET #1: Museums and culture

[Source: Ministero della Cultura, ISTAT, Louvre, Tate Gallery]



## DATASET #2: Diversity and inclusion

[Fonte: OECD, Kaggle, Grape, Google]



## DATASET #3: Survey - Attitudes on the environment

[Fonte: Eurobarometer]

## **FOR NEXT LESSON**

Think about a group project you would like to do and organize with potential group members.

(who do I want to work for? on what topic? with what motivation?)