

General guidelines

What story is interesting to people?

What story is interesting to *me*?

What story is interesting to *me*?

What is the *content* of a good story?

What story is interesting to *me*?

What is the *content* of a good story?

Punchline: It doesn't matter *too much* *

What story is interesting to *me*?

What is the *content* of a good story?

Punchline: It doesn't matter *too much* *

More important question: What is the *story* of a good story?

What story is interesting to *me*?

What is the *content* of a good story?

Punchline: It doesn't matter *too much* *

More important question: What is the *story* of a good story?

What story is interesting to *me*?

What is the *content* of a good story?

Punchline: It doesn't matter *too much* *

More important question: What is the *story* of a good story?

What is the reaction I want for my story?

What story is interesting to *me*?

What is the *content* of a good story?

Punchline: It doesn't matter *too much* *

More important question: What is the *story* of a good story?

What is the reaction I want for my story?

"Of course! I knew it!"

What story is interesting to *me*?

What is the *content* of a good story?

Punchline: It doesn't matter *too much* *

More important question: What is the *story* of a good story?

What is the reaction I want for my story?

"Of course! I knew it!"

"Really? I would not have guessed!"

What story is interesting to *me*?

What is the *content* of a good story?

Punchline: It doesn't matter *too much* *

More important question: What is the *story* of a good story?

What is the reaction I want for my story?

"Of course! I knew it!"

"Really? I would not have guessed!"

"Oh! That totally makes sense!"

Think like an influencer

Think like an influencer

Think like an “influencer”

Think like an influencer

Think like an “influencer”

What seems to be the general consensus

Think like an influencer

Think like an “influencer”

What seems to be the general consensus

Can I provide evidence to *support* this? 🤔

Think like an influencer

Think like an “influencer”

What seems to be the general consensus

Can I provide evidence to *support* this? 🤞

Can I provide evidence to *refute* this? 🌶️

Think like an influencer

Think like an “influencer”

What seems to be the general consensus

Can I provide evidence to *support* this? 🤞

Can I provide evidence to *refute* this? 🌶️

Any patterns that “make sense when you think about it”? 🤔 🌶️

Think like an influencer

Think like an “influencer”

What seems to be the general consensus

Can I provide evidence to *support* this? 🤔

Can I provide evidence to *refute* this? 🌶️

Any patterns that “make sense when you think about it”? 🤔 🌶️

Think like a *storyteller*

Think like an “influencer”

What seems to be the general consensus

Can I provide evidence to *support* this? 🤞

Can I provide evidence to *refute* this? 🌶️

Any patterns that “make sense when you think about it”? 🤔 🌶️

General dos and don't

General dos and don't

Do: Hold *all components* of your article to high standards

General dos and don't

Do: Hold *all components* of your article to high standards

Is this something that can be used to educate people?

Machine Bias

There's software used across the country to predict future criminals. And it's biased against blacks.

by Julia Angwin, Jeff Larson, Surya Mattu and Lauren Kirchner, ProPublica

May 23, 2016

General dos and don't

Do: Hold *all components* of your article to high standards

Is this something that can be used to educate people?

Does my article look like it *intentionally* misleads?



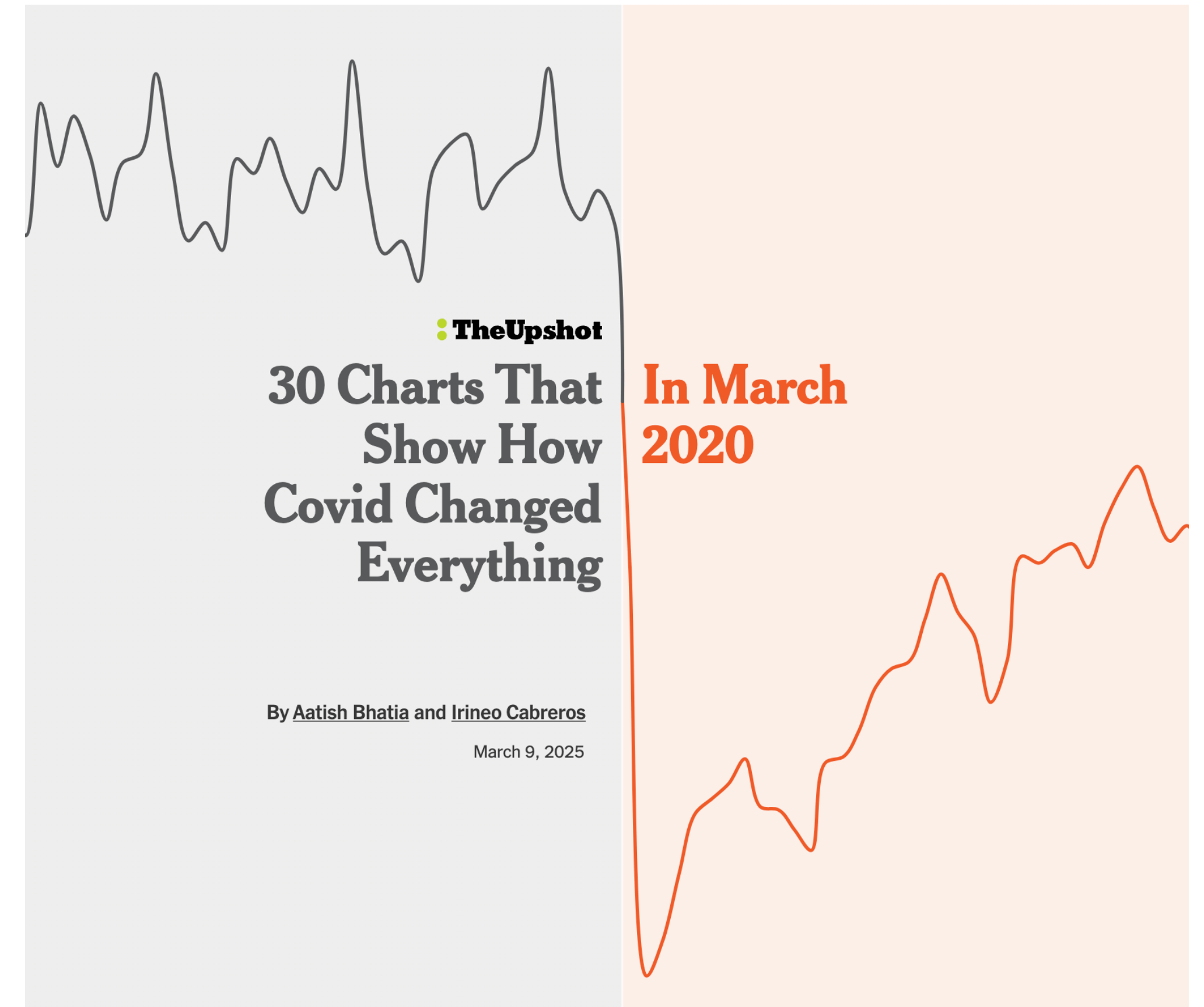
General dos and don't

Do: Hold *all components* of your article to high standards

Is this something that can be used to educate people?

Does my article look like it *intentionally* misleads?

Does the title/thumbnail make people want to click on it?



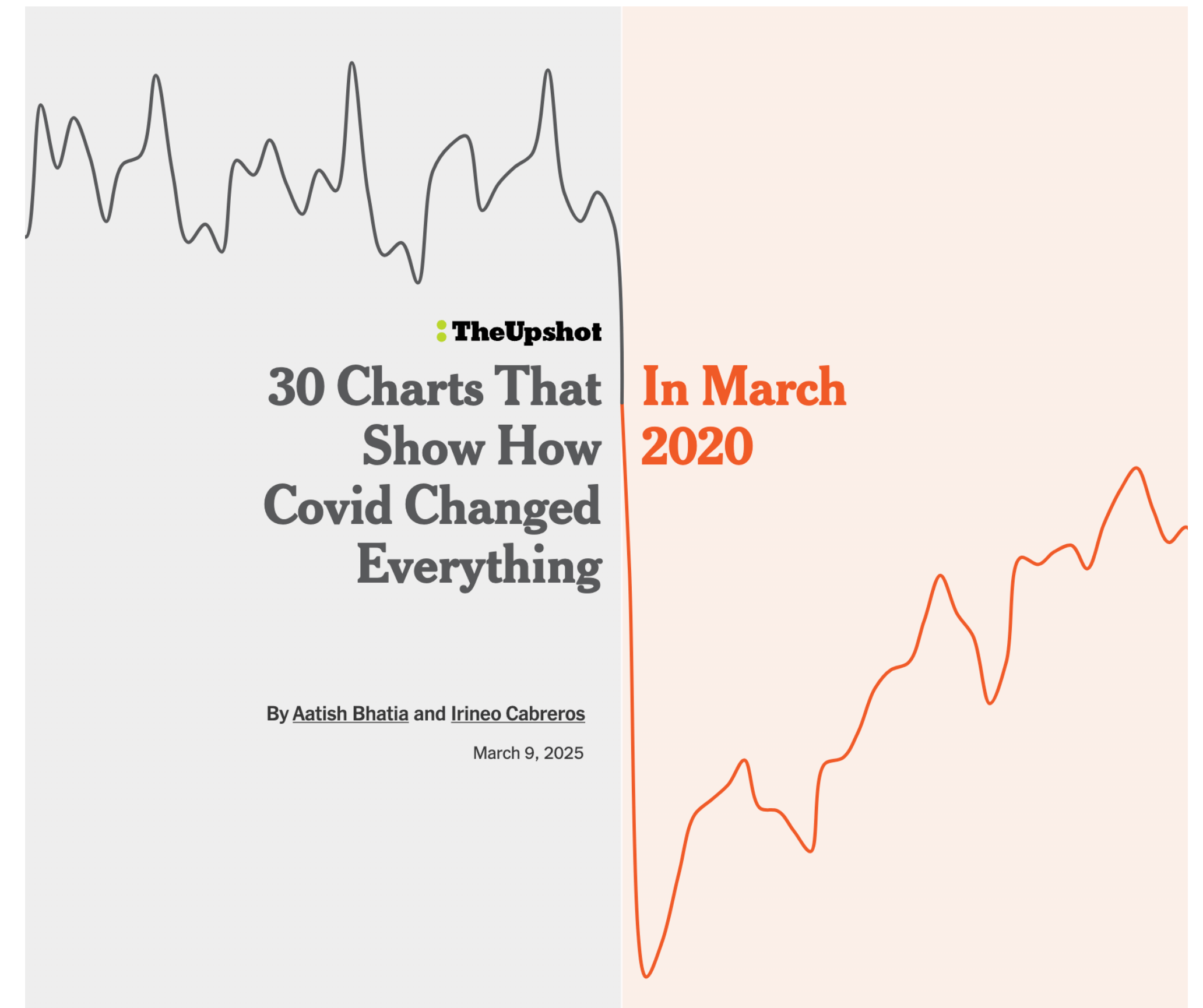
General dos and don't

Do: Hold *all components* of your article to high standards

Is this something that can be used to educate people?

Does my article look like it *intentionally* misleads?

Does the title/thumbnail make people want to click on it?



General dos and don't

Do: Hold *all components* of your article to high standards

Is this something that can be used to educate people?

Does my article look like it *intentionally* misleads?

Does the title/thumbnail make people want to click on it?

Don't: Make any strong claims/insinuations without much consideration!

General dos and don't

Do: Hold *all components* of your article to high standards

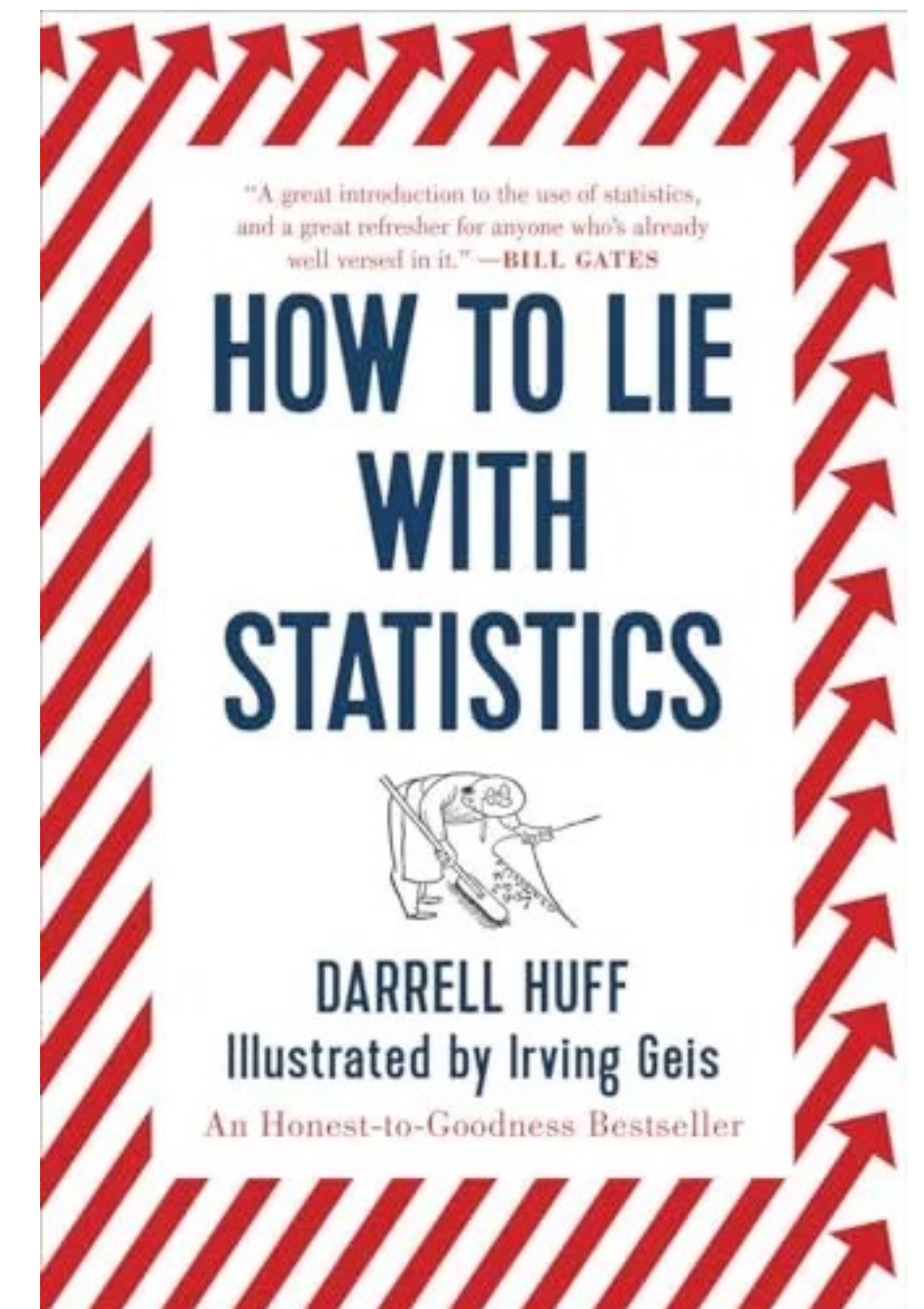
Is this something that can be used to educate people?

Does my article look like it *intentionally* misleads?

Does the title/thumbnail make people want to click on it?

Don't: Make any strong claims/insinuations without much consideration!

The goal is to encourage further thought. Not to discourage it.



General dos and don't

Do: Hold *all components* of your article to high standards

Is this something that can be used to educate people?

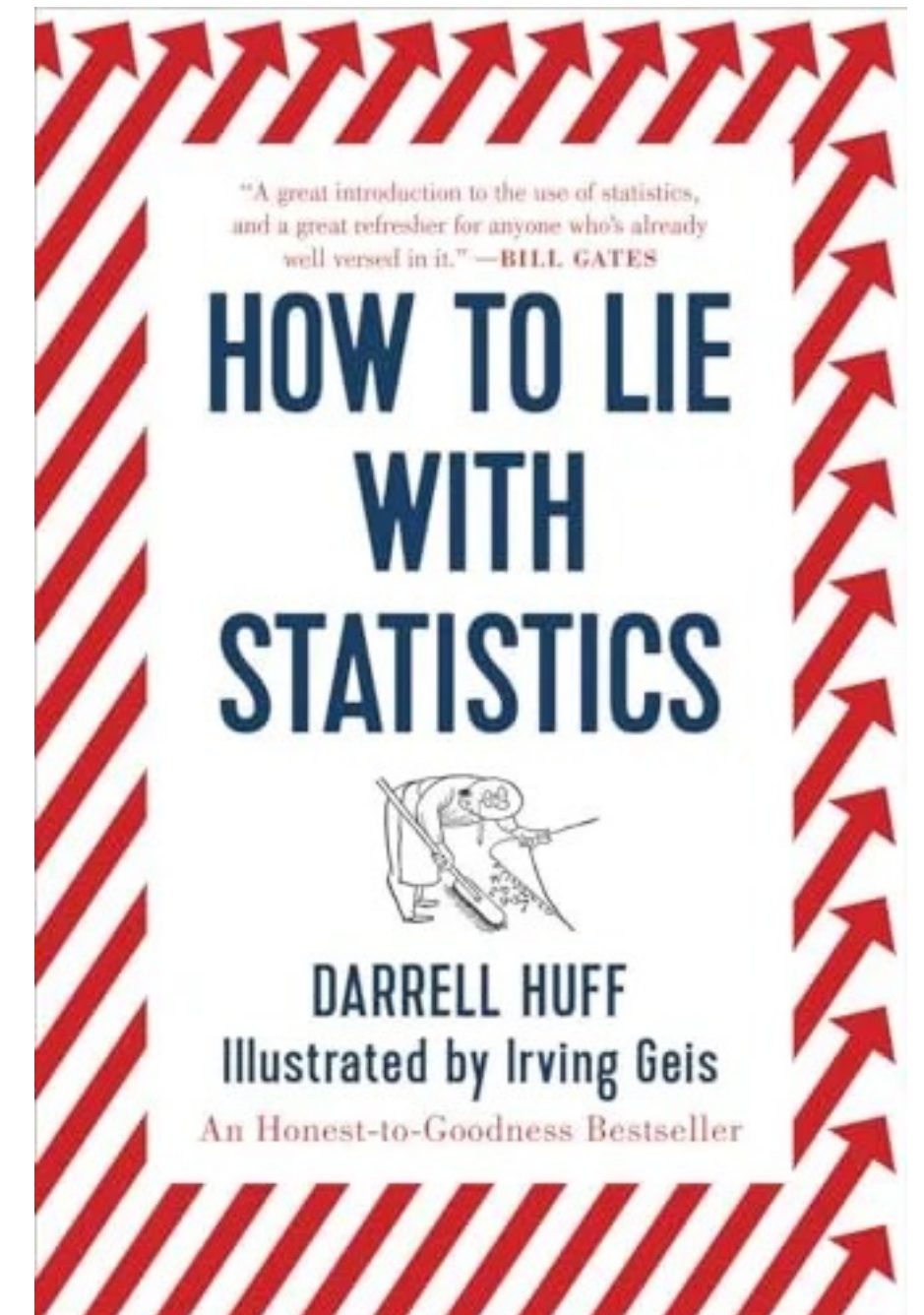
Does my article look like it *intentionally* misleads?

Does the title/thumbnail make people want to click on it?

Don't: Make any strong claims/insinuations without much consideration!

The goal is to encourage further thought. Not to discourage it.

Correlations should aim to motivate questions about potential causations, not to provide answers



General dos and don'ts

General dos and don't II

Do: Have fun!

General dos and don't II

Do: Have fun!

Ask bold questions... worst case is that answers are boring

General dos and don't II

Do: Have fun!

Ask bold questions... worst case is that answers are boring



General dos and don't II

Do: Have fun!

Ask bold questions... worst case is that answers are boring

Look for unexpected patterns...we are in the age of blackbox AI models

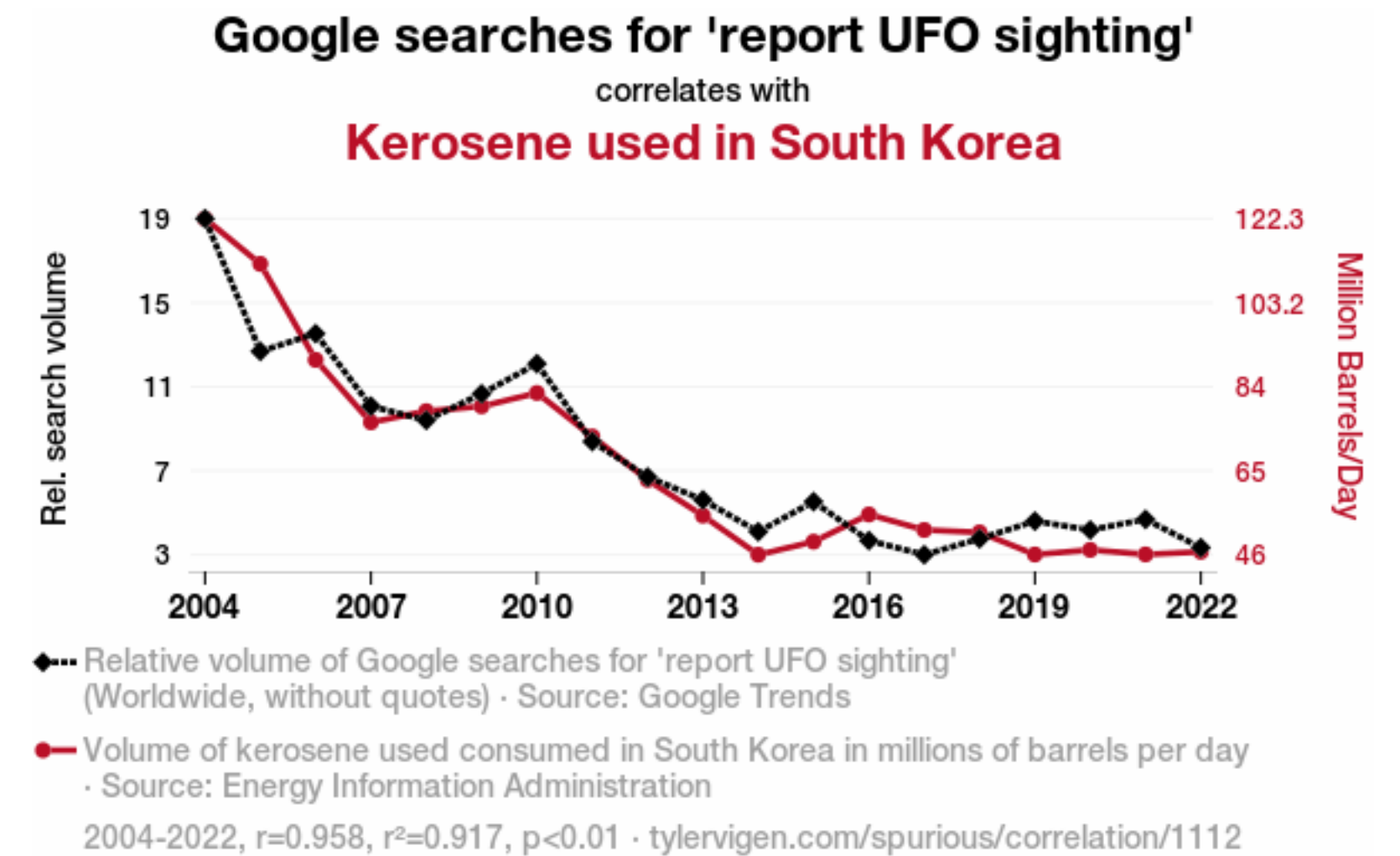


General dos and don'ts

Do: Have fun!

Ask bold questions... worst case is that answers are boring

Look for unexpected patterns...we are in the age of blackbox AI models



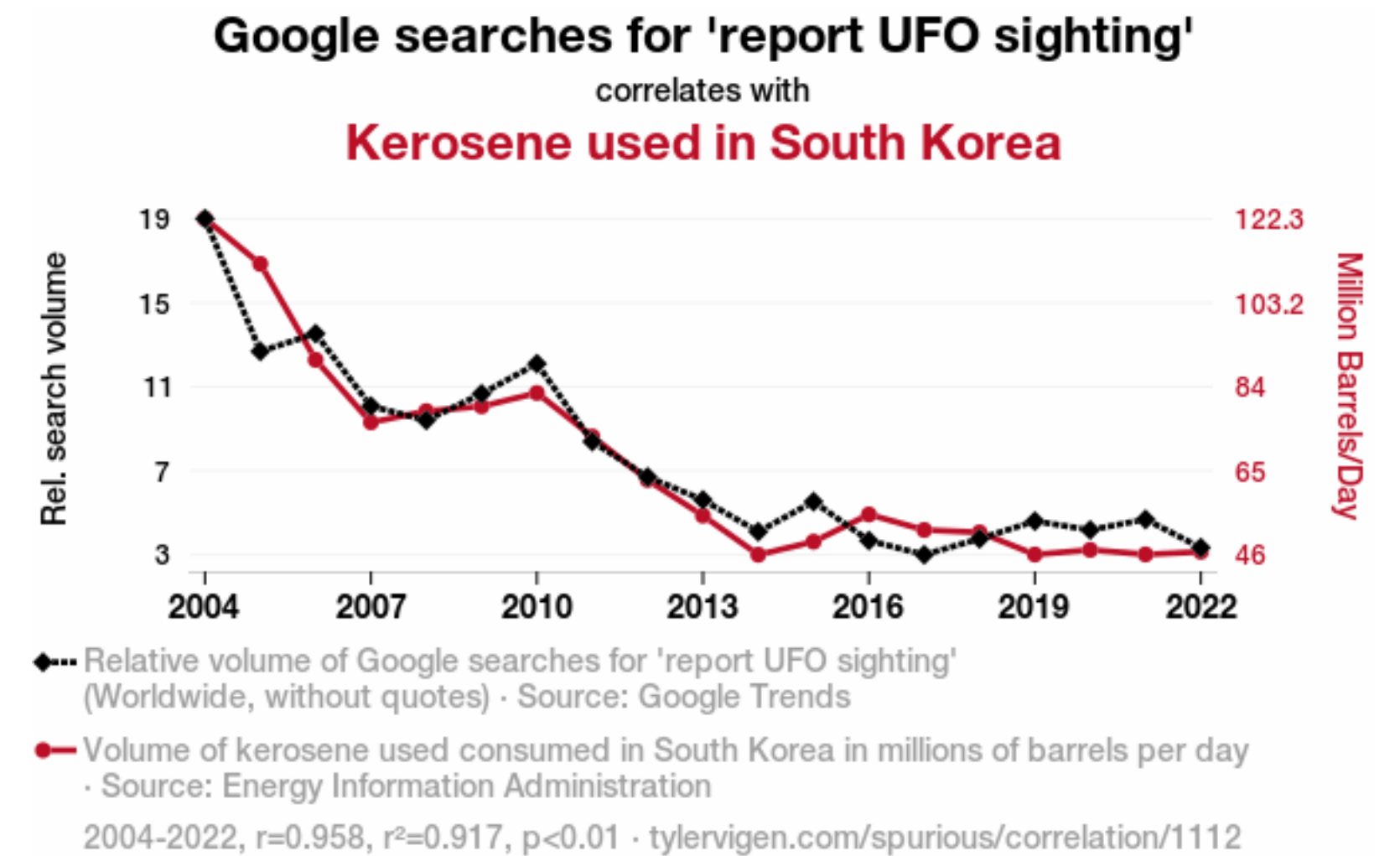
General dos and don'ts

Do: Have fun!

Ask bold questions... worst case is that answers are boring

Look for unexpected patterns...we are in the age of blackbox AI models

Talk to people...friends, peers, other competitors, profs, etc..



General dos and don't II

Do: Have fun!

Ask bold questions... worst case is that answers are boring

Look for unexpected patterns...we are in the age of blackbox AI models

Talk to people...friends, peers, other competitors, profs, etc..

General dos and don't II

Do: Have fun!

Ask bold questions... worst case is that answers are boring

Look for unexpected patterns...we are in the age of blackbox AI models

Talk to people...friends, peers, other competitors, profs, etc..

General dos and don't II

Do: Have fun!

Ask bold questions... worst case is that answers are boring

Look for unexpected patterns...we are in the age of blackbox AI models

Talk to people...friends, peers, other competitors, profs, etc..

Don't: Be afraid to fail!

General dos and don't II

Do: Have fun!

Ask bold questions... worst case is that answers are boring

Look for unexpected patterns...we are in the age of blackbox AI models

Talk to people...friends, peers, other competitors, profs, etc..

Don't: Be afraid to fail!

Don't hesitate to run your ideas by friends...good ideas usually don't come out fully formed

General dos and don'ts

Do: Have fun!

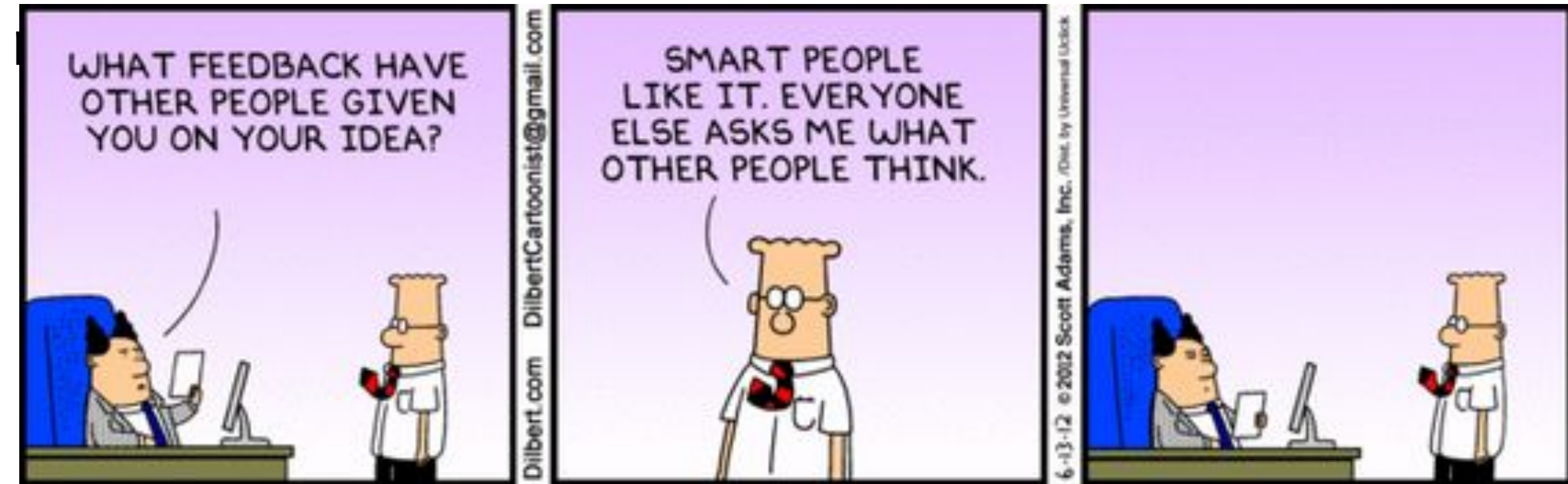
Ask bold questions... worst case is that answers are boring

Look for unexpected patterns...we are in the age of blackbox AI

Talk to people...friends, peers, other competitors, profs, etc..

Don't: Be afraid to fail!

Don't hesitate to run your ideas by friends...good ideas usually don't come out fully formed



General dos and don'ts

Do: Have fun!

Ask bold questions... worst case is that answers are boring

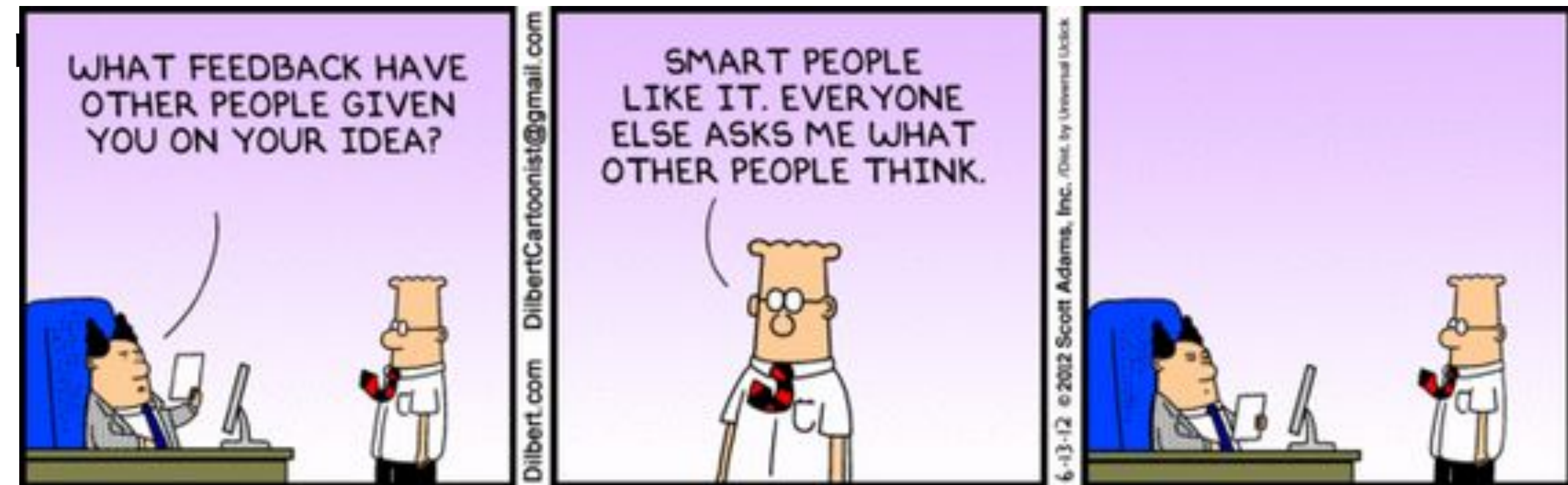
Look for unexpected patterns...we are in the age of blackbox AI

Talk to people...friends, peers, other competitors, profs, etc..

Don't: Be afraid to fail!

Don't hesitate to run your ideas by friends...good ideas usually don't come out fully formed

Don't be discouraged by negative feedback...negative feedback is a valuable resource!



General dos and don'ts

Do: Have fun!

Ask bold questions... worst case is that answers are boring

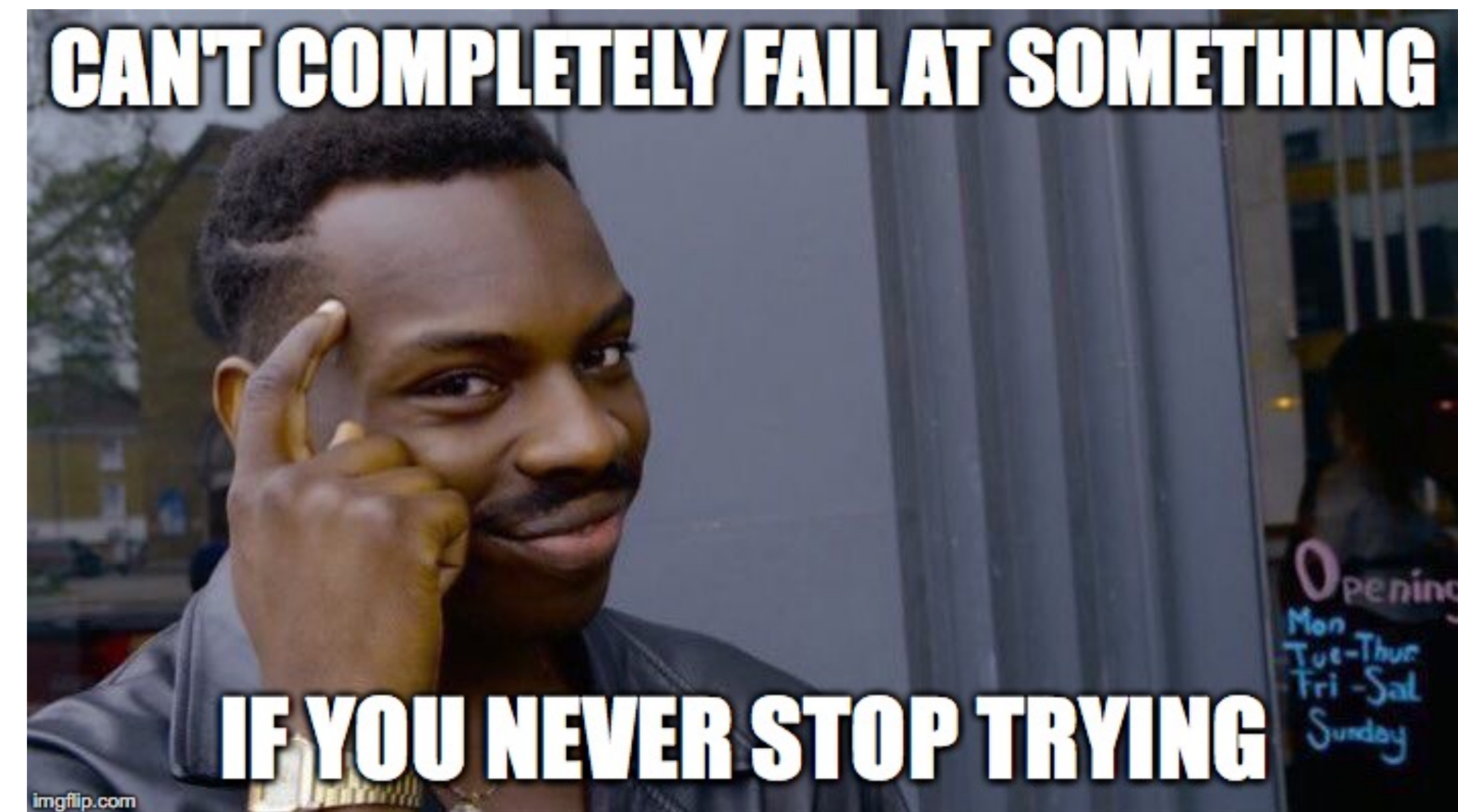
Look for unexpected patterns...we are in the age of blackbox AI models

Talk to people...friends, peers, other competitors, profs, etc..

Don't: Be afraid to fail!

Don't hesitate to run your ideas by friends...good ideas usually don't come out fully formed

Don't be discouraged by negative feedback...negative feedback is a valuable resource!



Example: DineSafe T0

Example: DineSafe T0



What restaurants are really good and clean?

Example: DineSafe T0



What restaurants are really good and clean?



How did COVID affect various aspects?

Example: DineSafe T0



What restaurants are really good and clean?



How did COVID affect various aspects?



Pest records

Example: DineSafe T0



What restaurants are really good and clean?



How did COVID affect various aspects?



Pest records

how does this look by location, by season (summer/winter/etc..)

Example: DineSafe TO



What restaurants are really good and clean?



How did COVID affect various aspects?



Pest records

how does this look by location, by season (summer/winter/etc..)

recidivism

Example: DineSafe T0



What restaurants are really good and clean?



How did COVID affect various aspects?



Pest records

how does this look by location, by season (summer/winter/etc..)

recidivism



Meat storage 

Example: DineSafe T0



What restaurants are really good and clean?



How did COVID affect various aspects?



Pest records

how does this look by location, by season (summer/winter/etc..)

recidivism



Meat storage 

record of meat storage at room temperature

Example: DineSafe TO



What restaurants are really good and clean?



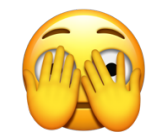
How did COVID affect various aspects?



Pest records

how does this look by location, by season (summer/winter/etc..)

recidivism



Meat storage 

record of meat storage at room temperature

correlations with other violations

Example: DineSafe TO



What restaurants are really good and clean?



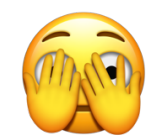
How did COVID affect various aspects?



Pest records

how does this look by location, by season (summer/winter/etc..)

recidivism



Meat storage 

record of meat storage at room temperature

correlations with other violations



Control for inspectors

Example: RentSafe TO

Think like a prospective tenant

cleanliness record, correlation with neighbourhood

which neighbourhoods are going `up'? Faster than others?

 potential red flags in disguise!! There are lots of new units for rent in recent times!

dependance on features, both internal and external

Talk to people who have had experience, recent or otherwise

All questions from DineSafe TO that translate meaningfully here

Other misc. tips

Other misc. tips

Use AI:

Other misc. tips

Use AI:

language models to better handle textual data (for e.g. DineSafe T0)

Other misc. tips

Use AI:

language models to better handle textual data (for e.g. DineSafe T0)

help with visualizations, algorithms, etc..

Other misc. tips

Use AI:

- language models to better handle textual data (for e.g. DineSafe T0)

- help with visualizations, algorithms, etc..

Prioritize visuals:

Other misc. tips

Use AI:

- language models to better handle textual data (for e.g. DineSafe T0)

- help with visualizations, algorithms, etc..

Prioritize visuals:

- make or break your article

Other misc. tips

Use AI:

- language models to better handle textual data (for e.g. DineSafe T0)

- help with visualizations, algorithms, etc..

Prioritize visuals:

- make or break your article

- accept that you need multiple redos, seek honest feedback often

Other misc. tips

Use AI:

- language models to better handle textual data (for e.g. DineSafe T0)

- help with visualizations, algorithms, etc..

Prioritize visuals:

- make or break your article

- accept that you need multiple redos, seek honest feedback often

- be diligent and ethical with your visualizations, citations, etc..

Other misc. tips

Use AI:

- language models to better handle textual data (for e.g. DineSafe T0)

- help with visualizations, algorithms, etc..

Prioritize visuals:

- make or break your article

- accept that you need multiple redos, seek honest feedback often

- be diligent and ethical with your visualizations, citations, etc..

- proactively seek inspiration!!

Other misc. tips II

Other misc. tips II

See your observations/findings through the lens of other datasets!

Other misc. tips II

See your observations/findings through the lens of other datasets!

most robust evidence = more convincing evidence

Other misc. tips II

See your observations/findings through the lens of other datasets!

most robust evidence = more convincing evidence

Prioritize simplicity over complexity

Other misc. tips II

See your observations/findings through the lens of other datasets!

most robust evidence = more convincing evidence

Prioritize simplicity over complexity

this is not as easy as it sounds, but this is the art of good storytelling

Other misc. tips II

See your observations/findings through the lens of other datasets!

most robust evidence = more convincing evidence

Prioritize simplicity over complexity

this is not as easy as it sounds, but this is the art of good storytelling

immerse yourself in this art

Other misc. tips II

See your observations/findings through the lens of other datasets!

most robust evidence = more convincing evidence

Prioritize simplicity over complexity

this is not as easy as it sounds, but this is the *art* of good storytelling

immerse yourself in this art

Do not undermine your ability to contribute!

Other misc. tips II

See your observations/findings through the lens of other datasets!

most robust evidence = more convincing evidence

Prioritize simplicity over complexity

this is not as easy as it sounds, but this is the *art* of good storytelling

immerse yourself in this art

Do not undermine your ability to contribute!

Life can be much broader
once you discover one
simple fact:

**Everything around you that
you call life was made up
by people that were no
smarter than you.**

And you can *change* it, you
can *influence* it, you can
build your own things that
other people can use.

Steve Jobs

In summary

In summary

Good luck 🍀 🍀

In summary

Good luck 🍀 🍀

Have fun 🕺 🕺 🕺

In summary

Good luck 🍀 🍀

Have fun 🎉 🎊 🎊

Try new things 😊 🤯 😡 😭

In summary

Good luck 🍀 🍀

Have fun 🎃 🎃 🎃

Try new things 😊 🍷 😡 😭

Make new friends 🧑 🧑

In summary

Good luck 🍀 🍀

Have fun 🎉 🕺 🤸

Try new things 😊 🤯 😡 😭

Make new friends 🧑 🧑

Get inspired 💡