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?

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What is the *content* of a good story?

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

What story is interesting to *me*?

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

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What is the reaction I want for my story?

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    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!"

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    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

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Think like an ``influencer''

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    What seems to be the general consensus

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　Can I provide evidence to *support* this? 👌

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    Any patterns that ``make sense when you think about it''? 🤔 🌶️

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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? 👌

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General dos and don't

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

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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

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Is this something that can be used to educate people?

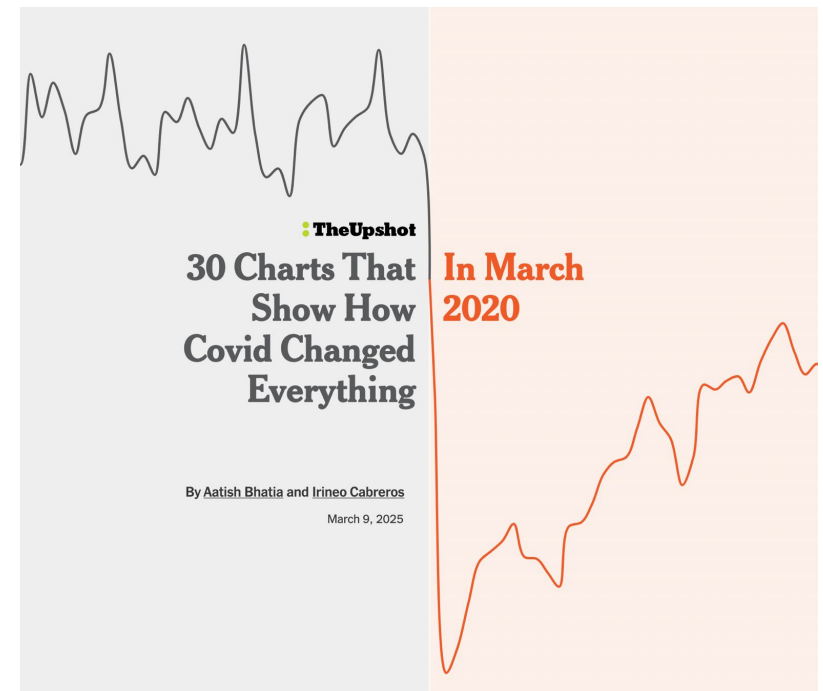Does my article look like it *intentionally* misleads?

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:TheUpshot

30 Charts That Show How Covid Changed Everything In March 2020

By Aatish Bhatia and Irineo Cabreros

March 9, 2025

General dos and don't

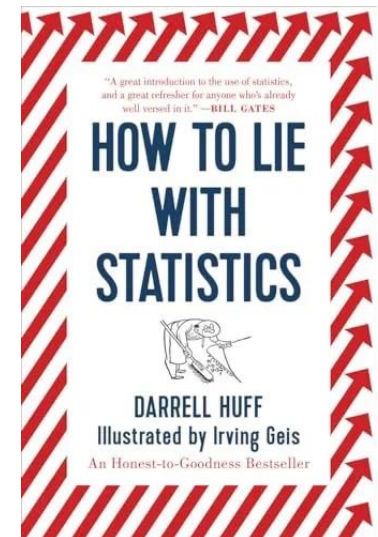Do: Hold *all components* of your article to high standards

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    The goal is to <u>encourage</u> further thought. Not to discourage it.

"A great introduction to the use of statistics, and a great refresher for anyone who's already well versed in it." —BILL GATES

HOW TO LIE WITH STATISTICS

DARRELL HUFF
Illustrated by Irving Geis

An Honest-to-Goodness Bestseller

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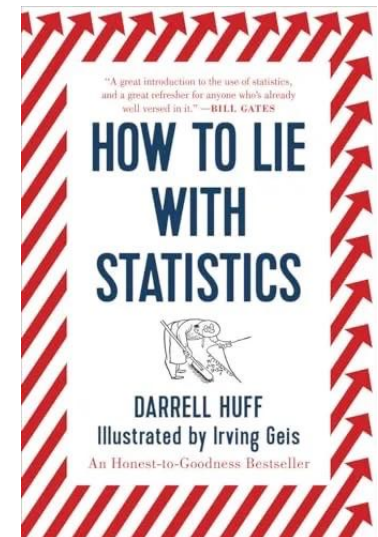Is this something that can be used to educate people?

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Correlations should aim to motivate <u>questions</u> about potential causations, not to provide <u>answers</u>
🤔   🙋

General dos and don't II

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Ask bold questions… worst case is that answers are boring

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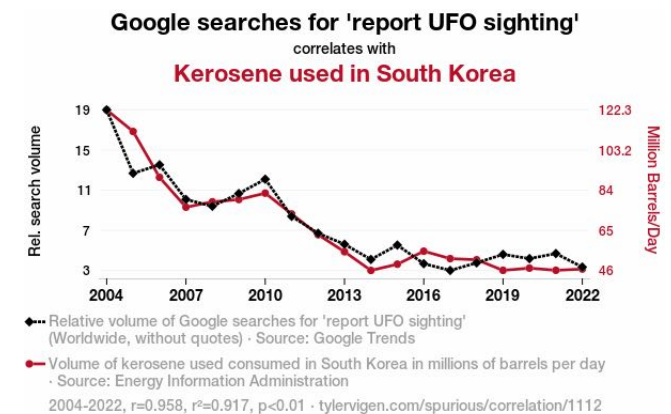Look for unexpected patterns…we are in the age of blackbox AI models

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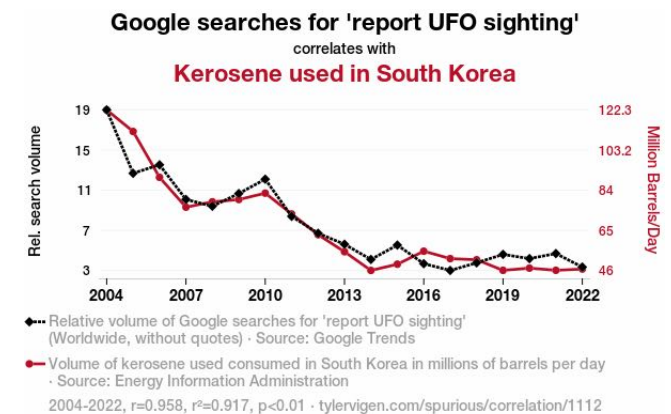Look for unexpected patterns…we are in the age of blackbox AI models

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Google searches for 'report UFO sighting'
correlates with
Kerosene used in South Korea

Relative volume of Google searches for 'report UFO sighting' (Worldwide, without quotes) · Source: Google Trends

Volume of kerosene used consumed in South Korea in millions of barrels per day · Source: Energy Information Administration

2004-2022, r=0.958, r²=0.917, p<0.01 · tylervigen.com/spurious/correlation/1112

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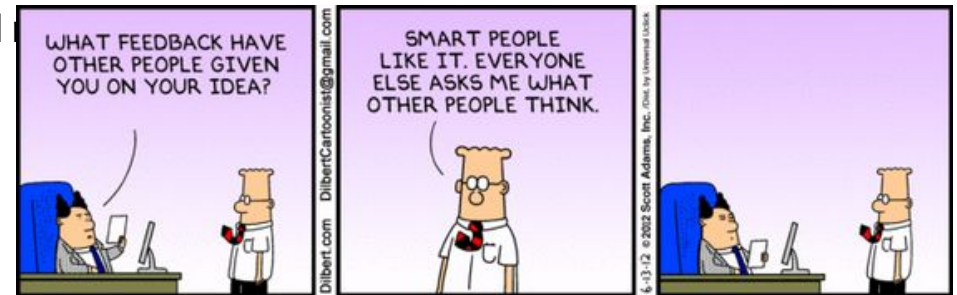
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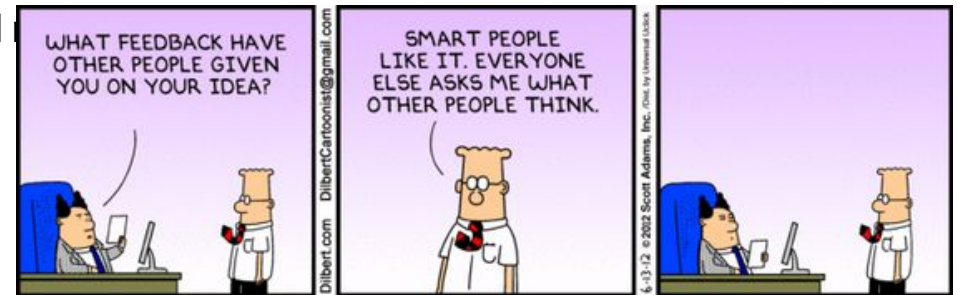
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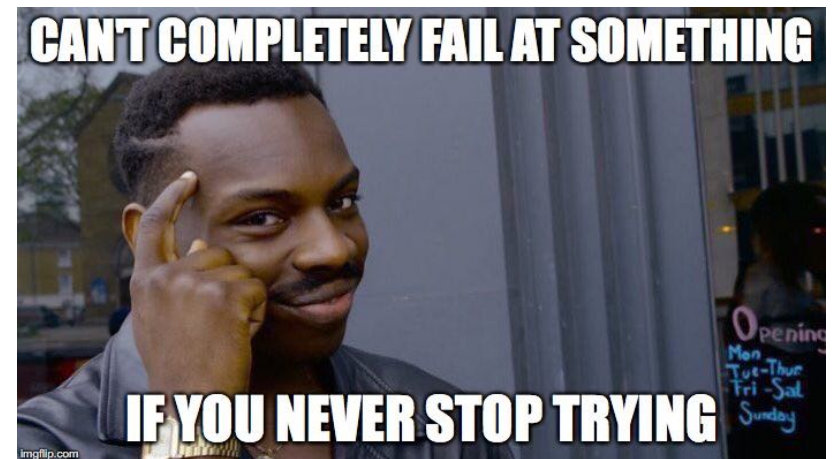
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correlations with other violations

👨‍🎓 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

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    <u>proactively seek inspiration!!</u>

Other misc. tips II

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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

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Good luck 🤞🍀

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