

Final Report

SPACE is a data story on the analysis of population growth in Singapore, against a backdrop of scarcity – with limited land, housing, and jobs. It aims to answer the questions: How much space is there left in Singapore? How feasible is it to expect to own a house in Singapore? Can Singapore continue to accommodate the growth rate of its population?

I was inspired by my own worries about finding stability and security in Singapore after I graduate from university. With an impending possibility of a recession and a job crunch, I'm sure many of my peers carry the same fears as I do. This led me to think about the scarcity in Singapore – how we have little land and resources, yet our population is healthy, bordering on a problem of overcrowding. Can Singapore sustain its growth? Therefore, this data story will offer an investigation into providing a clearer answer to these doubts.



Understanding
your audience



Storyboarding



Effective
visualisation



Identifying bias



Structuring a
narrative



Inspiring action

Framework for data storytelling, Eliiza

To ensure that I can properly engage with my audience, I had to understand them first. 'How would the audience like to be communicated to?' is a question I had to answer. I knew my audience would be my peers since the main question I want to answer through my data story affects us all. However, convincing them might be a challenge especially if I'm just making claims without any true analysis and finding insights regarding the data I have presented. Therefore, I needed to make the content of my data story flow more smoothly such that it is easy for my audience to follow, and for them to understand the connections I am making with the data and other information available.

With this, I moved onto storyboarding! I wanted to create an effective and visual storyboard so that I could organize my ideas and structure a better narrative to reach my target audience better. This helped me to create a better sequence of content flow and helped me to identify potential gaps in my reasoning, which led me to find more data and logical links to cover them.



Once I was done storyboarding, I then set out to brainstorm methods of effective visualisation. I explored Excel and Chart.js for ideas on how to present my data in ways that conveyed the intended message.

Framework

Data

Question

Approach

Answer

References

<https://eliiza.com.au/learn/guide/data-storytelling-what-is-it-best-practice-and-a-framework/>