**Overall Structure**

* Introduction
* Process
  + Include reflections and limitations of approach.
  + Who gave feedback …
* Pieces
  + Online report.
  + Printed report.
  + Slides?
  + Twitter thread.
* Example of the iterations of a piece, with feedback?

**Overall narrative / introduction**

* Personal project
  + Based round a dataset published by Natural England, The People and Nature Survey results for 2020/21. Disclaimer: Natural England were not involved.
* The brief I set myself (and it’s limitations)
  + Online summary of key findings (for research and scientists)
  + Printed report
  + Twitter story
  + What wasn’t in scope …
* Nature of my process (more details below)
* Each piece is presented in the form of a data story incorporating text and visuals. The text is (I think) the minimal need to tell the story and connect the visuals. If had been working with clients the text would have offered as skeleton to iteratively develop in collaboration with their people who hold deep expertise in the subject area.

**My process**

**Structure for pieces**

***Online report:*** *a visually engaging summary of key findings (sits above the current report online). The aim is to encourage researchers to drill down into the details, formulate their own research questions and make use of the public available survey data.*

* Introduction to the People and Nature survey
  + Intended audience
  + Where to find the data and more analysis
* Feelings about nature
  + Very high percentages of people value and enjoy nature, but somewhat lower percentage feel part of nature.
* green space visits and Covid-19
  + Annual average prop visited in last 14 days
    - Perhaps hard to feel part of nature, if not visiting …
  + Overall trend for visits (and uncertainty around this).
  + Annual trend likely driven by Covid-19 restrictions and concerns.
  + But, people feeling and being engaging more with the environment during the pandemic too.
  + Other notable findings:
    - Differences in number of visits across the ages groups
    - Many more people not visiting, than visiting everyday
* *(But inequality)* perceptions of green space
  + People with higher household incomes more likely to perceive improvement in quality over last 5 years
* Clearly many people value nature and enjoy visiting natural spaces. So, what are people doing to protect nature?
  + Large proportions of people are not frequently engaging in high environmental impact activities (fly and commuting by car). Eating meat remains a high impact activity that many people engage in regularly.

**Printed report:** *Policy world can often get disconnected from the experiences of people they are seeking to help, so add the qualitative data on personal experiences.*

* Most people do feel part of nature. But we can’t overlook the many who do not or are neutral (x millions), more on that later.
  + “I feel part of nature” figure.
* Many people visit green and natural spaces
  + On average 62% will have visited in the last 14 days
* The first Covid-19 lock-down put people off visiting, but the effect looks short lived.
* The pandemic also enabled people to engage with and feel closer to nature. Major shifts are possible in connection with nature.
  + A more impactful version of the line chart from the scientific report.
* Having seen such major shifts in response to Covid-19, there is a great opportunity to look afresh at policy and interventions which could drive major shifts for the many people across England not regularly visiting green space
  + Map of people who have not visited in the last 14 days.

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| --- | --- | --- | --- |
| **What will the data visualisations be integrated into?** | **Who is the audience?** |  | **What are the objectives of the visualisations (and the document, piece they contribute to)?** |
|  |  |  |  |
| Online report of findings. | Researchers with an interest in green space and people’s relationship with it. Probably mostly academic researchers, and policy research with a lot of domain knowledge. |  | * inform academic researchers * promote use of the datasets |
|  |  |  |  |
| A short, printed report. | Actors with an interest in green space policy (e.g., Defra, politicians, thinktanks, policy researcher). |  | * Inform key stakeholders and actors working in policy development and implementation. * Ensure the data is used to support evidence-based policy making. |
|  |  |  |  |
| Slides for presentation to Natural England stakeholders. | Actors with an interest in green space policy (e.g., Defra, politicians, thinktanks, policy researcher). |  | * Increase awareness of the survey and it’s finding in key stakeholders and actors working in policy development and implementation. |
|  |  |  |  |
| One or more Twitter threads. | Natural England might hope to engage across the general public. But it is likely that people who follow NE on Twitter will have an interest in environment issues and the natural world. |  | * inform the public about trends in engagement with the natural environment * encourage people to accessing green spaces and supporting others to do so. |
|  |  |  |  |

**Feedback**

*From Gabby*

Hi Chris! If I get this right, you’d like to post these on twitter?  
Here a couple of points:

* I think your storytelling with this is pretty on point and I very much like the use of quotes and personal things.
* If used on twitter, I think you need to rethink the format a bit. Because the text will be too small to be read on mobile. Coul dyou break the first one in several pieces? Maybe you introduce it as a whole with the main takeaway. Then break it down with some zoom in data where you put the annotations since it seems that this is the most interesting aspect.
* Same thing for the n2. I’d pull away the quote from the visual and expand everything so that it’s way bigger. Than maybe do a dedicated visual for the quote only? Or use it in the text of your tweet. That would give you a good rythm too.
* Apply same ideas of breaking the different part in several visuals or visual + text in tweet rather than everything on the jpg.

Little bonus: Do not forget to get your alt-text ready for these! :slightly_smiling_face:I personally think adding qualitative aspect to data visualization makes for a better story and I think you got all the elements to do so! Now it’s all about breaking it into smaller chunks with a nice flow that would work betst for social media.

Yes! Thread is the way. Someone who does it really well on COVID subjects:  
<https://twitter.com/jburnmurdoch/status/1418952126244478977?s=20> (edited)

*From: Alli*

these are great Chris! I love how you're planning some twitter sharing.

* for page 2, i wonder if anyone else feels the same, but at first I thought the varying green colors in the leaves were based on data (like the light green means something and the dark green means something else)... i wonder if you could use a background picture that has less color contrast between the greens so you can tell quickly that it's just an effect? I may be overthinking it though
* agree with Gabby about text size on twitter. if you could make fewer annotations with bigger text and less text overall, that's worked best for me
* I see the last one doing great on twitter because people love detailed maps like this and dark backgrounds! I wonder if you could tighten up the text so people can quickly get the jist and they'd want to share it. Like the title could be "~16M Englanders Haven't Visited a Green Space in the Last Fortnight"
* I wonder if you could add a pop of color to the map graphic too? Something as simple as a pink border at the bottom or something...kind of catches the eye

**My notes**

“Building on the visualisation I posted last week, I decided to set myself a little exercise to see if I could put together a piece to get my portfolio started. I thought I would try to put together some twitter graphics highlighting key findings from the [People and Nature](https://www.gov.uk/government/collections/people-and-nature-survey-for-england) survey run by Natural England. [As they seem to do that type of thing](https://twitter.com/nechiefsci/status/1270334958347976706). If anyone has chance to look over the three new visualisations it would great to hear any feedback.”