



TEEMO TEBEST DATA JOURNALIST

Investigation → A visual story

- **Exercises**
- and **Examples**

```
if (Motivation === true) {  
  if (Implementation === true) {  
    return Outcome  
  }  
}
```

How many **threes**?

7	2	5	2	8	3	1	7	4	0	9	7	9	3	5	2	1	7	2	5	6	6	4
4	3	2	6	1	6	8	1	9	1	4	2	5	7	2	1	6	1	4	6	1	6	9
3	6	2	6	3	8	0	5	9	2	6	3	6	5	2	1	8	3	6	2	6	3	6
8	4	7	2	2	6	8	2	1	9	6	4	5	3	2	9	6	0	4	0	4	5	3
7	5	2	4	1	7	3	4	6	8	3	9	2	4	9	6	4	2	8	5	2	1	8
2	8	3	6	1	3	8	0	9	5	7	4	2	4	7	2	9	7	3	6	3	6	3
6	8	3	4	1	8	5	8	5	8	6	3	9	4	7	5	9	2	5	8	4	6	8
5	8	4	2	8	9	5	0	7	8	2	6	4	7	3	6	9	5	8	5	2	4	7

20

7	2	5	2	8	3	1	7	4	0	9	7	9	3	5	2	1	7	2	5	6	6	4
4	3	2	6	1	6	8	1	9	1	4	2	5	7	2	1	6	1	4	6	1	6	9
3	6	2	6	3	8	0	5	9	2	6	3	6	5	2	1	8	3	6	2	6	3	6
8	4	7	2	2	6	8	2	1	9	6	4	5	3	2	9	6	0	4	0	4	5	3
7	5	2	4	1	7	3	4	6	8	3	9	2	4	9	6	4	2	8	5	2	1	8
2	8	3	6	1	3	8	0	9	5	7	4	2	4	7	2	9	7	3	6	3	6	3
6	8	3	4	1	8	5	8	5	8	6	3	9	4	7	5	9	2	5	8	4	6	8
5	8	4	2	8	9	5	0	7	8	2	6	4	7	3	6	9	5	8	5	2	4	7

Story My year living on social welfare

Motivation To understand the social welfare system

Implementation An interactive game

Outcome NODA '19 winner

» story
» numbers

NODA '19 winner, **Why?**

- The story showed **how the system works** even for those not part of it
- The implementation succeeded in **breaking prejudice** on people living on welfare
- They didn't just take into account the money but also the quality of life

Challenges / Obstacles

- The data updates during the process and the different scenarios were **difficult to handle**
- The scenarios were **debateable** even between experts

Story Hate speech and online shaming

Motivation Growing hatred on social media

Implementation Mobile storytelling

Outcome Reached younger audiences

» story
» numbers

Reached younger audiences, **Why?**

- **The interface** makes the story feel more personal
- Everything is based on **real stories**
- The story made visible that the phenomena exists **outside social media**
- The implementation also gives a **solution**

Challenges / Obstacles

- Publication was **tied with TV**'s schedule; also a positive
- Some elements which were considered had to be removed
- **Polishing** in the story
- To succeed the project had to be done by **professionals** who were motivated

Thank you! **Questions?**



Teemo Tebest, [@teelmo](#)