

# TEEMO TEBEST DATA JOURNALIST

# Visualizing data into a story

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- **Pension** Calculator
- **Municipality** Radar
- Exercises
- Worse of the worse

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

# How many **threes**?

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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

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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** When Can You Retire And For How Long

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**Motivation** Pension system reform

**Implementation** Embedded calculator

**Outcome** One of the most read stories in 2016

» data  
» story  
» numbers  
» story2

# One of most read stories in 2016, **Why?**

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- Calculator **placed on top** of the article
- Had a **default result**
- Easy to use
- Simple and **“Suprising”** message
- **Shareable** result, over 100,000 FB actions
- Funny → **Memorable**

# Challenges / Obstacles

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- From **Excel** to story
- **Two datasets** → pick more relevant
- Use of **understandable language** and terms

# Exercise

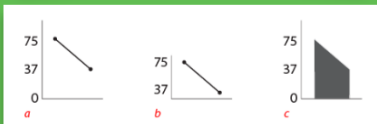
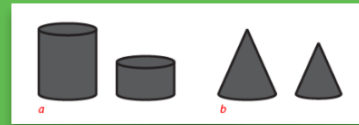
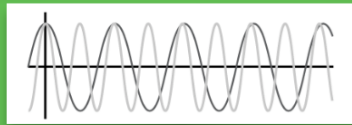
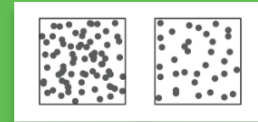
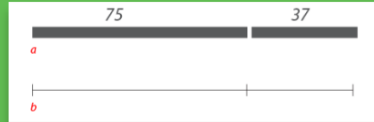
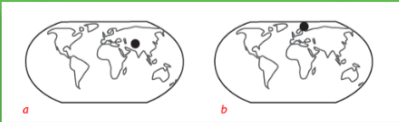
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Make up as many ways to visualize numbers **75** and **37**.  
Sketch on paper.

**Take 5 minutes**



# Examples



# **Story** What is the status of your municipality

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**Motivation** Upcoming elections

**Implementation** Municipality Radar

**Outcome** Noda Awards '17 nominee

» data  
» story  
» numbers

# Noda Awards '17 nominee, **Why?**

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- Quick **Overview** → **Details** on Demand
- **Personalized** and **Familiar** feel
  - Municipality arms, Subtitle, Background map, Street view, Municipality text
- We **crowdsourced** candidate test questions
- Was adopted by municipalities and by public
- Data and process was opened

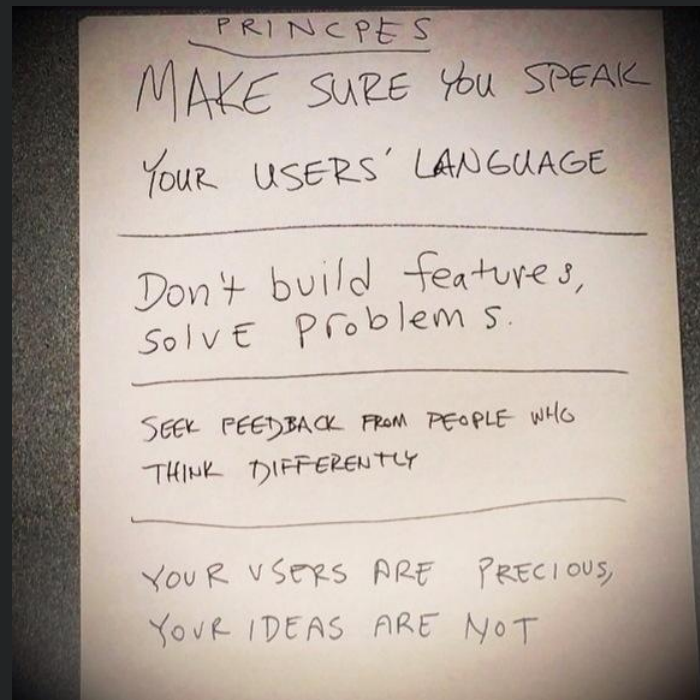
# Challenges / Obstacles

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- **Getting data** for current municipalities
- Merging various data sources and formats into one sheet
- Learning **statistical analysis** and standard deviation
- Getting unified municipality texts and handling updates
- **Finishing and polishing**
- Technical issues

# 4 things I like to keep in mind

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# Data visualizations gone **wrong**

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- The 9 Worst Data Visualizations Ever Created

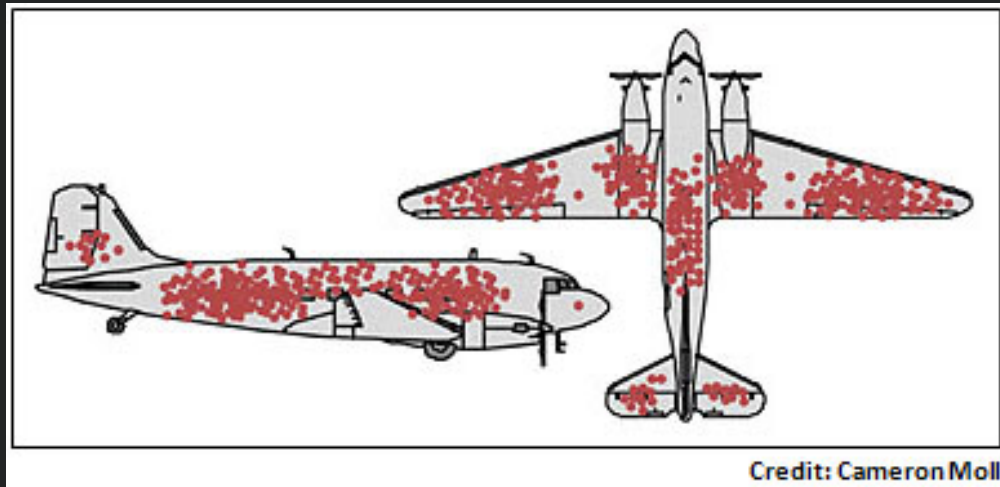
# Data visualization **success**

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- How temperature has changed in each country since 1900

# One more to pick your brain

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# Thank you! **Questions?**

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