

There are **10 kinds** of people  
in this world.

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**Those that understand**  
binary and **those that don't.**

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# How To Make A Successful **Story from data**

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Teemo Tebest, **@teelmo**

# Teemo Tebest

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- Data **Journalist**
- Background in web dev and information visualisation
- 10+ years of experience in data journalism
- At the **Yle/Finland** and at the **EBU/Geneva**

```
require('JS, HTML5, PHP, Python, full-stack, MongoDB, GIS, network analysis');
```

- Twitter: **@teelmo**
- Homepage: **teelmo.info**

# Agenda for today

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- Examples
- Exercises
- More examples
- Discussions
- Hand-on with Datawrapper

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

# **The point** and my angle

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I am a journalist, not an economist or statistician.

My focus is online, the web.

My goal is to work with you to make your work more visible.

**So I am here to help you :)**

# DIKW pyramid

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- Wisdom
- **Knowledge**
- **Information**
- Data

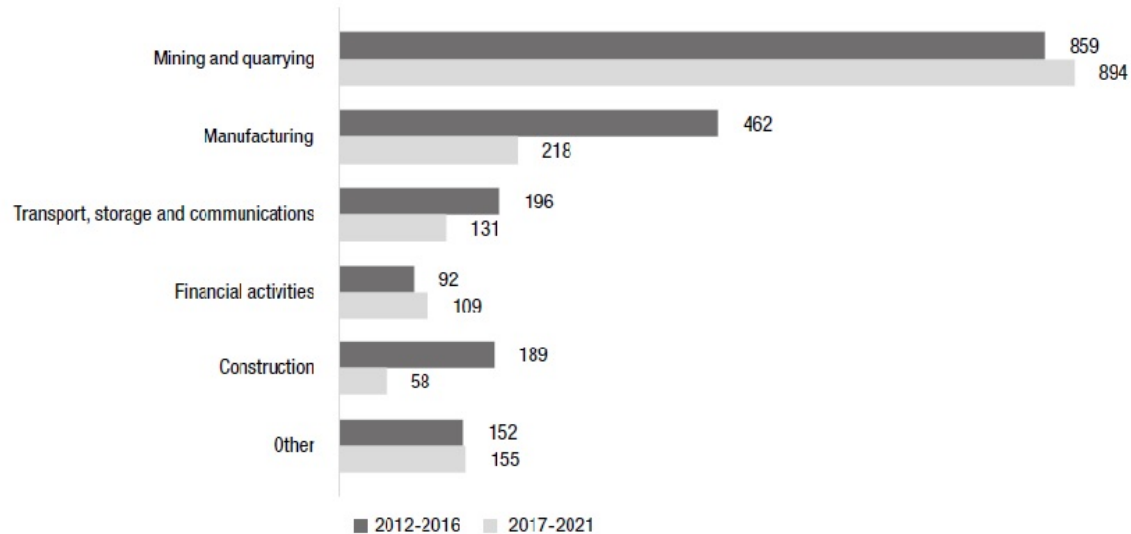


Data visualisation → **Information visualisation**

We should **communicate/visualise our knowledge**

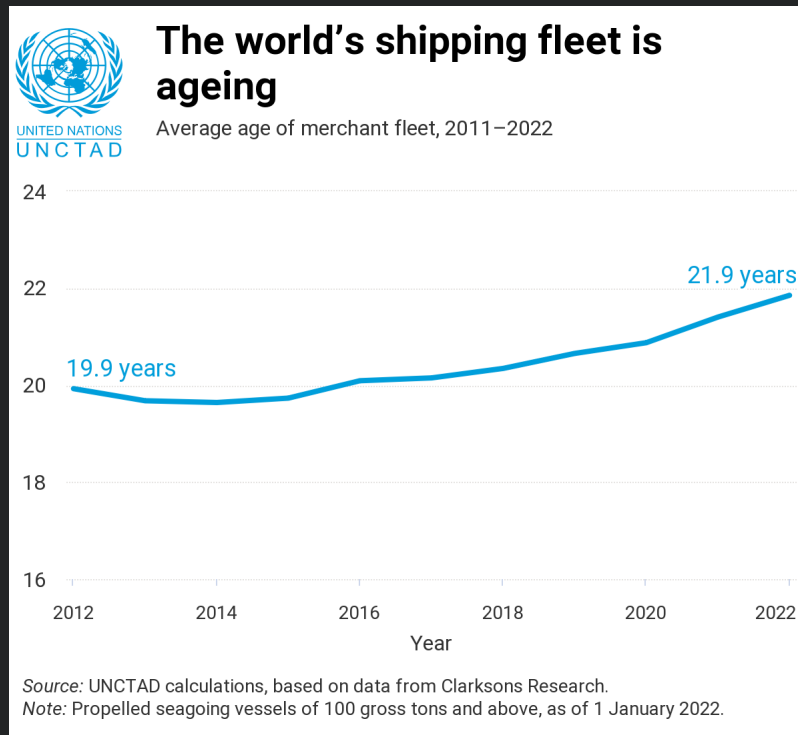
# Data visualisation

Figure 2. FDI inflows by economic activity, 2012–2016 and 2017–2021  
(millions of dollars)



Sources: National Bank of Tajikistan and SCISPM for 2021.

# Information visualisation





# Ok, there is **data**!

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| 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 |
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| 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 |

# How many **threes**? Count!

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| 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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|   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
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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 |

# Characteristics of a good **information visualisation**

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- Has and delivers a message
- Simple and understandable
- Unambiguous
- Works on it's own
- Beautiful
- Correct

**What else?**

1, 2

# Visualisation as a process

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**Figure 1. Data Visualization Stages**

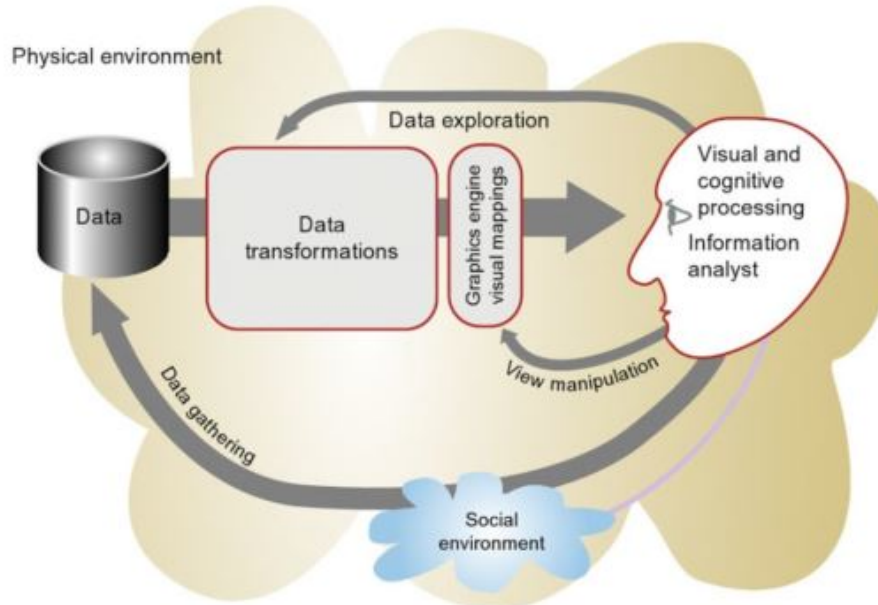


Image source "Information Visualization: Perception for Design"

# **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 of the year

» data  
» story

# One of most read stories of the year, **Why?**

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

# Challenges / Obstacles

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- From **Excel** to story
  - Visualise information
- **Two datasets** → pick more relevant
  - Keep the main message simple
- Use of **understandable language** and terms
  - It is easy to get lost in your own excellence



# Yle Plus Desk Team



2 Producers



3 Coders



3 Graphic Designers

# Yle News



# Plus Desk at **Yle News**

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- Online stories in **co-operation** with other teams
- Usually in a project included a programmer, a graphic designer and a journalist
  - And **together** they try to come up with the best presentation for each story



I would like to see **similar method** here at UNCTAD

# Visual design

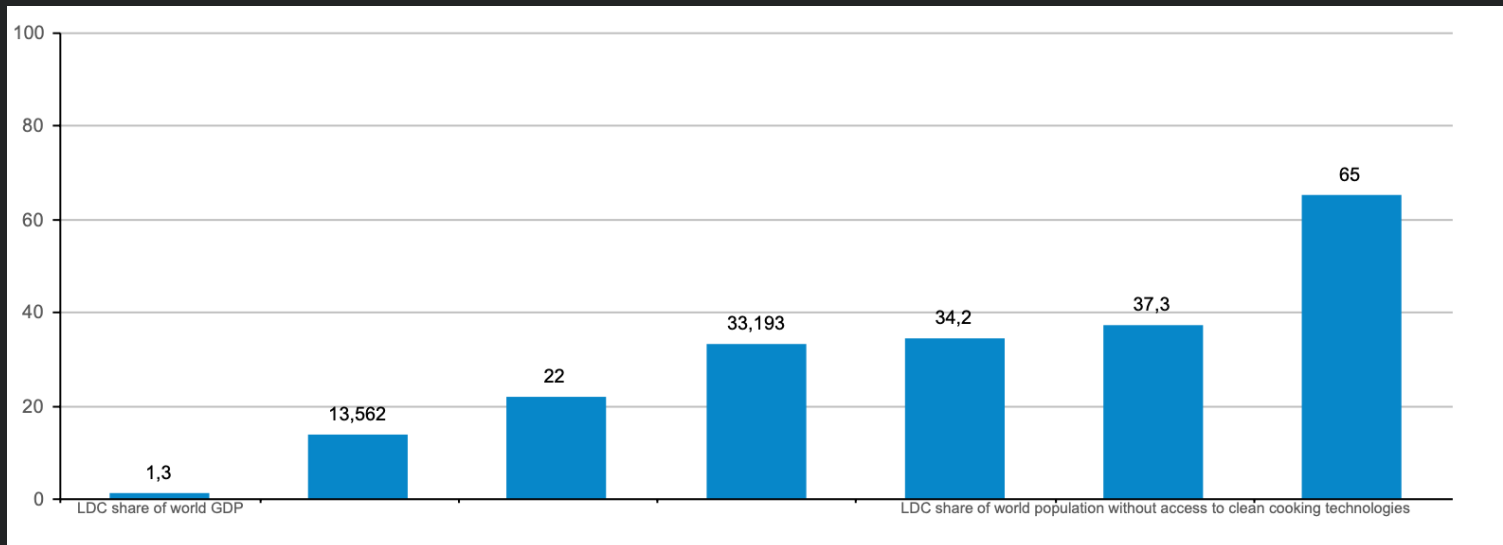
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Charts we put out should be **visually polished**

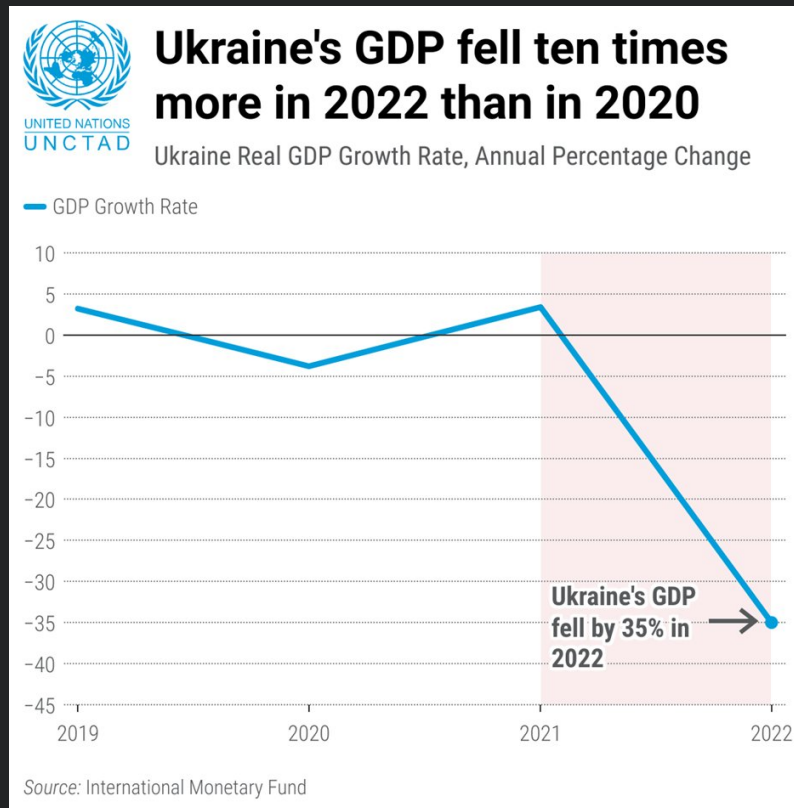
- Use **UN colors!**
- Use unified visual design that is **recognisable**
  - Template for charts is available in Datawrapper
- Font and sizes matter – **each word is important**
- Especially on **social media** these things matter
  - **Twitter, Instagram**

# Not yet visually polished

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# Visually polished



# Social media: an example

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How to attract on social media?

- Have **a simple message**, that is easily understandable
- **Movement** might help to attract attention
  - But should be used with caution
- This was one of our most seen posts in 2022

# Why are we learning about these things?

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- To make UNCTAD **more prominent**
- With larger audiences we are **more important** and **relevant**

# **Exercise:** take pen and paper

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

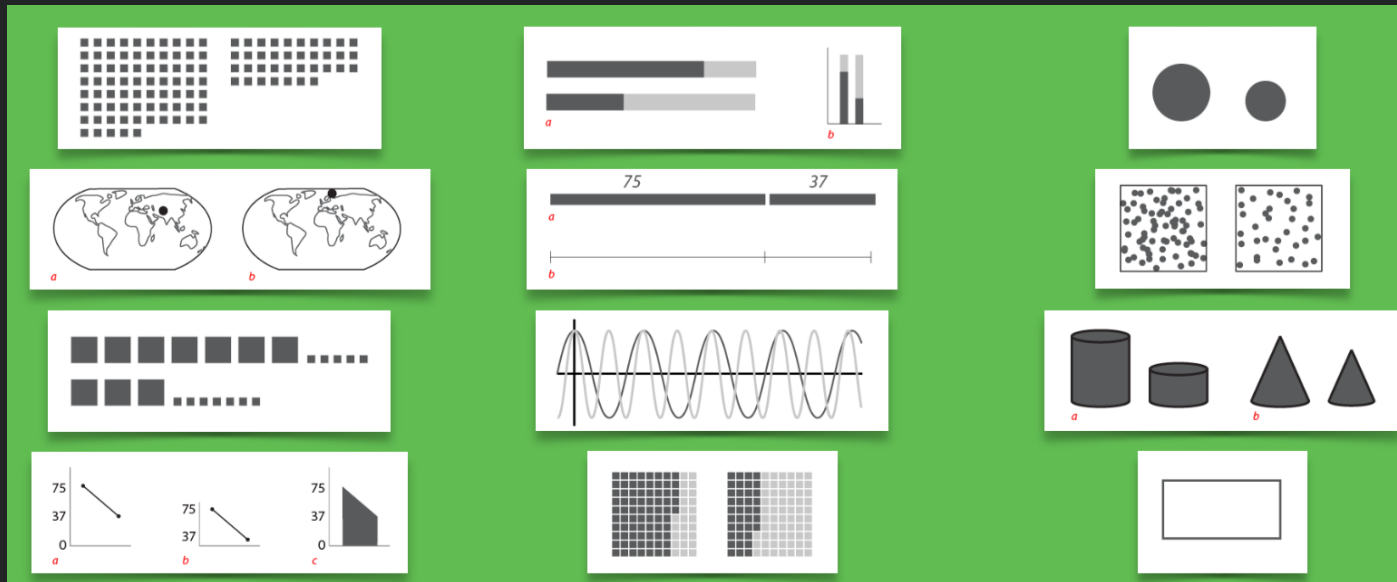
Sketch on paper.

Kilograms? Centimeter? Age? Width? Length?

**Take 5 minutes**



# Just few **examples**



# One data, one message: **multiple presentations**

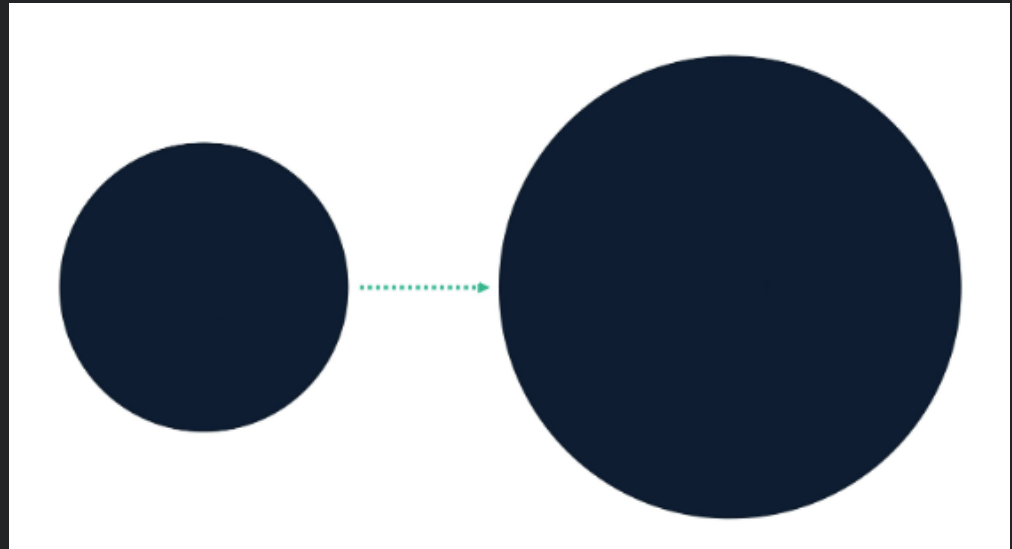
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- Column chart: global, per year
- Sunbust: per country, per year
- Map: per country, per year
- Data Intensive: per country, per year and month

# Let's **discuss**

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- World Bank
- eCommerce
- UNCTAD
- UNCTAD
- Economist
- OWID



Pie charts, number of colors, cutting axes

# Maps as a visualisation

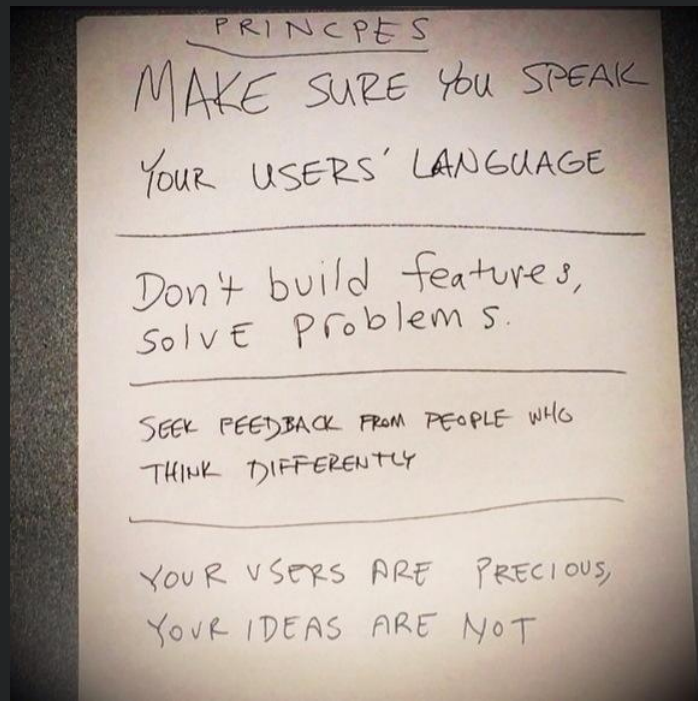
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- Good when the data shows **a spatial trend**: 1, 2, 3, 4
- Or when the location is relevant
- Beautiful maps (and informative): 1, 2, 3, 4

But **often** it is also the case that **another type** of visualisation **works better** to deliver the message

# 4 things I like to keep in mind

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# **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

# 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
- Was adopted by municipalities and by public
- Data and process was opened

# Minisites:

## "All you need to know"

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- EDAR 2022, 2021
- RMT 2022, 2021
- HBS 2022
  - Minisite

Emphasis on the message and **visuality**

We have **tailored analytics** to track the usage



# Datavis gone **wrong**

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The 9 Worst Data Visualizations Ever Created

# Thank you! **Questions?**

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Teemo Tebest, [@teelmo](#)

# UNCTAD **Datawrapper**

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- Fossil fuels
- A Double Burden
  - Datawrapper
- Black Sea Grain Initiative
  - Datawrapper
- Global Crisis
  - Datawrapper

Datawrapper Archive

# Datawrapper, **introduction**

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- Free for personal use
- Every division has **an account with license**
  - UNCTAD license
- In Datawrapper **each division has a folder**
  - Make sure to use this structure
- **If testing** make sure you are using your personal account or a private team

Datawrapper Academy helps you!

# Personal account and UNCTAD license

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Every division has their own account, these credentials can be shared within the division.

It is also possible to create a team with the division's account and add members to this team. This way you can use your personal account and share your work with the division team.

# Datawrapper, **hands-on**

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Open <https://shorturl.at/aeoT5>