

COPERNICUS EARTH OBSERVATION

DATA VISUALISATION WORKSHOP SERIES



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Europe's eyes on Earth



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Climate and Weather

Storytelling with Climate & Weather Data

Scott Duncan

Senior Meteorologist

CONTENTS

- Intro
- Data Use & Access
- Social Media
- Experience & Challenges
- Summary & Key Takeaways



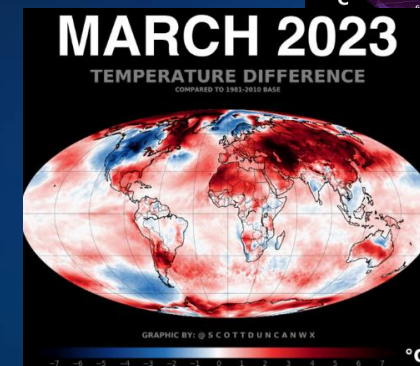
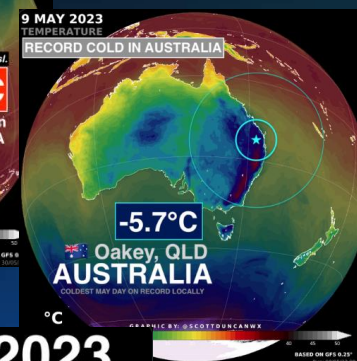
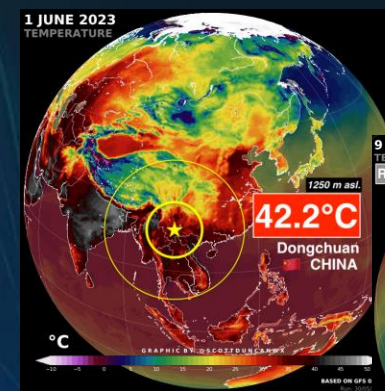
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DATA USE & ACCESS



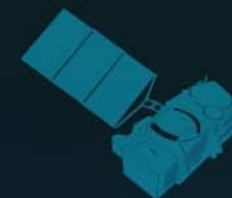
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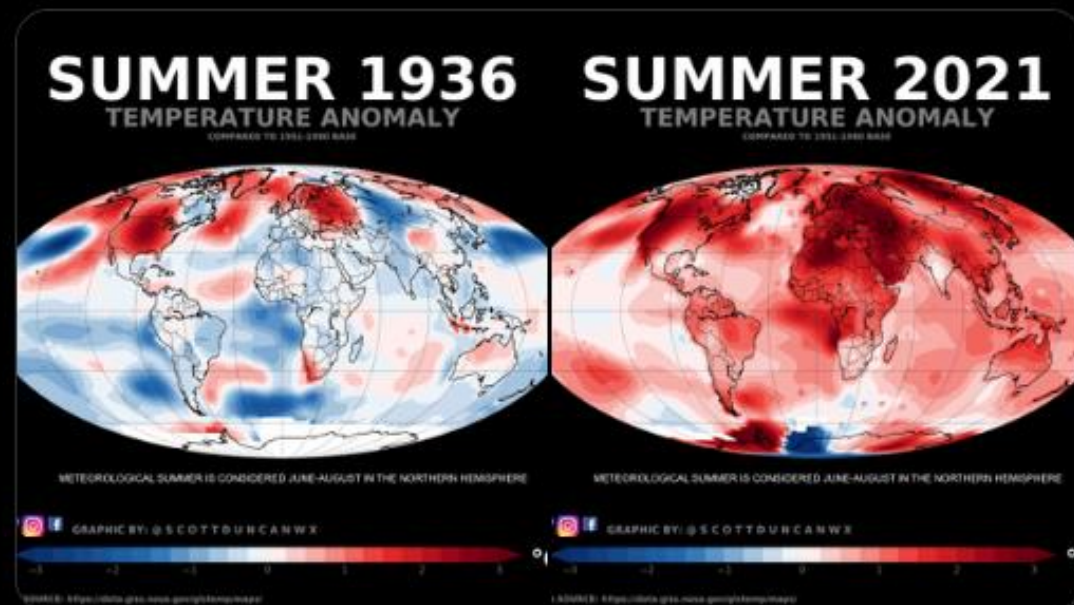
SOCIAL MEDIA



Scott Duncan @ScottDuncanWX · Sep 14, 2021

Extreme heat in 2021 breaks the famous Dust Bowl record from 1936 for hottest summer on record in the USA.

In 1936, we observed a hot blob on a relatively cool planet. Today, we have a hot blob on a warm planet.



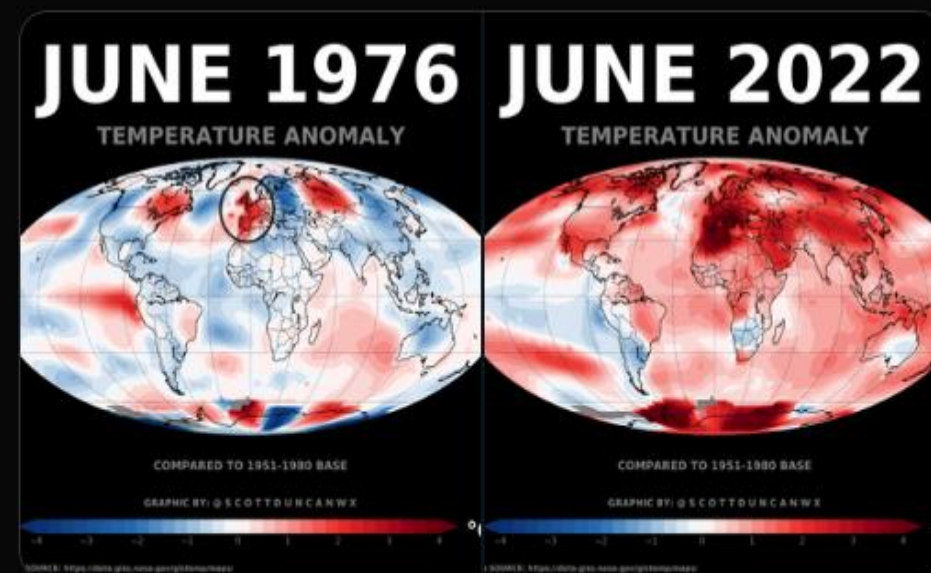
50 1,411 2,583



Scott Duncan @ScottDuncanWX · Jul 17, 2022

We have not seen anything like it. We can't compare this looming heat emergency to summer 1976.

A warmer world, thanks to human induced climate change, makes it almost effortless to break extreme heat thresholds. We continue to see this across the planet - not just in Europe.



432 9,116 19.8K

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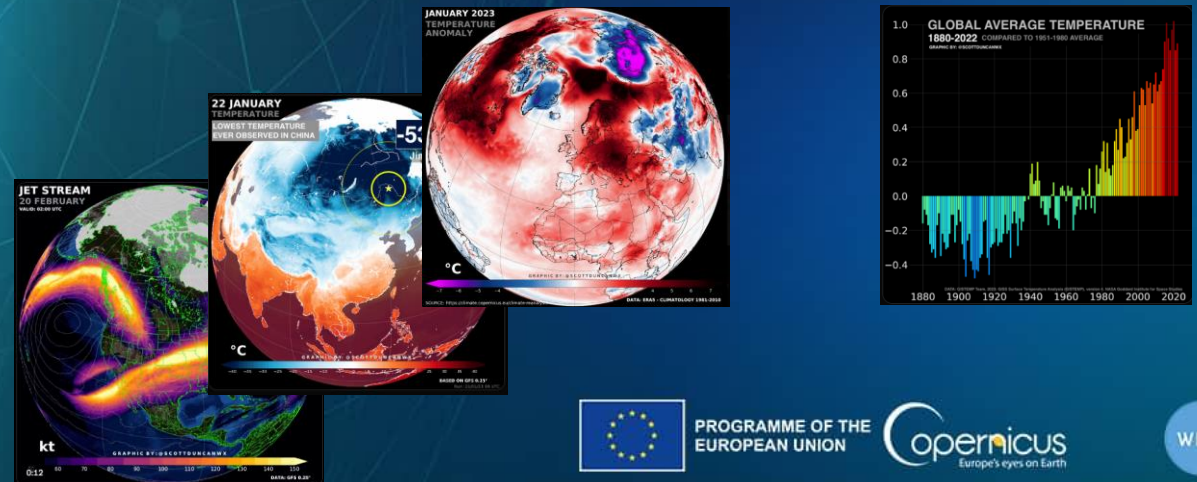


EXPERIENCE

- Simplicity is key when showing geospatial data
- Clear graphics with very basic annotations
- Limited jargon and text volume
- Create threads and link in work of others
- Provide as many links to sources as possible
- Historical context

CHALLENGES

- Explaining complex terms
- Communicating uncertainty
- Attribution to climate change
- Trolls & bots



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SUMMARY & KEY TAKEAWAYS

- Connection to geospatial data can be easy
- Data visualisation is a very powerful tool for impactful story telling
- “Simple and clear go a long way”
 - John P. Kotter (Professor of Leadership, Emritus, at the Harvard Business School)
- Put regional detail & extremes into global perspective
- Find hooks to draw those that may be skeptical
- Avoid engaging with trolls



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