


# Data Therapy: Telling Your Story Well

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 @rahulbot

# Agenda

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1. Introductions
2. Collective Critique
3. Case Studies
4. Remixing a Story
5. Wrap-Up

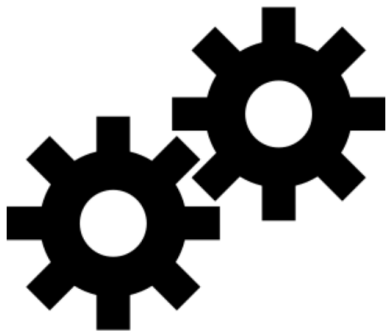


# *Introduction*



# Data is an Asset...

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**improve  
operations**



**spread the  
message**



**bring people  
together**

# Telling Your Story Well

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*Ask yourself about your audience and goals...*



*...and see if you accomplish your goals with your target audience*

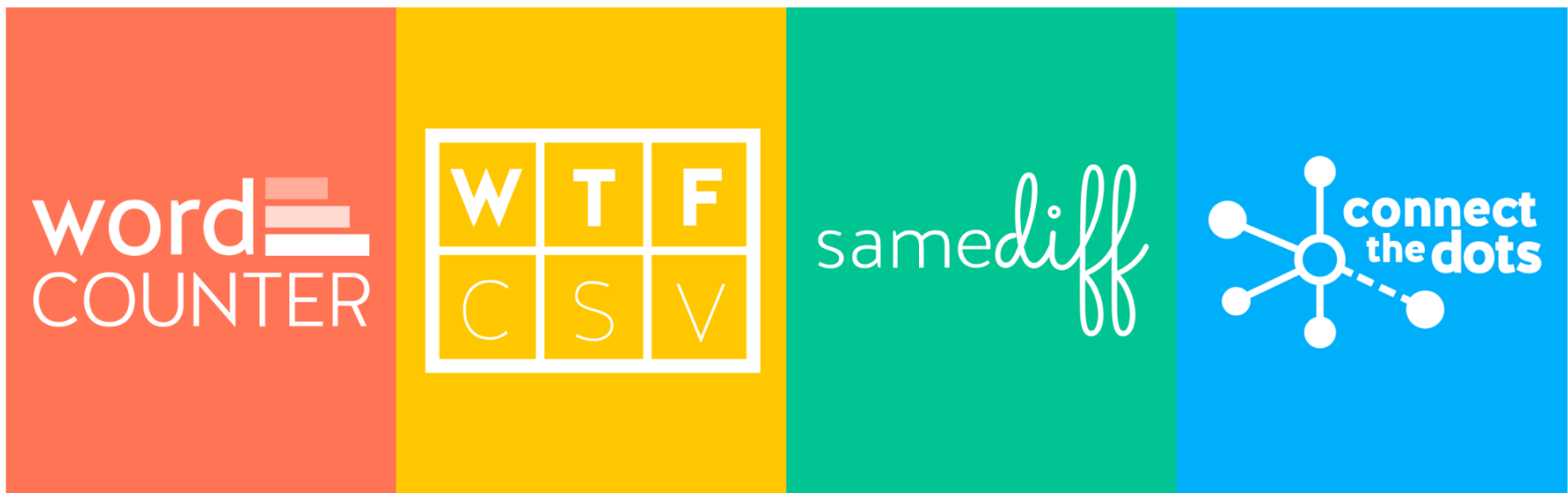
# Group Therapy

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- How are you telling stories with data right now?
- What do you wish you were doing?



## A suite of tools and activities for learning to work with data



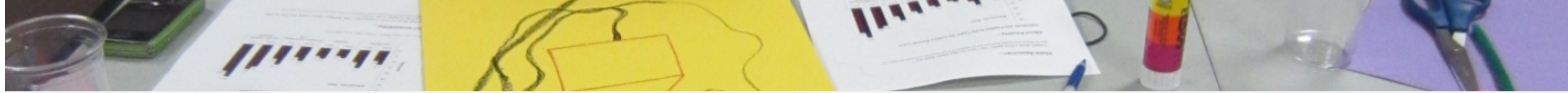
WordCounter analyzes your text and tells you the most common words and phrases.

WTFcsv tells you WTF is going on with your .csv file.

SameDiff compares two or more text files and tells you how similar or different they are.

ConnectTheDots shows you how your data is connected by analyzing it as a network.

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## Activities

Here is a list describing many of the activities we run at our workshops. Each links to a page with instructions about how you can use the activity yourself! We tend to pick and choose activities from this list to fit the goals of each activity.

- Find a Story in Data
- Try out Visual Presentation Techniques
- Build Data Sculptures
- Pass-Around Collaborative Drawing
- Sketch a Story
- Convince Diverse Audiences
- Remix a Visualization for Diverse Audiences
- Brainstorm Data Questions and Data Sources
- Create Visual Word Webs
- Critique a Gallery of Visualizations
- Choose a Story to Tell
- Remix a Visualization using Different Presentation Techniques
- Analyzing Text
- *Coming Soon: Collectively Critique a Data Visualization*

## Search



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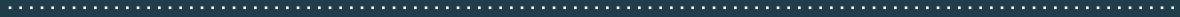
## Recent Posts

UN Data Forum: Data Advocacy Impact Panel (live blog)

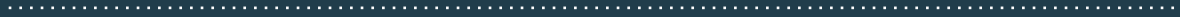
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UN Data Forum – Data Literacy: What, Why and How? (liveblog)





# *Collective Critique*



# A Thing to Think With

THE GLOBAL STATE OF

# AGRICULTURE

POPULATION IS EXPANDING & FOOD PRODUCTION **MUST RISE**

THE GLOBAL STATE OF

# AGRICULTURE

POPULATION IS EXPANDING & FOOD PRODUCTION **MUST RISE**

1927 2 Billion | 1960 3 Billion | 1987 5 Billion | 1999 6 Billion | 2011 7 Billion

**2050**  
**2011**

GLOBAL FOOD PRODUCTION MUST INCREASE **70%** BY 2050 TO MEET OUR NEEDS.

Annual Cereal production must rise by **4%**.

Annual beef production must rise by **over 80%**.

## AGRICULTURE IS NEEDED IN DEVELOPING COUNTRIES

Agriculture is responsible for **80%** of rural population's livelihoods.

Women make up **45%** of the agricultural workforce.

**20%** IN LATIN AMERICA  
**50%** IN PARTS OF ASIA

WOMEN FARMERS ARE **LESS** PRODUCTIVE THAN MEN BECAUSE OF LESS ACCESS TO:

- LAND
- WATER
- SEEDS
- TRAINING
- CREDIT

**20%** of the legal owners of agricultural land in China are men.

Who owns large animals in Ecuador?  
**10%** WOMEN  
**40%** MEN

**BUT IF WOMEN WERE MORE PRODUCTIVE THE WORLD WOULD BENEFIT.**

With equal access to resources, women could increase crop yields by **30%**.

THIS COULD LEAD TO A **2.5-4%** INCREASE IN CROPS, WHICH WOULD FEED MORE THAN **150 MILLION PEOPLE**.

SOURCES: <http://econ.worldbank.org> | <http://fao.org> | Odun, Abeni D., W. Biao-Rong and L. Raabe-Vladon, "Measuring the Gender Asset Gap in China," Department of Economics, University of Ghana

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from POSSIBILITIES  
to RESPONSIBILITIES

DATA ON PURPOSE

DO GOOD DATA

10

1. What's the data?

2. What are the visual representations of the data?

3. What is the one-sentence story?

4. Is it well-told?

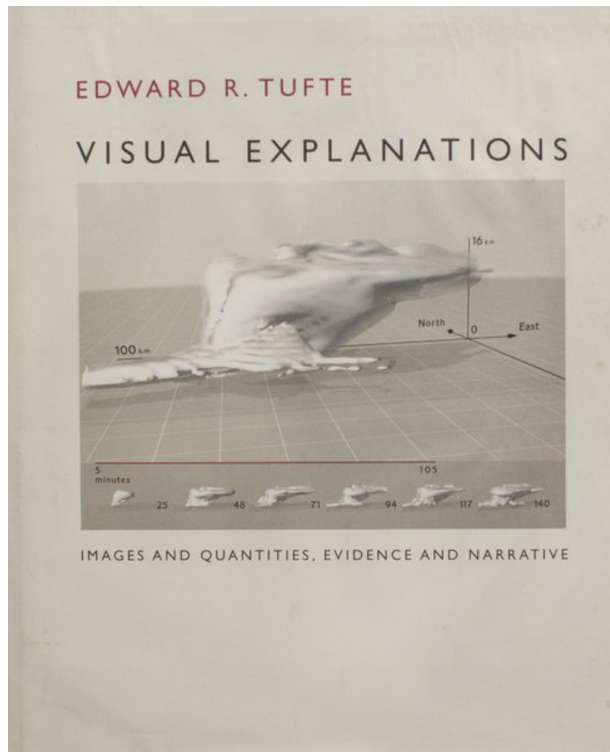




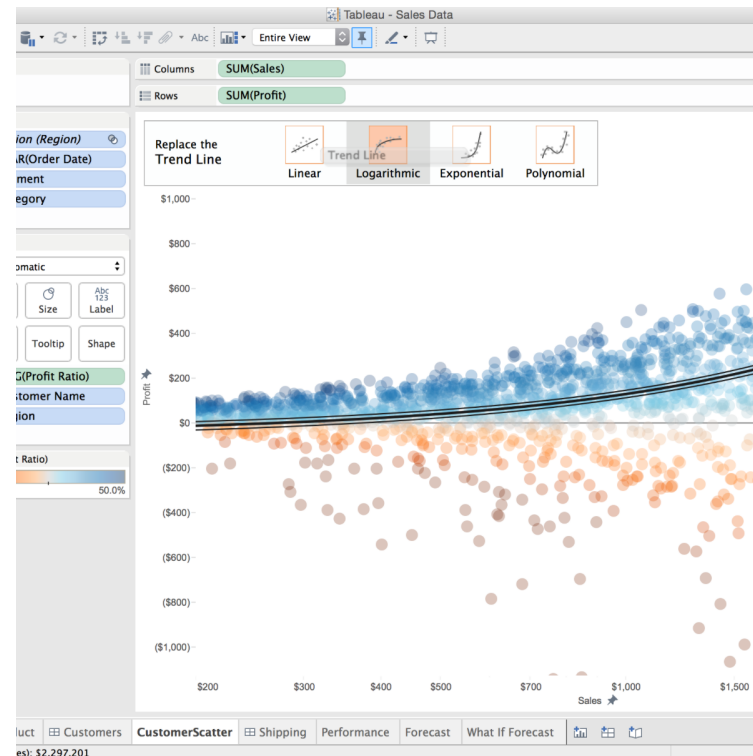
# *Examples*



# The Usual Inspirations are Polished



*Visual Explanations, Edward Tufte*



*Tableau Software*

# A Richer Set of Inspirations

Food security data on a cucumber, Rahul Bhargava, 2014



Prudential Ribbons Experiment, 2014



Black Cloud, WWF & Ogilvy, 2007



History Quilt, Elizabeth Peabody, 1856

from POSSIBILITIES  
to RESPONSIBILITIES

#DoGoodData

DATA ON PURPOSE



# A Tool Belt of Techniques

## Personal Stories



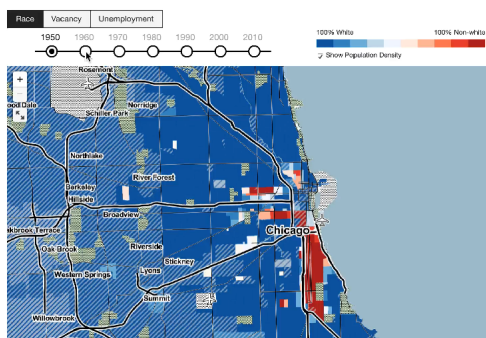
## Data Sculptures



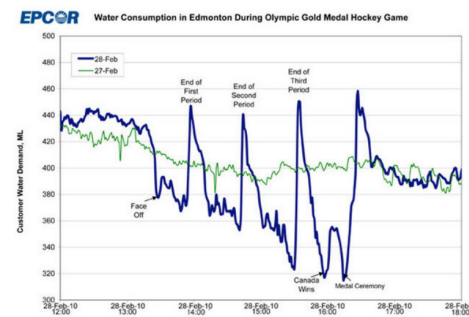
## Participatory Games



## Maps & Creative Maps



## Charts & Creative Charts





# *Remix a Story*







from **POSSIBILITIES**  
to **RESPONSIBILITIES**

DATA ON PURPOSE



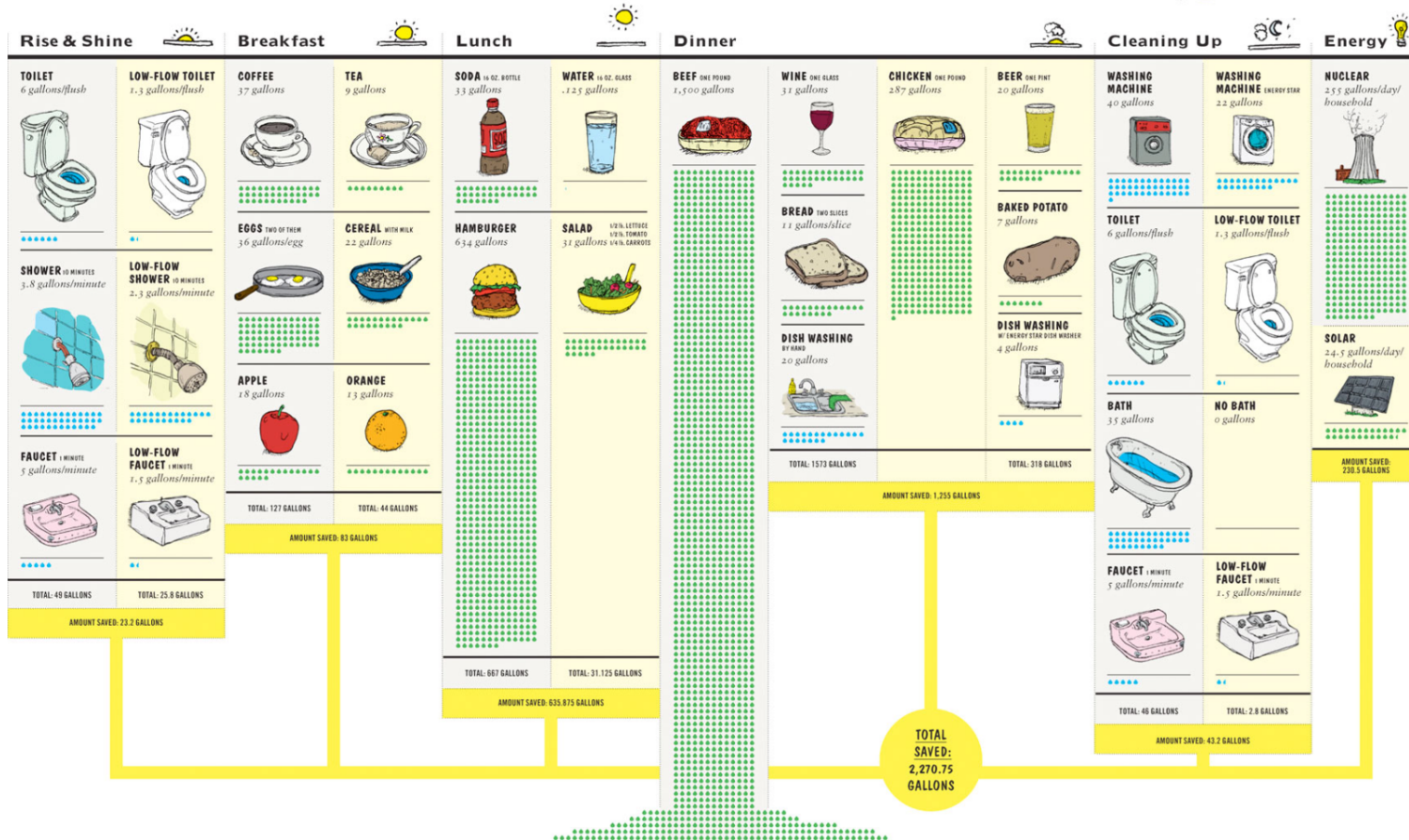
DO GOOD DATA

# Another Thing to Think With

**Walk This Way:** Making the right choices to reduce your water footprint

 = 1 GALLON **DIRECT USE:** THE WATER THAT YOU ACTUALLY USE.

 = 1 GALLON **VIRTUAL USE:** THE WATER THAT HELPED MAKE THE THINGS YOU USE.



from POSSIBILITIES  
to RESPONSIBILITIES

DATA ON PURPOSE

 DO GOOD DATA

# Audiences

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- ~~General public~~
- Farmers
- Consumers
- Restaurateurs
- Policy Makers
- ....

# Goals

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- ~~Raise awareness~~
- Change to lower-water crops
- Buy lower-water groceries
- Offer lower-water meals
- Create incentives for lower water use
- ...

# Remix the Story

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- Make a team of 3 or 4 people
- Pick an audience and a goal that makes sense for them
- Pick a tiny piece of the story that you think will accomplish the goal
- Pick a technique to tell that story
- Grab markers and sketch out your story visually on the whiteboard

You have 15 minutes—have fun and be creative!



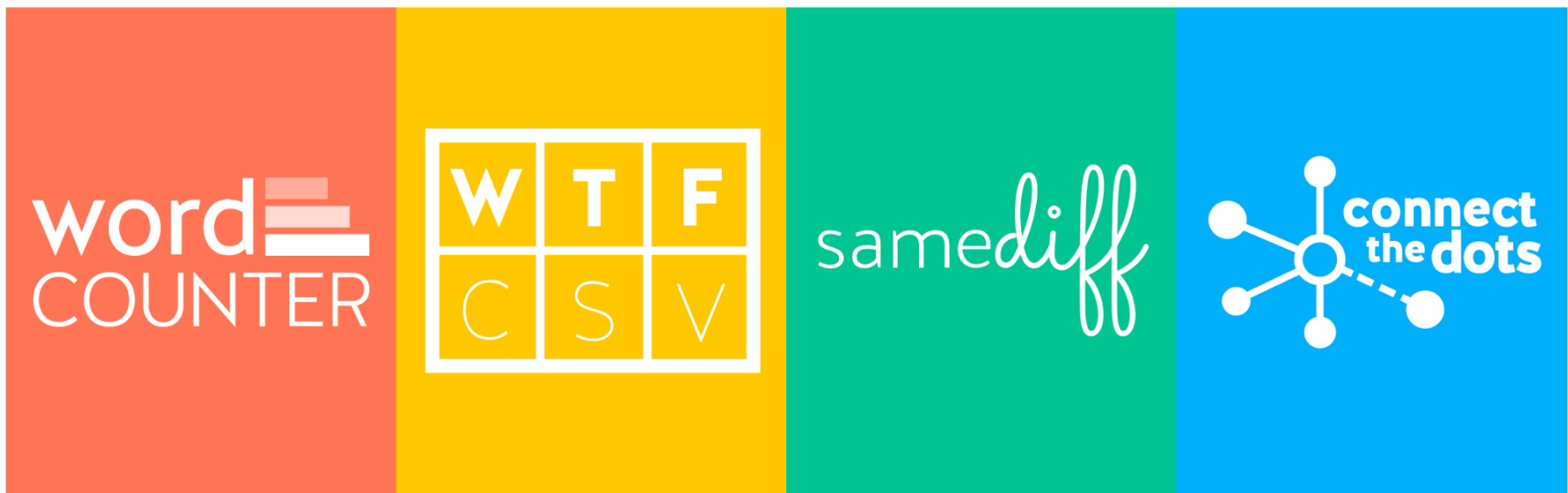
## *Wrap Up*



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Know your audience  
and your goals before  
deciding how to tell  
your data-driven story

## A suite of tools and activities for learning to work with data



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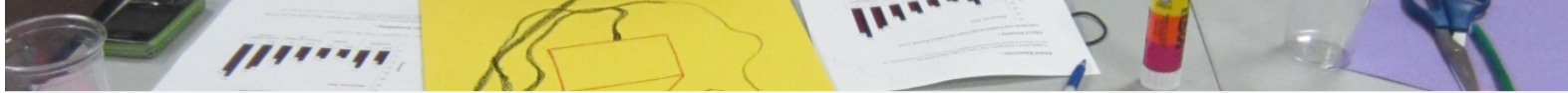
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# Audience Q&A

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