Data Therapy: Telling Your Story Well

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Agenda

1. Introductions
2. Collective Critique
3. Case Studies
4. Remixing a Story
5. Wrap-Up
Introduction
Data is an Asset...

- improve operations
- spread the message
- bring people together
Telling Your Story Well

Ask yourself about your audience and goals…

- Asking questions
- Gathering data
- Finding a story
- Telling your story
- Trying it out

…and see if you accomplish your goals with your target audience
Group Therapy

• 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.
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
- Canita Sora: Collectively Critique a Data Visualization

Search

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Recent Posts

UN Data Forum: Data Advocacy Impact Panel (live blog)
UN Data Forum: Making Civil Society Data Literate (live blog)
Collective Critique
A Thing to Think With

THE GLOBAL STATE OF AGRICULTURE

POPULATION IS EXPANDING & FOOD PRODUCTION MUST RISE
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

#DoGoodData
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
A Tool Belt of Techniques

Personal Stories

Data Sculptures

Participatory Games

Maps & Creative Maps

Charts & Creative Charts

#DoGoodData
Remix a Story
YOU MUST CHOOSE
BUT CHOOSE WISELY
Another Thing to Think With

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

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

• Raise awareness
• Change to lower-water crops
• Buy lower-water groceries
• Offer lower-water meals
• Create incentives for lower water use
• …
Remix the Story

- 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
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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Audience Q&A

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