

## Breakout Session 1: Tools for Data/Vis Storytelling

As we just heard from our speakers, tools for supporting storytelling with data can be developed both from the point of view of the *author* (e.g. adding sequences, transitions, highlights, annotations, etc.), as well as from the point of view of the *user* (e.g. allowing for bookmarking, curation, annotation, commenting etc.). The purpose of this breakout session is to think more about how tools can support storytelling either for the author or the user, or both simultaneously.

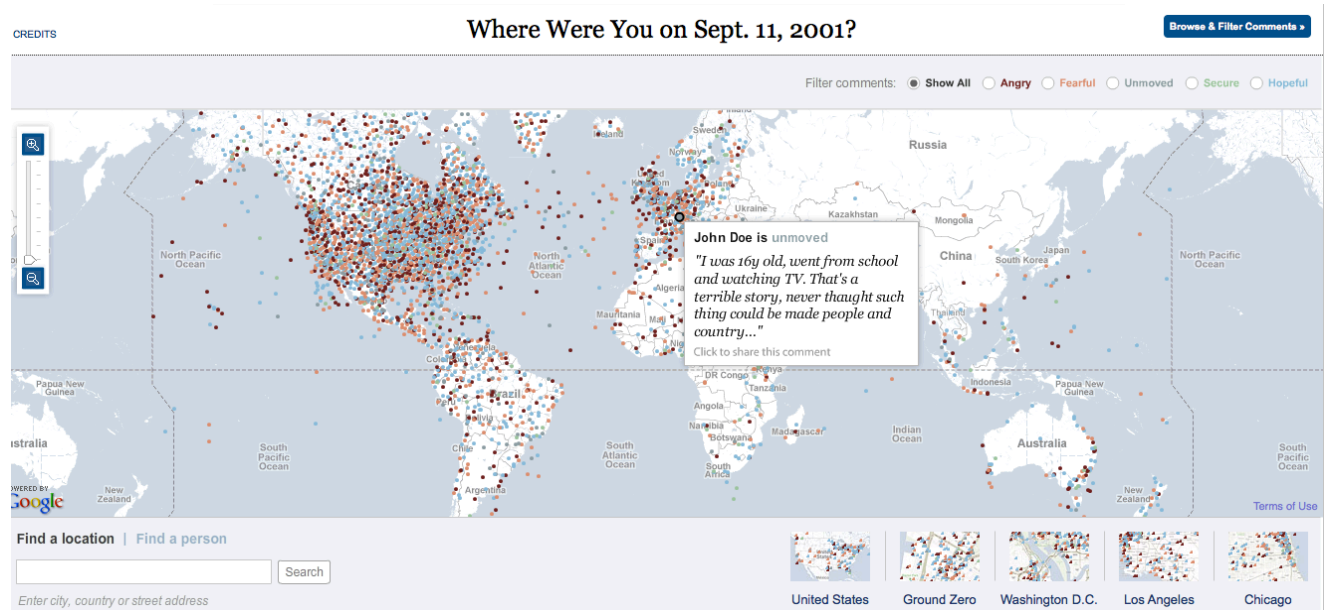
In your breakout group, choose an interactive visualization to help ground discussion. Some examples are on the following page, or you can choose your own.

Here are some questions to spur discussion:

1. What are some additional features that might be supported by tools that would have enhanced the story in your example?
2. How could different users' comments or other annotations be integrated back into your example? How would this change the story, or enable new stories?
3. How could users' stories such as in personal blogs, be referenced or synthesized by the tool so that other users can experience or easily browse them?
4. What would a tool look like that would support *illustrating* a pre-existing story with data and visualization, rather than having the story emerge from the data/vis? What came first, the data or the story?
5. If you were to re-craft your example in a Hans Rosling-style, what tool features would support such storytelling?
6. What existing software tools (presentation, visualization, social) could visualization designers look to for storytelling features, either for your example or others?

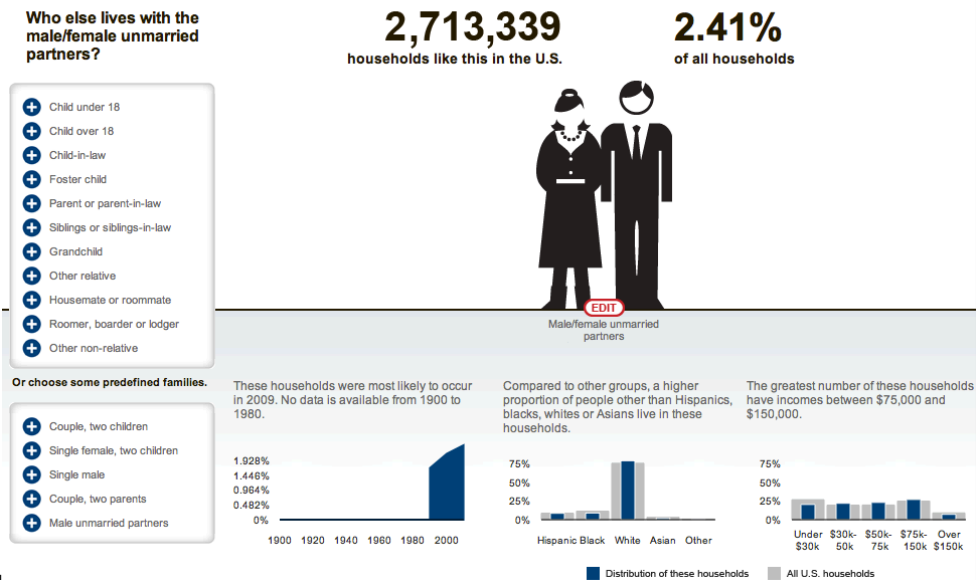
Examples:

New York Times, 9/8/2011, <http://www.nytimes.com/interactive/2011/09/08/us/sept-11-reckoning/where-were-you-september-11-map.html?hp>



New York Times, 6/19/2011, <http://www.nytimes.com/interactive/2011/06/19/nyregion/how-many-households-are-like-How-Many-Households-Are-Like-Yours?>

Explore different types of American households and see how they have changed over time. [Related Article »](#)



yours.html

## Breakout Session 2: Communicating with a visualization

Effective, engaging communication strategies and external factors related to the audience are two important things to consider in designing a storytelling visualization. The purpose of this activity is to get you thinking about the relationship between rhetorical or communication techniques, on the one hand, and contextual or audience-based factors on the other.

Within your group, think of one or two visualizations that communicate important data. There are some examples on the next page which could also be used. Use the considerations below to discuss within your group how these two types of factors can be addressed, in the process of design as well as features of the tool.

Questions for discussion:

1. Describe the audience that is targeted by the visualization. Think about the goals, interests, abilities, and prior knowledge that a member of this audience is likely to have.
2. What other groups or communities might be interested in the information? If the visualization appears to be created for a general online audience, think about more specific groups. Compare these alternative groups to the original target audience. How do their goals, interests, abilities, and prior knowledge differ?
3. What are some communicative goals that might correspond to audience goals?
4. How would you redesign this visualization for any or all of these various audiences and goals?
5. Can you think of a case where the designer's goals might be different from the likely goals of an audience member? Refer to the audiences you considered above. How might a designer choose to approach designing this visualization?
6. How would you re-think the visualization design process to better address audience reception?
7. What sort of information or inputs to the design process might be useful to a designer considering issues of audience reception?
8. How could different audiences be engaged differently, based on their goals, abilities, and prior knowledge? Think about both static and interactive storytelling techniques.

Examples:

The Economist Daily Chart, 1/11/2011, [http://www.economist.com/blogs/dailychart/2011/01/social\\_justice](http://www.economist.com/blogs/dailychart/2011/01/social_justice)

## Social justice

# Scales of justice

Jan 11th 2011, 15:00 by The Economist online

Like 490 Tweet 58

### Europe's biggest economy scores poorly in a ranking of fairness

GERMANY'S federal statistics office is expected to announce on Wednesday January 12th that its economy grew by 3.7% in 2010. The country's position in a ranking of countries by social justice, an umbrella term that includes everything from poverty to access to education, is less shiny. According to a new [study](#) (currently available only in German) published by the Bertelsmann Foundation, Germany ranks only 15th among the 31 OECD countries in the index, which is derived from 25 separate indicators. Germany fared particularly poorly (coming 22nd) in terms of "access to education". "[In Germany] almost one in nine children grows up in poverty, and good education highly depends on the social family background," said Gunter Thielen, head of the Bertelsmann Foundation.



### Breakout Session 3: Contexts of Data Storytelling

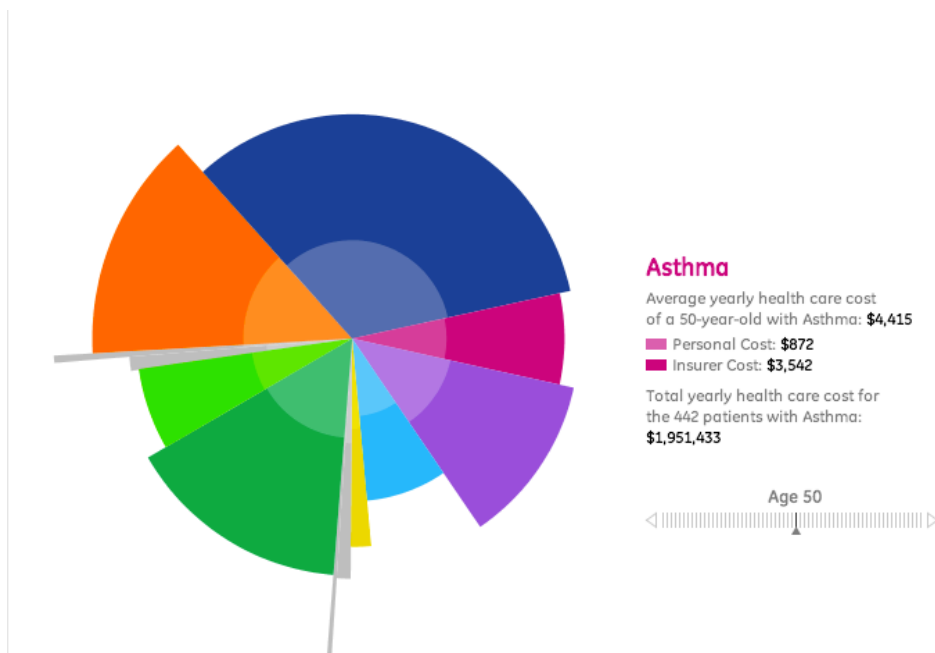
Data visualization can be used to tell stories in a variety of different contexts, including those we just heard about from our speakers: entertainment, journalism, and history. Other contexts could include science, law, politics, medicine, or religion among others. In your breakout group, pick a dataset and discuss the different types of stories and ways of telling them that might emerge from that dataset in diverse contexts.

Here are some questions to spur discussion:

1. What are the constraints, challenges, or opportunities to storytelling with data in specific contexts such as entertainment, journalism, science, law, politics, medicine, or religion?
2. How might the goals of the storyteller in different contexts impact the design of a data visualization (e.g. data, visual mapping, interactivity, annotations)?
3. How is storytelling with data impacted by whether the context is fiction or non-fiction?
4. How might the politics present within a given context be reflected in data storytelling?
5. How might the conventions and graphing principles learned by visualization designers differ based on the context in which they work?

Examples:

“The Cost of Getting Sick”, GE Visualization, 09/14/2011  
[http://visualization.geblogs.com/visualization/health\\_costs/](http://visualization.geblogs.com/visualization/health_costs/)



Climate data graph, from Huffington post, “2010 The Hottest Year on Record: The Graph That Should Be on the Front Page of Every Newspaper”, 01/13/2011  
<http://www.huffingtonpost.com/peter-h-gleick/the-graph-that-should-be->

