

- Review
- Data storytelling

# Visualizing and storytelling

# Visualizing and storytelling

“Data feminism asserts that data are not neutral or objective. They are the products of unequal social relations, and this context is essential for conducting accurate, ethical analysis”

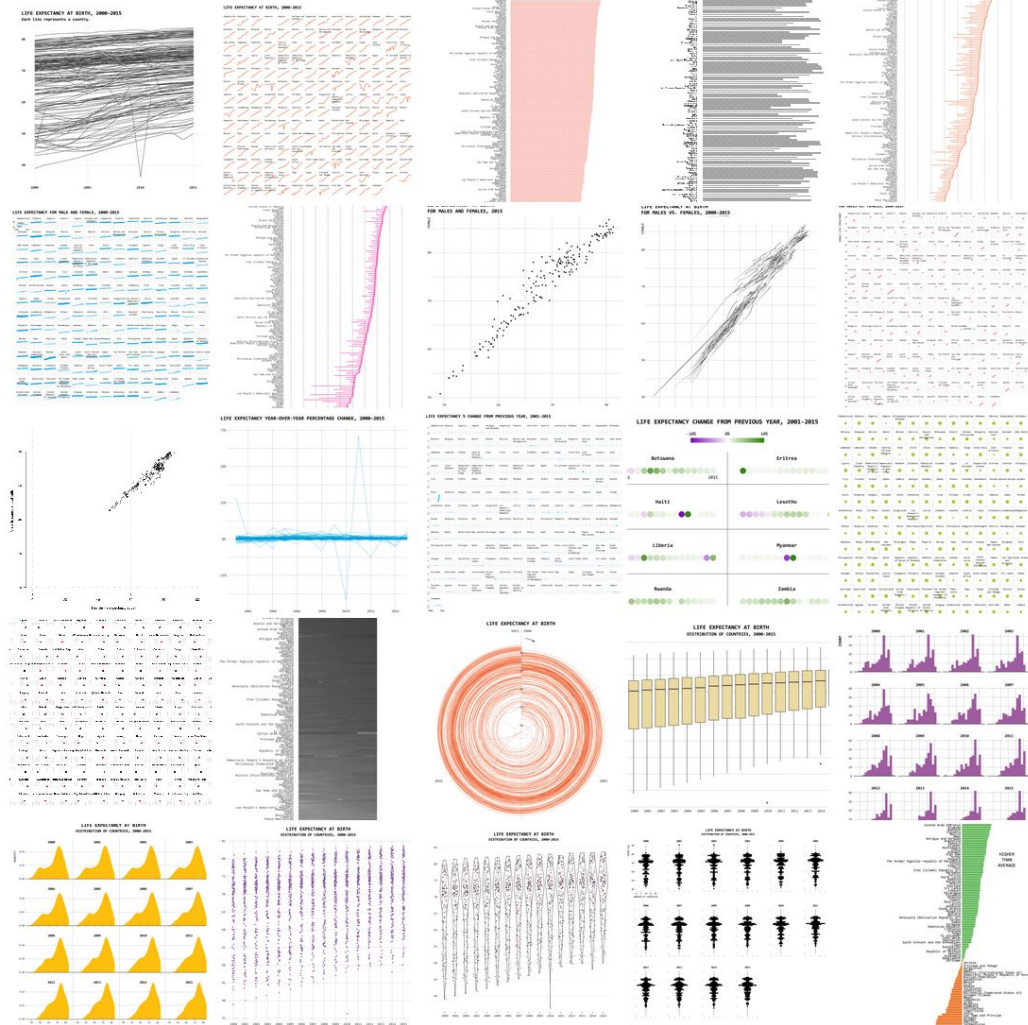
“When it comes to information graphics, it should always be data and information first, and then you design around that. For that to happen, you have to learn more about data — how to work with it, where it comes from, and what it represents in the real world.”

# Visualizing and storytelling

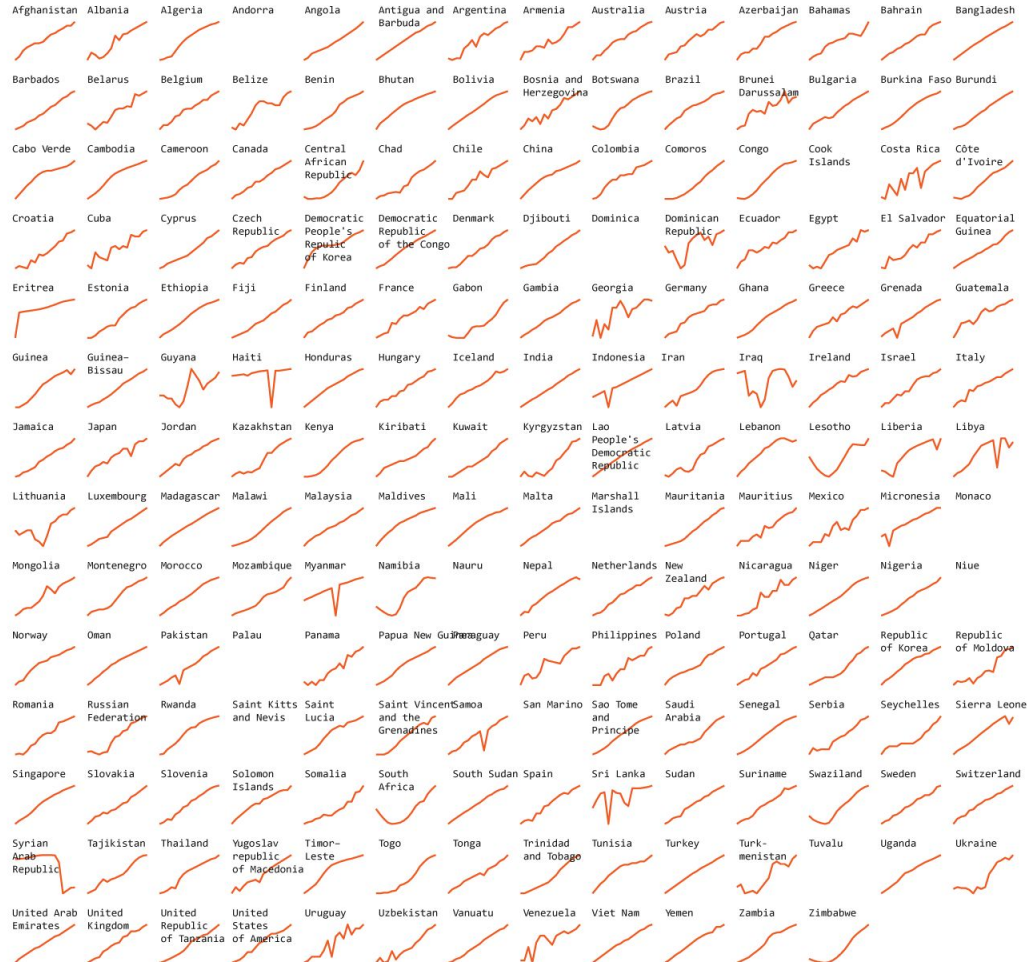
Visualizing your data helps you tell a story and construct a narrative that guides your audience in understanding your interpretation of a collected, cleaned, and analyzed dataset.

- From trying to understand how a chart work to *understanding what the data is saying*
- Can you suggest some common assumptions we make in visualizing data?

# Life expectancy data by country



## LIFE EXPECTANCY AT BIRTH, 2000-2015

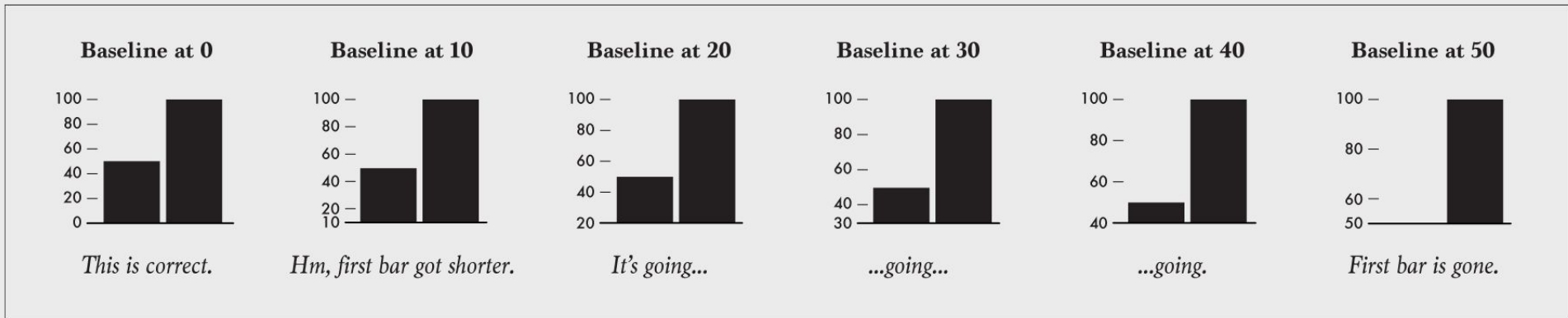


# Visualizing and storytelling

- Ask the data questions
  - What is the mean, median, mode? What are the summary statistics?
  - What is the outlier representing?
    - Data entry error or interesting observation?
- Start with visualization basics
- Focus
  - Don't overwhelm with texts, labels, details

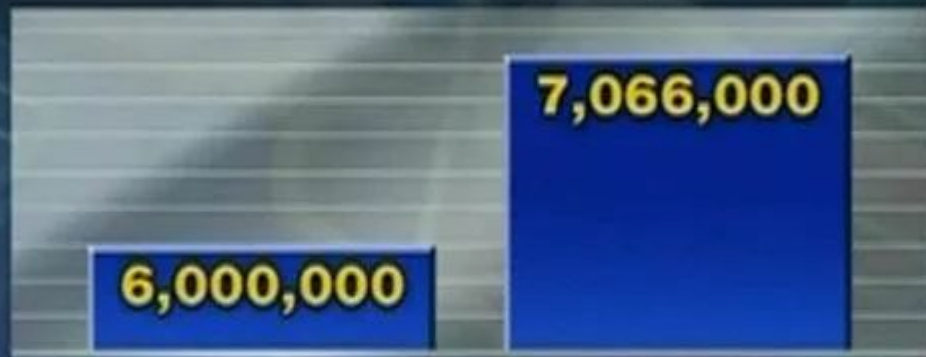
# Chart guidelines

- Bar chart baseline must start at zero





# OBAMACARE ENROLLMENT



AS OF  
MARCH 27

MARCH 31  
GOAL



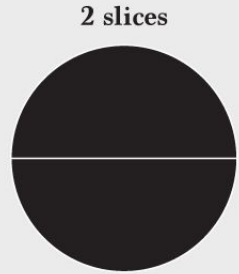
SOURCE: HHS

[mediamatters.org](http://mediamatters.org)

... IN SECOND PLACE WITH \$26.5 MIL, WHILE "MUPP DOW FUT 16,325.00

# Chart guidelines

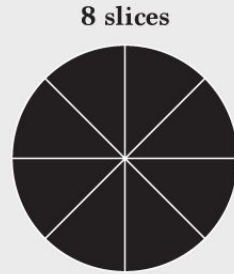
- Limitations of pie slices



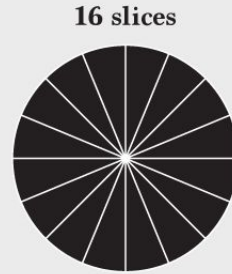
*Not bad.*



*Still bearable.*



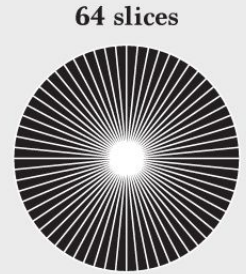
*Um.*



*Wait.*



*Stop it.*

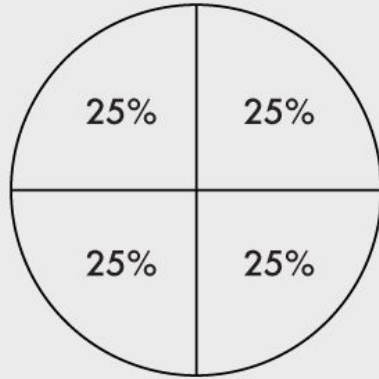


*Now you've done it.*



# Chart guidelines

- Adding up to a whole



*That's right.*



*That's not right.*



# AMERICANS WHO HAVE TRIED MARIJUANA

CBS NEWS POLL

51%  
TODAY

43%  
LAST YEAR

34%  
1997



Source: MOE +/- 4%

**HIGH SUPPORT FOR LEGALIZING MARIJUANA**  
MORE THAN HALF OF AMERICANS SAY THEY'VE TRIED POT



# Chart guidelines

- Show the data



*Easy to see.*



*Can still see.*



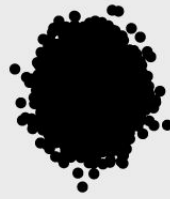
*Can't see middle.*



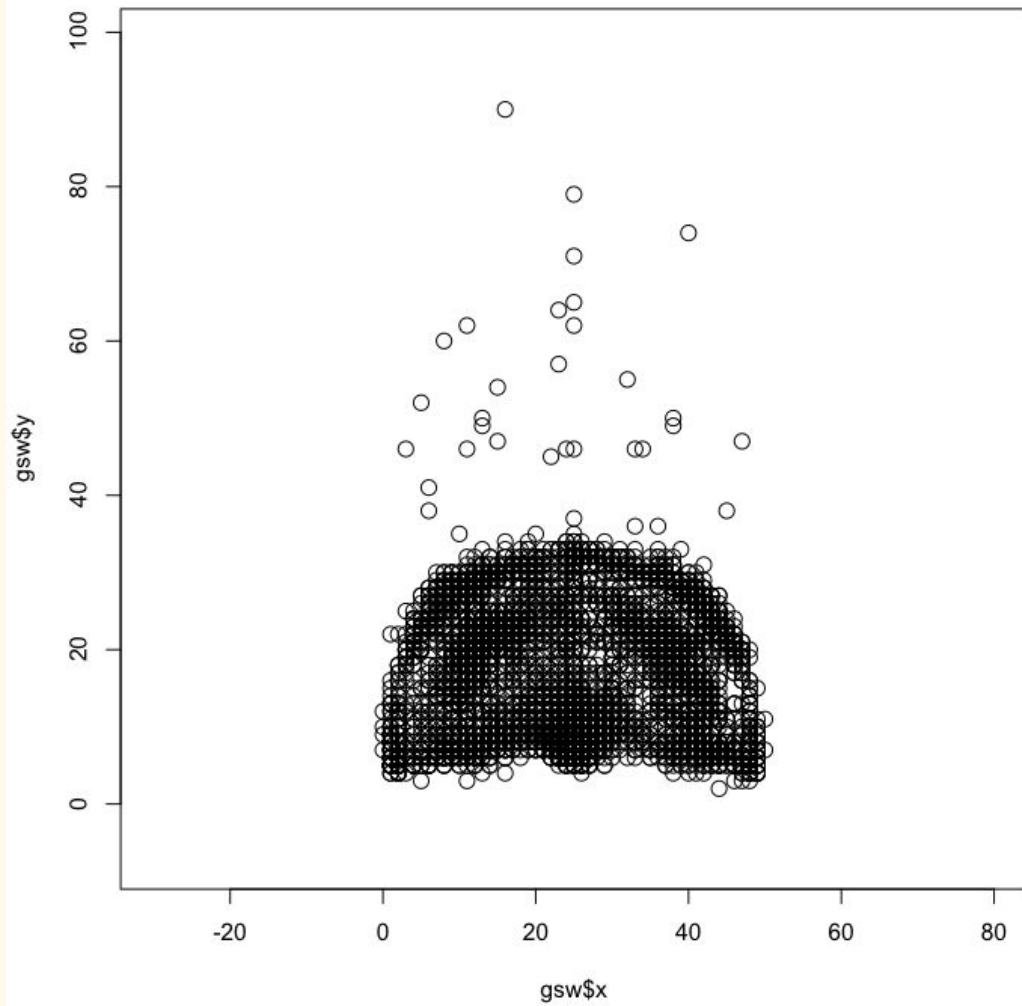
*Looking blobby.*



*Okay, it's a blob.*

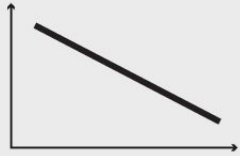


*I don't even.*

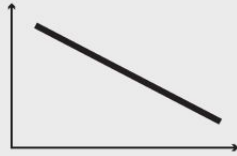


# Chart guidelines

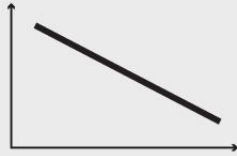
- Show encoding (e.g. labels, units of measurements)



*Unknown x vs.  
unknown y?*



*Sales over time?*



*Position while  
going down a slide?*



*Cost of living vs.  
mean home size?*



*A broken triangle?*



*Times I use this joke  
vs. amt. of amusement?*



# Yesterday's results

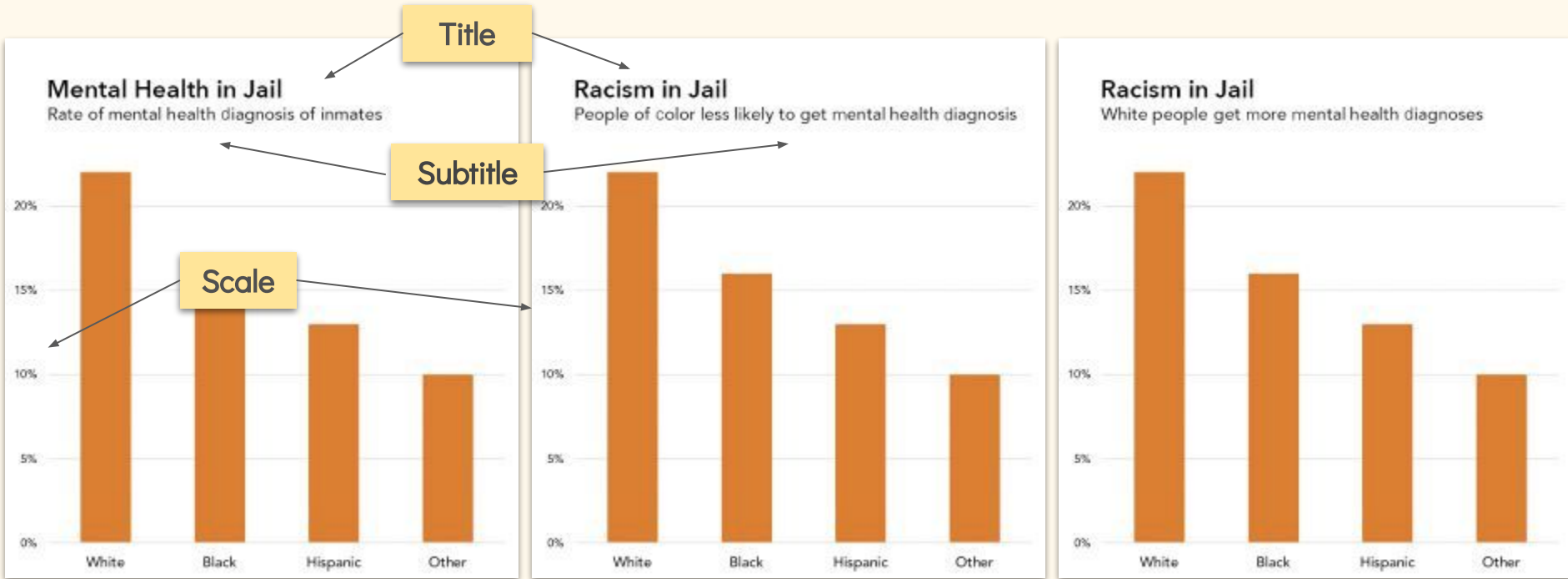
What was the best part of the Super Bowl?



Vote at [winnipegsun.com](http://winnipegsun.com)

WHAT'S

# Chart guidelines



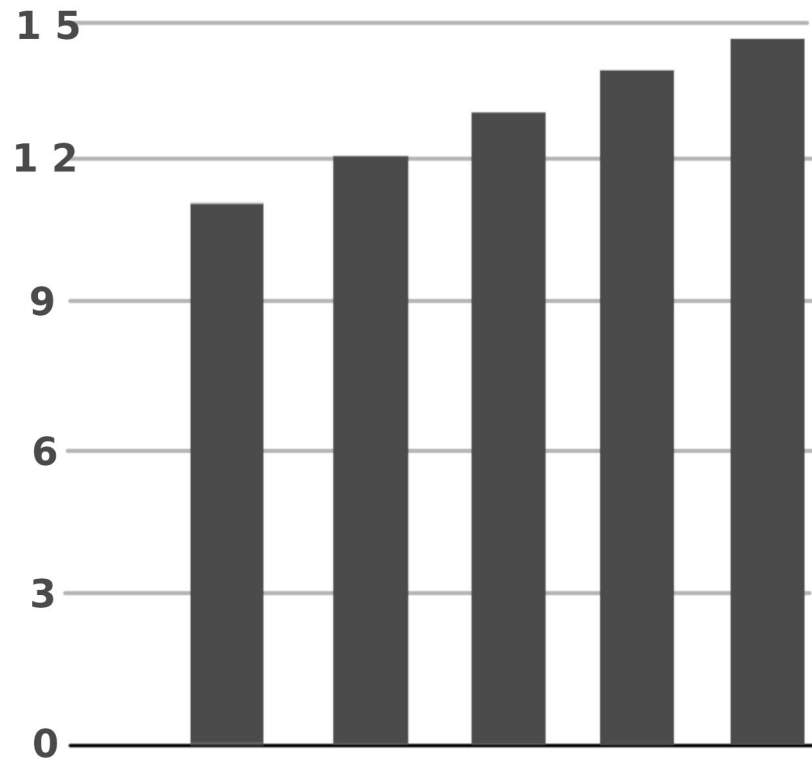
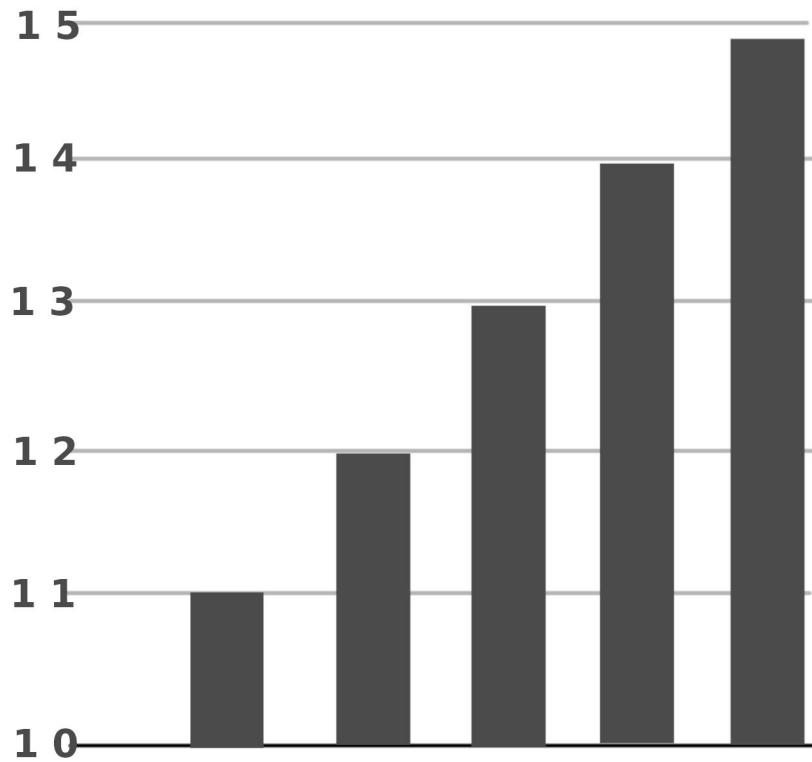
Graphics from [The Numbers Don't Speak for Themselves](#), *Data Feminism*

# Telling a story

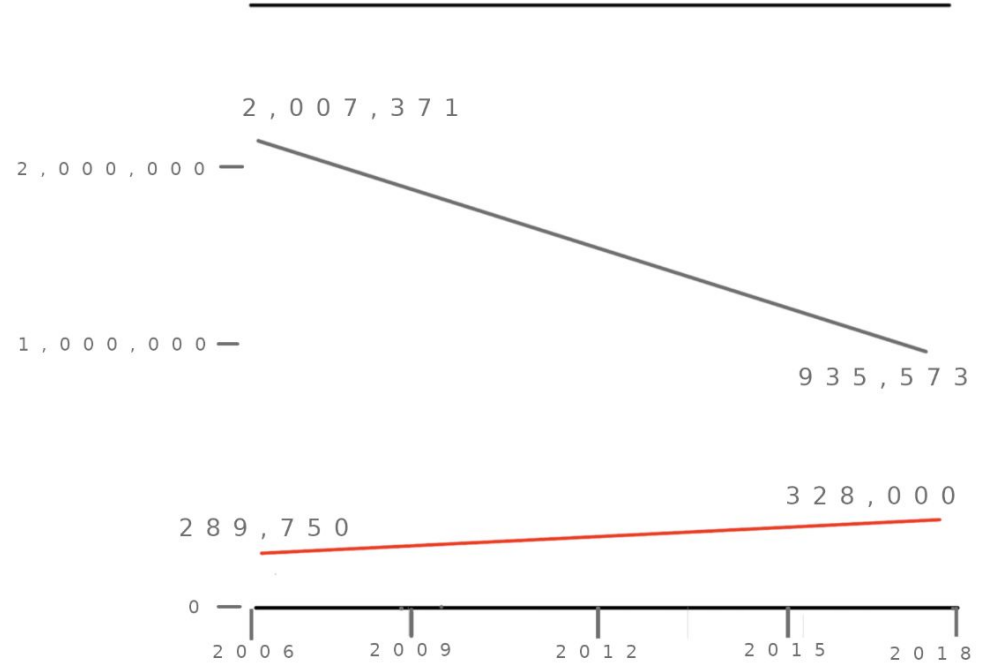
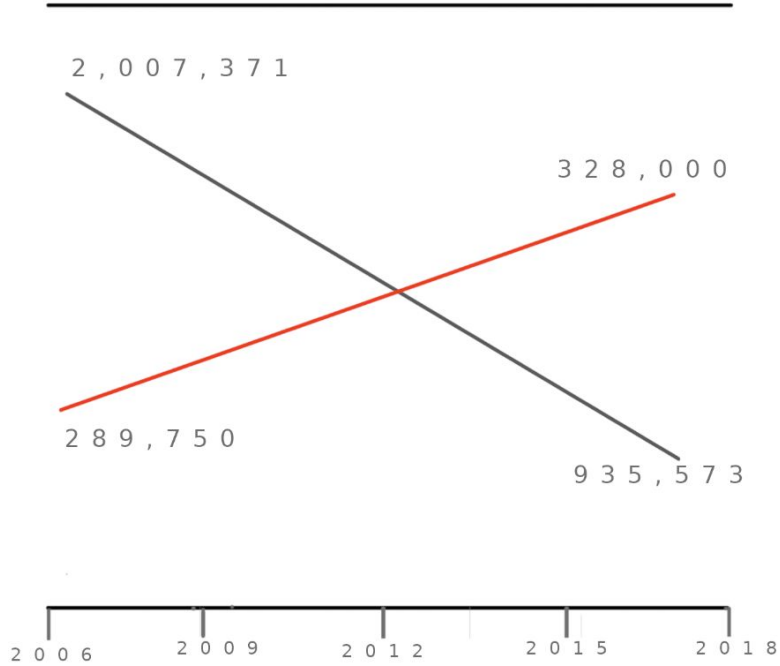
In the following data visualizations, compare between the left and right visualization:

- What narrative are we telling with the visualization on the left v. the right,
- What information is missing,
- What might be misleading, and
- How would you change them?

# Chart A



# Chart B



# Chart C

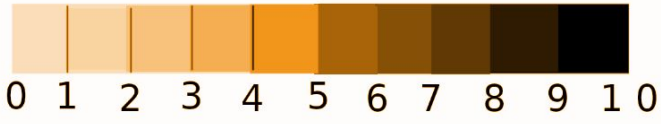
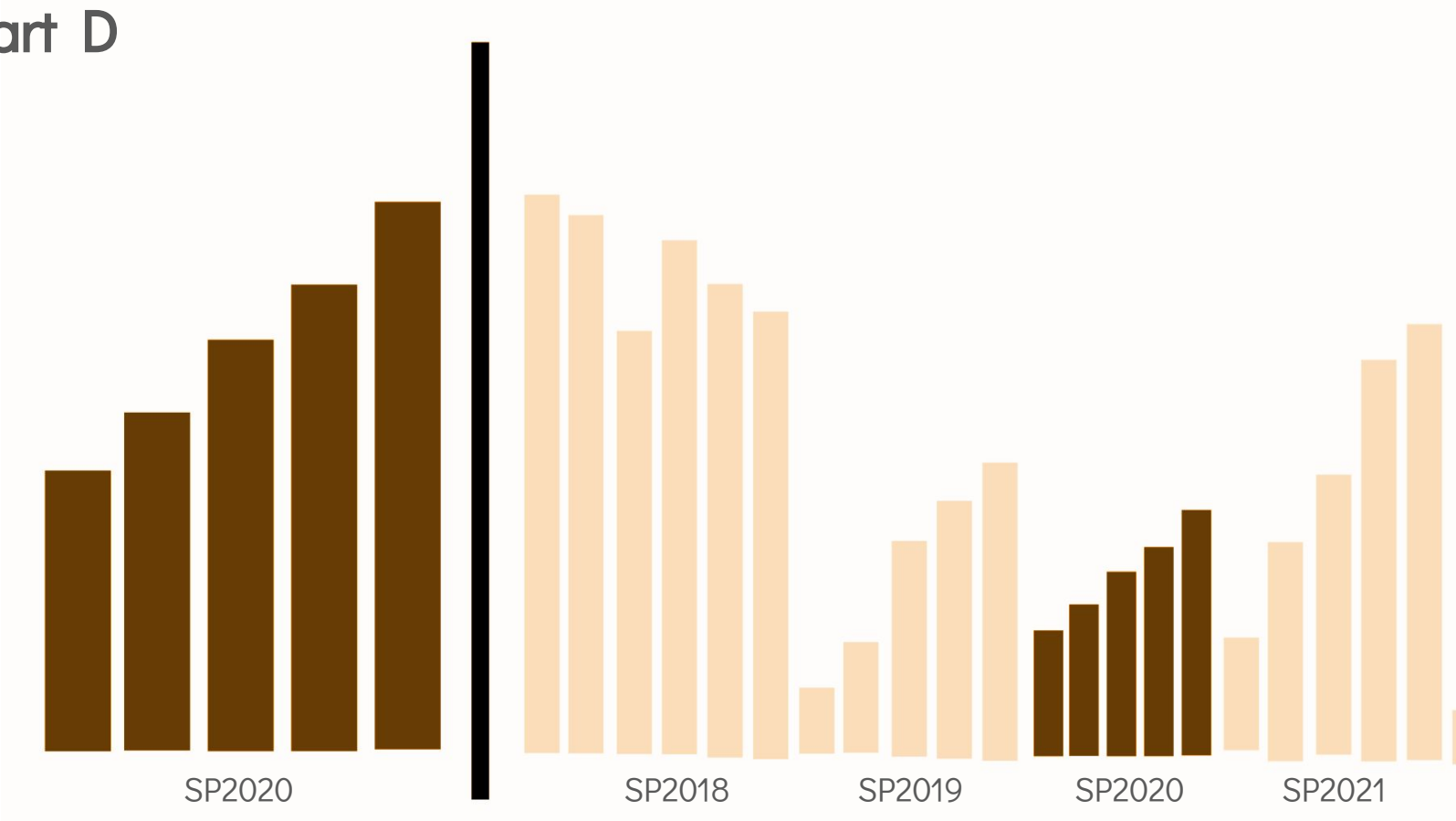


Chart D



# Exploring data storytelling

- Jackie Mansky: [W.E.B. Du Bois' visionary infographics come together for the first time in full color](#)
- Ben Schmidt: [Gendered language in teacher reviews; FAQ](#)
- Hannah Anderson and Matt Daniels: [Film dialogue from 2,000 screenplays, broken down by gender and age](#)



# Deciphering data storytelling

- Brief summary of the digital project
- What are the objectives of the authors/researchers/scholars?
  - Is there sufficient context provided for the visualization?
  - What strategies in visualization do they use to facilitate their objectives?
- Which was the most effective visualization?
- Which visualization would you make changes on?