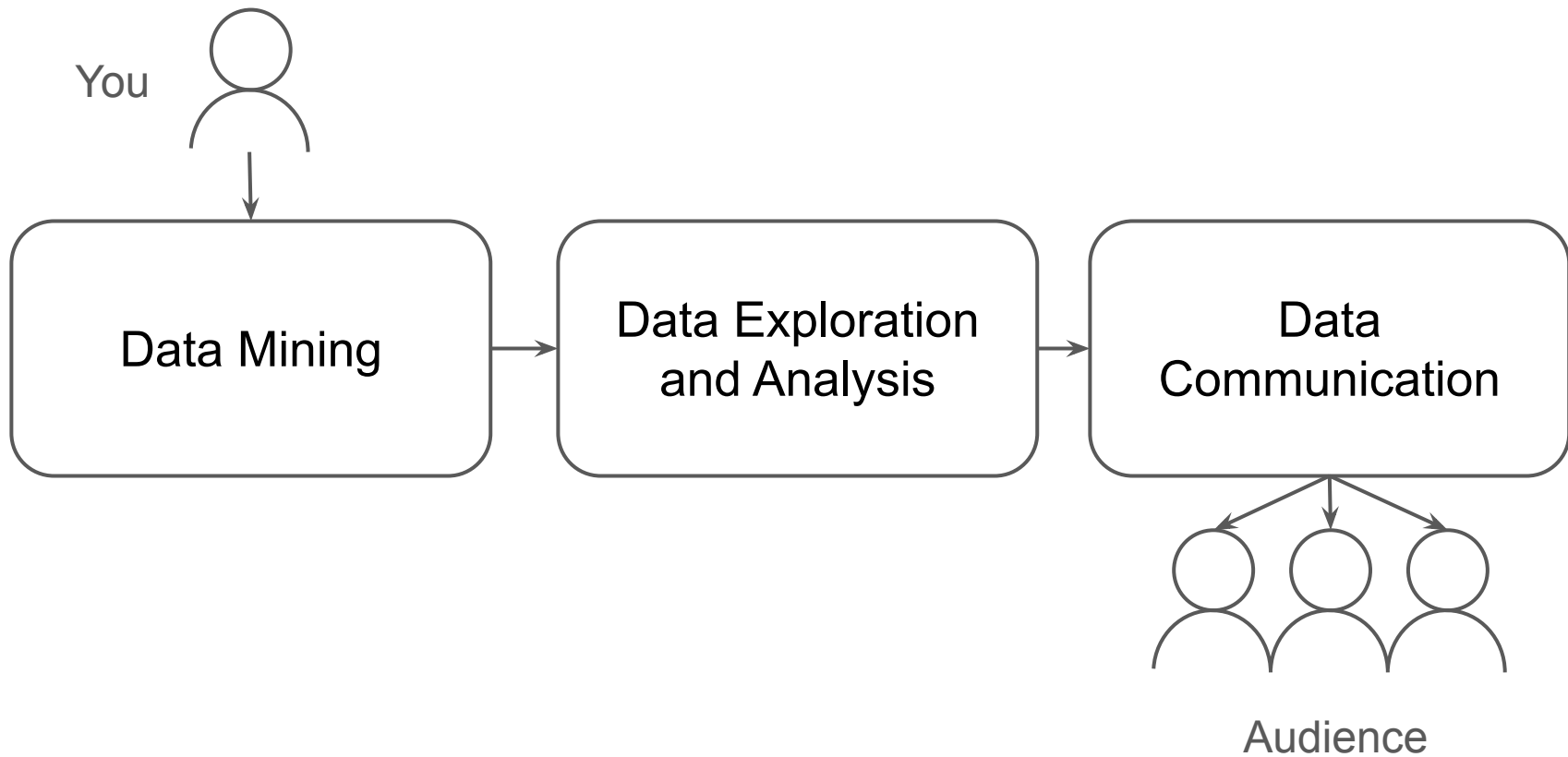


Data Storytelling - Let's Practice!

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Communicating
Data

```
graph TD; A[Communicating Data] --> B[Data Reporting  
Describe data]; A --> C[Data Presentation  
Organize data]; A --> D[Data Storytelling  
Make a story with data]; D --> E[Data Journalism];
```

Data Reporting
Describe data

Data Presentation
Organize data

Data Storytelling
Make a story
with data

Data Journalism

Why did we choose data storytelling
to communicate our data?

Because people (our audience) love
stories

Because stories engage the audience
emotionally



A story comprises three acts

I Act: Setup

Explain the context, and all the information required by the audience to understand the story. Also, present the hero

II Act: Problem

Explain the problem the Hero has

III Act: Solution

Explain how/if the hero solves the problem and the next steps

Data-driven story types*

* Ojo, A., & Heravi, B. (2018). Patterns in award winning data storytelling: Story types, enabling tools and competences. *Digital journalism*, 6(6), 693-718.

Refute Claims

Reveal evidence that proves that a (widely) held assertion, view or opinion may not be correct or that it is at least contestable.

For example, the claim that harvesting metadata of messages alone does not compromise privacy of citizens may not be true.

Reveal unintended consequences

Provide insights that show that an action taken by an organization or state may be having serious unintended consequences.

For example, a government policy to grant citizens the right to refuse some vaccination may inadvertently endanger a large segment of its population in the near future.

Reveal information of personal interest

Provide concrete information about an event or issue of high personal and public interest.

For instance revealing the true cause of an accident by analysing the data related to the event or showing the wage gap between men and women in a countries workforce.

Enable deeper understanding of a phenomenon

Employs data to provide the public with detailed facts about phenomena.

This includes providing new facts on wars, consequences of policies, poverty or issues in specific regions.

Reveal anomalies and deficiencies in systems

Reveals how a group or category of actors may be dubiously taking advantage of a system.

For instance, revealing how tennis players may be involved in match fixes, or how older demographic groups are being exploited by rogue health insurance agents.

Track changes in systems

Enables the tracking of changes in system or entity over time.

For instance tracking the changes in the assets of politicians in public office before, during and after taking a public office or how a city infrastructure or service has evolved over time.

Reveal information about an entity in increasing levels of details

This involves zooming into facts about a specific entity or phenomenon.

For instance, providing details about the assets of politicians at a point in a time in way that enables the reader from a high- level or cursory level to details of the different aspects of the entity.

Exercise 1

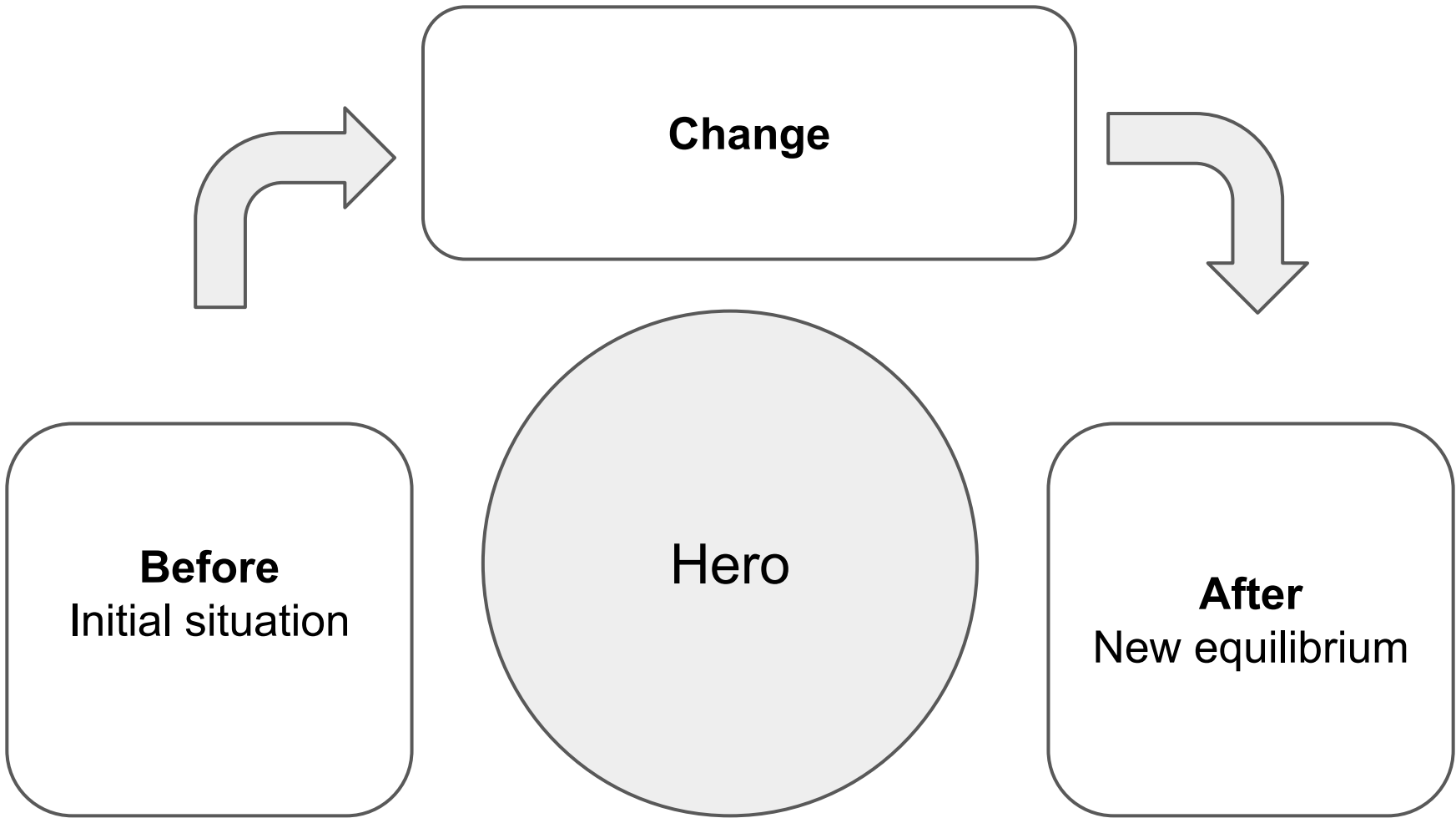
States where abortion is legal, banned or under threat

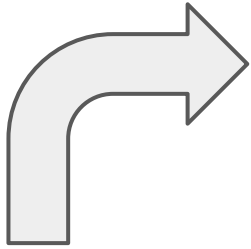
1. Identify

- a. The Hero
- b. The object of desire
- c. The problem
- d. What to do after reading the story

2. Identify the story type

- a. Refute claims
- b. Reveal unintended consequences
- c. Reveal information of personal interest
- d. Enable deeper understanding of a phenomenon
- e. Reveal anomalies and deficiencies in systems
- f. Track changes in systems
- g. Reveal information about an entity in increasing levels of details



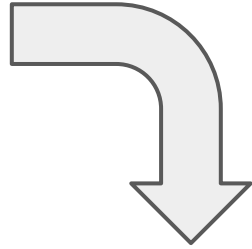


Change

Something happens

Pronuncia della Corte Suprema e altri provvedimenti che inaspriscono la condizione

Cambiamento della situazione tra i vari stati



Before

Initial situation

Era garantito il diritto all'aborto

Hero

1. Diritto all'aborto
2. Legge sull'aborto
3. Donne
4. **Stati Uniti**

After

New equilibrium

In ogni stato c'è una legge diversa
Non in ogni stato è garantito il diritto all'aborto

Questione aperta

Identify the story type

Refute claims

Reveal unintended consequences

Reveal information of personal interest

Enable deeper understanding of a phenomenon

Reveal anomalies and deficiencies in systems

Track changes in systems

Reveal information about an entity in increasing levels of details

Next Steps

Sharing

Raccolta firme

Learn more

Exercise 2

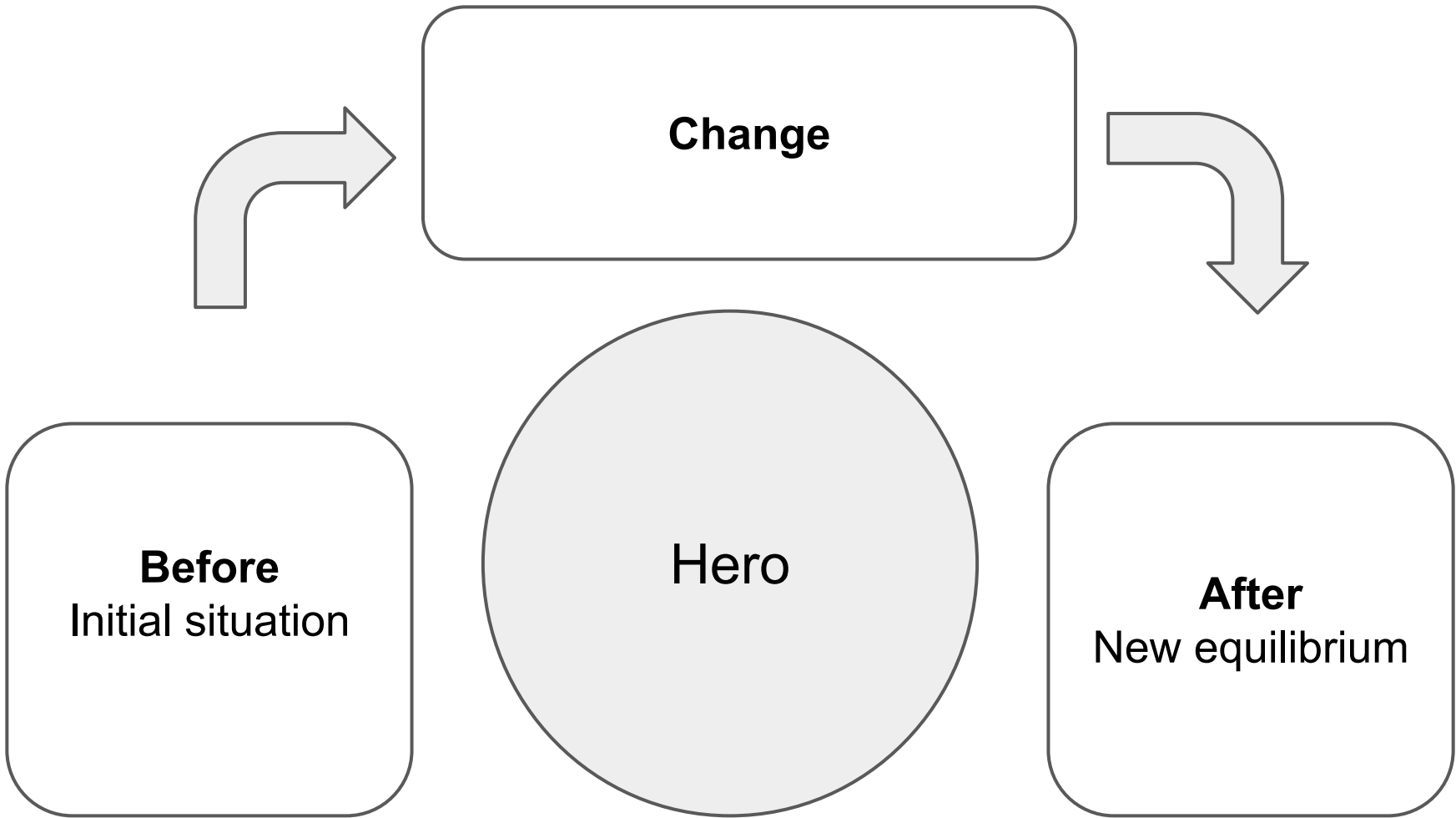
Alta velocità, i ritardi nascosti delle Freccie

1. Identify

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Something happens

E' arrivato Italo e sono aumentati i treni sulle tratte

Non è stata potenziata l'infrastruttura

Manutenzione non effettuata

Before

Initial situation

Dettaglio sul numero dei treni dal 2009 e il costo dal 2016

Assenza di concorrenza

9/10 treni in orario

Hero
Treni
Le Frecce
I viaggiatori

After

New equilibrium

Aumento dei prezzi
Aumento dell'offerta
che camuffa il
problema dei ritardi

Next Steps

Learn more

Identify the story type

Refute claims

Reveal unintended consequences

Reveal information of personal interest

Enable deeper understanding of a phenomenon

Reveal anomalies and deficiencies in systems

Track changes in systems

Reveal information about an entity in increasing levels of details

Exercise 3

Carabinieri, poliziotti, finanzieri: un suicidio ogni sei giorni.

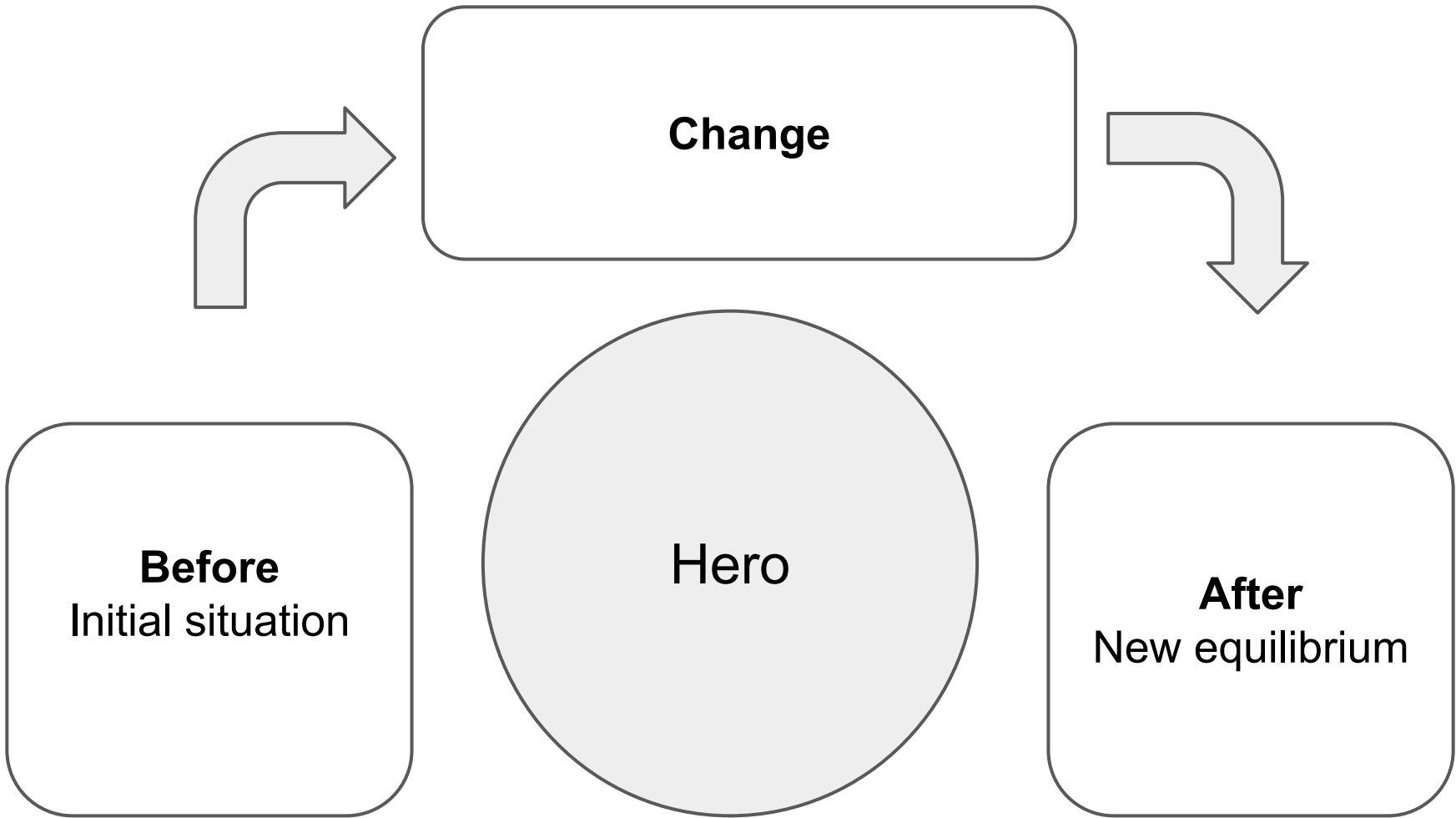
Il fenomeno di cui nessuno parla

1. Identify

- a. The Hero
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- a. Refute claims
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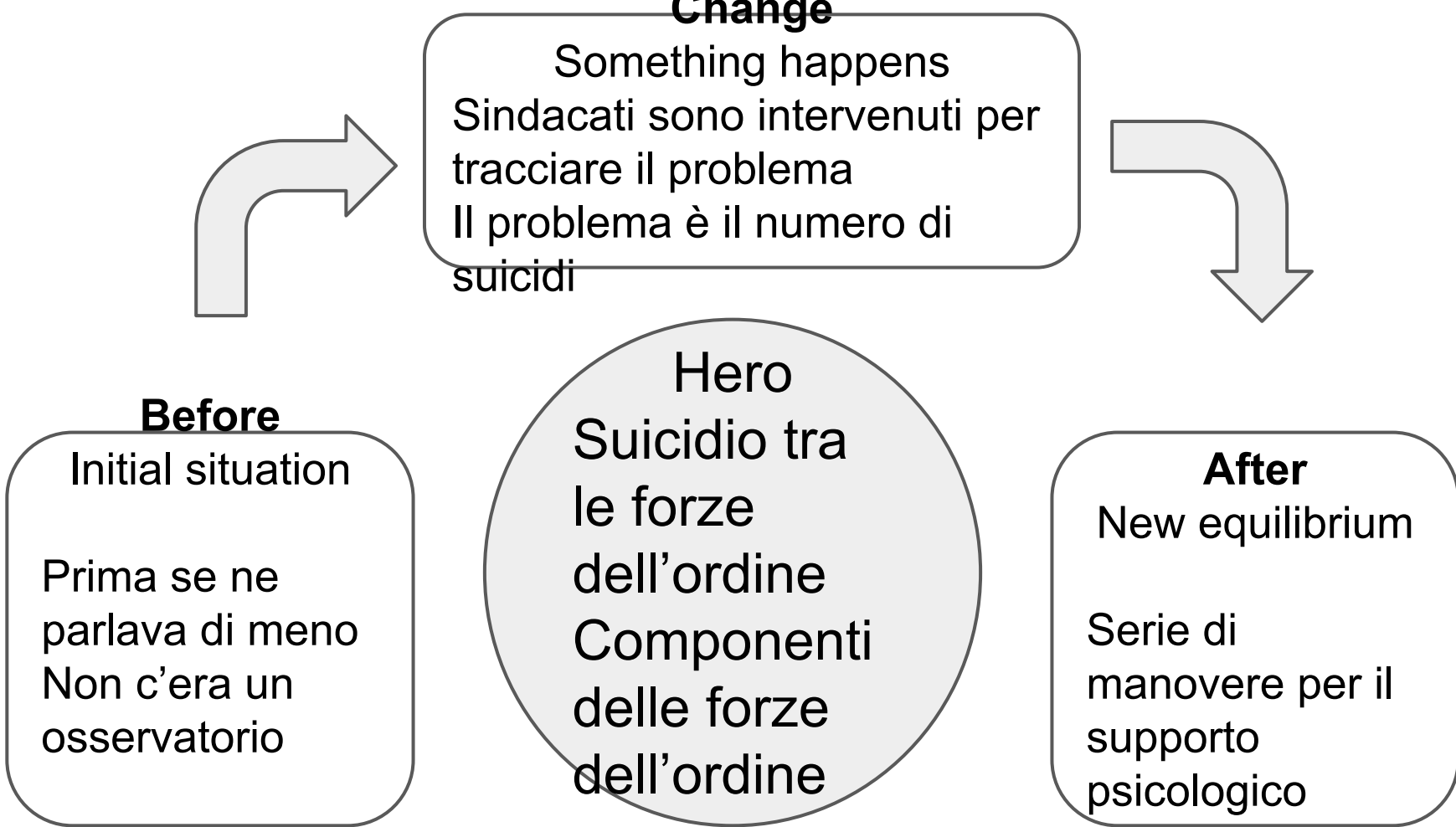


Change

Before
Initial situation

Hero

After
New equilibrium



Identify the story type

Refute claims

Reveal unintended consequences

Reveal information of personal interest

Enable deeper understanding of a phenomenon

Reveal anomalies and deficiencies in systems

Track changes in systems

Reveal information about an entity in increasing levels of details

Exercise 4

How many books did you read in 2023? Are you in the top 1 percent?

1. Identify

- a. The Hero
- b. The object of desire
- c. The problem
- d. What to do after reading the story

2. Identify the story type

- a. Refute claims
- b. Reveal unintended consequences
- c. Reveal information of personal interest
- d. Enable deeper understanding of a phenomenon
- e. Reveal anomalies and deficiencies in systems
- f. Track changes in systems
- g. Reveal information about an entity in increasing levels of details

Change
Something
happens

Before
Initial situation

Hero

After
New equilibrium