Storytelling in InfoVis

Purpose

- Two main uses of infovis
  - Analysis – Understand your data better and act upon that understanding
  - Presentation – Communicate and inform others more effectively

- Today we look at that second one more
Telling Stories

- Data visualization can help to communicate ideas, summarize, influence, unite, explain, persuade

- Visuals can serve as evidence or support

A Famous Example

Hans Rosling
Gapminder

2006

They Had Him Back

Discuss

• Why has this had such a big impact?

Characterizing the Area

- Studied storytelling: Described topics as “Narrative Visualization”
  - How does this differ from traditional forms of storytelling
  - Reviews the design space
  - Characterizes genres
  - Describes a framework

Case Studies

NY Times 2006
Design Space

• Genre
• Visual Narrative
  – Visual structuring
  – Highlighting
  – Transition Guidance
• Narrative Structure
  – Ordering
  – Interactivity
  – Messaging

Genres
Observations

- Clusters of different ordering structures
- Consistency of interaction design
- Under-utilization of narrative messaging

Approach

- Author-driven vs. reader-driven
- Common patterns
  - Martini glass
  - Interactive slideshow
  - Drill-down story
VisWeek 2010 Workshop
Reprised again this fall

Narratology
Interesting talk at workshop
Jessica Hullman
Univ. Michigan

Journalism in the Age of Data

http://datajournalism.stanford.edu/

Some Examples
News Stories
Tufte praises the work of Megan Jaegerman at NY Times

Gore made extensive use of data graphics
Job Losses

Controversial, see http://soquelbythecreek.blogspot.com/2010/02/what-does-obama-job-chart-really-mean.html

Mariano Rivera

Casualties of War

http://www.cnn.com/homeandaway

VisualEyes

http://www.viseyes.org
The President
Going Interactive

2011 State of Union Address

Side channel
data visualizations
accompanied speech
Data Matters


McCandless Website

http://www.informationisbeautiful.net/
More Visualization Stories

Aaron Koblin: Artfully visualizing our humanity
http://www.ted.com/talks/aaron_koblin.html

Back to Where We Started

Hans Rosling’s 200 Countries, 200 Years, 4 Minutes - The Joy of Stats - BBC Four
http://www.youtube.com/watch?v=jbkSRLYSojo
Questions

• How do these types of visualizations differ from “traditional” infovis?

Questions

• Would you characterize these as information visualizations?
  – Consider some of the different examples
HW 5

- Commercial systems review
  - Any questions?
- Due next Weds Oct 9

Upcoming

- Tufte’s design principles
- Poster session