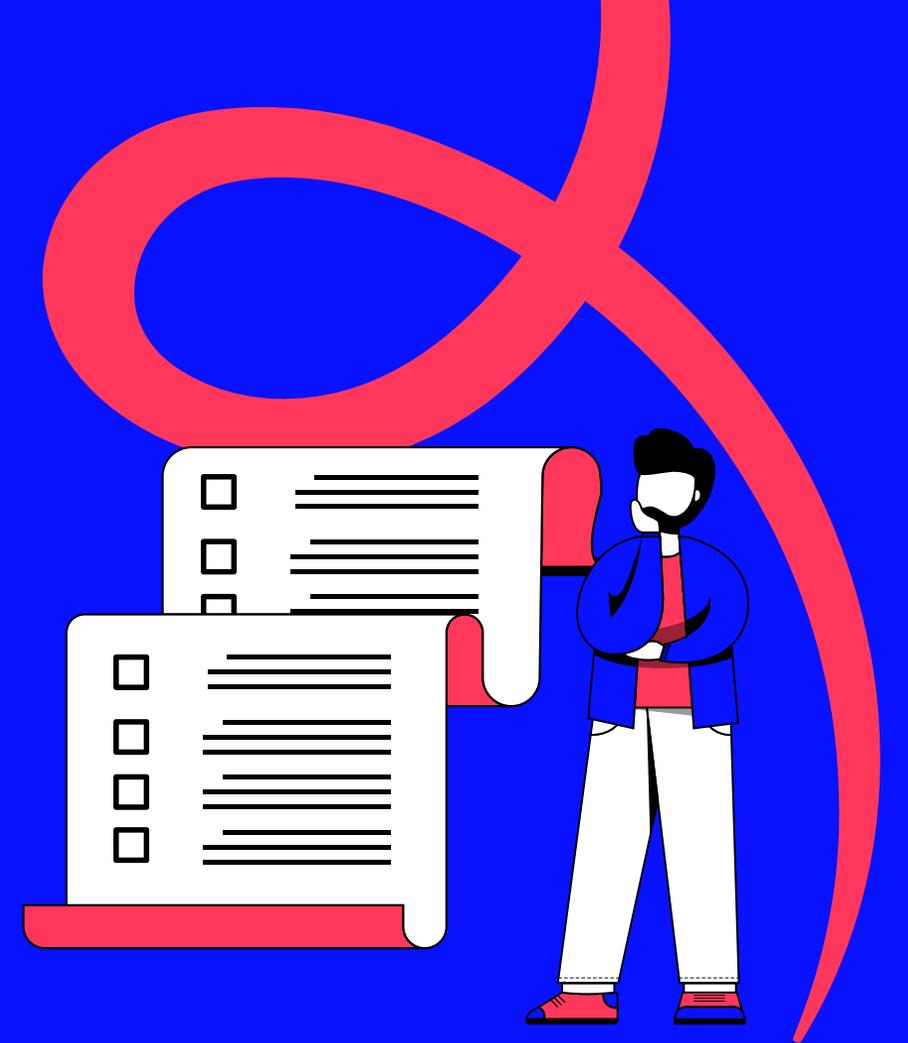


Storyteller

How to tell your
scientific data story
to a wide audience?



This method has been developed within ParCos. This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No. 872500.



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About the Storyteller



What?

The Storyteller is a guidebook designed to assist in the process of telling stories with data. In **five steps**, the interactive PDF guides the user through this process, from searching the data to identifying a relevant story and from choosing a fitting story structure to exploring ways of presenting it. It concludes with different stages of audience involvement.

[PDF Guidebook](#)

For whom?

The guidebook helps anyone who wants to learn more about different considerations that are important **for participatory and inclusive data storytelling**.





This document serves as an introduction to ParCos' Storyteller

Storyteller is a tool designed to assist you in your process of telling stories with data.

In five steps, the interactive pdf guides you through this process from searching the data to identifying a relevant story and from choosing a fitting narrative structure to exploring ways of presenting it. It concludes with different stages of audience engagement.

By following this five-step approach, you will be encouraged to reflect on various considerations that are of importance for telling a participative and inclusive science/data story.





Why is telling data stories important?

Drawing from the insight that data storytelling helps tackling misinformation by stimulating data literacy skills, Storyteller helps you with:

Fostering trust with the audience by revealing the data behind the story.

Presenting the story in a way that allows readers to further explore data for themselves.

Embedding data representations that incite interaction of the audience.



Costera Meijer, I. (2013). WHEN NEWS HURTS. *Journalism Studies*, 14(1), 13–28.
Wolff, A., Gooch, D., Cavero Montaner, J. J., Rashid, U. & Kortuem, G. (2016). Creating an Understanding of Data Literacy for a Data-driven Society. *The Journal of Community Informatics*, 12(3).

For whom is telling data stories important?

IF YOU ARE...

- ✓ A science communicator
- ✓ A (science/data) journalist
- ✓ A media or communications professional who is concerned with scientific issues
- ✓ Involved in engaging local communities with data issues
- ✓ Interested in telling stories with data for other reasons



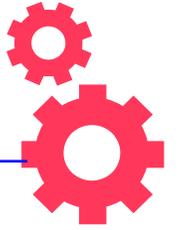
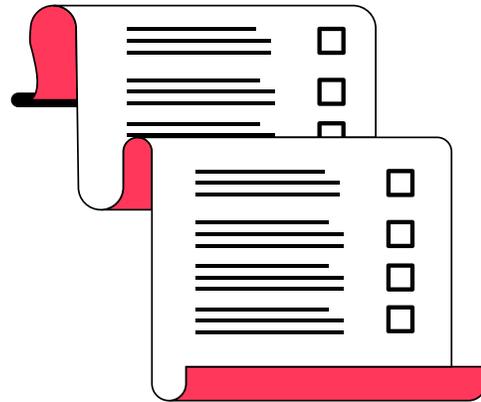
THEN...
**this tool serves
your potential
needs!**



The five-steps approach



Storyteller sets out **five steps** to help you with the construction of your data story



1. Finding the data
2. Finding the data story
3. Telling the data story
4. Presenting the data story
5. Involving the reader



1. Finding the data

Storyteller helps you find the data. It provides details to:

- Explore existing data sources
- Gather data yourself
- Ask the audience to contribute data

For instance, 'Wat een kopje koffie' zegt over de prijsverschillen in Nederland.

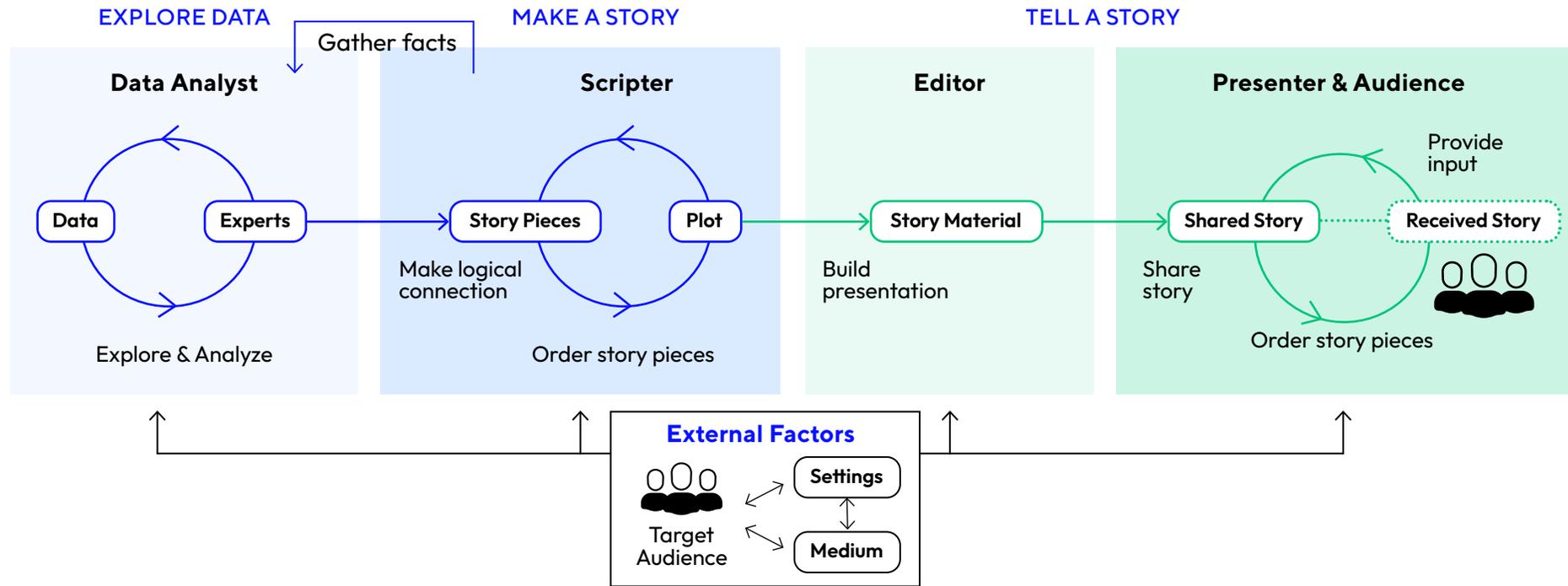
Don't forget to share those data sources and how the data is collected (methods).





2. Finding the data story

Storyteller helps you decide whether the data or the story should be the starting point. In reality, this is a non-linear process in which both alternate.



Graphic: Chevalier, F., Tory, M., Lee, B., Wijk, J. van, Santucci, G., Dörk, M., & Hullman, J. (2018). From Analysis to Communication: Supporting the Lifecycle of a Story. In Data-Driven Storytelling. A K Peters/CRC Press.



3. Telling the data story

Storyteller presents three possible narrative structures for participative science communications



THE MARTINI GLASS

Similar to the traditional three-act story structure

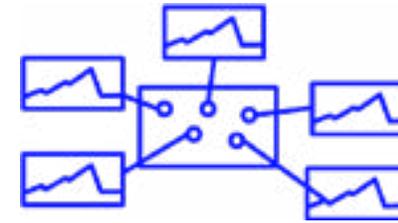
- Starts with an 'open' interface
- Followed by a linear narrative
- Ends with an 'open' exploration of data



THE SLIDESHOW

Multiple three-act story structures

- Sequentially offers linear storylines switched with interaction points
- Set out the different storylines one by one
- Create a clear overview of complex topics



THE DRILL-DOWN

Most open-ended structure

- User decides how to explore the story
- Present storylines that are coherently connected
- No chronological order

Graphics: Segel, E. & Heer, J. (2010). Narrative Visualization: Telling Stories with Data. IEEE transactions on Visualization and Computer Graphics, 16(6), 1139–1148.



4. Presenting the data story

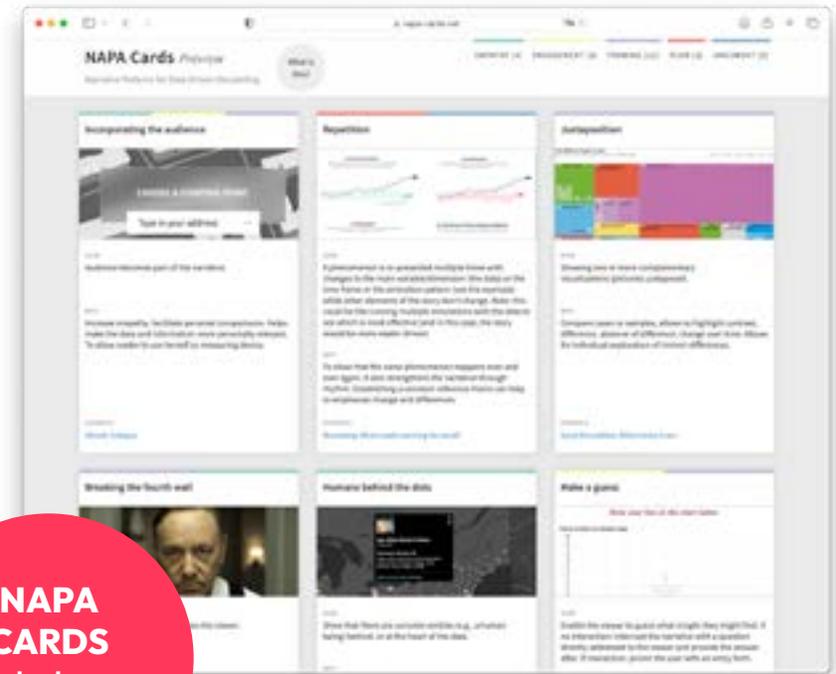
Storyteller presents different ways in how visuals, sound, or other sensory aspects can support the story.

You'll be encouraged to use traditional story structures next to more creative and innovative presentation formats, like audio or by using everyday objects.

See: <http://napa-cards.net/>



NAPA CARDS
can help you
decide!

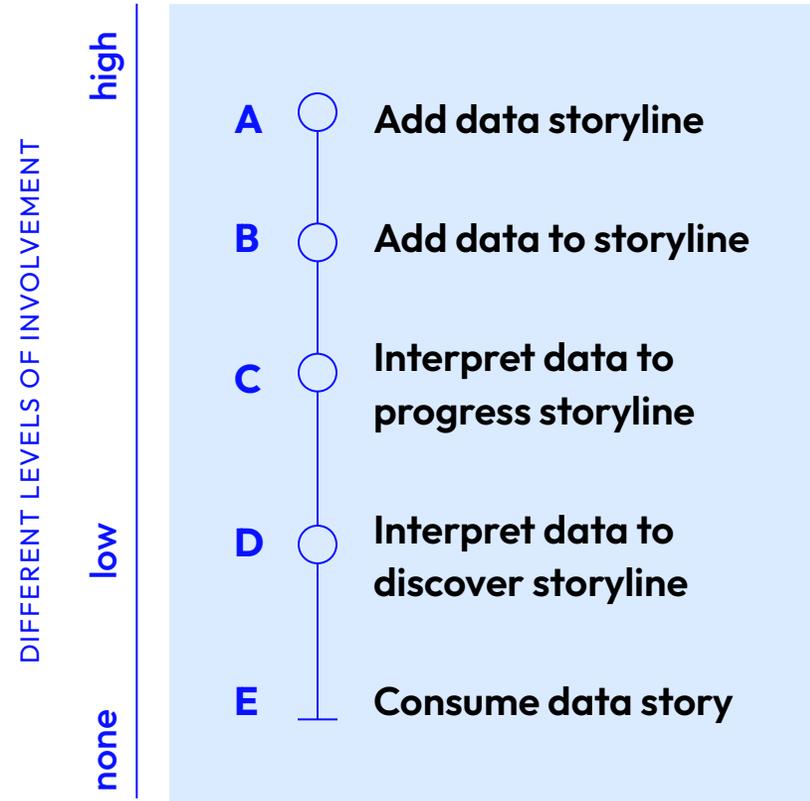




5. Involving the reader

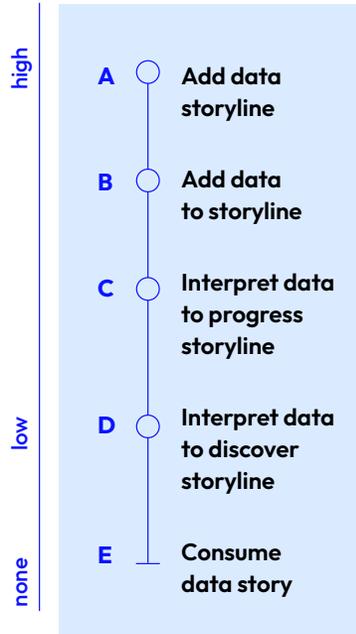
Storyteller introduces you to different levels of participation in data storytelling, ranging from no participation (consuming) to actively participating by contributing stories.

Most importantly, Storyteller helps you trigger active participation to truly facilitate data literacy skills and combat misinformation.

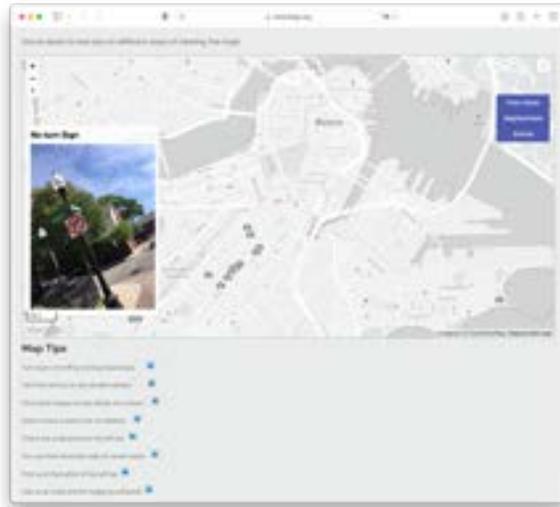




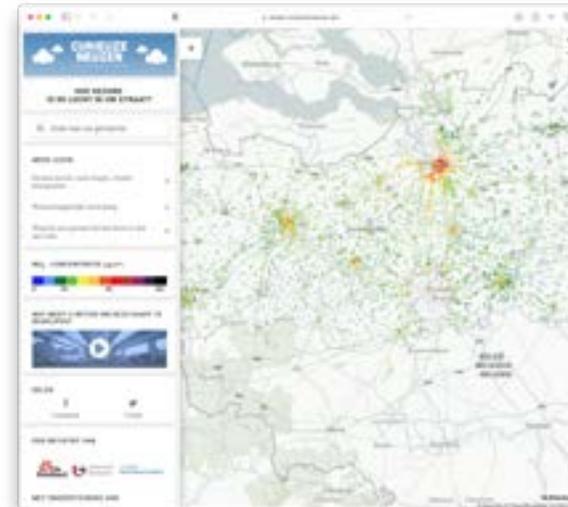
Examples of the different levels of involvement



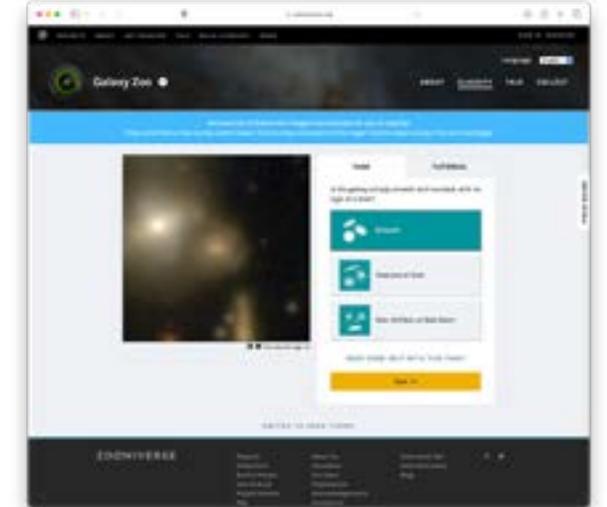
A
Add data storyline

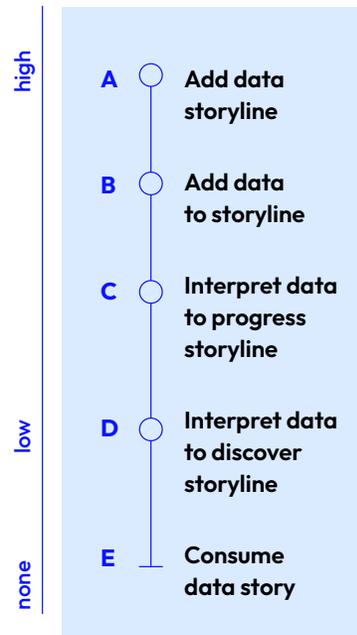


B
Add data to storyline



C
Interpret data to progress storyline





D Interpret data to discover storyline



E Consume data story





Find out more



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ParCos website

Website

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Other ParCos tools

Discover the other tools for participatory science communication developed within the ParCos project [here](#).

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