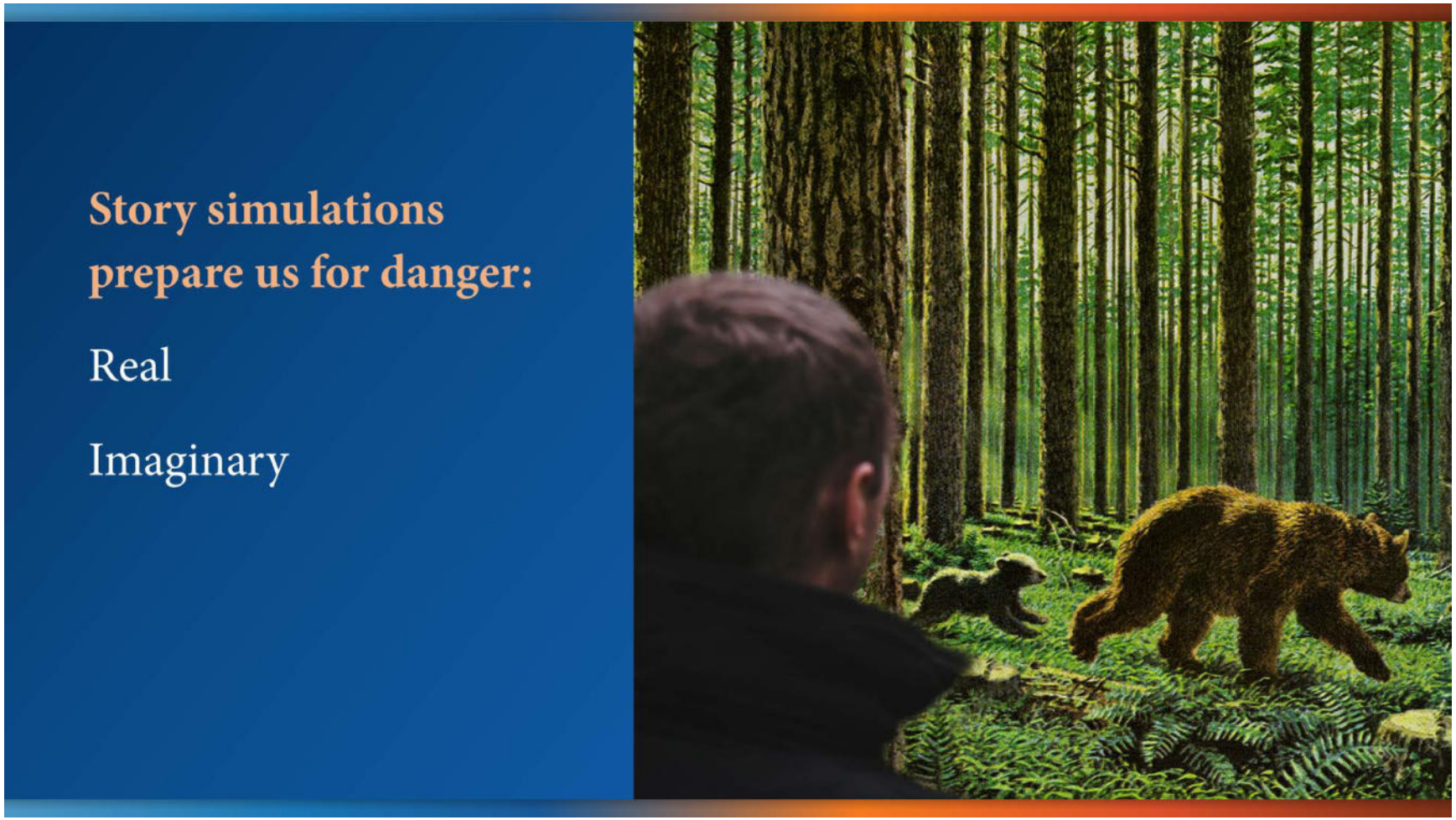
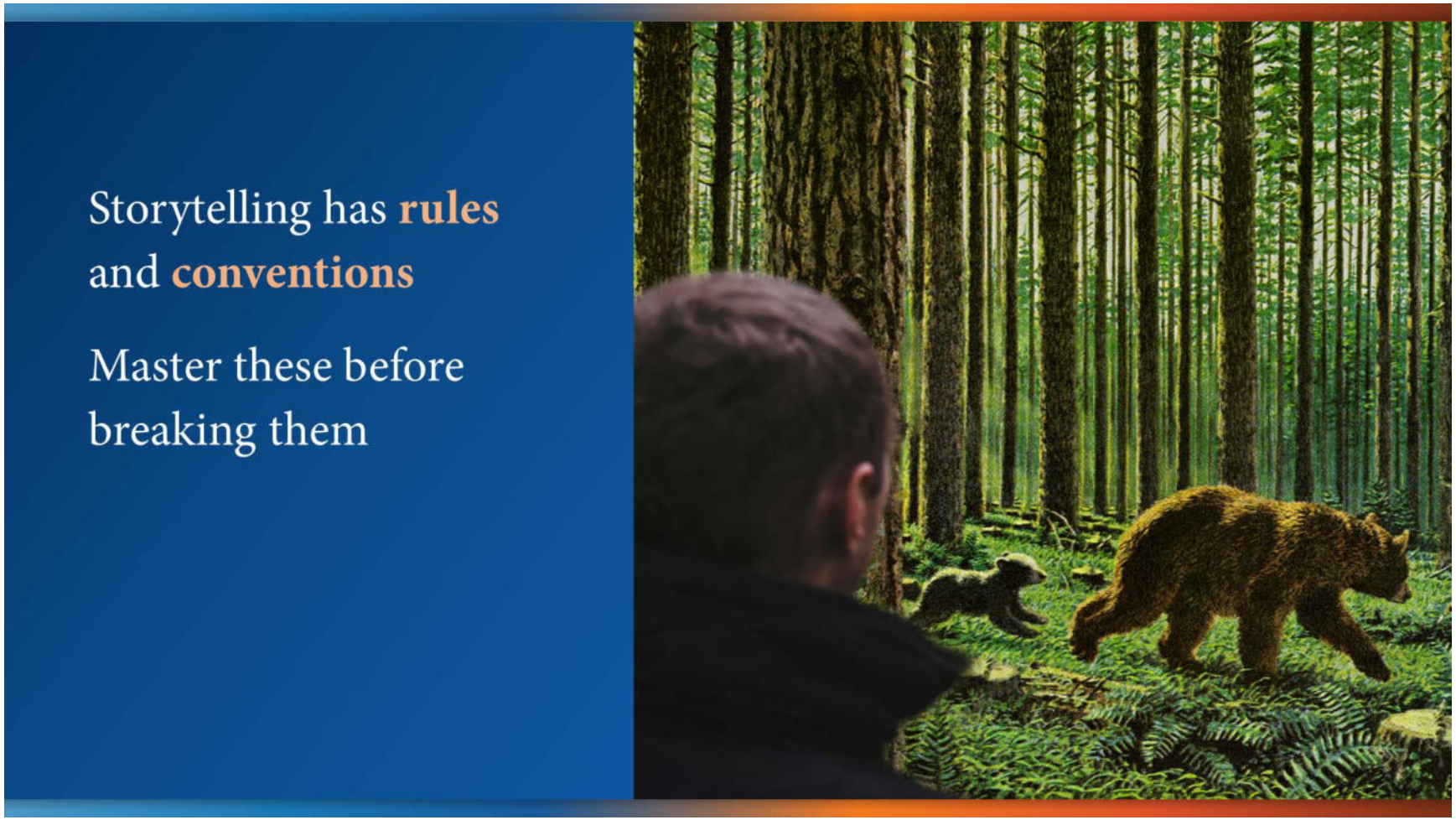
Copyright ©The Regents of the University of California

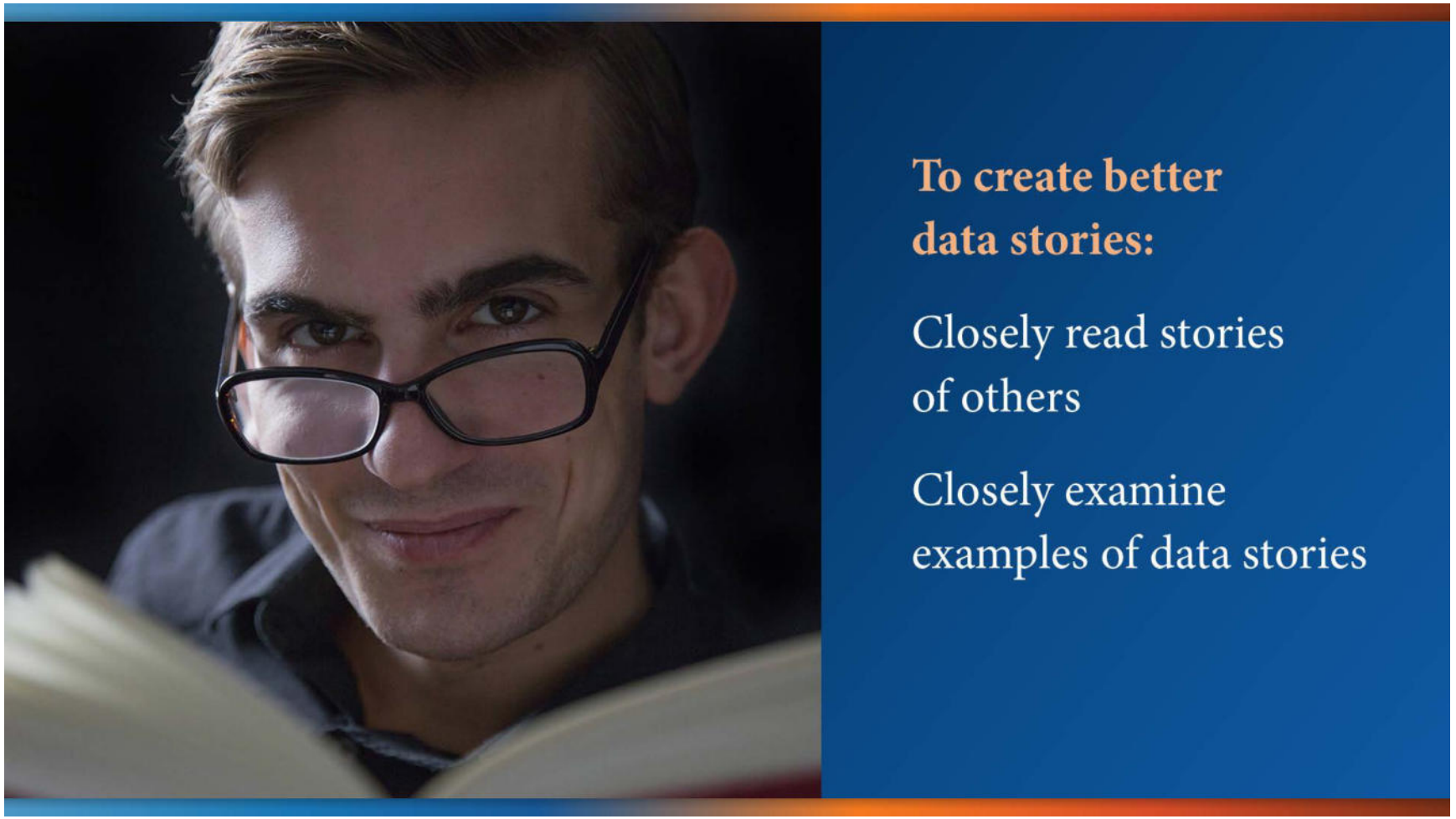
Copyright ©The Regents of the University of California



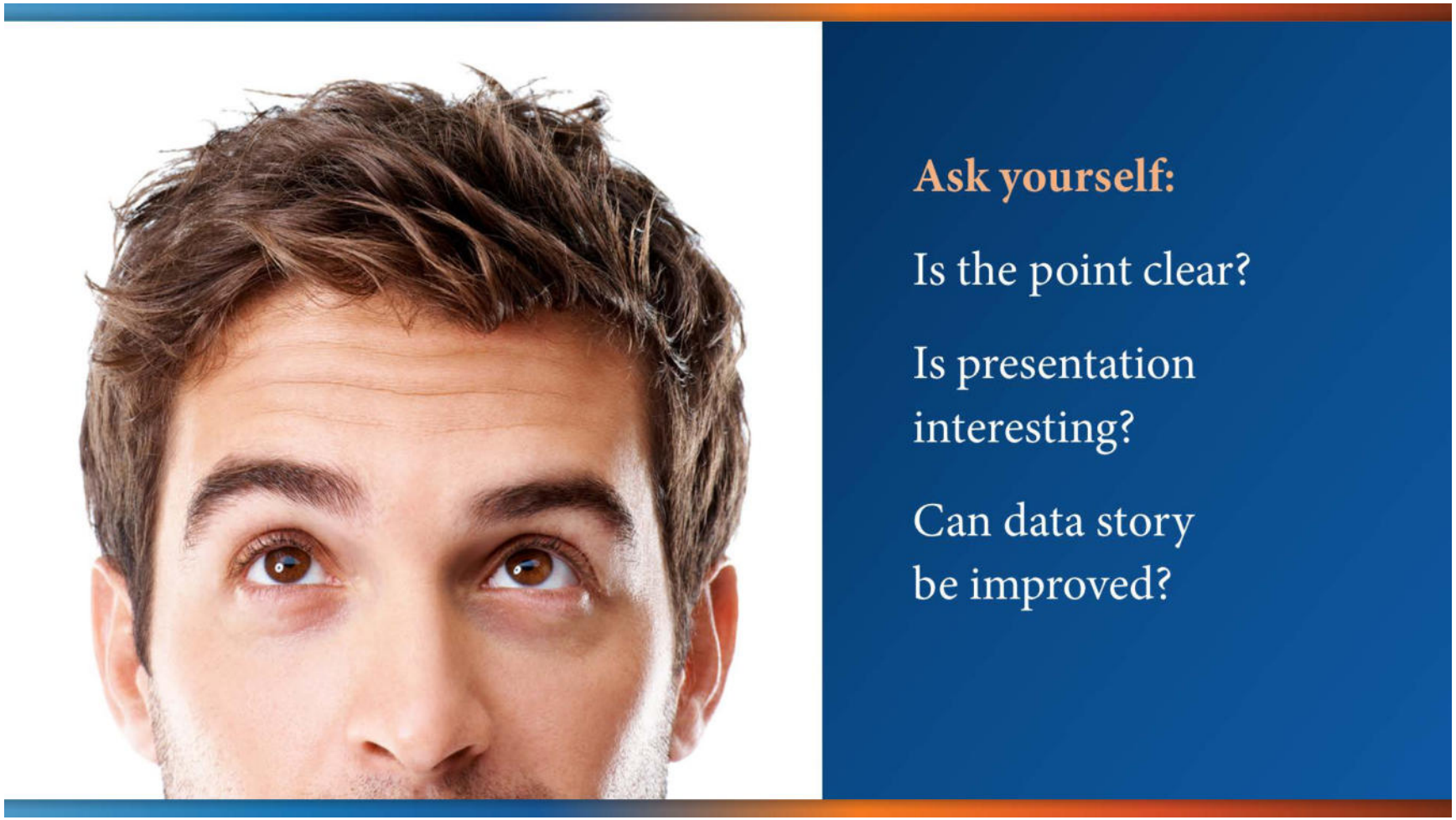
Copyright ©The Regents of the University of California



Copyright ©The Regents of the University of California



Copyright ©The Regents of the University of California



Copyright ©The Regents of the University of California

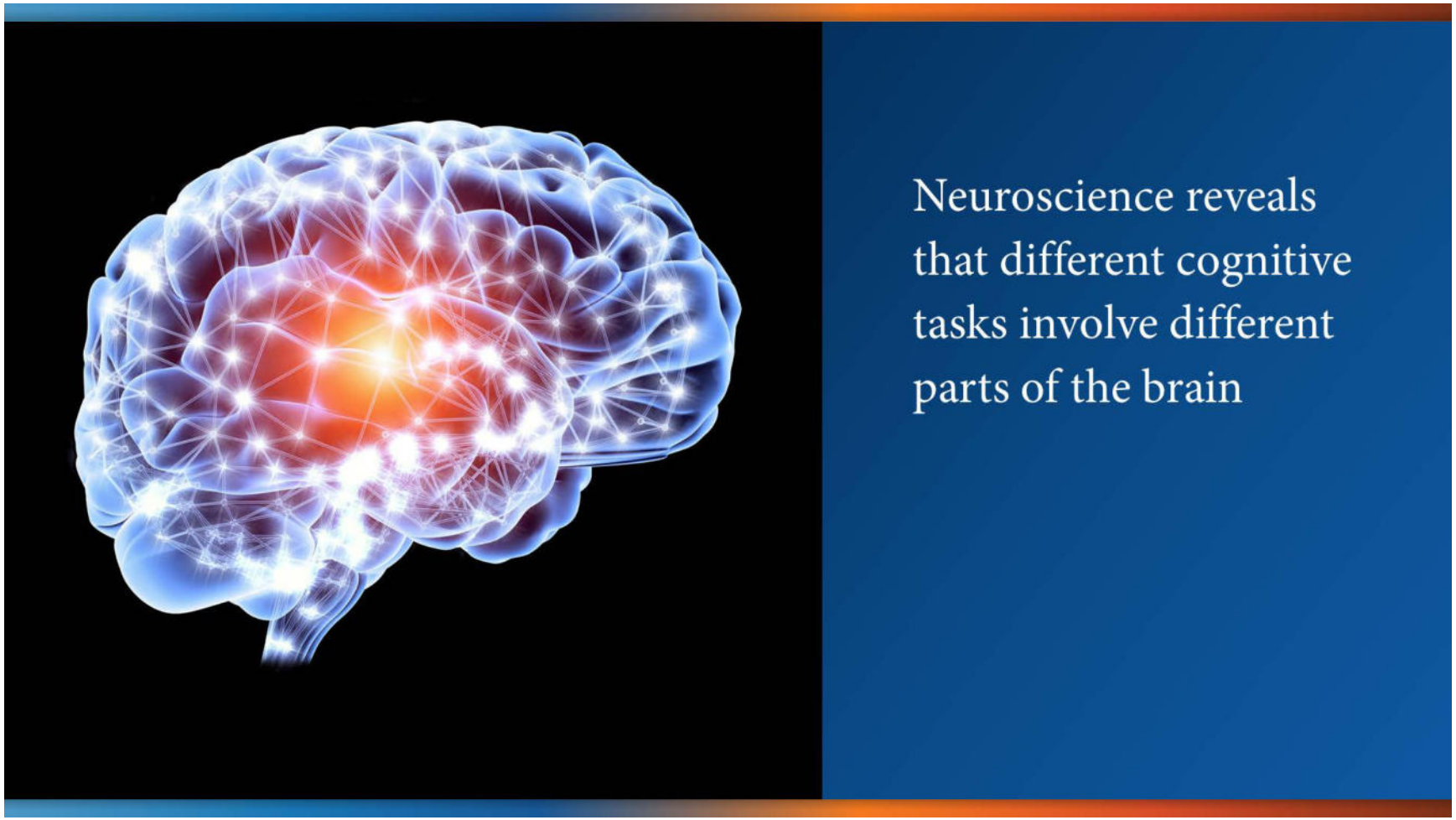
Understanding storytelling **past** and **present** helps improve stories in the **future**

Copyright ©The Regents of the University of California

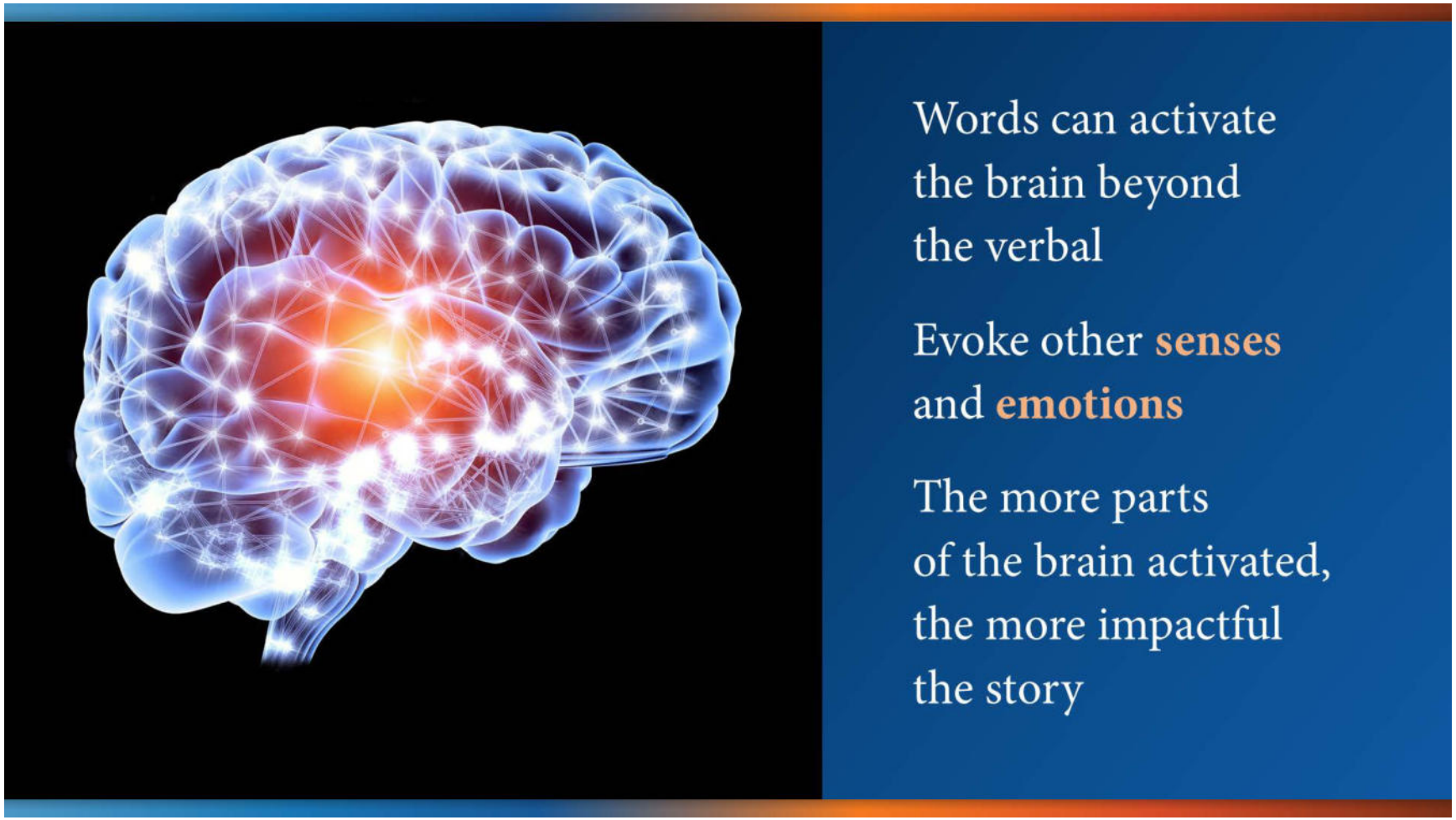
Dashboards and Storytelling with Tableau

Storytelling and the Human Brain

Copyright ©The Regents of the University of California



Copyright ©The Regents of the University of California



Copyright ©The Regents of the University of California

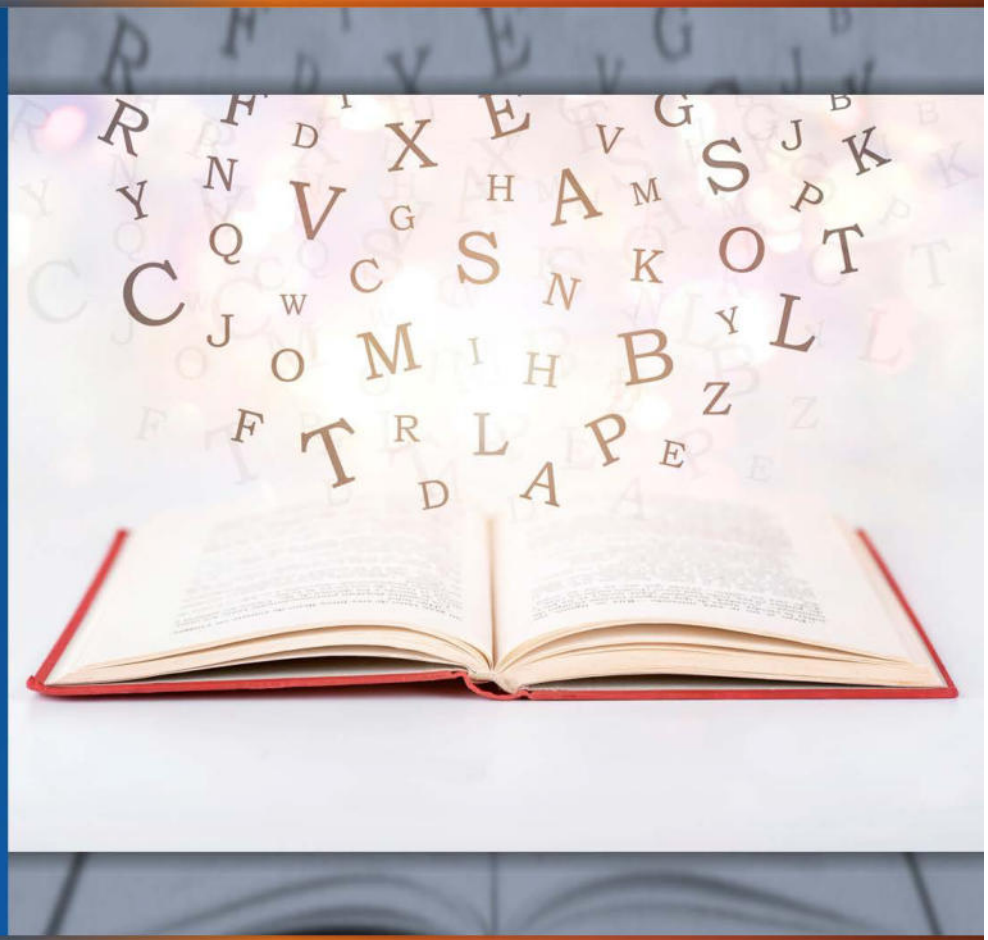
System 1:

Fast and automatic

Processing basic design elements

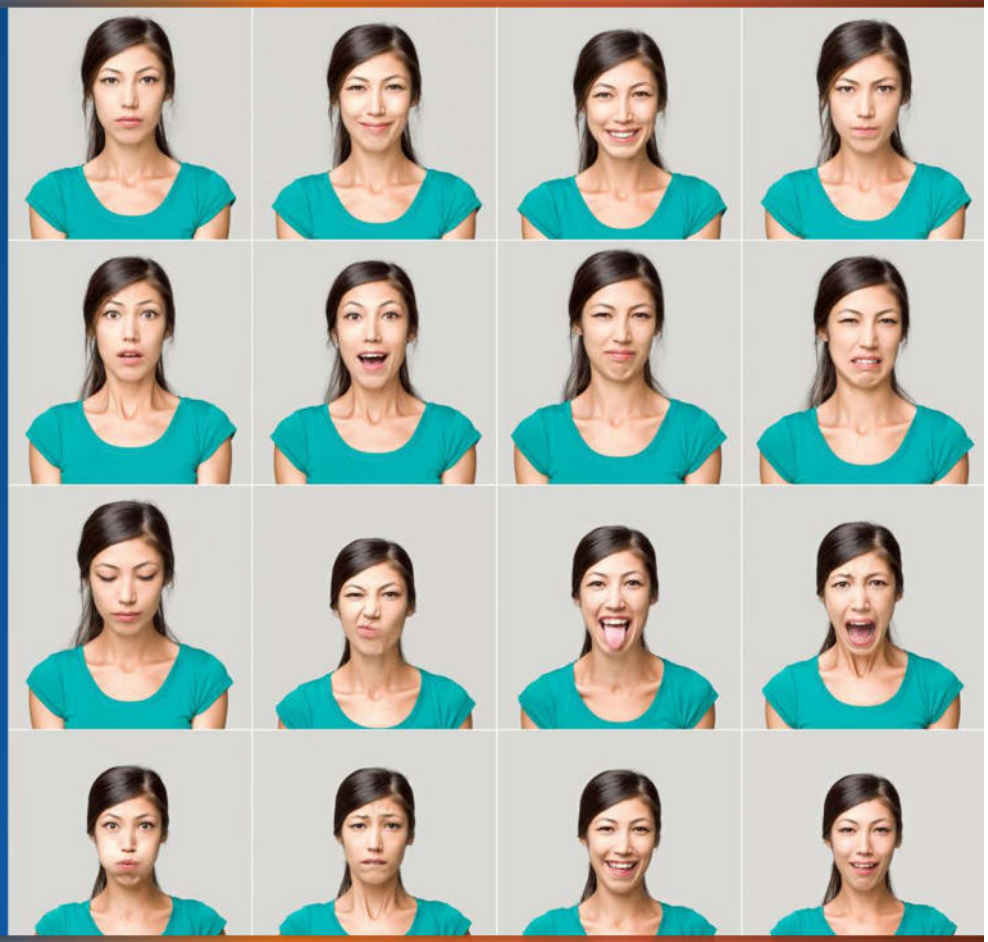
System 2:

Thinking, deliberation and interpretation

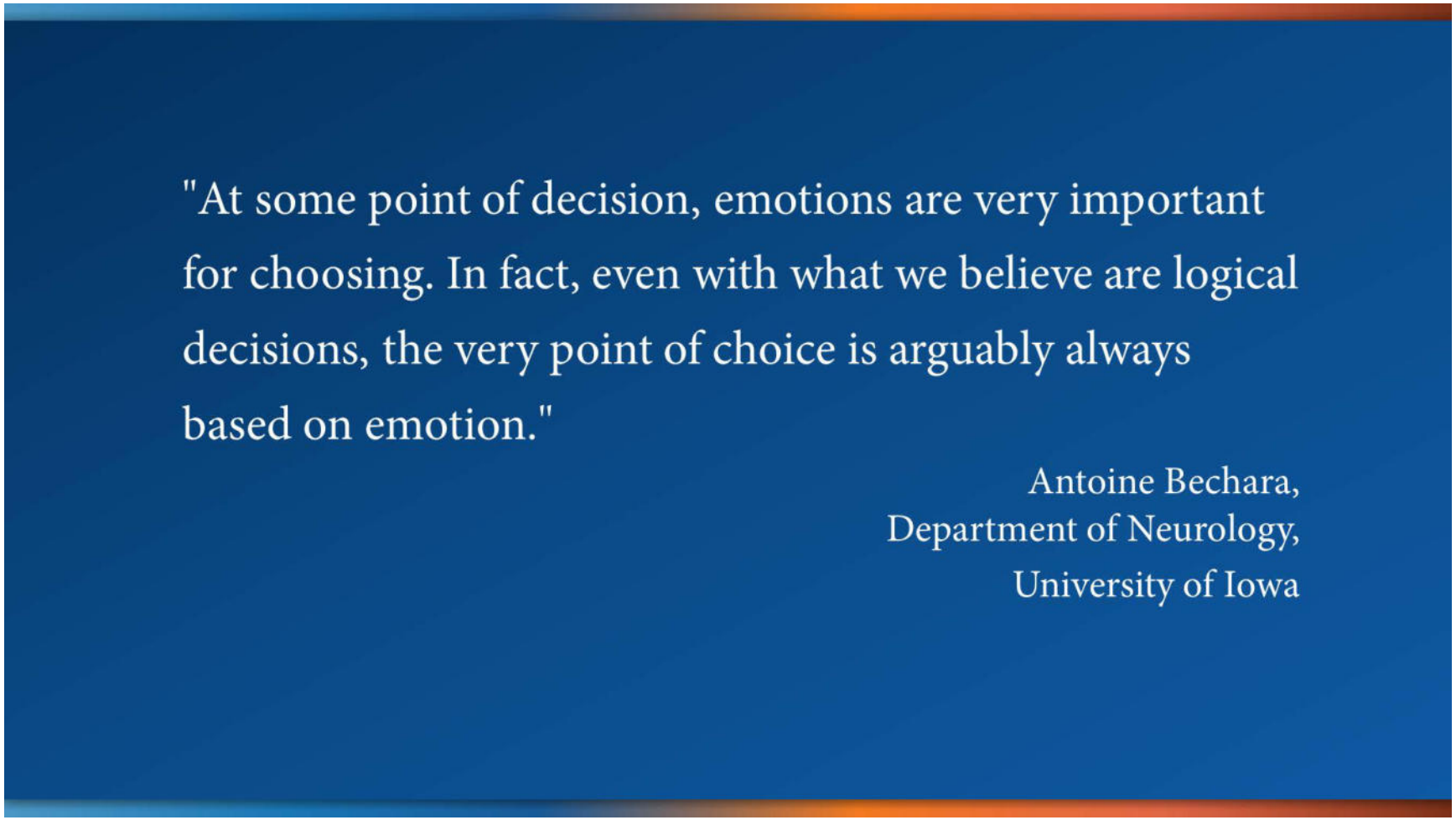


Copyright ©The Regents of the University of California

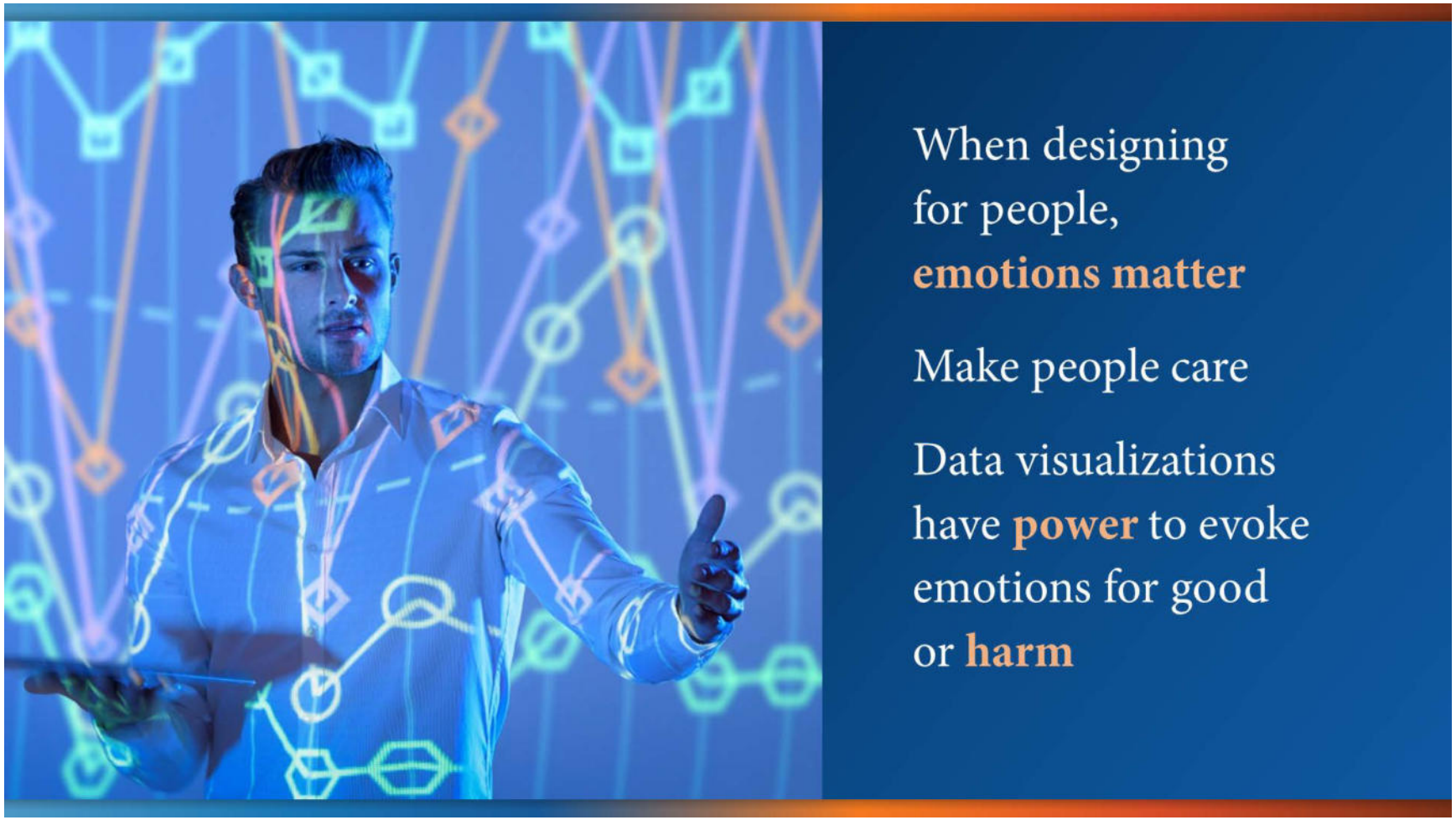
Decision-making is influenced by unconscious and emotional drivers



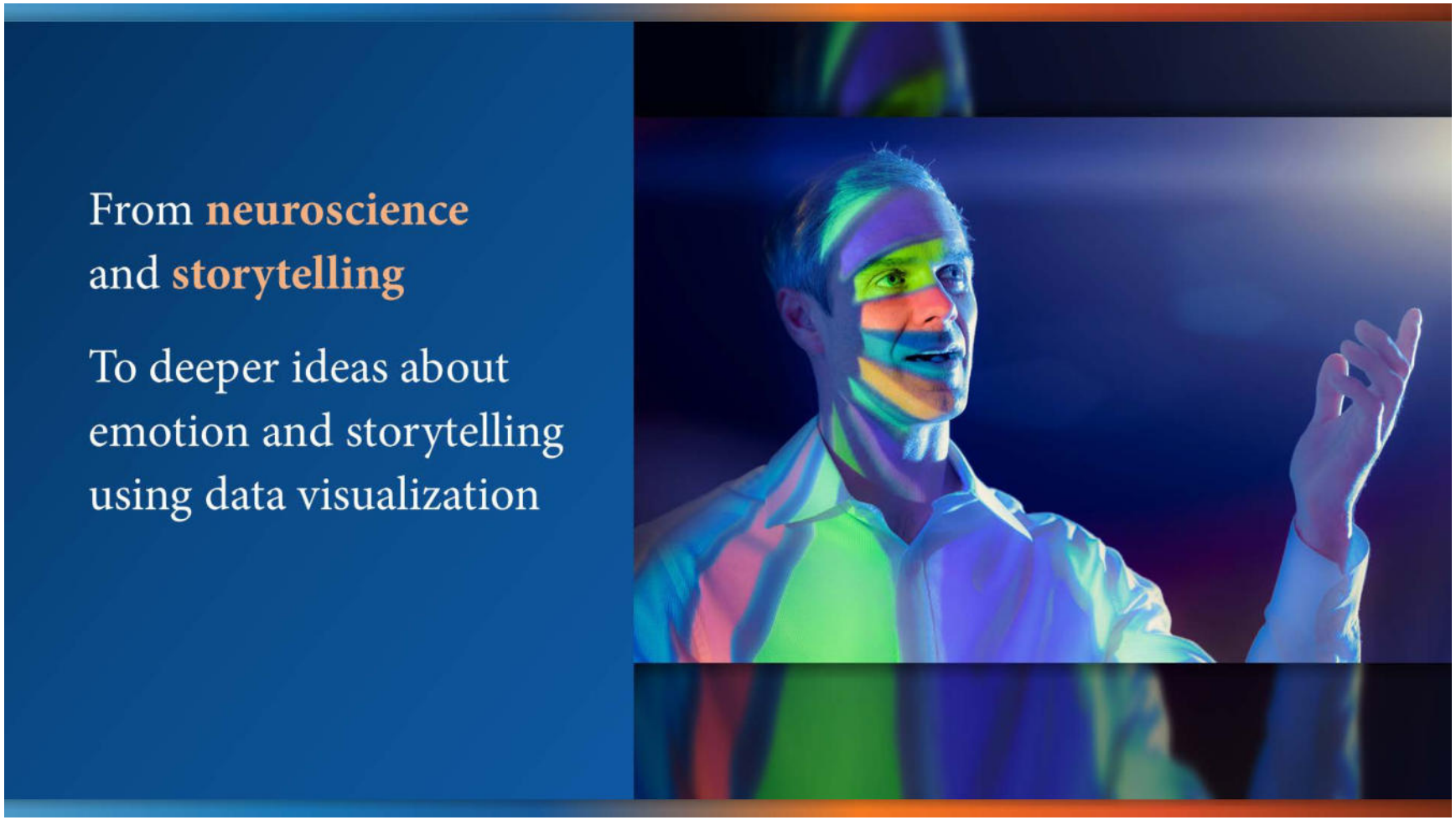
Copyright ©The Regents of the University of California



Copyright ©The Regents of the University of California

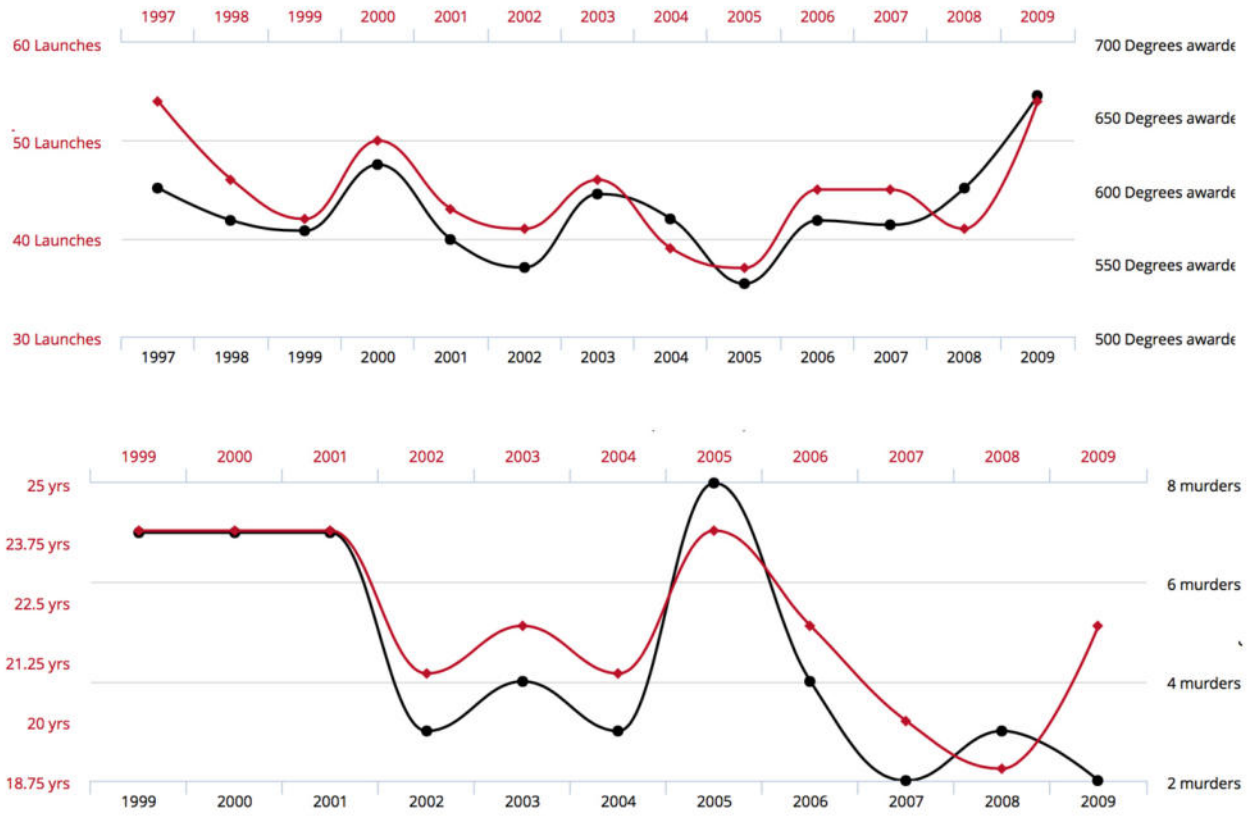


Copyright ©The Regents of the University of California

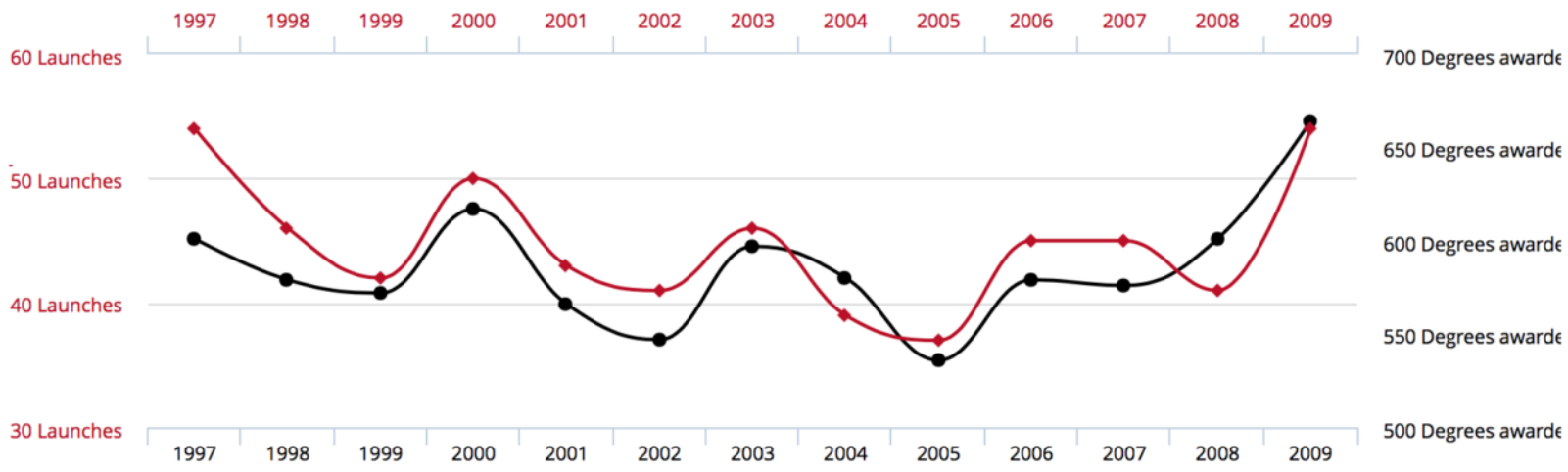


Copyright ©The Regents of the University of California

Copyright ©The Regents of the University of California

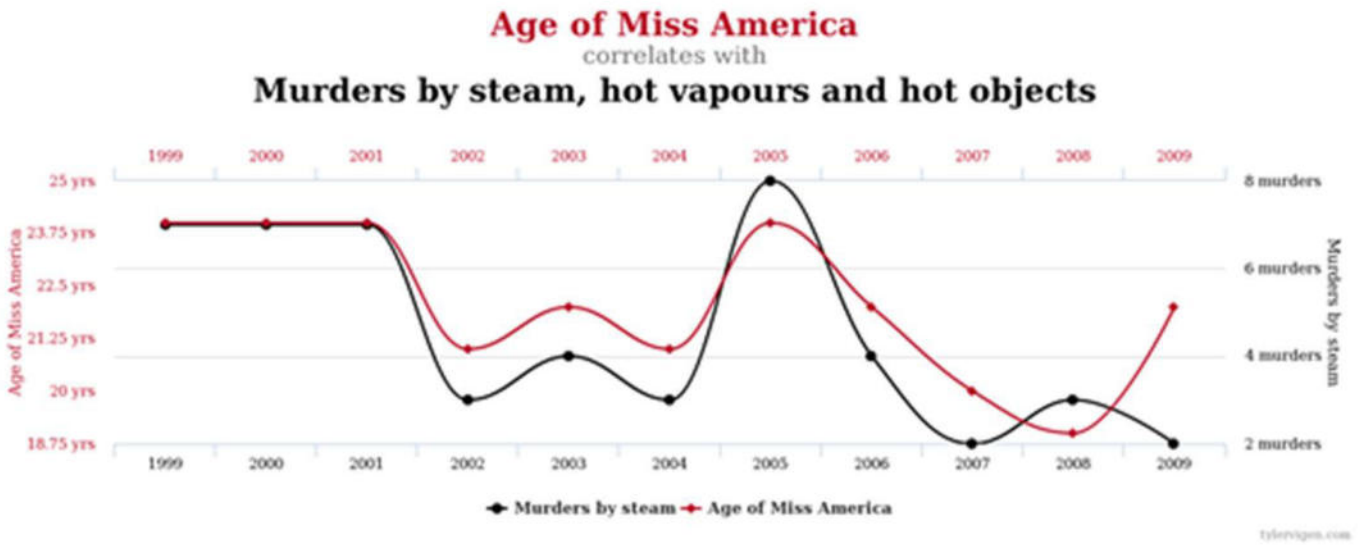


Copyright ©The Regents of the University of California



Worldwide non-commercial space launches correlates with awarded sociology doctorates

Copyright ©The Regents of the University of California



Beware, correlations easily become false narratives

Copyright ©The Regents of the University of California

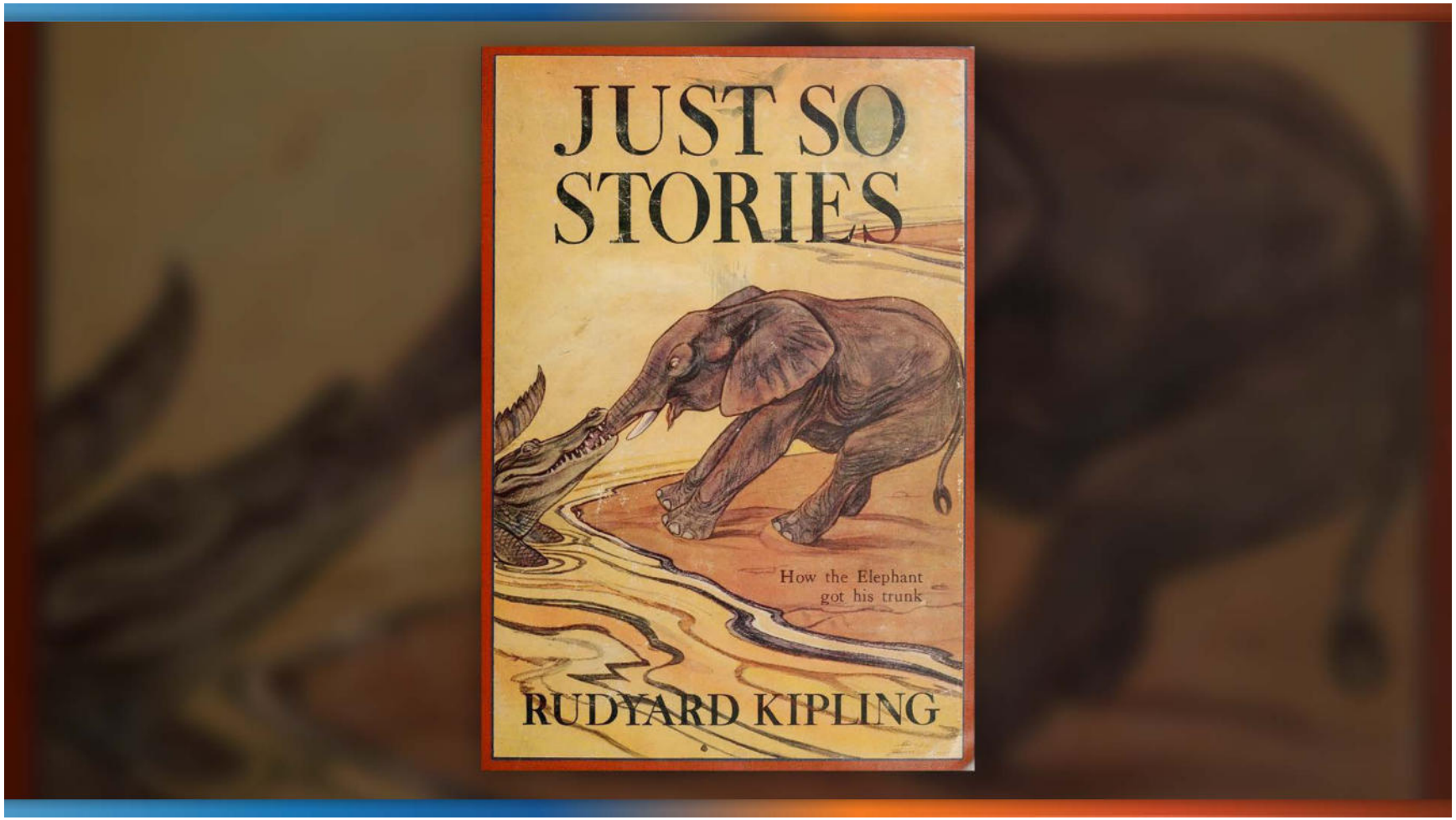
Guard Against False Narratives

Check with SMEs in data story domain

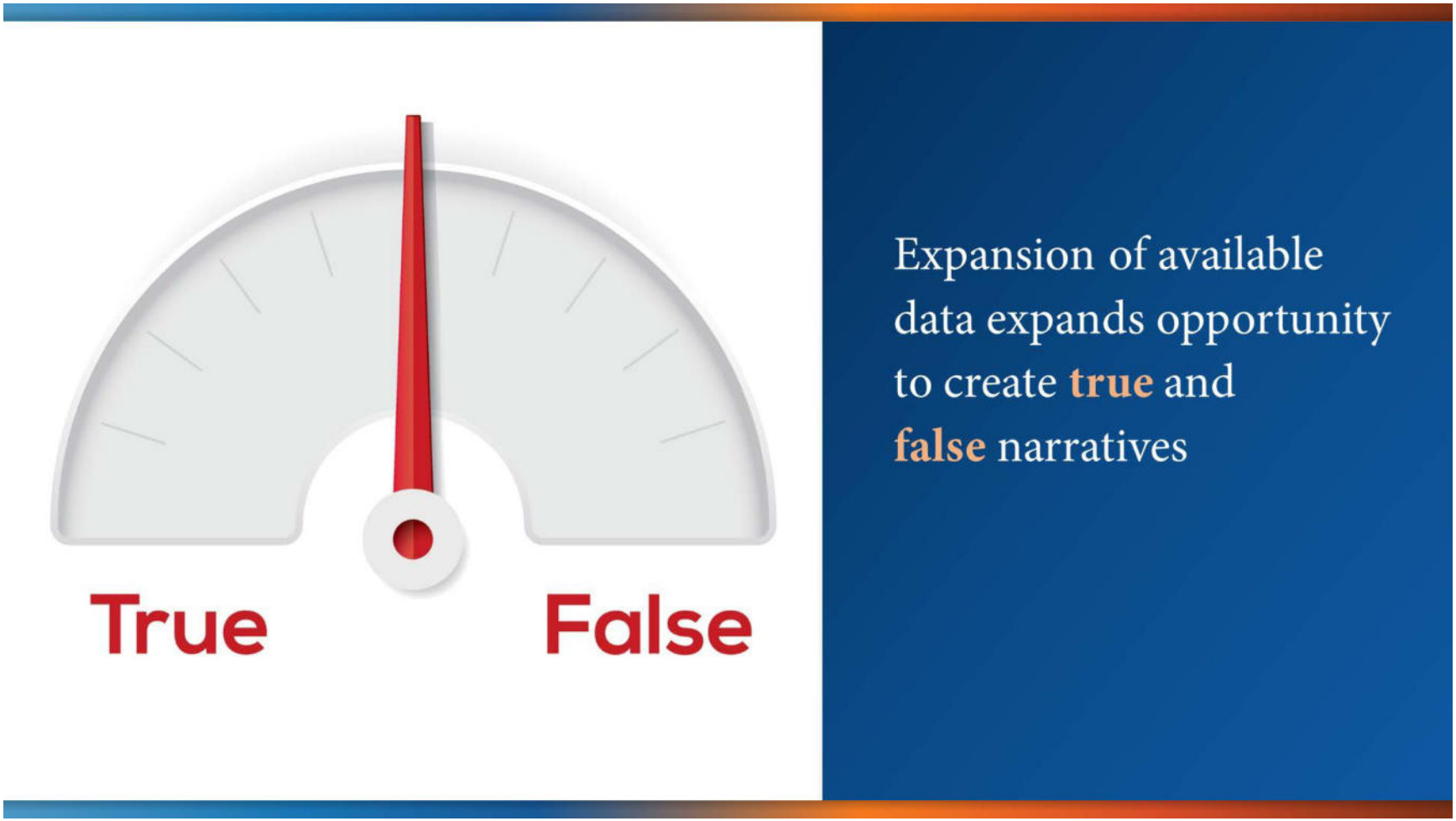
Compare to outside research

Verify with other data sources

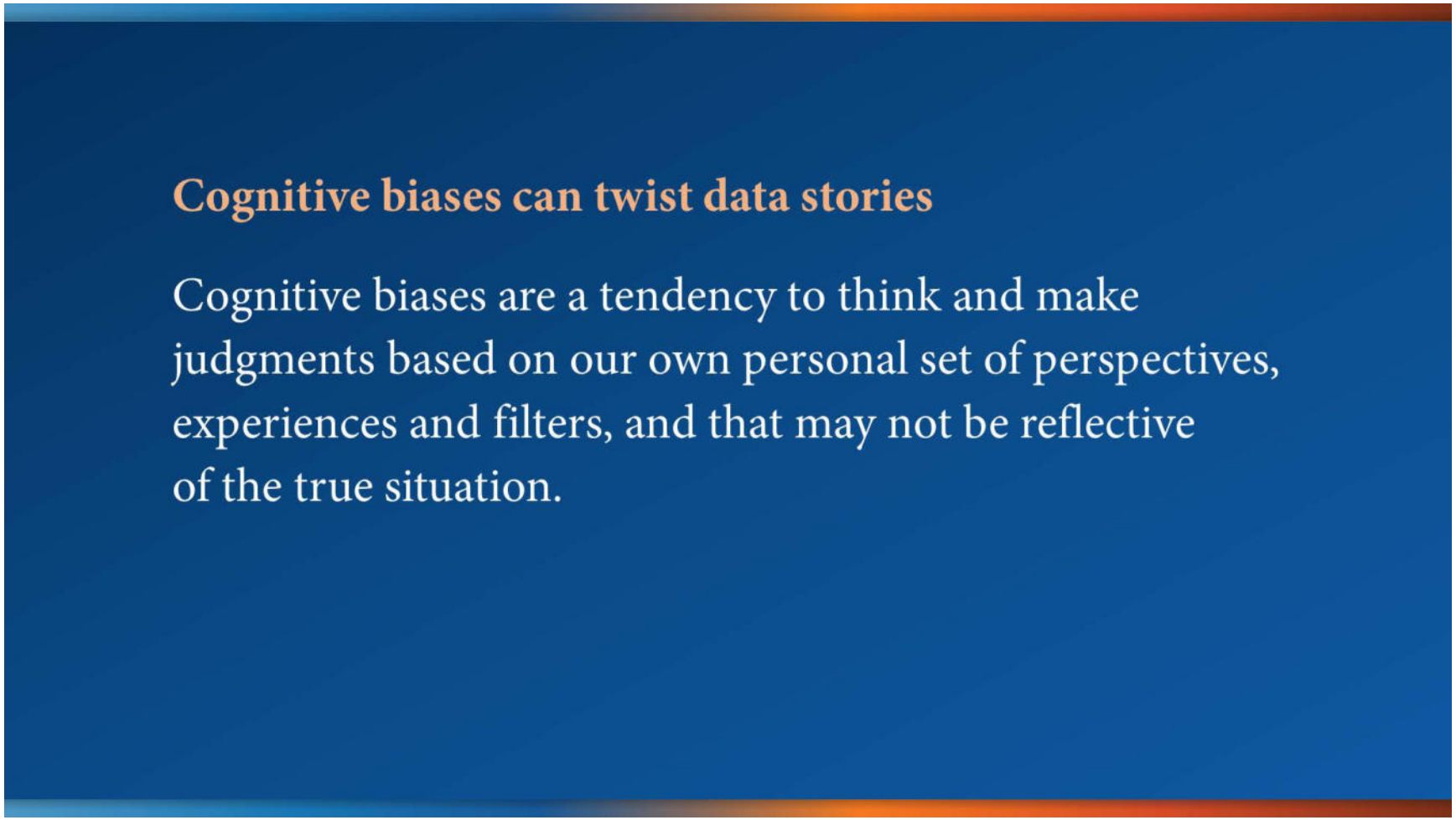
Copyright ©The Regents of the University of California



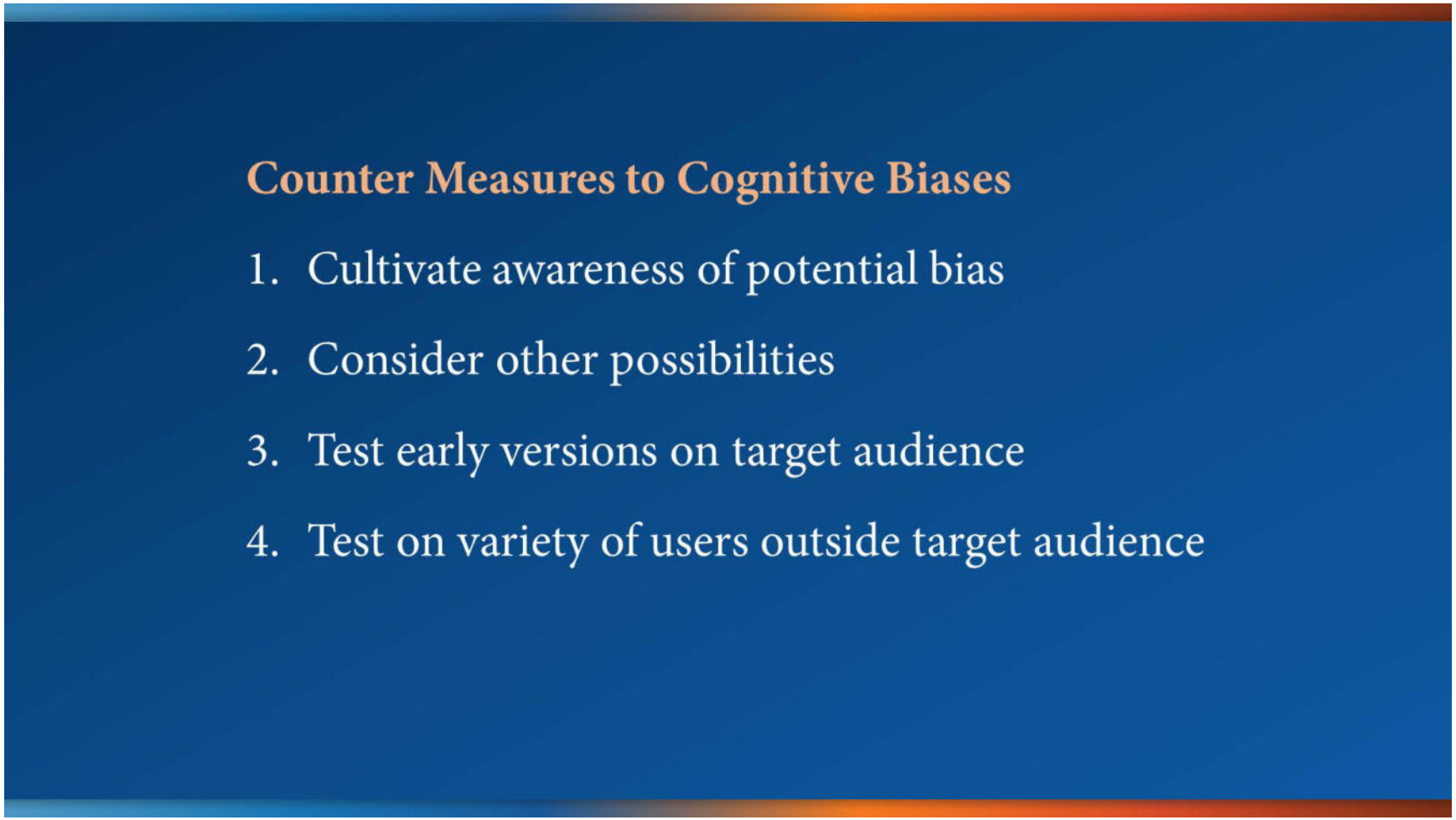
Copyright ©The Regents of the University of California



Copyright ©The Regents of the University of California



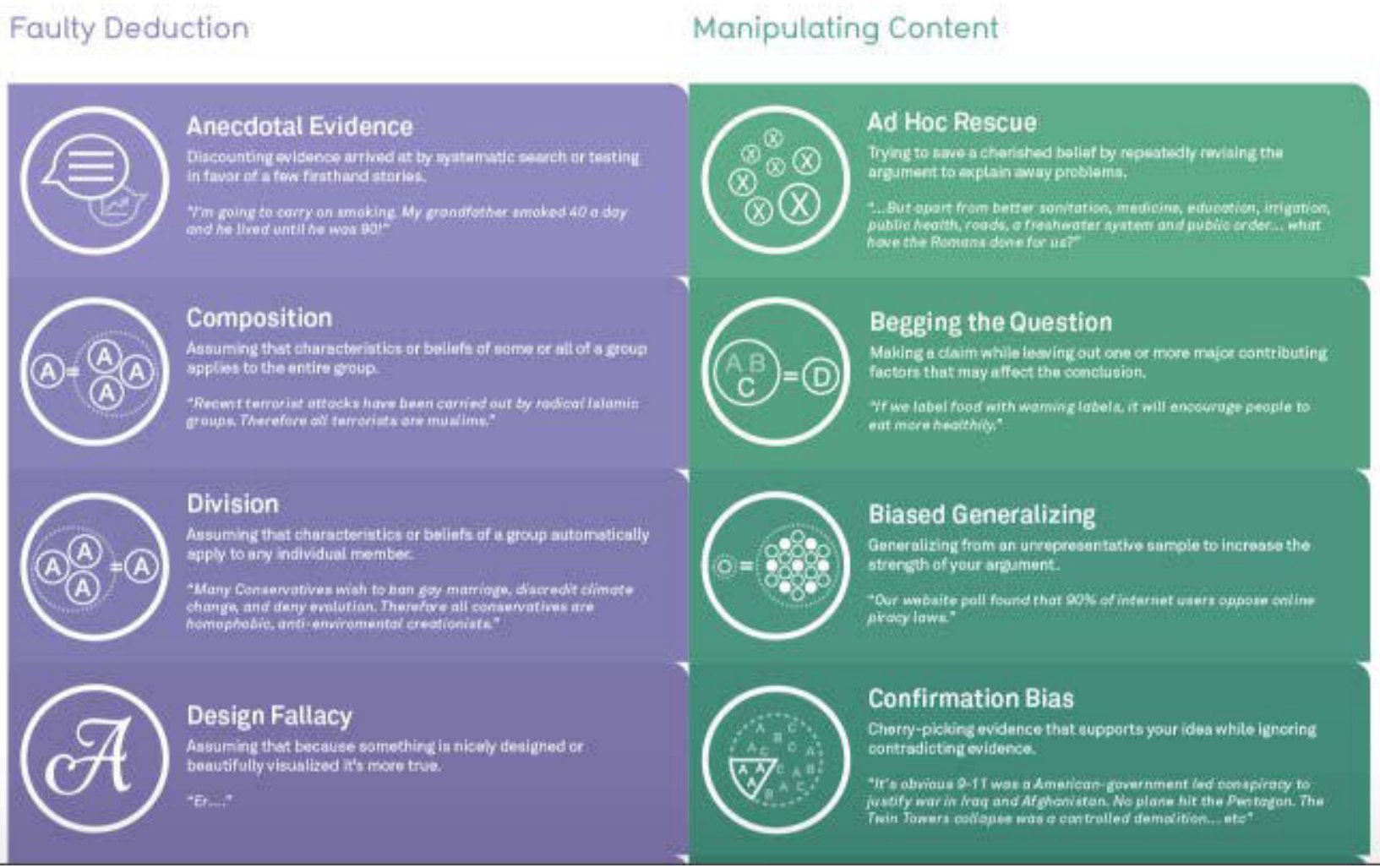
Copyright ©The Regents of the University of California



Copyright ©The Regents of the University of California

Copyright ©The Regents of the University of California

Copyright ©The Regents of the University of California



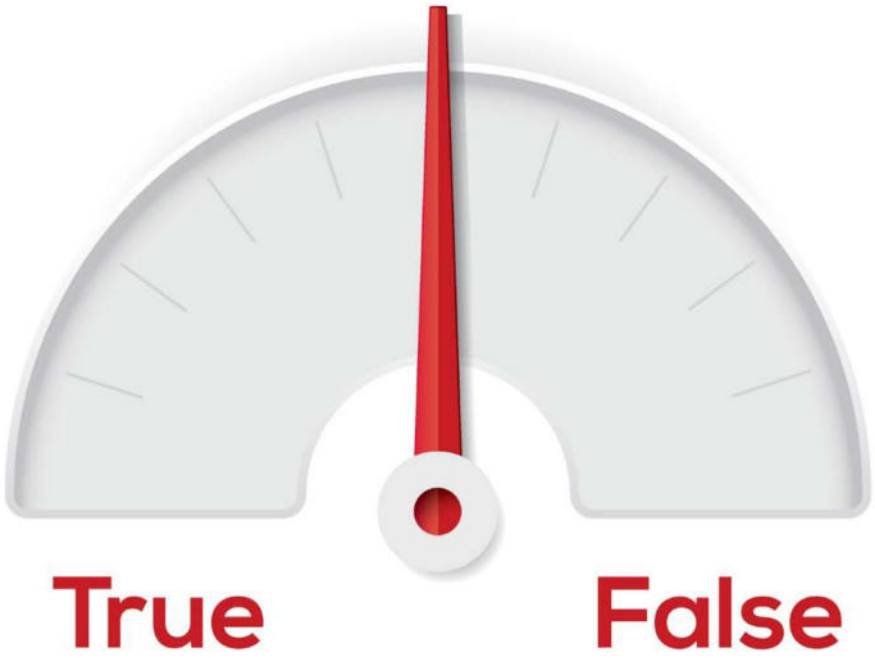
Copyright ©The Regents of the University of California

Truth or fiction?

Vividly brought to life

Disseminated to many

Stay alert!



Copyright ©The Regents of the University of California

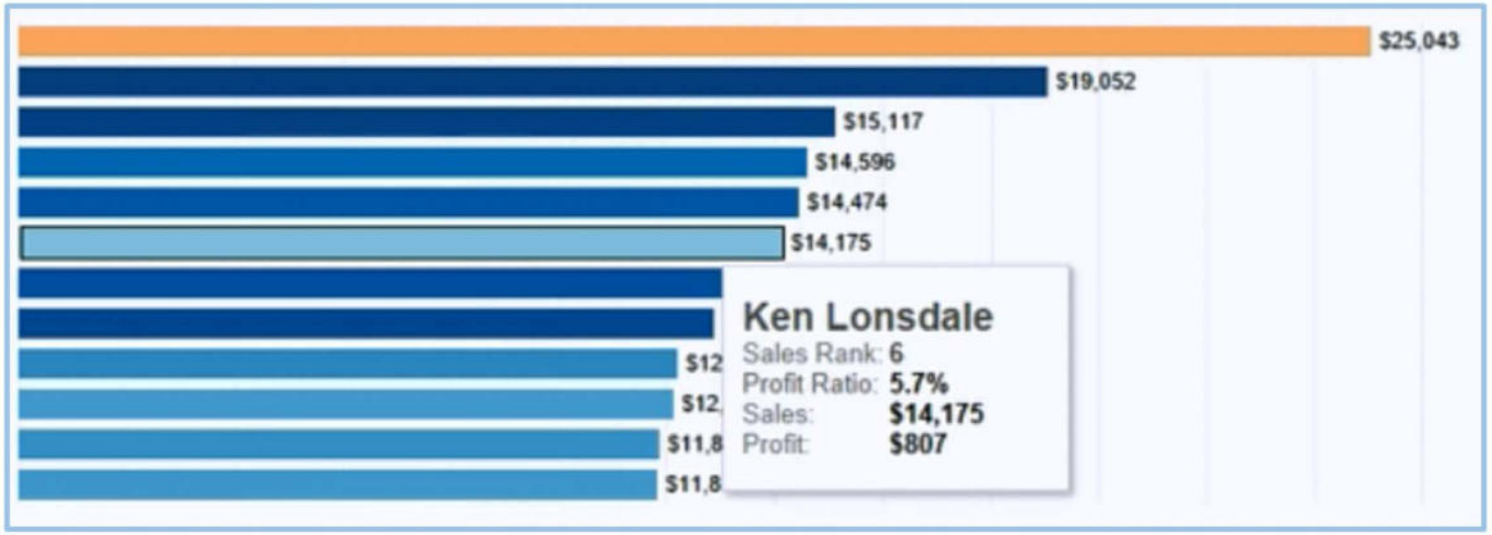
Dashboards and Storytelling with Tableau

Story Considerations

Copyright ©The Regents of the University of California

Trends Example

Copyright ©The Regents of the University of California

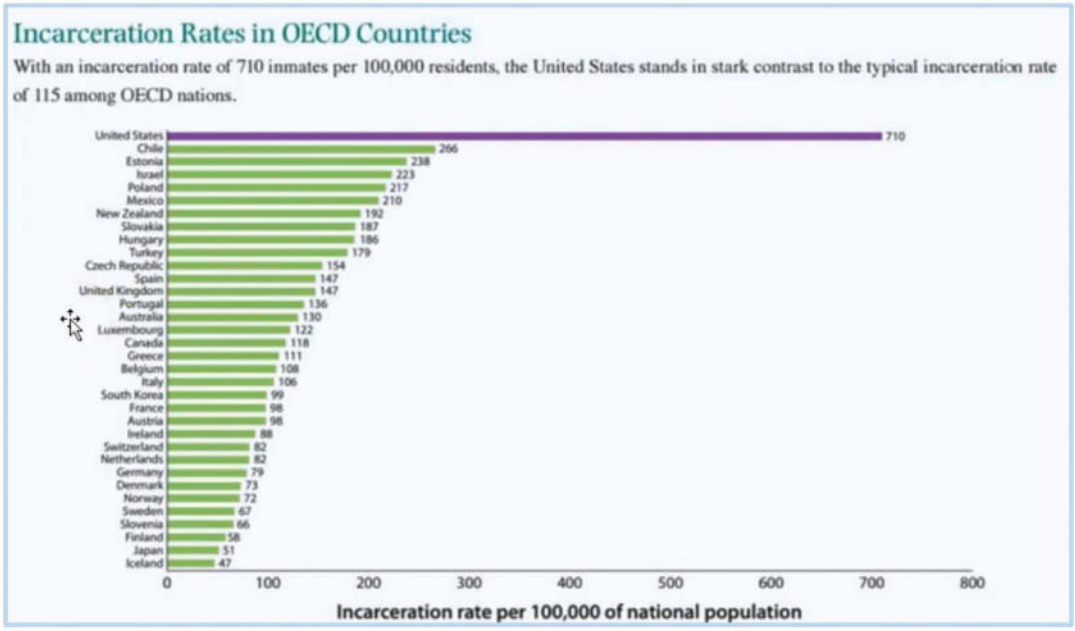


Rank Ordering Example

Copyright ©The Regents of the University of California

Comparisons Example

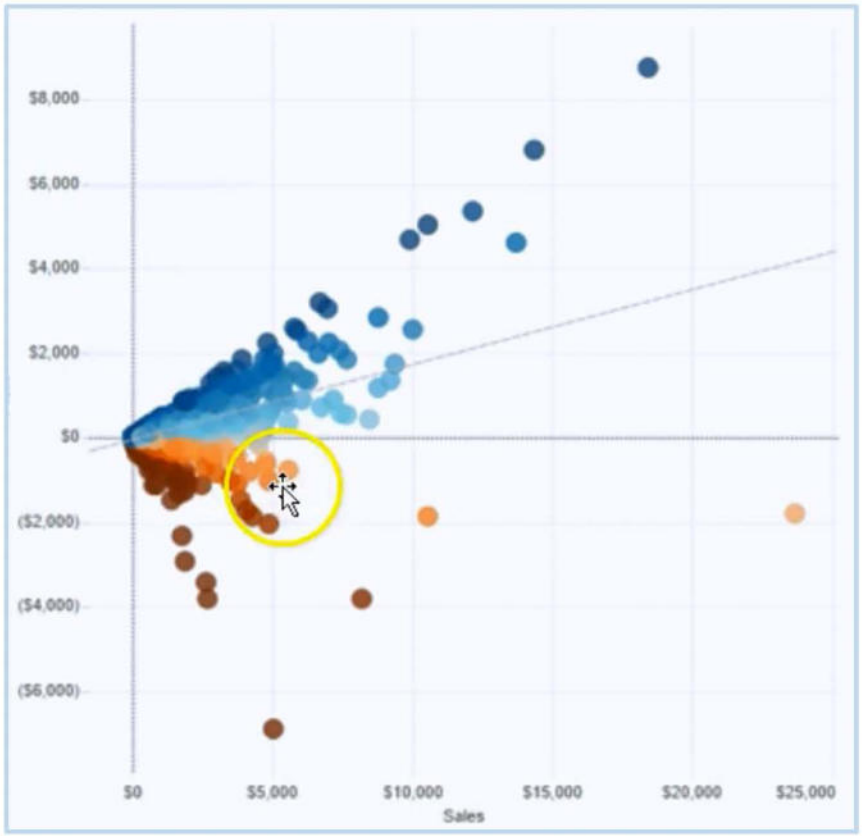
Copyright ©The Regents of the University of California



Counterintuitive Example

Copyright ©The Regents of the University of California

Relationships Example



Copyright ©The Regents of the University of California

Copyright ©The Regents of the University of California