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Example: Allison's story represents trend in data

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Allison's 3 Cs

Context: Worried about losing her home

Challenge: National wave of foreclosures

Conclusion: Allison was able to renegotiate her mortgage to avoid foreclosure

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Personify the character: Allison

Against larger context: Foreclosures

Visualizations can do this by showing individual against backdrop of larger data set

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The challenge?

Many data sets make individual anonymous

If so…

Find details in data to make big picture more relatable

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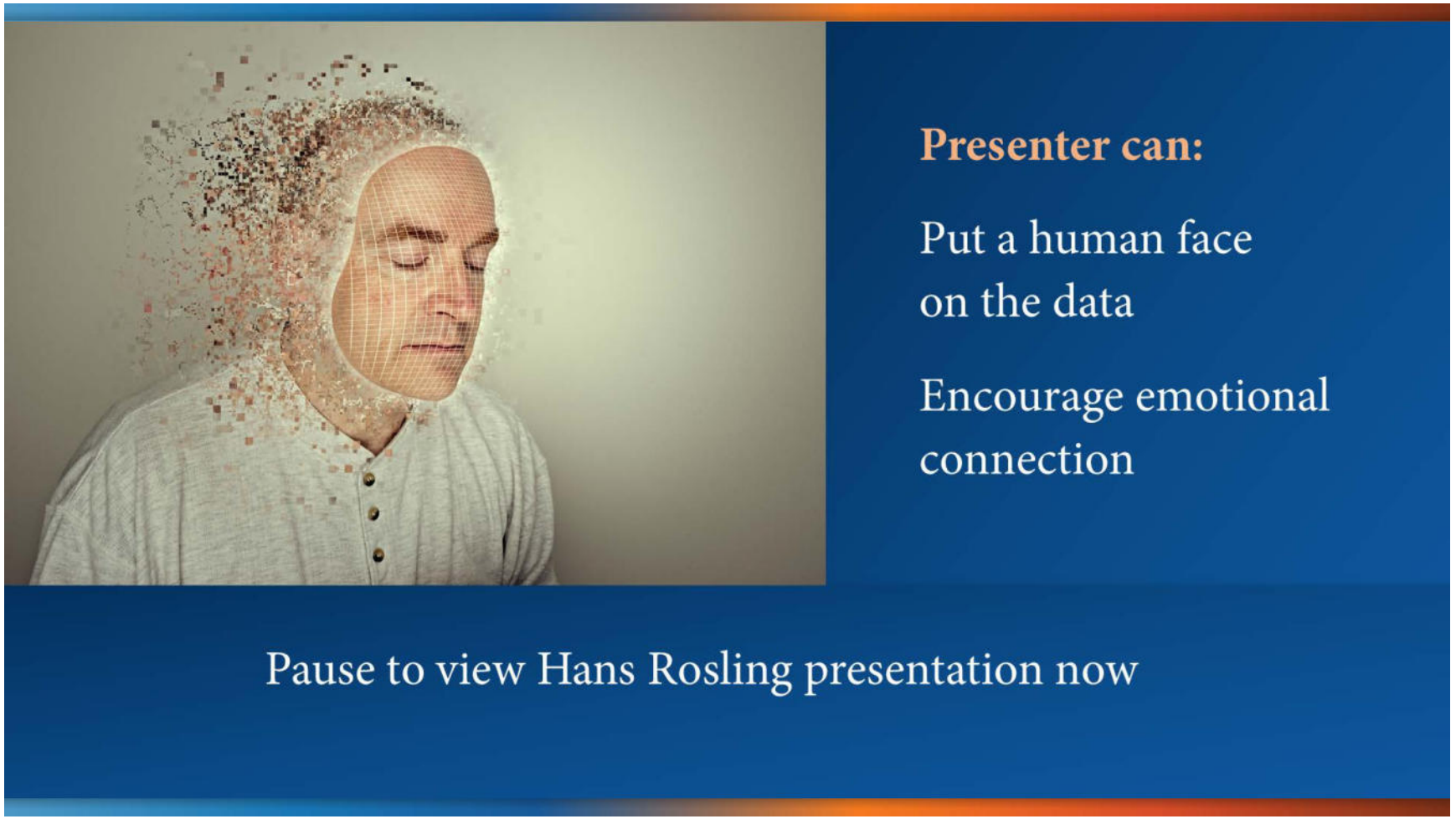

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What Rosling does right:

Passion for subject

Skill as a presenter

Interactions with data and visualization

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Enhance emotional resonance:

Create tension or uncertainty

Don't spoil the suspense

Find ways to keep audience engaged

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From **structure**
and **emotion**

To color, language
and design elements

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Dashboards and Storytelling with Tableau

Emotion Modulators: Color, Language, and Other Design Elements

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Design decisions impact experience and interpretation

Does aesthetic approach support or undermine the tone, tenor and content of your story?

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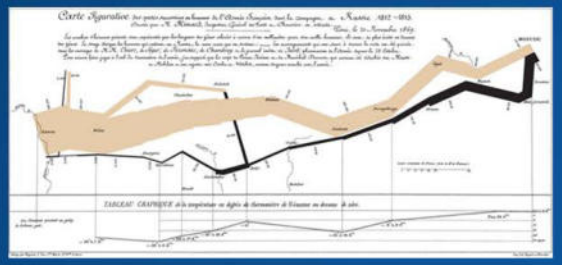
Color selection can reinforce and intensify your message

Know the cultural color scheme



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Language and word choice influence experience

Ask if your words are…

Shocking?

Emotion-charged?

Judgmental?

Concise?

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Language too strong?

Beware the backlash

Make it compelling without “yelling”

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Pre-plan to hit right emotional notes

Know story purpose

Know the data

Empathize with audiences

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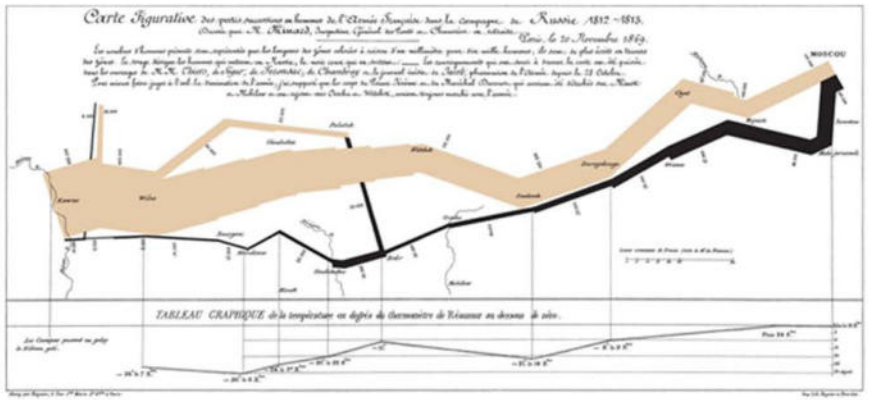
Design elements also influence emotional tone



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Attend first to basics:

Data choice

Story framework

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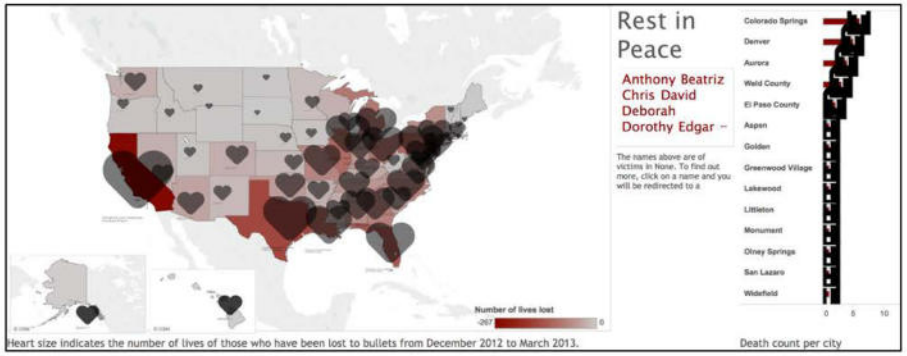
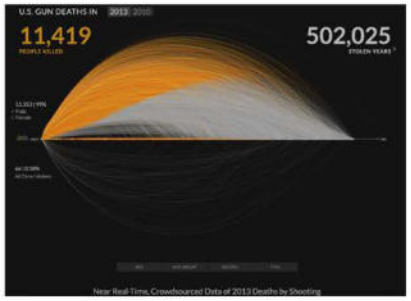
Consider 3 visualizations on gun deaths:

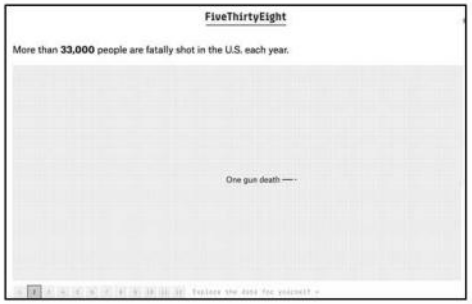
Think about **tradeoffs**

What does emotional emphasis **gain** or **lose**?

What's better emotional design for **audience**?







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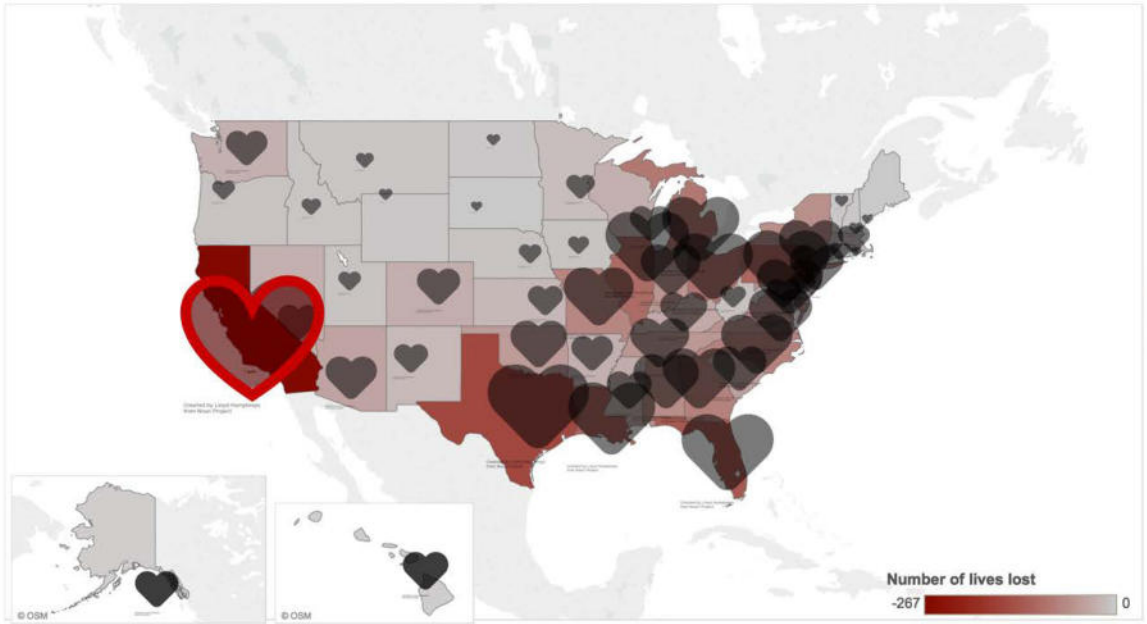
The Top Killing Machine in the USA

Delve into the shocking number of gun deaths by clicking through states on the map



Heart size indicates the number of lives of those who have been lost to bullets from December 2012 to March 2013.

Rest in Peace

Anthony Beatriz
Chris David
Deborah
Dorothy Edgar ...

The names above are of victims in None. To find out more, click on a name and you will be redirected to a

Death count per city

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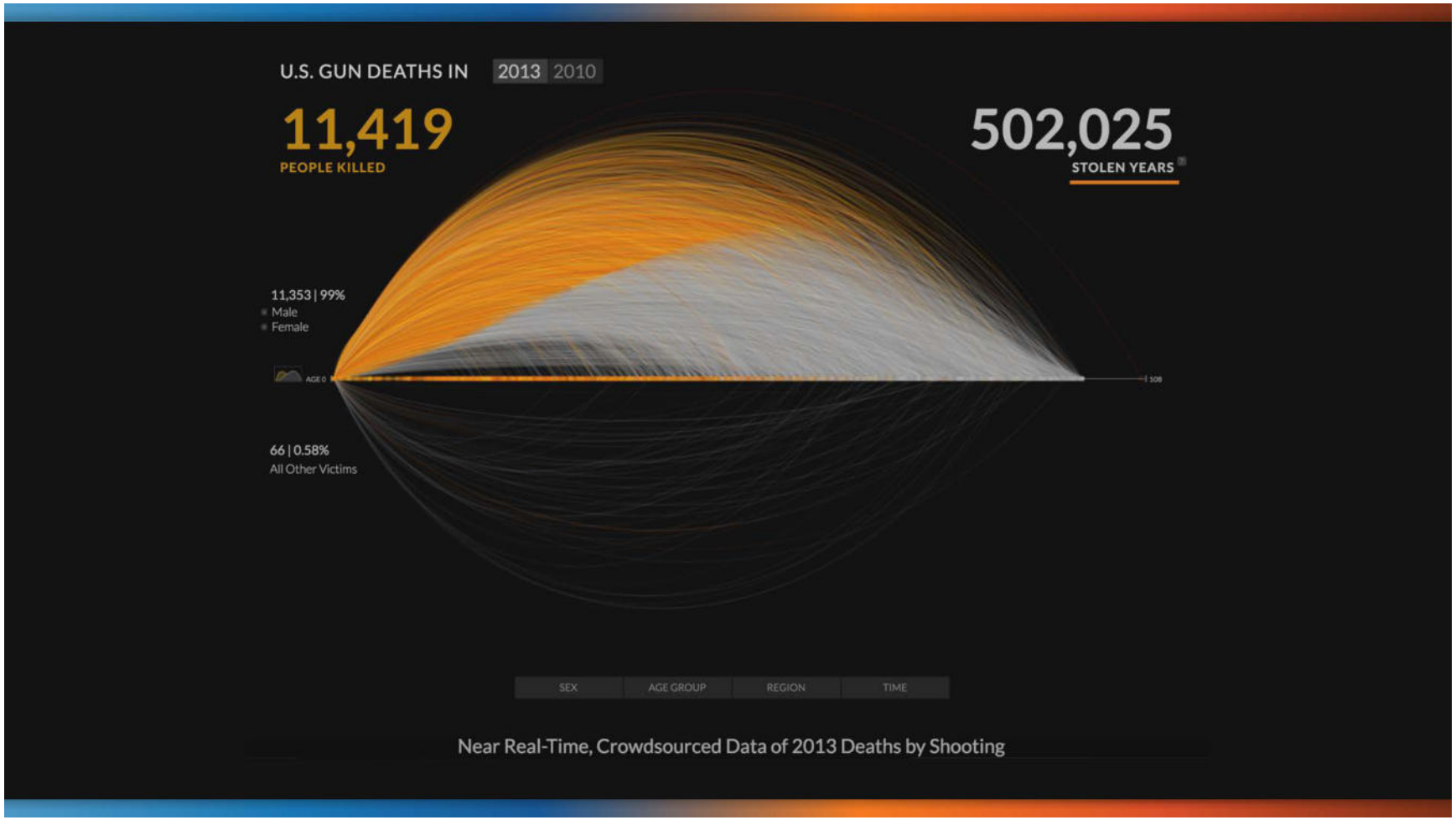

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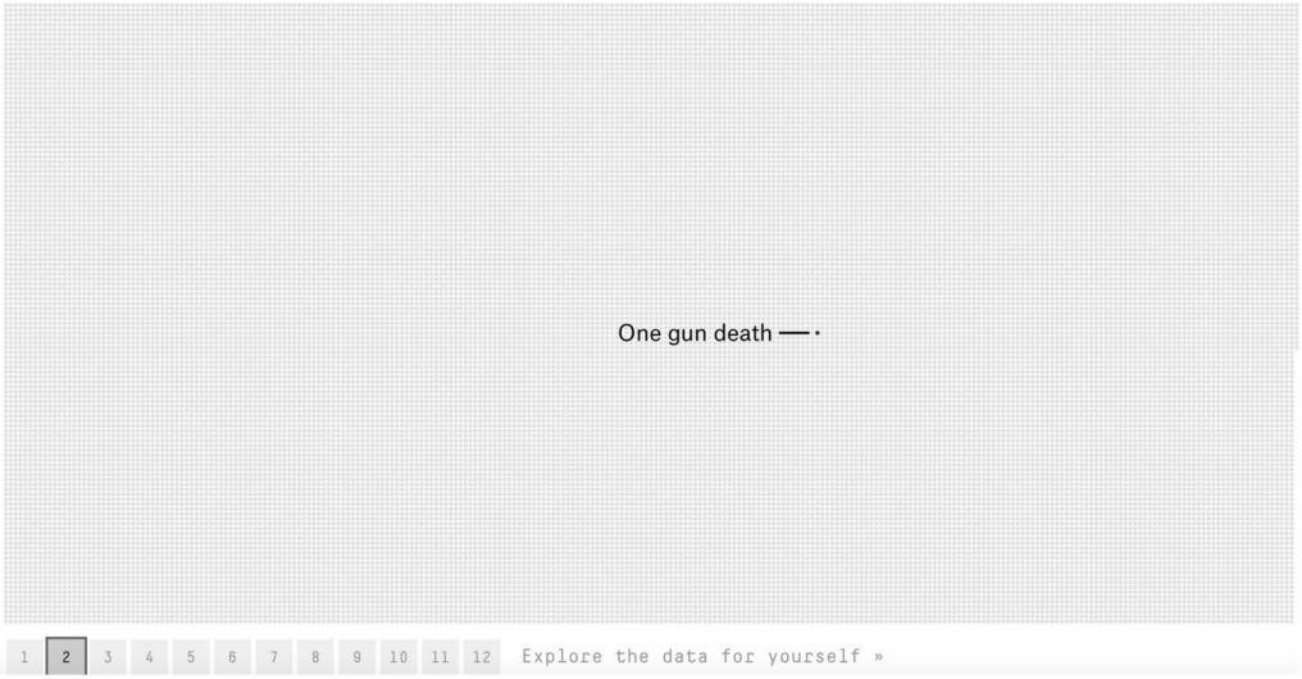
FiveThirtyEight

More than **33,000** people are fatally shot in the U.S. each year.



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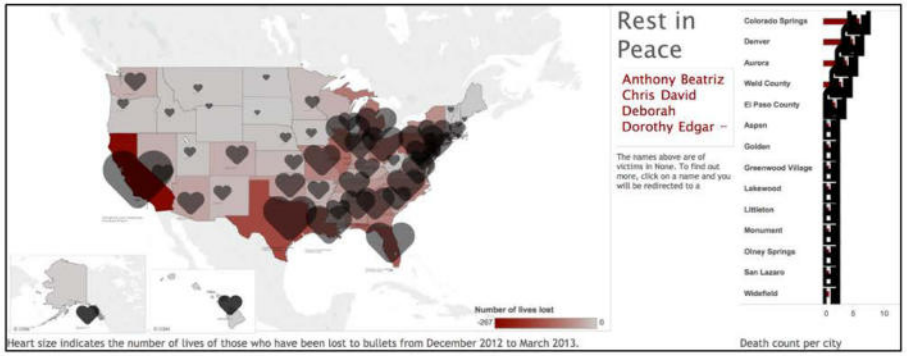
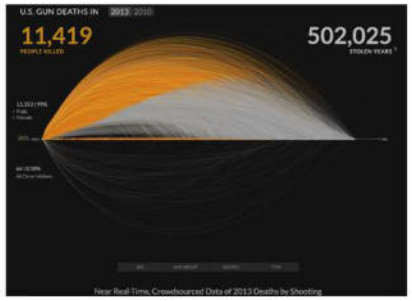
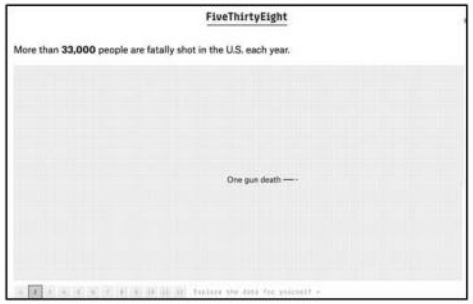
Is the storytelling too emphatic?

Is too little emotion evoked?

Find the right balance to modulate emotion







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Dashboards and Storytelling with Tableau

Framing and Format

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Design choices differ for:

Visualizations to explore data and draw own conclusions

A **data story** is like a map with route marked out

How many frames are needed?

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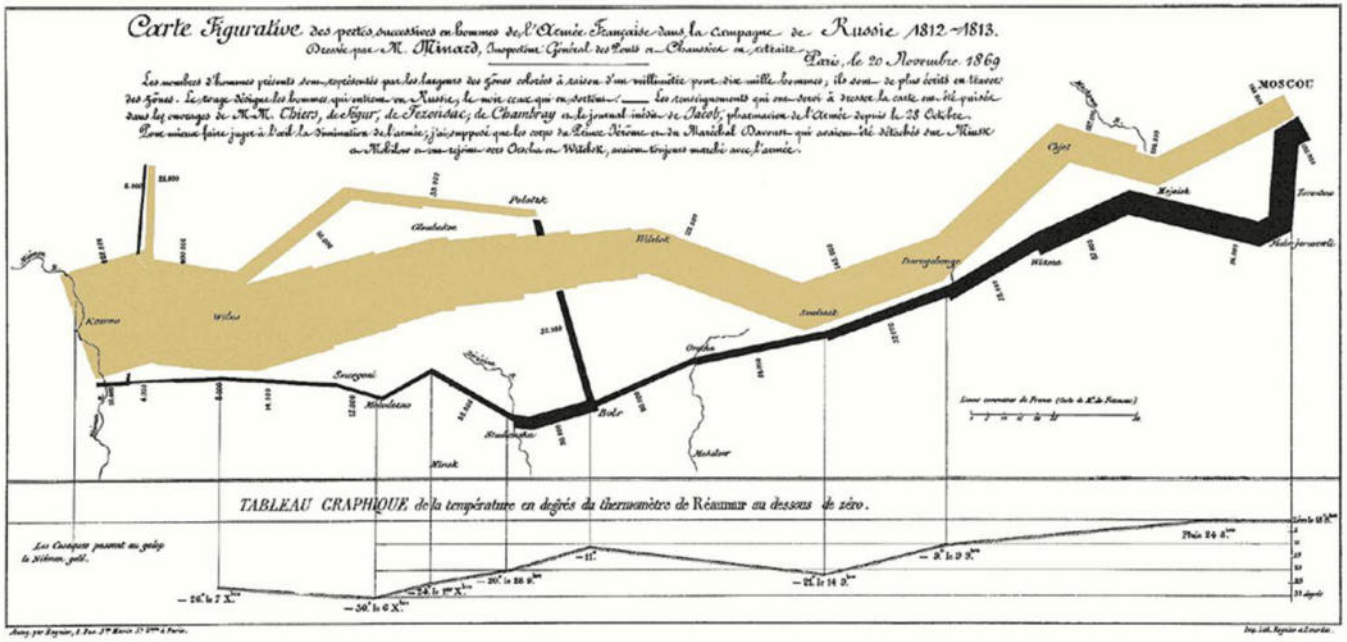

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Single frame must be clear and compelling

Clarify who, what, why, and how before deciding on framing and format

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Dashboards and Storytelling with Tableau

Framing, Conventions, and Priming

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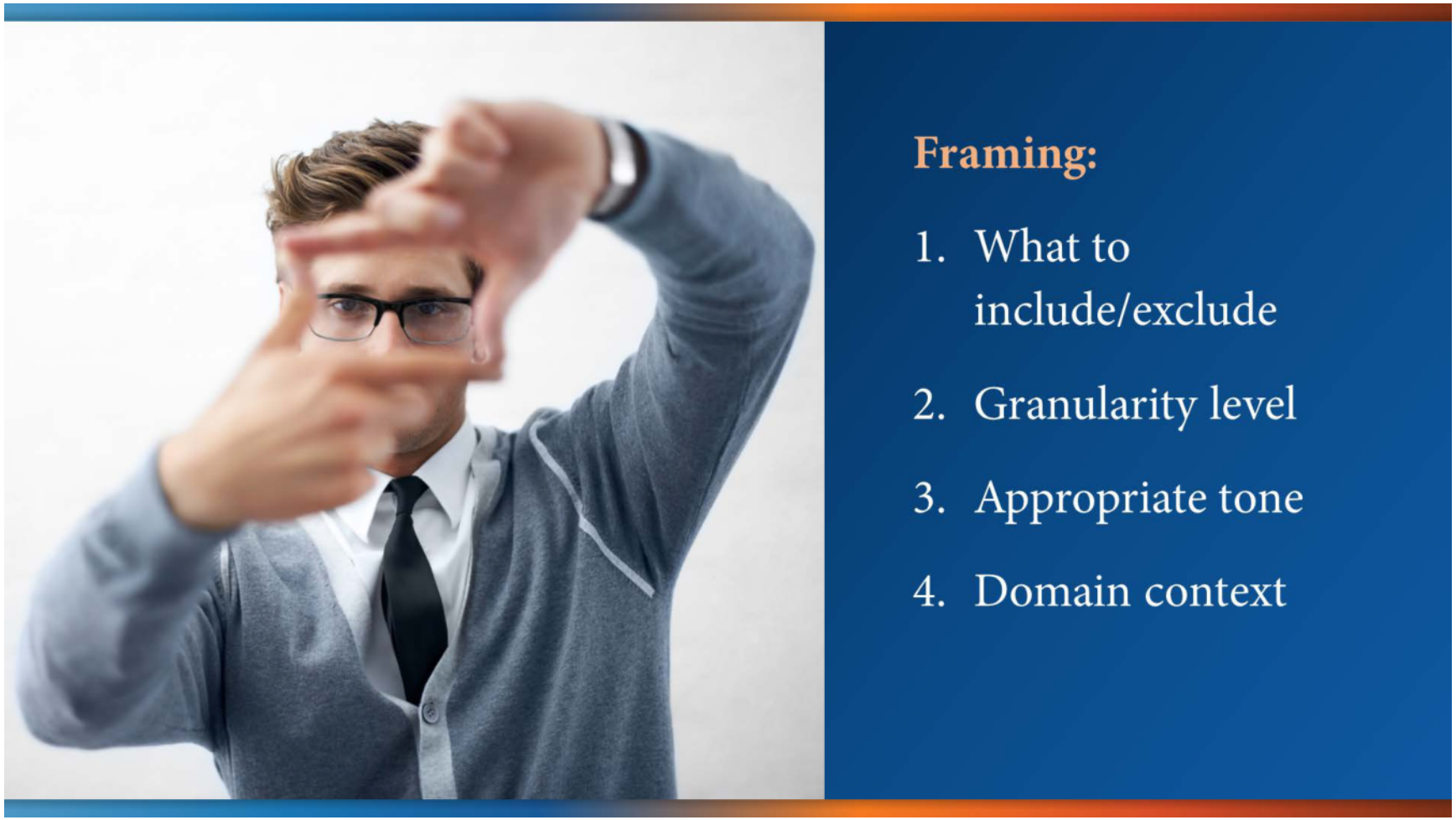

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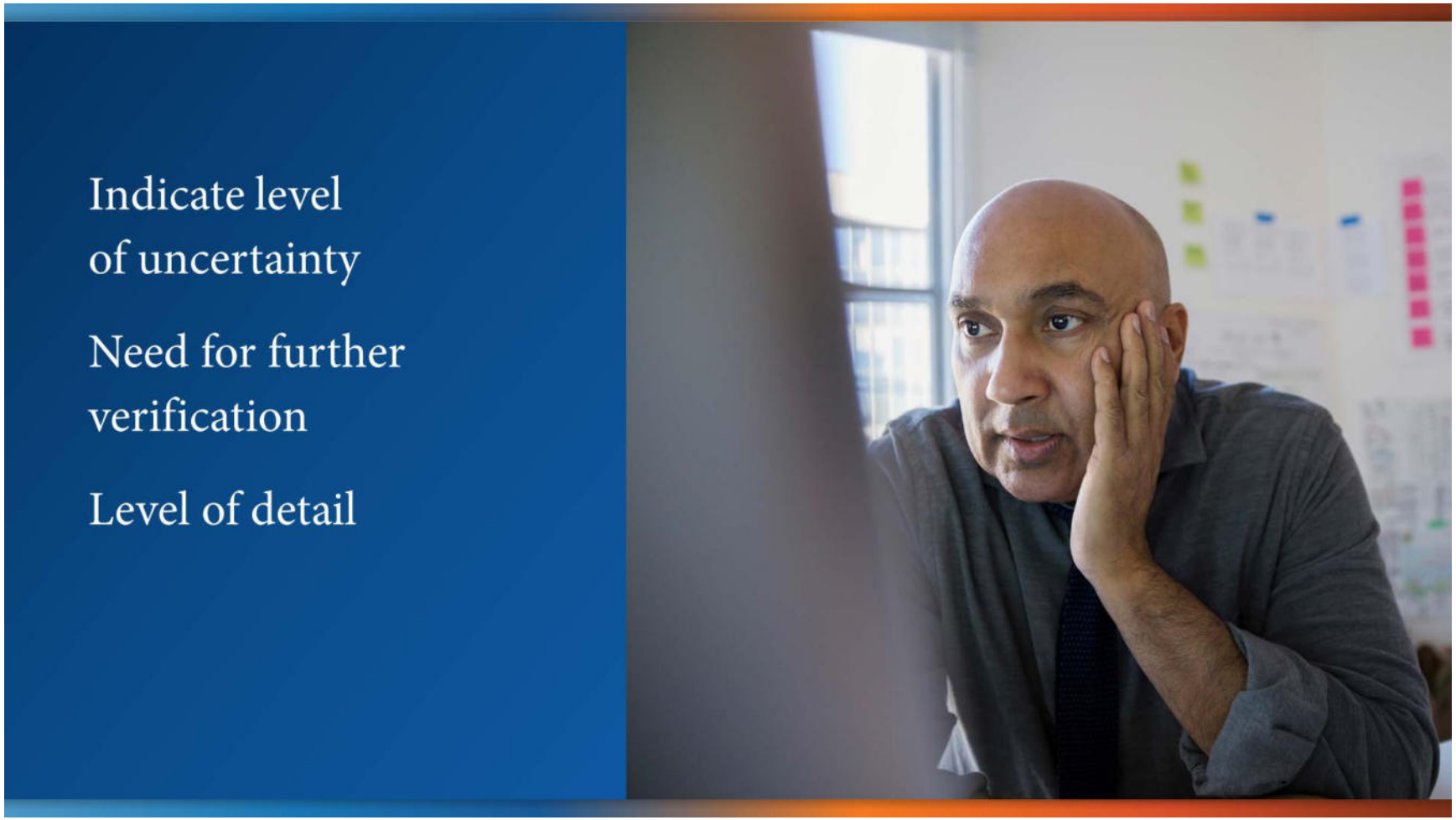

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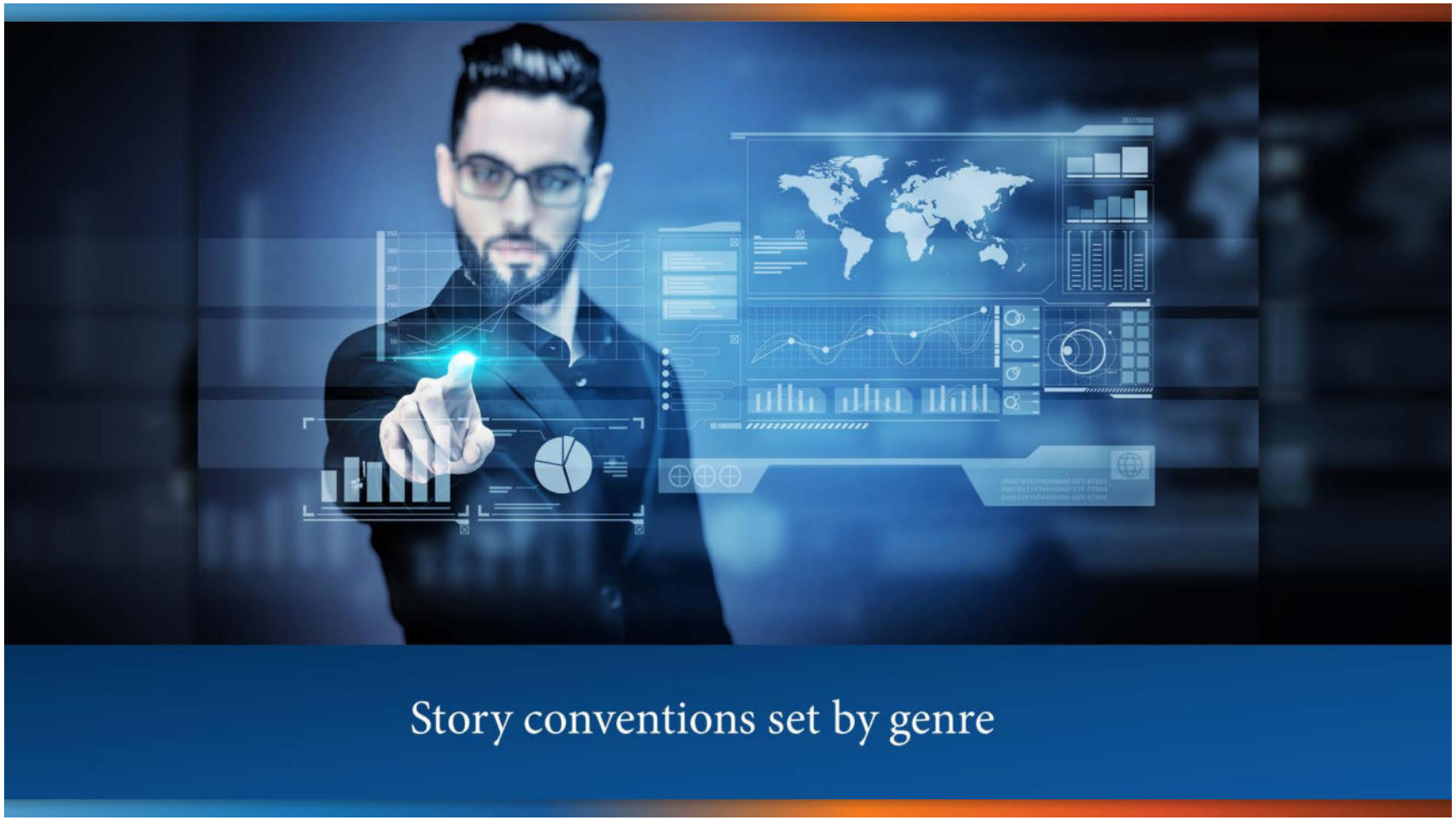

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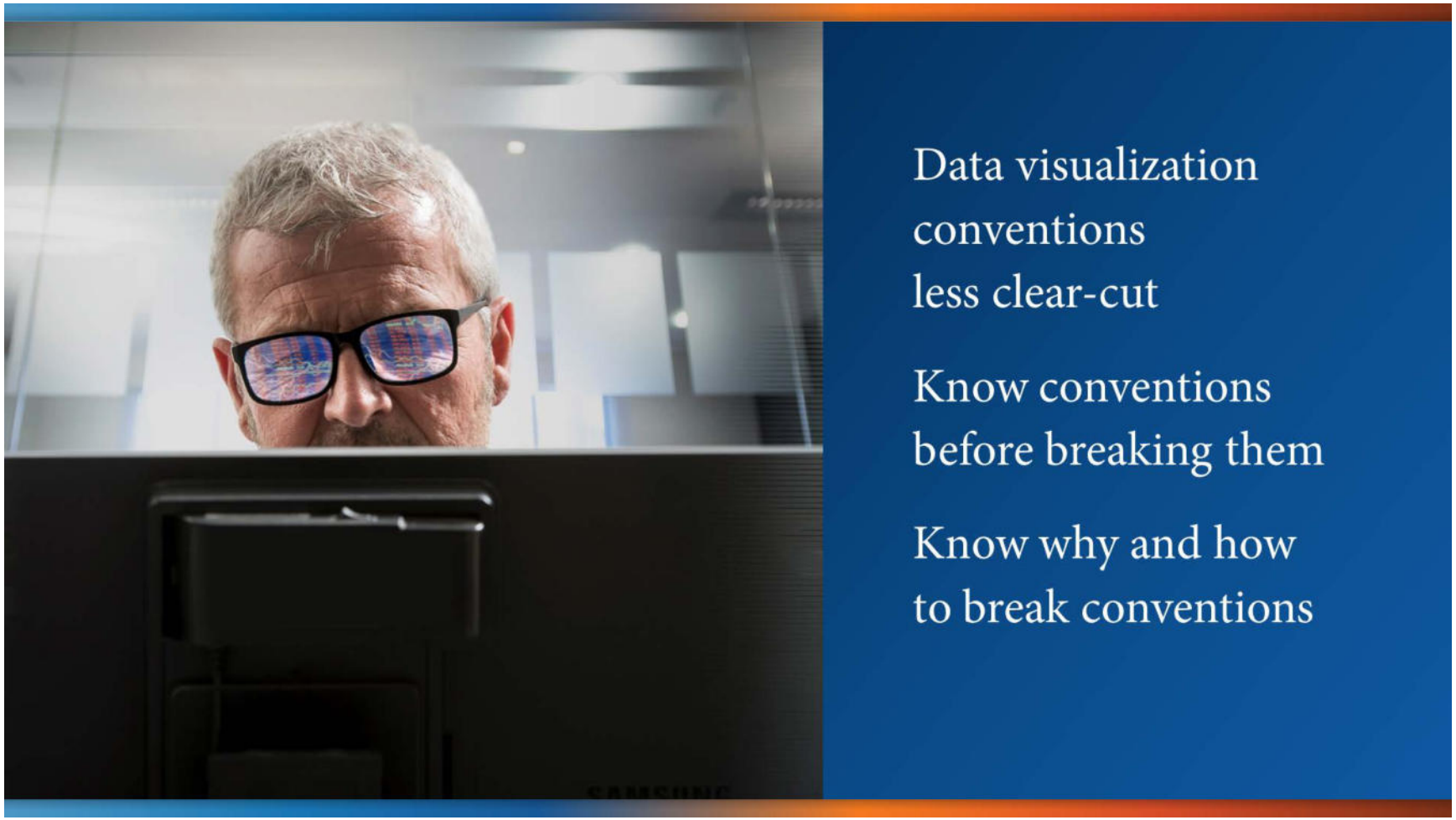

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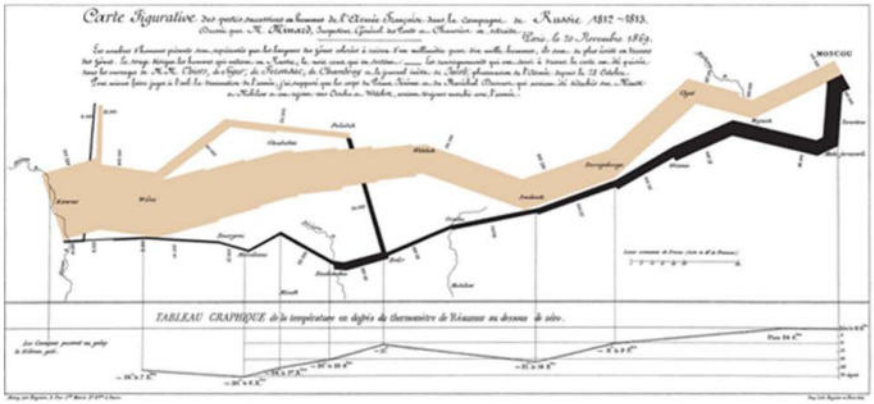
Generally good to follow convention

Only bend conventions for good reasons and execute well



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Indicate level of uncertainty

Need for further verification

Level of detail

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Look at the dog, the Dalmatian in this image, do you see it?

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Think about how **framing**, **conventions** and **priming** audience perception shapes your data story

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