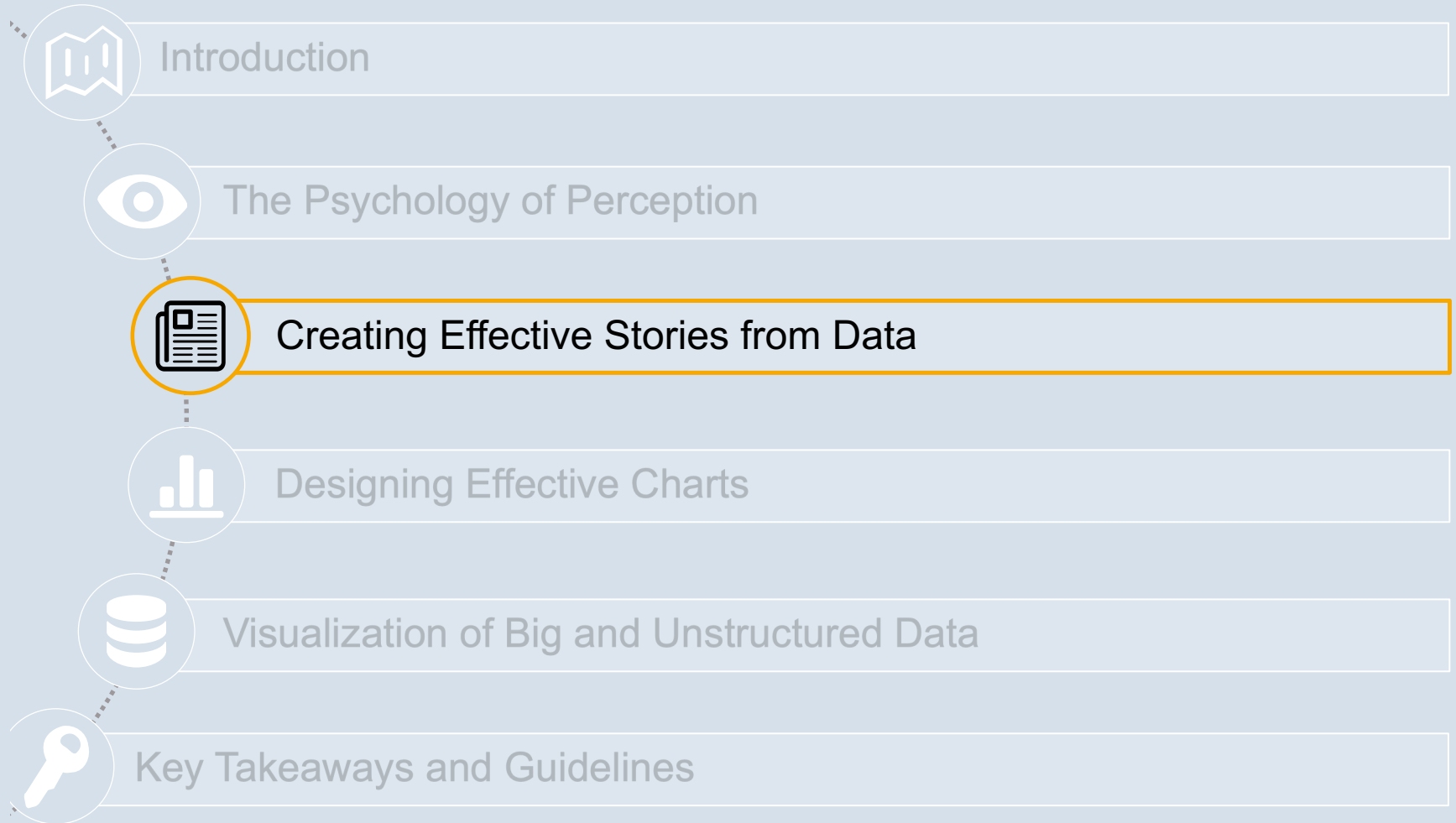




DATA VISUALIZATION

PROF. DR. FLORIAN STAHL

Overview – Data Visualization



Stories improve memorability, engagement, and persuasiveness

Persuasiveness

- › „In listening to stories, we tend to suspend disbelief in order to be entertained, whereas in evaluating statistics we generally have an opposite inclination to suspend belief in order not to be beguiled.”

- John Allen Paulos



Memorability

- › Stories are remembered better than single statistics

Engagement

- › Stories outperform plain infographics in engaging the audience

GAME: A Framework for Stronger Messaging and Improved Communication

G

GOAL

- › SMART goals
- › Measure of success



A

AUDIENCE

- › Identify your audience
- › How do they think and act?
- › What do they need to know?



M

MESSAGE

- › Craft a key message
- › 'ACCA' challenge



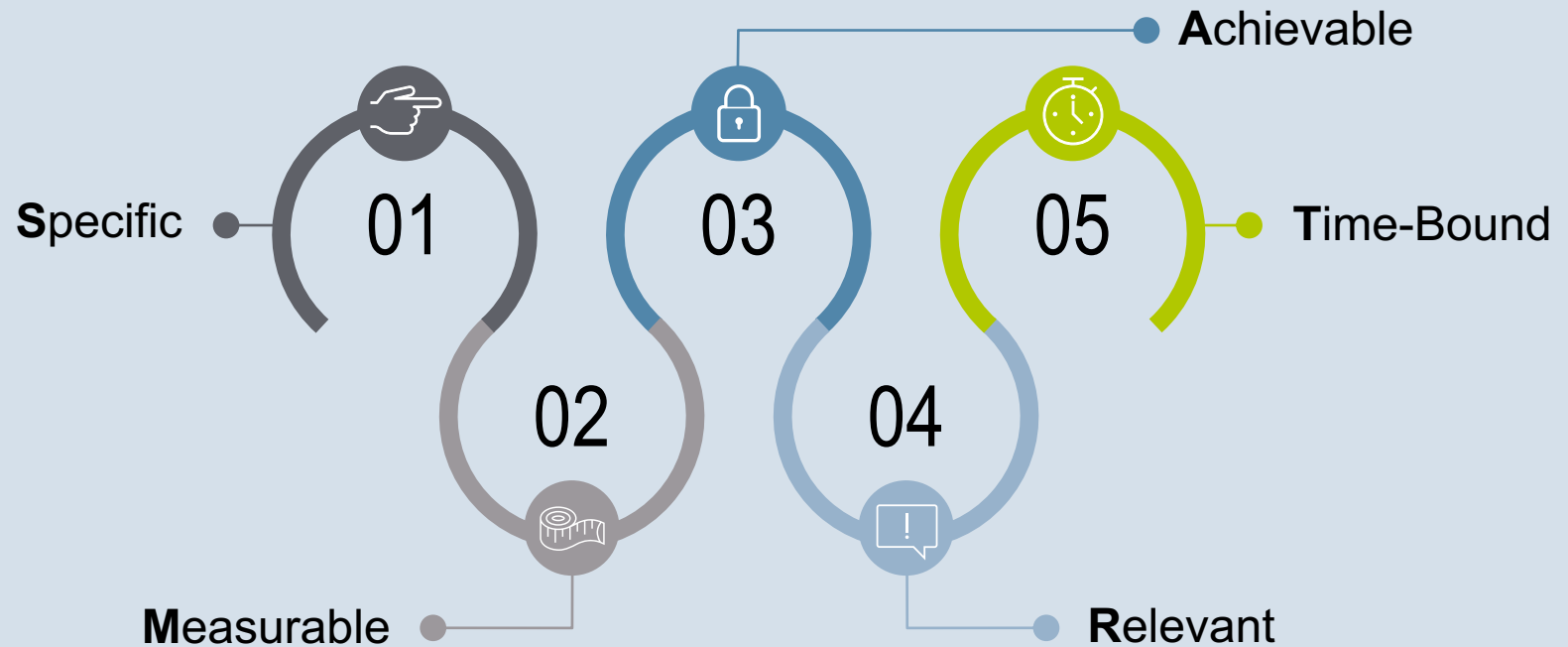
E

EXPRESSION

- › How we tell our story
- › Ensure credibility, affection and a clear direction



GAME 1 – Goals



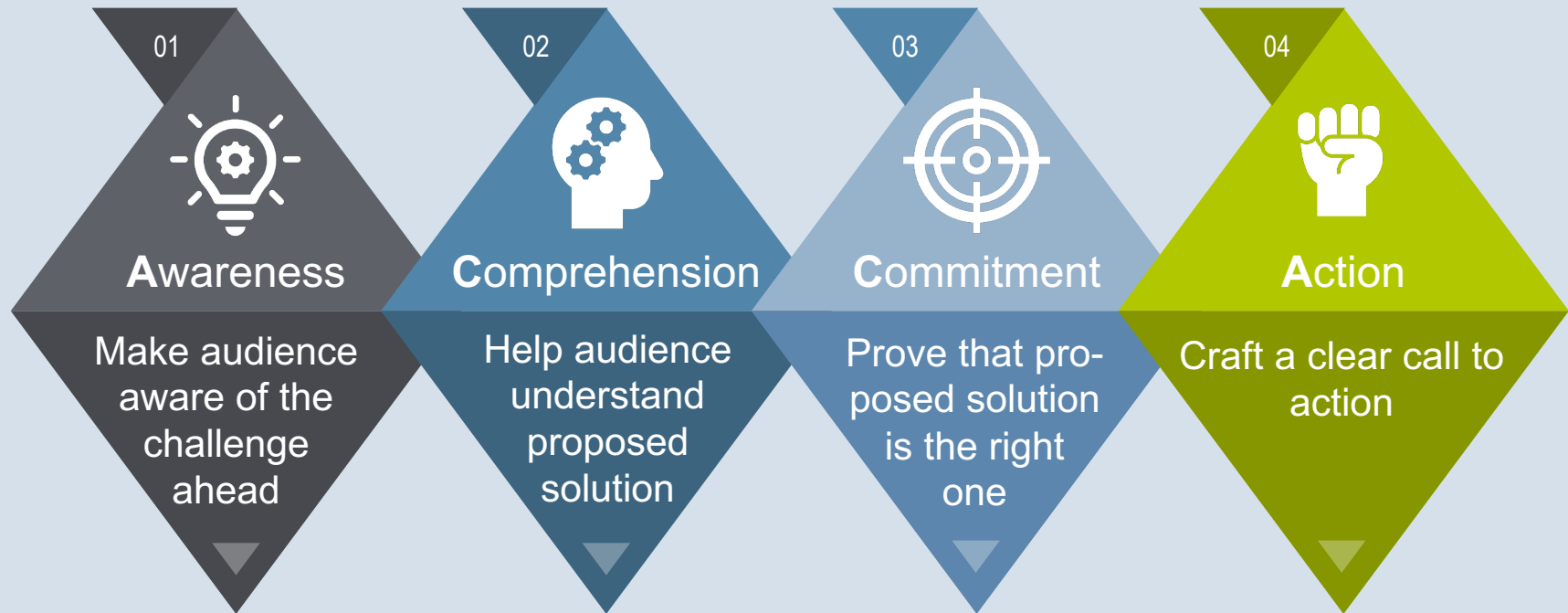
Tie your communications objectives to existing business goals!

GAME 2 - Audience



Understand your audience!

GAME 3 – Message



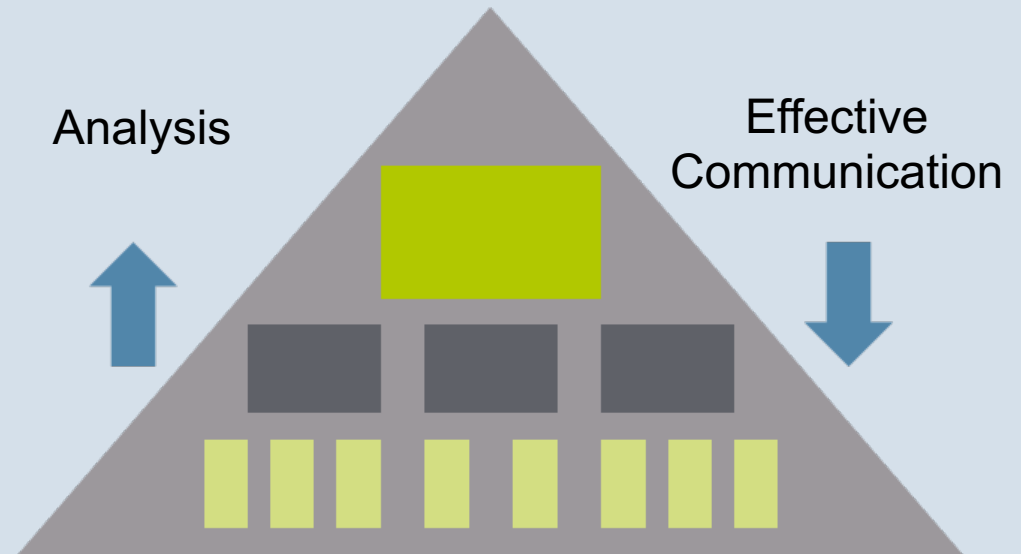
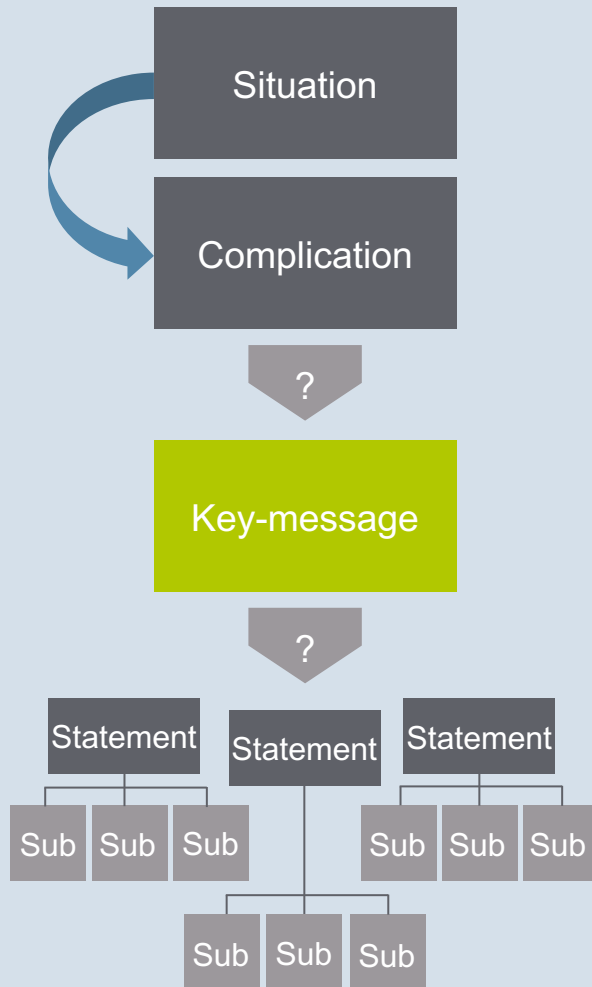
You message should include all aspects of the 'ACCA' framework.

GAME 4 – Expression



Express your message on a logical, emotional and directional level

How to structure your data presentation



How to structure your data presentation

Situation



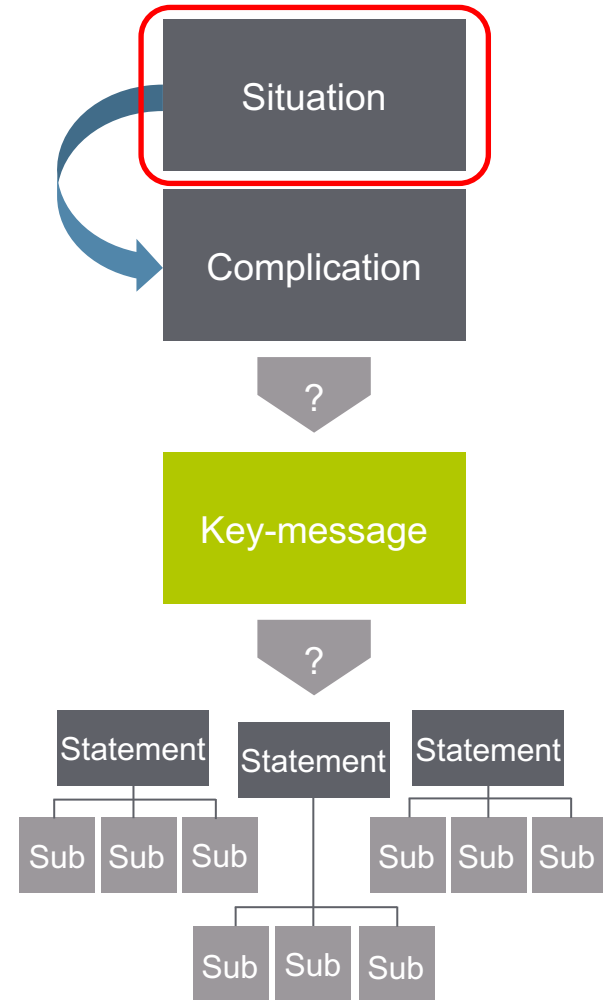
Is the situation controversial?



Is the situation recognizable?



Is the situation underpinned with figures?



How to structure your data presentation

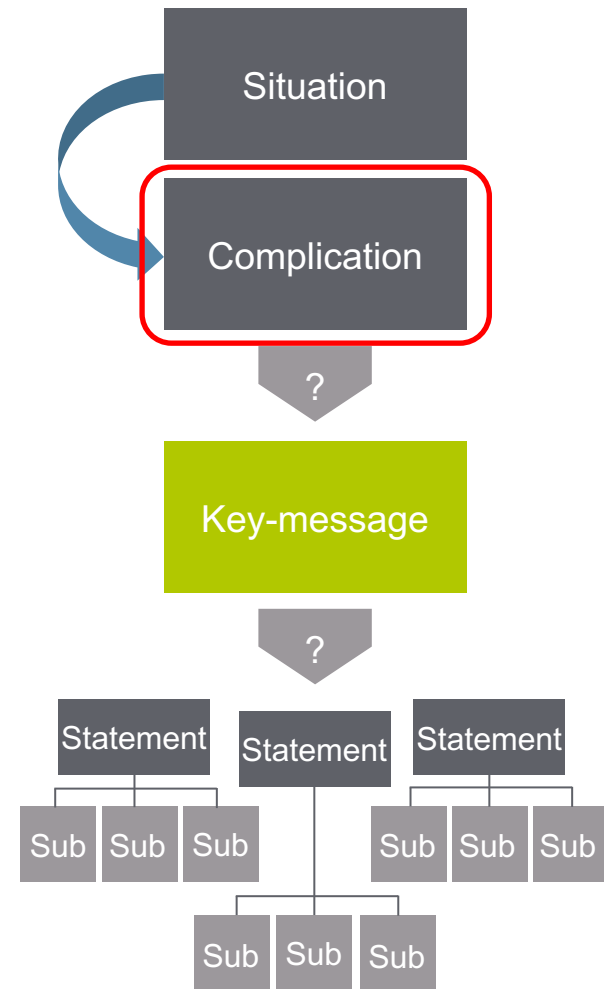
Complication



Does the complication create impact on your organization?



Is the complication underpinned with figures?



How to structure your data presentation

Key-Message



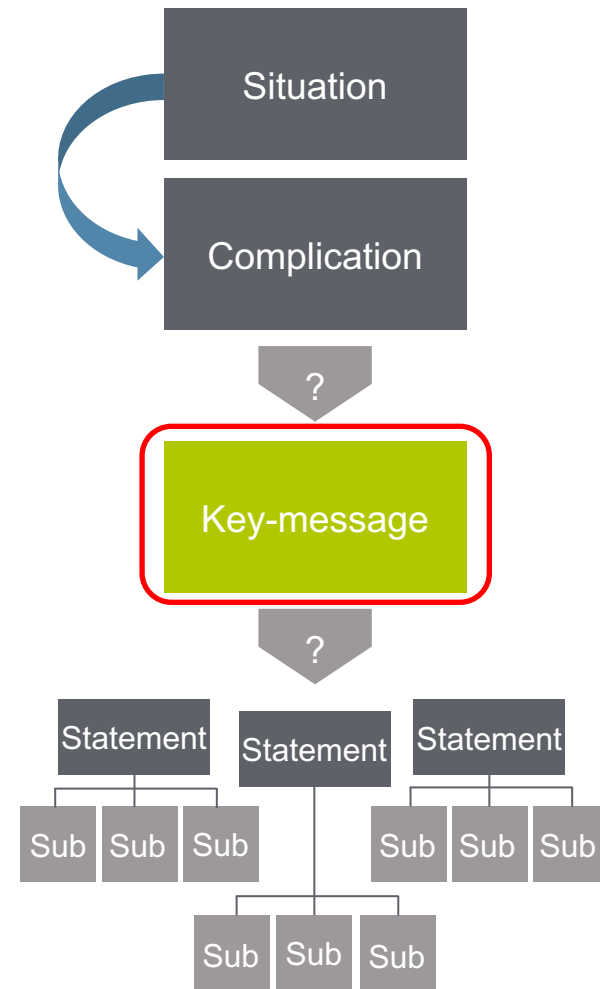
Single or multiple core messages?



Does the core message create curiosity?



Does the core message answer the complication?



How to structure your data presentation

Argumentation



Do the arguments answer open questions?



Are the arguments complete and mutually exclusive?



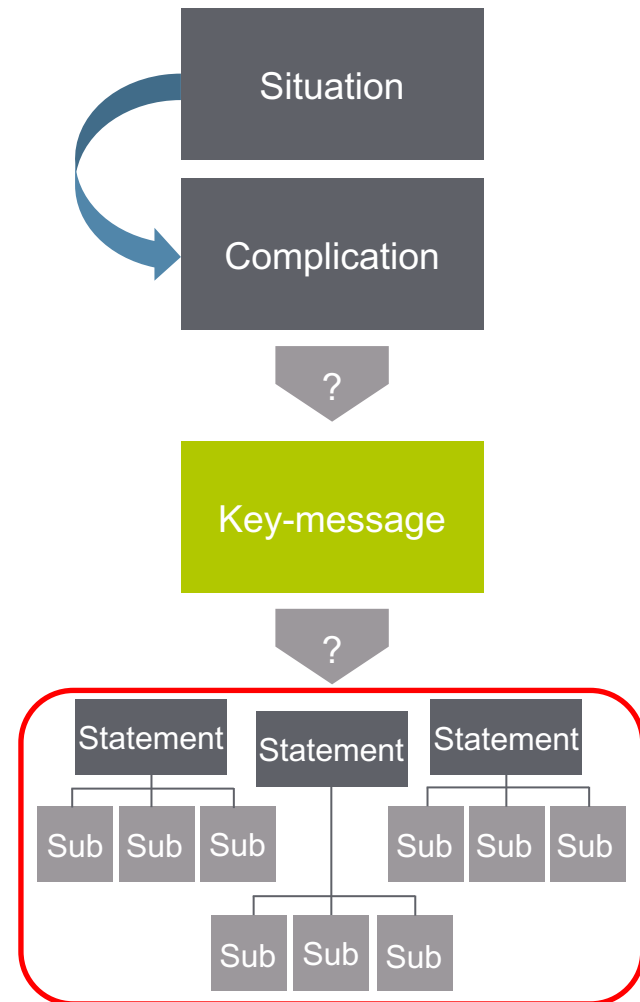
Do not use too many or too few arguments



Start with the most important argument

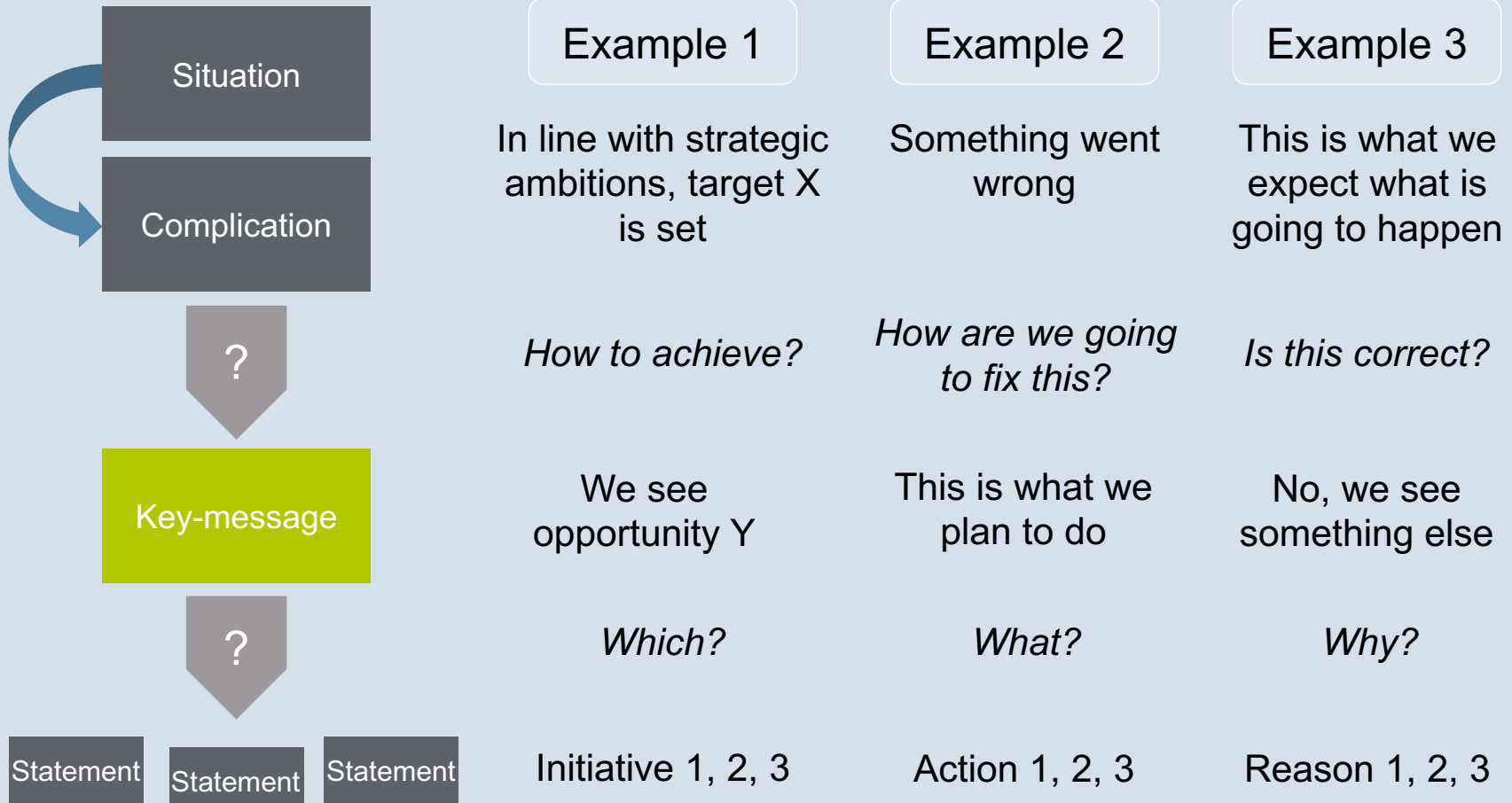


Are the arguments compatible?



How to structure your data presentation

Examples



5 Guidelines for creating effective stories

