

Contents

Introduction	001
How We Came to Write this Workbook	002
The BU Civic Media Hub	003
Why Storytelling?	003
Becoming a Data Storyteller	004
Challenges to Data Storytelling Education	005
A Guide to Using this Workbook	006
Workbook Design	011
Works Cited and Further Reading	012
Spotlights	013
A Narrative Approach to Data Storytelling	017
A Holistic Approach to Data	018
Understanding Your Audience	020
Different Audiences, Different Data Stories	022
Audience Listening	026
What's Narrative Got to Do with It?	027
Narrative in Data Storytelling	028
Types of Narrative	031
Data as Characters	034
All Data Has a Backstory	035
What is Conflict in Data Storytelling?	037
Details, Details	040
Works Cited and Further Reading	043
Spotlights	045
Activities	061
Navigating Data's Unequal Terrain	067
The Growing Data Divide	068
How Open is Open Data?	071
Defining Big Data	074
Big Data Past and Futures	076
Counting the Uncounted	077
Data and Bias	080
Standpoints Matter	082
Data Discrimination	084
Works Cited and Further Reading	085
Spotlights	087
Activities	109

Visual Data Storytelling	115
Feminist Data Visualisation	117
Challenges for Data Visualisation	120
A Quick Guide to Structuring Your Data	122
Semiotics for Data Storytelling	124
Four Pillars for Data Storytelling	126
Chartjunk	141
Storytelling with Andy Kirk's CHRT(S)	143
The Power of Trees	149
Narrative Networks	151
Tinkering with Timelines	154
Visualising Absence	159
Learning from Comics	160
Graphic Medicine	163
Graphic Social Science	165
Multisensory Data Storytelling	166
Works Cited and Further Reading	170
Spotlights	173
Activities	193
Data Storytelling with Maps	201
Making Maps that Matter	202
Storytelling with Maps	203
The Cartographic Gaze	204
The Problem with Maps as Representations	205
Participatory Maps	208
Counter-Mapping	209
Story Mapping	210
Seeing Cartographically	212
No Symbol is Neutral	213
Contested Coordinates	214
No Platform is Neutral	215
Mapping without Maps	218
Works Cited and Further Reading	221
Spotlights	223
Future-Proof Principles	239
The Four Cs	240
Act like the Data Storyteller You Want to Be	243
Works Cited and Further Reading	244
 Index	 245