

Data Storytelling

What is it? Data doesn't have to be boring! Used in the right way, data can tell a compelling and captivating narrative. This is more than just dashboards and infographics. This is the evolution of data storytelling.

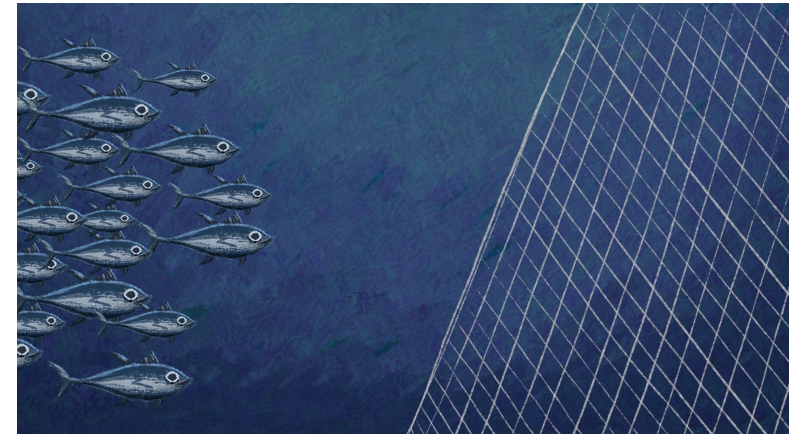
Why Should I care? In the post-truth era you have a vital role to play in using data to tell powerful, engaging and accurate narratives. You are sitting on a goldmine. Now, let's explore how to use it.



Rise of Data Journalism



Processing the Pandemic



Impact Stories Brought to Life

So what?

Data doesn't speak for itself, or the data journalist would not be needed. Instead it must be interpreted. This is the process of selecting and obtaining the relevant data, finding the interesting facts or patterns, putting them in context, and explaining what they mean. Think carefully about the data sets you're using and conclusions you're drawing. Challenge internal bias. And remember... correlation doesn't mean causation.