Narrative visualization

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2018-11-26

Visualization goals

✦ Analysis
  ✦ try to make sense of a large mass of data, figure out what is interesting
  ✦ expand memory
  ✦ look for patterns, trends, outliers, relationships, correlations, clusters, anomalies
  ✦ exploratory data analysis
✦ Overview or monitoring
✦ Presentation
  ✦ tell stories
  ✦ inform, persuade, inspire
  ✦ collaborate

NameVoyager

http://www.babynamewizard.com/

Minard: Napoleon’s march [1869]
Hans Rosling

Simpson’s Paradox

Effective storytelling “require[s] skills like those familiar to movie directors, beyond a technical expert’s knowledge of computer engineering and science” - Gershon & Page 2001
Visual design for narrative visualization

Seven Genres

Author driven Reader driven
strong ordering limited ordering
heavy messaging limited messaging
no/limited interactivity free interactivity

The author/reader spectrum
Examples