



## DATA & STORY – RESOURCES

### **ARTICLES:**

**Forbes** – ([www.forbes.com](http://www.forbes.com) )

**Author:** *Brent Dykes*<sup>1</sup>

**Articles:** Data Storytelling: The Essential Data Science Skill Everyone Needs<sup>2</sup>  
Data Storytelling: Separating Fiction from Facts<sup>3</sup>  
Adventures in Data Storytelling: Three Key Traps to Avoid<sup>4</sup>  
A History Lesson on the Dangers of Letting Data Speak For Itself<sup>5</sup>  
Actionable Insights: The Missing Link between Data and Business Value<sup>6</sup>

**Harvard Business Review** – ([www.hbr.com](http://www.hbr.com) )

**Author:** *Scott Berinato*

**Articles:** The Power of Visualization’s “Aha!” Moments<sup>7</sup>  
Your Business Needs Insight, Not Just Pretty Pictures<sup>8</sup>  
Is That Chart Saying What You Think It’s Saying?<sup>9</sup>  
The Persuasiveness of a Chart Depends on the Reader, Not Just the Chart<sup>10</sup>  
Visualizing Sun Tzu’s The Art of War<sup>11</sup>

**Webinar:** Dataviz: Making Smarter, More Persuasive Data Visualizations<sup>12</sup>  
Creating a Culture of Data Visualization<sup>13</sup>

**Author:** *Thomas Davenport*<sup>14</sup>

**Articles:** 10 Kinds of Stories to Tell with Data<sup>15</sup>  
Data is Worthless if You Don’t Communicate It<sup>16</sup>  
Even Small Data Can Improve Your Organization’s Judgment<sup>17</sup>  
What’s Your Data Strategy?<sup>18</sup> By *Leandro DalleMule & Thomas H. Davenport*  
Data Scientist: The Sexiest Job of the 21st Century<sup>19</sup> by *Thomas H. Davenport and D.J. Patil*

**Author:** *Jim Stikeleather*

**Articles:** How to Tell a Story with Data<sup>20</sup>  
The Three Elements of Successful Data Visualizations<sup>21</sup>  
When Data Visualization Works — and When It Doesn’t<sup>22</sup>

**Authors:** *Judy Bayer and Marie Taillard*

**Articles:** Story-driven Data Analysis<sup>23</sup>  
Data Analysis Should Be a Social Event<sup>24</sup>

**Author:** *Gardiner Morse*



**Articles:** Crap Circles<sup>25</sup>  
It's Time to Retire 'Crap Circles'<sup>26</sup>

**Articles:** Data Is Useless Without the Skills to Analyze It<sup>27</sup> by *Jeanne Harris*  
Data Goes Best With a Good Story (and Vice Versa)<sup>28</sup> by *Walter Frick*  
How to Tell a Great Story<sup>29</sup> by *Carolyn O'Hara*  
The Value of a Good Visual: Immediacy<sup>30</sup> by *Bill Franks*  
The Question All Smart Visualizations Should Ask<sup>31</sup> by *Michael Schrage*  
We've Reached Peak Infographic, and we're No Smarter for It<sup>32</sup> *Dylan C. Lathrop*  
To Go from Big Data to Big Insight, Start with a Visual<sup>33</sup> by *Sinan Aral and Nikolaos Hanselmann*  
A Data Scientist's Real Job: Storytelling<sup>34</sup> by *Jeff Bladt and Bob Filbin*  
The Ethics Conversation We're Not Having About Data<sup>35</sup> *Kaiser Fung*

**Source** – (<https://source.opennews.org/>)

**Author:** Sarah Slobin

**Article:** What if the Data Visualization is Actually People?<sup>36</sup>

**Author:** Jacob Harris

**Article:** Connecting with the Dots<sup>37</sup> 😊

## VIDEOS:

**Independent** – ([www.youtube.com](http://www.youtube.com))

**Speaker:** *Jennifer Aaker*<sup>38</sup>

**Titles:** Persuasion and the Power of Story: Jennifer Aaker (Future of StoryTelling 2013)<sup>39</sup>

Jennifer Aaker: Harnessing the Power of Stories<sup>40</sup>

Jennifer Aaker: The Power of Story<sup>41</sup>

**Speaker:** *Cole Nussbaumer Knaflic*

**Title:** The Cat in the Hat Knows a lot about Data Visualization<sup>42</sup> 😊

Do you see it? The power of CONTRAST<sup>43</sup>

Declutter Your Data Visualizations<sup>44</sup>

Being Clever with Color<sup>45</sup>

**Speaker:** *Simon Sinek*<sup>46</sup>

**Title:** Simon Sinek: Why Leaders Eat Last<sup>47</sup> 😊

**Speaker:** *Robert Cialdini*<sup>48</sup>



**Title:** Science of Persuasion<sup>49</sup>

**Google** – ([www.google.com](http://www.google.com))

**Title:** The Age of Insight: Telling Stories with Data<sup>50</sup>

**Series:** Talks at Google<sup>51</sup>

**Title:** How to Tell Stories with Data<sup>52</sup> | David Leonhardt  
Storytelling with Data<sup>53</sup> | Cole Nussbaumer Knaflic  
The Art of Business Storytelling<sup>54</sup> | Ameen Haque 😊

**Event:** re:Work<sup>55</sup> 2016 Event<sup>56</sup>

**Title:** The science of storytelling | Prasad Setty, Google People Analytics<sup>57</sup>  
Communicate solutions, not problems | Michelle Gielan, Institute for Applied Positive Research<sup>58</sup>  
Teaching improv to scientists | Christine O’Connell, Alda Center for Communicating Science<sup>59</sup>

**TED Talks** – ([www.ted.com](http://www.ted.com))

**Speaker:** *Nancy Duarte*<sup>60</sup>  
**Title:** The Secret Structure of Great Talks<sup>61</sup>

**Speaker:** *Andrew Stanton*  
**Title:** The Clues to a Great Story<sup>62</sup> 😊

**Speaker:** *Sebastian Wernicke*  
**Title:** Lies, dammed lies and statistics  
(about Ted Talks)<sup>63</sup>

**Speaker:** *Jennifer Pahlka*  
**Title:** Coding a better government<sup>64</sup>

**Speaker:** *Mona Chalabi*  
**Title:** 3 Ways to spot a Bad Statistics<sup>65</sup>  
TEDNYC

**Speaker:** *David JP Phillips*<sup>66</sup>  
**Title:** The Magical Science of Storytelling<sup>67</sup>  
TEDxStockholm

**Speaker:** *Daniel Koh*  
**Title:** What Government Can Learn From  
Baseball<sup>68</sup>  
TEDxCambridge

## **PAPERS, BOOKS & WEBSITES:**

### **Papers –**

**Source:** UW Interactive Data Lab<sup>69</sup>  
**Authors:** Edward Segel and Jeffrey Heer  
**Paper:** Narrative Visualization: Telling Stories with Data<sup>70</sup>



- Source:** Tow Center for Digital Journalism<sup>71</sup>
- Paper:** The Curious Journalist Guide to Data<sup>72</sup> by Jonathan Stray  
Algorithmic Accountability<sup>73</sup> by Nick Diakopoulos  
The Art and Science of Data Driven Journalism<sup>74</sup> by Andrew Benjamin Howard
- Author:** *Robert Kosara*<sup>75</sup>
- Papers:** An Empire built on Sand: Reexamining what we think we know about visualization  
An Argument Structure for Data Stories
- Author:** *Stephen Few*<sup>76</sup>
- Papers:** Three Blind Men and an Elephant: The power of Faceted Analytical Displays | for Tableau  
Data visualization past, present and future | for IBM Cognos Innovation Center  
Visual Communication | for IBM Cognos Innovation Center  
Common Pitfall in Dashboard Design | for ProClarity  
Beautiful Evidence: A Journey through the Mind of Edward Tufte
- Author:** *Nick Diakopoulos*<sup>77</sup>
- Paper:** Visualization Rhetoric: Framing Effects in Narrative Visualization<sup>78</sup>
- Blog Posts:** Storytelling with Data Visualization: Context is King  
The Rhetoric of Data  
Storytelling with Data: What are the Impacts on the Audience?
- Books –**
- Title:** Storytelling with Data: A Data Visualization Guide for Business Professionals
- Author:** Cole Nussbaumer Knaflic<sup>79</sup>
- Title:** Visualize This: The Flowing Data Guide to Design, Visualization, and Statistics.  
Data Points: Visualization That Means Something
- Author:** Nathan Yau<sup>80</sup>
- Title:** The Big Book of Dashboards: Visualizing Your Data Using Real-World Business<sup>81</sup>
- Author:** Andy Cotgreave, Jeffrey Shaffer, and Steve Wexler
- Title:** Beautiful Visualization: Looking at Data through the Eyes of Experts (Theory in Practice)
- Authors:** Julie Steele & Noah Iliinsky
- Title:** The Visual Display of Quantitative Information 2<sup>nd</sup> Edition
- Author:** Edward Tufte<sup>82</sup>



## Websites –

**Source:** Think with Google<sup>83</sup>  
**Paper:** Tell a Meaningful Story with Data<sup>84</sup> by *Daniel Waisberg*  
Data Needs Empathy to make it real<sup>85</sup> by *Simon Rogers*  
Data Analytics: A Matrix for Better Decision Making<sup>86</sup> by *Daniel Waisberg*  
Path to Better Marketing Measurement: Analytics & Attribution<sup>87</sup> by *Natasha Moonka & Bill Kee*  
Data Stories by *Cole Nussbaumer*<sup>88</sup>  
From Data to Insight: The Blueprint for your business<sup>89</sup> by *Daniel Waisberg*  
Measure what matters most: A Marketers guide<sup>90</sup>

**Source:** Tableau Software<sup>91</sup>  
**Video:** Storytelling with Data<sup>92</sup>  
"Visual Storytelling in the Age of Data" by *Robert Kosara*<sup>93</sup>  
**Papers:** Storytelling: The Next Step for Visualization<sup>94</sup> by *Robert Kosara and Jock Mackinlay*  
5 Best Practices for telling great stories with Data  
5 Best Practices for Creating Effective Dashboards  
Visual Analysis Best Practices

## Examples of Fantastic Data Stories:

### Websites –

**Source:** Datakind  
**Subject:** Data Scientist philanthropically focused on Social fields  
**Link:** <http://www.datakind.org/>

**Source:** Code for America  
**Subject:** Data Scientist philanthropically focused on Social fields  
**Link:** <https://www.codeforamerica.org/>

**Source:** r2d3  
**Subject:** Visual intro to machine learning  
**Link:** <http://www.r2d3.us/visual-intro-to-machine-learning-part-1/>

**Source:** Data USA  
**Subject:** Visualization of multiple US Government Data Reports  
**Link:** <https://datausa.io/>



**Source:** Visualisingdata - Andy Kirk

**Link:** <http://www.visualisingdata.com/>

**Link:** <http://seeingdata.org/>

**Source:** Gapminder – Hans Rosling

**Link:** <http://www.gapminder.org/>

**Link:** [https://www.ted.com/talks/hans\\_rosling\\_shows\\_the\\_best\\_stats\\_you\\_ve\\_ever\\_seen](https://www.ted.com/talks/hans_rosling_shows_the_best_stats_you_ve_ever_seen)

**Source:** Tapestry Conference

**Link:** <http://www.tapestryconference.com/>



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- 1 <http://www.analyticshero.com/>
- 2 <https://www.forbes.com/sites/brentdykes/2016/03/31/data-storytelling-the-essential-data-science-skill-everyone-needs/#3cd8cef652ad>
- 3 <https://www.forbes.com/sites/brentdykes/2016/07/13/data-storytelling-separating-fiction-from-facts-2/#92892a43a7cd>
- 4 <https://www.forbes.com/sites/brentdykes/2017/04/25/adventures-in-data-storytelling-three-key-traps-to-avoid/#2342a0383234>
- 5 <https://www.forbes.com/sites/brentdykes/2016/02/09/a-history-lesson-on-the-dangers-of-letting-data-speak-for-itself/>
- 6 <https://www.forbes.com/sites/brentdykes/2016/04/26/actionable-insights-the-missing-link-between-data-and-business-value/#53ba5cfe51e5>
- 7 <https://hbr.org/2013/03/power-of-visualizations-aha-moment>
- 8 <https://hbr.org/2013/03/your-business-needs-insight-no>
- 9 <https://hbr.org/2016/01/is-that-chart-saying-what-you-think-its-saying>
- 10 <https://hbr.org/2015/05/the-persuasiveness-of-a-chart-depends-on-the-reader-not-just-the-chart>
- 11 <https://hbr.org/2015/02/visualizing-sun-tzus-the-art-of-war>
- 12 <https://hbr.org/webinar/2016/05/dataviz-making-smarter-more-persuasive-data-visualizations>
- 13 <https://hbr.org/webinar/2016/12/creating-a-culture-of-data-visualization>
- 14 <http://www.tomdavenport.com/>
- 15 <https://hbr.org/2014/05/10-kinds-of-stories-to-tell-with-data>
- 16 <https://hbr.org/2013/06/data-is-worthless-if-you-dont>
- 17 <https://hbr.org/2012/03/even-small-data-can-improve-yo>
- 18 <https://hbr.org/2017/05/whats-your-data-strategy>
- 19 <https://hbr.org/2012/10/data-scientist-the-sexiest-job-of-the-21st-century>
- 20 <https://hbr.org/2013/04/how-to-tell-a-story-with-data>
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- 35 <https://hbr.org/2015/11/the-ethics-conversation-were-not-having-about-data>
- 36 <https://source.opennews.org/articles/what-if-data-visualization-actually-people/>
- 37 <https://source.opennews.org/articles/connecting-dots/>
- 38 <https://people.stanford.edu/jaaker/> | <https://www.gsb.stanford.edu/faculty-research/faculty/jennifer-lynn-aaker>
- 39 <https://youtu.be/AL-PAzrpqUQ>
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- 45 <https://youtu.be/AiD6etOB6qI>
- 46 <https://startwithwhy.com/>
- 47 <https://youtu.be/ReRcHdeUG9Y>
- 48 <https://www.influenceatwork.com/>
- 49 <https://youtu.be/cFdCzN7RYbw>
- 50 [https://youtu.be/TA\\_tNh0LMES](https://youtu.be/TA_tNh0LMES)



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53 <https://talksat.withgoogle.com/talk/storytelling-with-data> | <https://youtu.be/8EMW7io4rSI>  
54 <https://talksat.withgoogle.com/talk/the-art-of-business-storytelling> | <https://youtu.be/77FUr6ZsWjY>  
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74 <http://towcenter.org/the-art-and-science-of-data-driven-journalism/>  
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79 <http://www.storytellingwithdata.com/>  
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81 <http://www.bigbookofdashboards.com/>  
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87 <https://www.thinkwithgoogle.com/marketing-resources/data-measurement/path-to-better-measurement-analytics-attribution/>  
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89 <https://www.thinkwithgoogle.com/marketing-resources/data-measurement/data-to-insights-blueprint-for-your-business/>  
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