



Data storytelling

Some tips and tricks



Audience & Structure

Who

How

What

Big idea

Single most important message

Big idea

Single most important message

Effective data storytelling

dramatically **improves understanding** of the results of your study,
increases interest and **minimizes recall bias**,
hence all should learn how to do it

Big idea

Single most important message

3-minute story

Big idea

Single most important message

3-minute story

Beginning – Middle – End

Big idea

Single most important message

3-minute story

Beginning – Middle – End

Grab attention – Present relevant results – Teaching opportunity/call for action

Issue

Ideas
for
solving
issue

Describe
interven-
tion

Show
before
and after
data

Recom-
menda-
tions

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Visualization

Pictorial superiority

”An **effective** data visualisation can mean the difference between success and failure when it comes to **communicating** the findings of your study, raising money for your non-profit, presenting to the management, or simply **getting your point across** to your audience”

Cole Nussbaumer Knaflic ”Storytelling with data”

Simplify

Emphasize

2548396783556

8174925592728

5238266582658

6347893860973

2548396783556

8174925592728

5238266582658

6347893860973

2548**3**9678**3**556

8174925592728

52**3**8266582658

6**3**4789**3**86097**3**

The Linnaeus Database

Links on individual level

Anonymized data

Betula

- Cognitive functions
- Health
- Socio-economic
- Daily living
- Leisure activities
- Critical life events

City
(5 years)

Västerbotten Intervention Programme (VIP)

- Self reported health
- Life style
- Living conditions
- Quality of life
- Socio-economic variables
- Network, Social support

County
(10 years)

Register data Statistics Sweden

- Demographic data
- Socio-economic data
- Family data
- Work data
- Geographical info
- Grades

Country (1990+ annual;
1960, -70, -80,-90; birth)

Register data National Board of Health and Welfare

- Hospitalisation
- Death Causes

Country
(continuous)

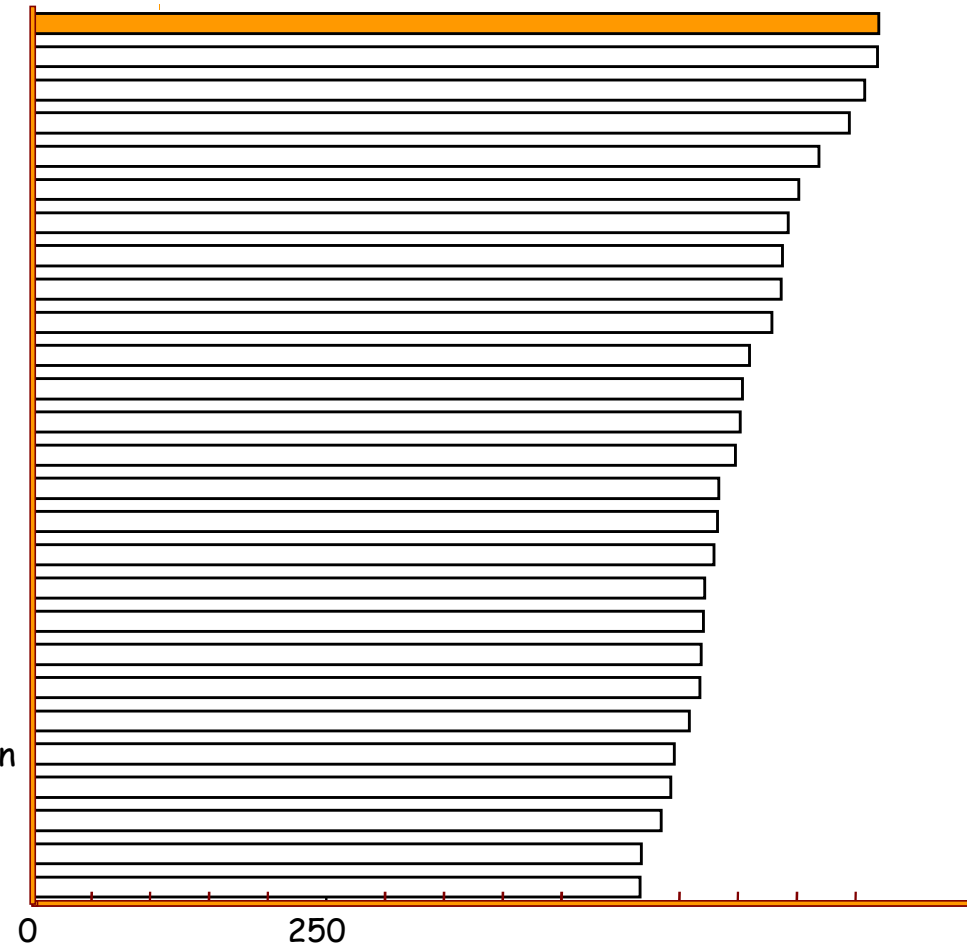
Age: 30+

Year: 1990+

Forskarvärldens besked till skogslänen på 80-talet...

”Sveriges högsta dödlighet i hjärtinfarkter och slaganfall!”

Västerbotten
Värmland
Norrbotten
Västernorrland
Kopparberg
Gävleborg
Östergötland
Västmanland
Södermanland
Örebro
Kalmar
Stockholms län
Jämtland
Skaraborg
Malmö kommun
Gotland
Blekinge
Jönköping
Göteborg/Bohus
Göteborgs kommun
Älvsborg
Malmö
Stockholms kommun
Kronoberg
Uppsala
Kristianstad
Halland



Antal dödsfall MI/år och 100.000 invånare 1969-78

Sprirapport 14

ISSN 0082-0106

1979

Varför dör
40% fler
i hjärt- och kärl

Varför är
lungor

12

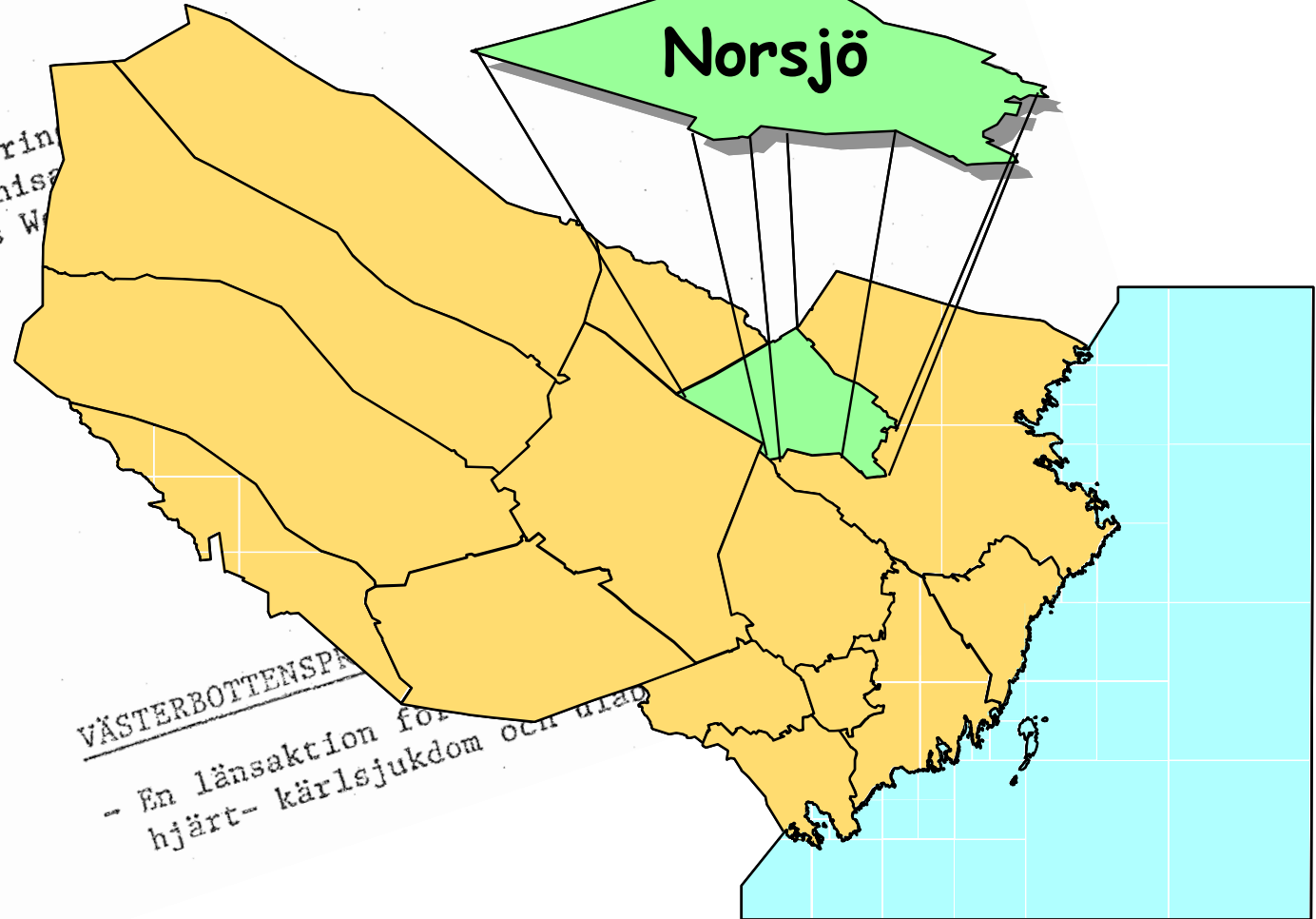
Planerin
organisa
Lars W

Hälsa

— ett pla

1984-12-17

Norsjö



VÄSTERBOTTENSPL

- En länsaktion för
hjärt- kärlsjukdom och utlag