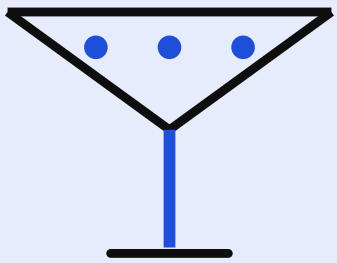
Specialty

Data storytelling

Combines charts, text and sequence to tell a story with data, deciding how much the author guides and how much the reader explores.



In Spanish
Narrativa con datos

Origin
Segel and Heer (2010)

What problem it addresses

A chart only shows data; without guidance, the reader doesn't know what to look at or what it means.

Principles

Author-driven
Fixed order and a clear message.

Reader-driven
Freedom to explore.

Martini glass
First a guided story; then, freedom to explore.

Applications in design

✓ Use it like this
Start with a question or a finding and let people explore afterward.

✗ Avoid
Hiding the main message among filters and options.

👁 Don't fall for it
A data story can also mislead: don't pick only the data that suits you.

Connections

Related to

- Data visualization

Authors and works

2010	**Edward Segel and Jeffrey Heer**	Analyzed 58 narrative visualizations and described seven genres and how they share control between author and reader.

Sources

Original sources

- Segel, E., & Heer, J. (2010). Narrative visualization: Telling stories with data. IEEE Transactions on Visualization and Computer Graphics, 16(6), 1139–1148. View source (https://doi.org/10.1109/TVCG.2010.179)

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