

Finding a “Change” over time

People like to think about how things change over time. We experience and think about the world based on how we interact with it over time. Communicating about change over time appeals to people’s interest in understanding trends, and they can often remember seeing the differences.

What is the Data Set that you are using

The data show a change in

The data to compare are

_____ and _____

We want to tell this story because

An audience to communicate with about this comparison is

Finding a “Correlation” Snippet

When two aspects of your data seem related, you can highlight how they interact. The name for this is “correlation”. If one measure goes up, the other goes up too. If one goes down, the other goes down. In some cases, they might interact as opposites (when one goes up, the other goes down). You need to be careful not to guess about reasons for the interaction, but noticing the relationship itself can be a good way to connect things people otherwise don’t think about together. Remember just because two items appear correlated, it does not mean that one is acting on the other (causation).

The data set that you are using is

The two pieces of data that interact/correlate are

_____ and _____

The correlation is

We want to communicate this because

An audience to communicate this to is

Finding a “Comparison”

Comparing between sections of your data can be a good way to find a snippet to tell. Often one part of your data communicates one message but another part tells a different one. Or there may be a smaller portion of your data that serves as an example of an overall pattern.

The data set that you are using is

The data to compare are

_____ and _____

Comparing these things shows that

We want to tell this story because

An audience to communicate with about this comparison is

Finding a “Characteristic” Snippet

Sometimes in large sets of data you find the most interesting thing is one particular piece of information. This could be an “outlier” (a data point not like the others), or it could be the data point that is most common. A detail about one particular piece of your data can fascinate and surprise people. It can also give them an easier way to start thinking about the whole set of data.

The data set that you are using is

One Characteristic is that

This stands out from the rest of the data because

We want to communicate this because

An audience to communicate with about this comparison is
