# Integrating data with qualitative/photo content

May 19, 2021

Attendees: Mariko Toyoji, Dan Brown, Mychal Cohen, Jessie Wang, Sara Jaye Sanford (Facilitator), Sonia

* Show and tell -
  + Sara shared examples:
  + 1. Racism Has Always Been A Public Health Issue - Blog series on Communities Count. Started doing this a couple of years ago. In depth blog on local data and policies. Down sides: not right there with data. If you see data, might not know this data is available.
  + Qual and quant data - Detailed perfomance measures reported out with quotes, how things were impacted by COVID-19.
    - Partners were sensitive about it being perceived that they did less during COVID-19, so dashboard allowed a narrative to show how pivot was achieved

Feedback?

* In the boxes that would have mostly been quantitative in the past. Are they connected between them?

Show and tell: Elevated Chicago -

* More qualitative aspect of this project is tapping ongoing initiative with six orgs to do place-based interventions to improve walkability and to show walkability barriers for investment. Worked with a communications firm, and they have been working with Elevated Chicago. We don't usually have the funding, don't typically work with external communications firm, and they equipped two community leaders with go pros and recorded a walking tour next to transit stations.
* Video drew most interest
* We sometimes feel
* <http://www.elevatedchicago.org/stories/collecting-data-and-stories-on-covid-19s-impacts-in-communities-of-color-to-further-walkability-goals-and-equitable-investments-in-the-built-environment/>

Story Map from Cleveland -<https://storymaps.arcgis.com/stories/8f7284470c6d4add93265ff30795b482>

Del Valle High School Dashboard - It's very linear, like that the cleveland story map can jump around.

Are thinking about using "experience builder" as a more sophisticated - seem very similar to the way that a website works. What is the value of using a new part of the website versus a storymap.

What happens when it becomes way easier to create things? We have democratized the tool, but is the content and accessibility to it democratized? Does the use of template cement biases in data visualizations?

Build a visualization - curated set of visualizations around a set of themes - in that situation, a custom website was useful without having a templated system.

We have the reputation of dashboard central - we are trying to build other models. A part of data stories is equity. How do stories create link and tool for equity. Data in a vacuum is difficult, and can be detrimental. Data is weaponized for them. Help provide the direction we want to go in.

Local health department - we need to be objective and reliable (have county stakeholders across the political spectrum). The qualitative data, view it as less objective. How do you navigate outside of limitations to use context?

* For Communities Count, having a different website, this is one of the benefits (creating separation)
* Link between quant + qual. You get around qualitative is invalid, when it's in conversation that is quantitative. Feels less cherry picked.
* When we have qualitative data, we frame it as community needs, framed much better.
* From a small non profit, we have an agenda that we were on our sleeve. Can be less cautious, but this conversation has gotten me thinking about the point we are making, and being careful about people's agendas, trying to be more data-informed.
  + Maybe have someone else read your story about how it's perceived.

How do we get feedback?

* A lot of the times, we are preaching to the choir. How do we find people outside of the circle of interests?
* Up front - decide what are your goals. Provide data and information to those who agree qualitative, or is it people who are skeptical. We have created hypothetical audiences, and creating generic audience members, and creating an advisory board with those audience profiles.
* Embedding links to a short survey is not super helpful, email address emails don't really help.
  + Had a positive experience working with two graduates with the user centered design, did some user testing, internal and external stakeholders, did interviews with them, how do you navigate the website.
  + They also created user personas! Excited to use user centered design dashboards
* Data Walks - are ways to ask community members give real time feedback about how they perceive the visuals that were created

Post news stories along with data - updated in areas that are about new investments or displacement pressures (new condo or affordable development). Can also highlight community development or reactions to new investments.

* <https://www.housingstudies.org/blog/new-stories-neighborhood-change/>
* How do you keep these products updated? Have taken on more of a communications role. Internally, I write a policy memo (state/local), and incorporate that work flow with updating these products. These internal systems help communicate work more broadly externally.