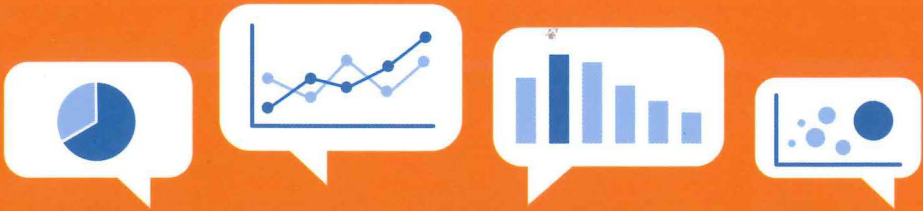


EFFECTIVE DATA STORYTELLING



How to *drive change* with
data, narrative, and visuals

BRENT DYKES

สำนักหอสมุด มหาวิทยาลัยเชียงใหม่

b1659 2054

012553864

22608318



EFFECTIVE DATA STORYTELLING

How to *Drive Change* with
Data, Narrative, and Visuals

Brent Dykes

WILEY

Contents

Foreword	ix	
Preface	xi	
Acknowledgments	xiii	
Chapter 1	Introduction to Driving Change through Insight	1
Chapter 2	Why Tell Stories with Data?	21
Chapter 3	The Psychology of Data Storytelling	47
Chapter 4	The Anatomy of a Data Story	81
Chapter 5	Data: The Foundation of Your Data Story	121
Chapter 6	Narrative: The Structure of Your Data Story	157
Chapter 7	Visuals (Part 1): Setting the Scenes of Your Data Story	195
Chapter 8	Visuals (Part 2): Polishing the Scenes of Your Data Story	229

Chapter 9	Crafting Your Own Data Story	265
About the Author		305
About the Website		307
Index		309