

# How to tell a data story

## 1. WHAT TO TELL?

### Topic

Automation of the residents' registration office in the city of Basel in the 1960s.

### Thesis

With the use of computers, the administration reacted to social problems: Population growth and increasing demands on the administration.

### Feasibility

Is the data copyrighted or public domain?  
What about data protection & privacy?  
Do we need to collect missing data points?  
Do we need to filter out excess data?

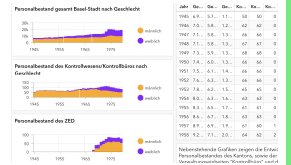
### Data that support thesis

#### audiovisual

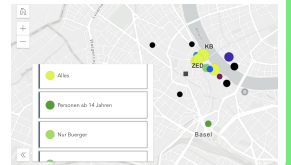


image

#### tabular



geospatial



## 2. TO WHOM?

### Create personas

(fictitious representatives for a target group)



Peter

Age: 41  
Education: High School  
Job: Teacher  
Interests: Culture, tecnophile  
IT-Skills: Whatsapp, eBanking

Media consumption behavior:  
Windows device, tablet, iPhone

Usage scenario: iPhone on the way to work in public transport



Monika

Age: 63  
Education: College  
Job: Historian, high School teacher  
Interests: popular science interest  
IT-Skills: Whatsapp, no eBanking

Media consumption behavior:  
macOS, Laptop, iPhone

Usage scenario: Desktop during work

## 3. WHAT FOR?

Teaching

Entertainment

## 4. HOW TO TELL?

### Language

Popular science

### Length

>15 min, long read

### Aesthetics

Simple

### Complexity

Linear narrative

### Media breaks

Cohesive, immersive, interactive

### Operation

Easy to use for sighted

## 5. WHERE TO PUBLISH?

Commercial provider

Self hosting

At **Stadt.Geschichte.Basel**, more than 70 historians research the history of Basel from the Celts to the present. The focus is on current and little-researched topics such as the industrial and commercial history of the 19th and 20th centuries or the history of migration. The city's history is not viewed in isolation, but is interwoven regionally and internationally at the economic, political and cultural levels. It is published in 10 printed volumes. In addition, selected historical aspects are presented in the form of data stories.

To facilitate this process, the **Stadt.Geschichte.Basel** research data management team has developed a guide. It walks through the questions that led to the development, production and publication of the data story.

By Cristina Wildisen-Münch, Nico Görlich & Moritz Mähr on October 20, 2022.

