# STADT GESCHICHTE BASEL

# 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?
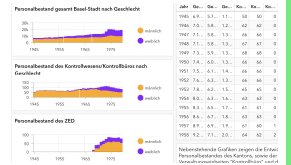Do we need to filter out excess data?
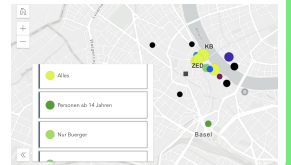
**Data that support thesis**

audiovisual

tabular

image

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**