

Storytelling with Data Visualization

Steven Hubbard, Ph.D. — March 22, 2023

Know your data

- When was it collected?
- What methods were used to collect the data?
- How was it filtered?
- What's missing?

Image: G. Owen Bonawit, Tower Windows, Church of the Ascension, NYC



Analyze your data

Visual and Statistical

- Basic statistical analysis can tell you a lot (e.g., mean, median, s.d.)
- Conduct simple and quick visuals of the data as well (e.g., scatter plots, histograms, correlation table)
- Record your process, it may become part of the story

Image: G. Owen Bonawit, Tower Windows, Church of the Ascension, NYC



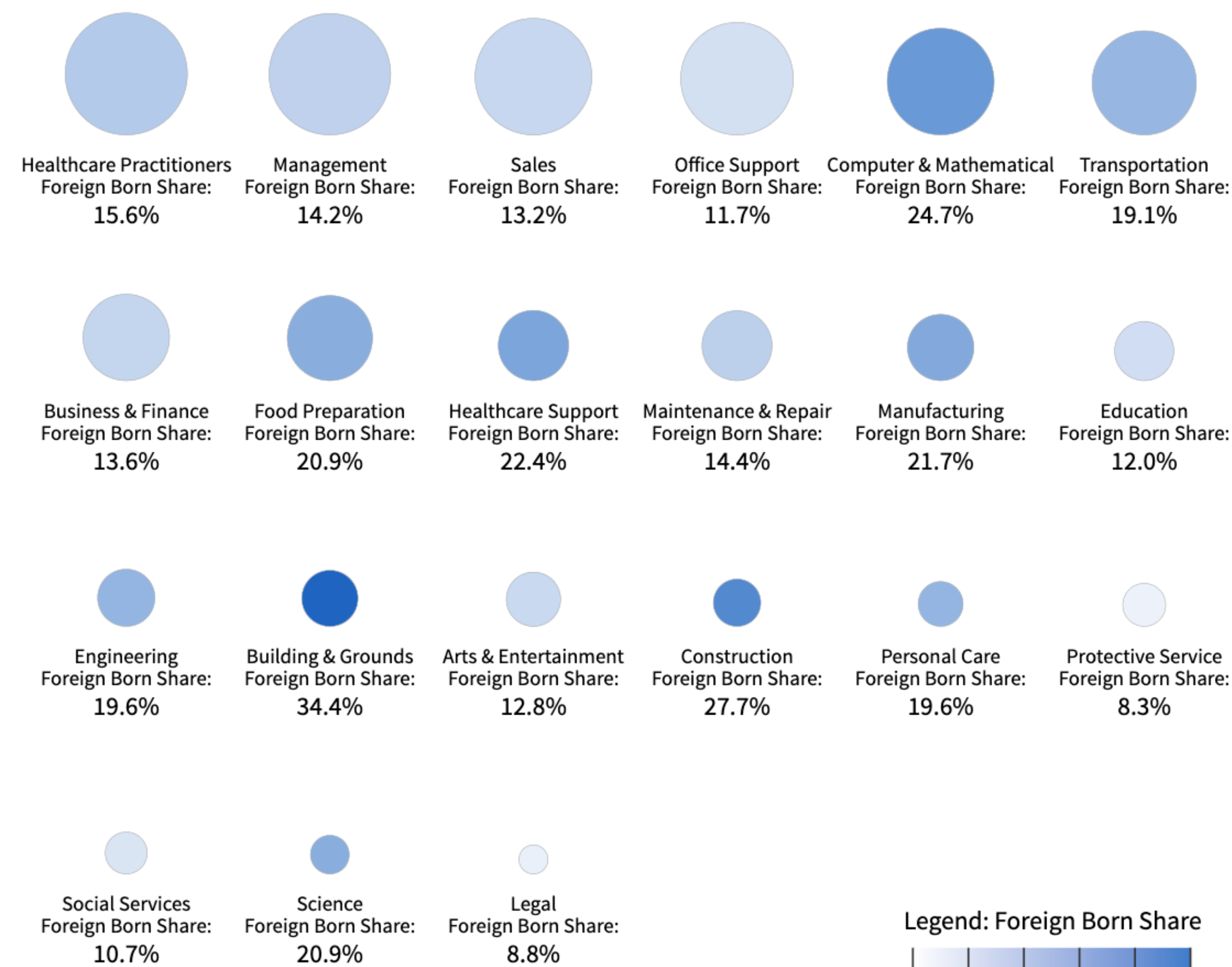
Presenting your story

- Funnel Approach
 - Start broad and narrow to specific topics
 - Add a tool at the end for specific data
- Essay approach
 - Spark interest in your intro
 - Structure a natural flow

Image: G. Owen Bonawit, Tower Windows, Church of the Ascension, NYC

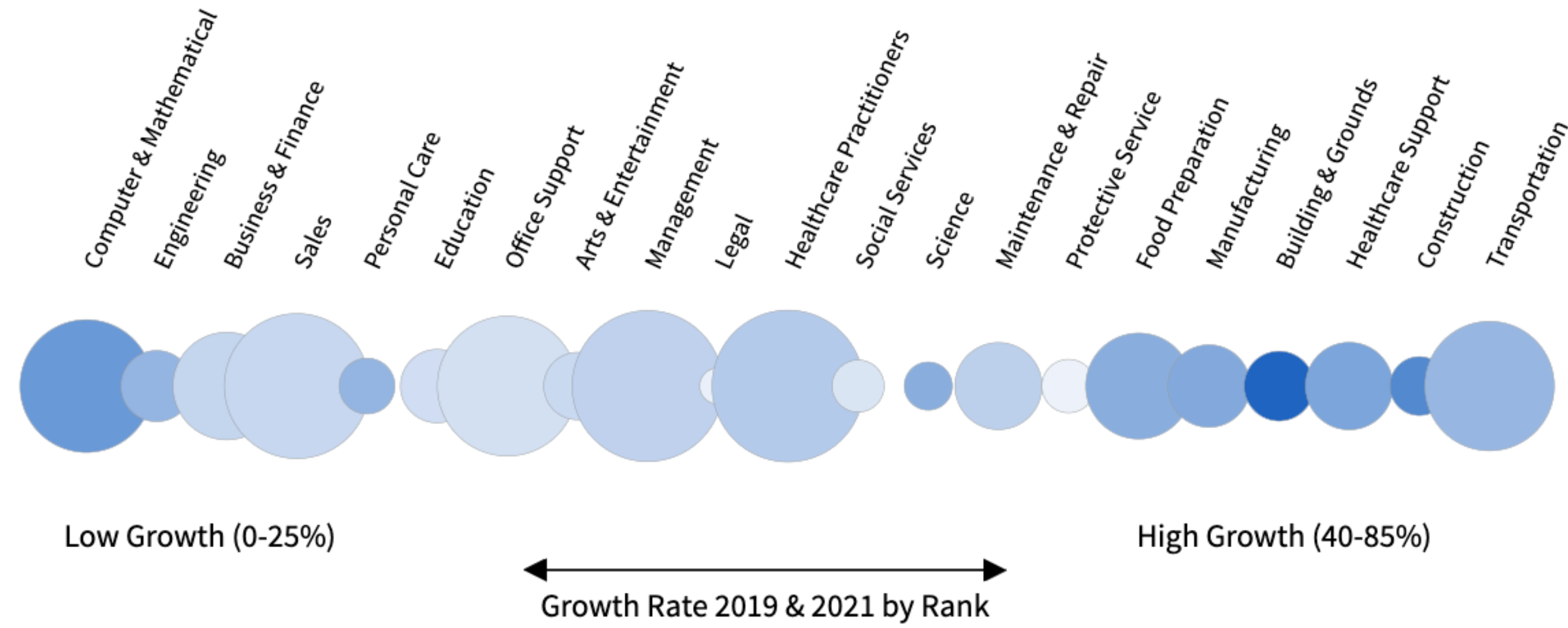


Online Job Postings in 2021

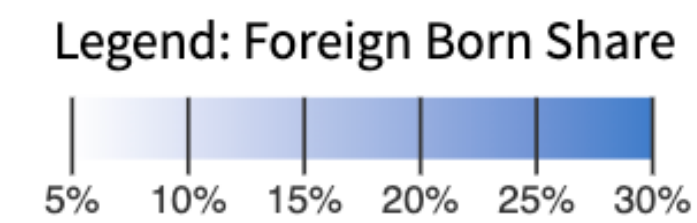


Source: Burning Glass Technologies: Labor Insight. 2022.
Bureau of Labor Statistics Job Openings and Labor Turnover Survey (JOLTS). 2022

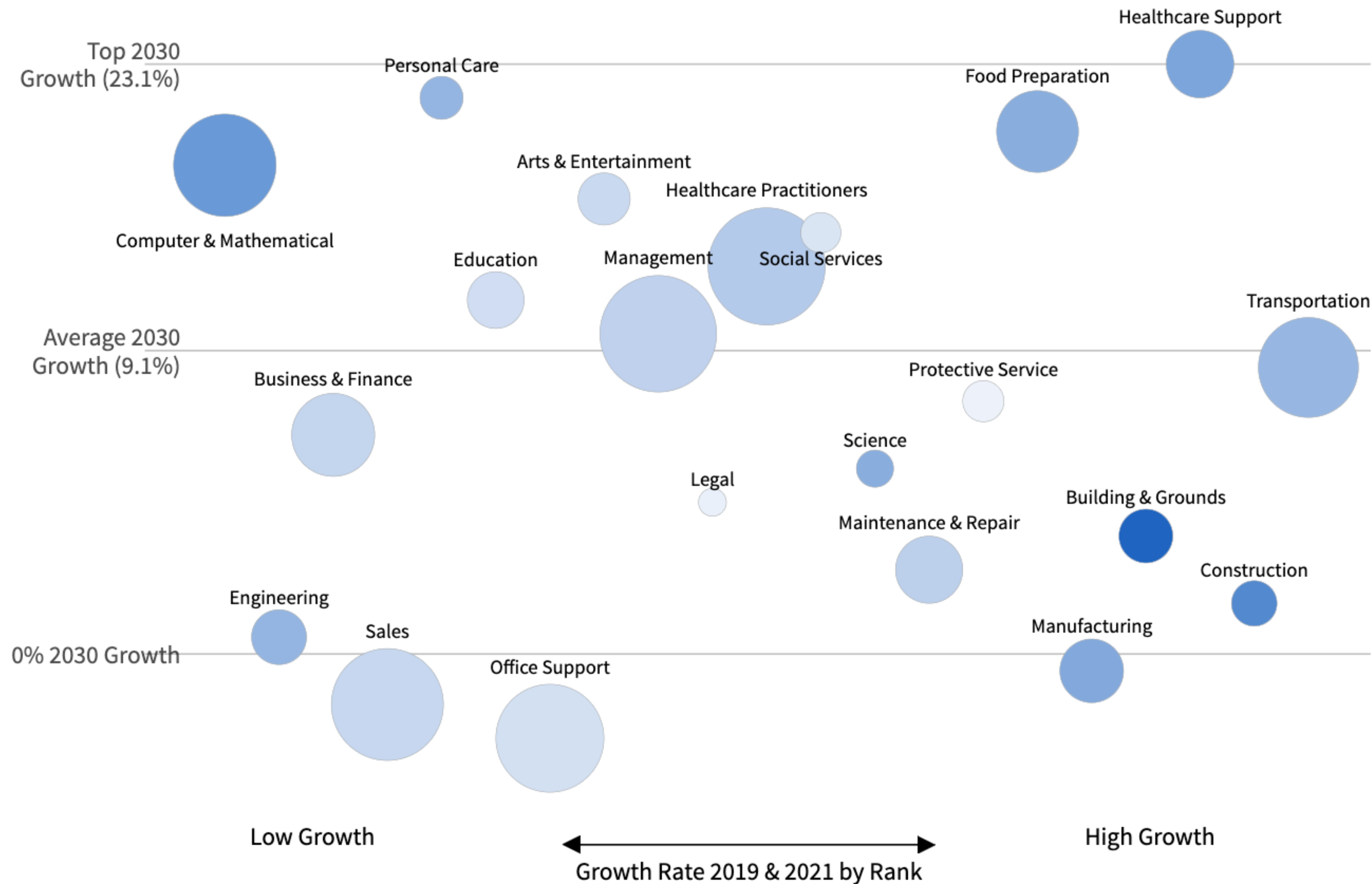
Online Job Postings in 2021



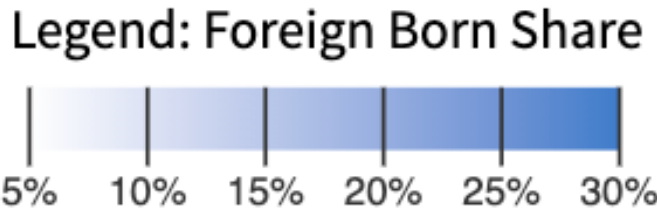
Source: Burning Glass Technologies; Labor Insight. 2022.
Bureau of Labor Statistics Job Openings and Labor Turnover Survey (JOLTS). 2022



2020-2030 Projected Growth by Rank



Source: Burning Glass Technologies: Labor Insight. 2022.
Bureau of Labor Statistics Job Openings and Labor Turnover Survey (JOLTS). 2022



Resources

- Data Viz Project
datavizproject.com
- The Pudding
pudding.cool
- Essay Approach
data.americanimmigrationcouncil.org/en/labor-market-forecast-2022/
- Funnel Approach
data.americanimmigrationcouncil.org/en/immigration-aging-workforce/

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