



#AttiviamoEnergiePositive

FARE STORYTELLING CON I DATI:  
come usare i dati per aumentare  
l'impatto della tua campagna

Donata Colombo



Un progetto di:

**produzionidalbasso.**

Con il supporto di:





# CHI SONO

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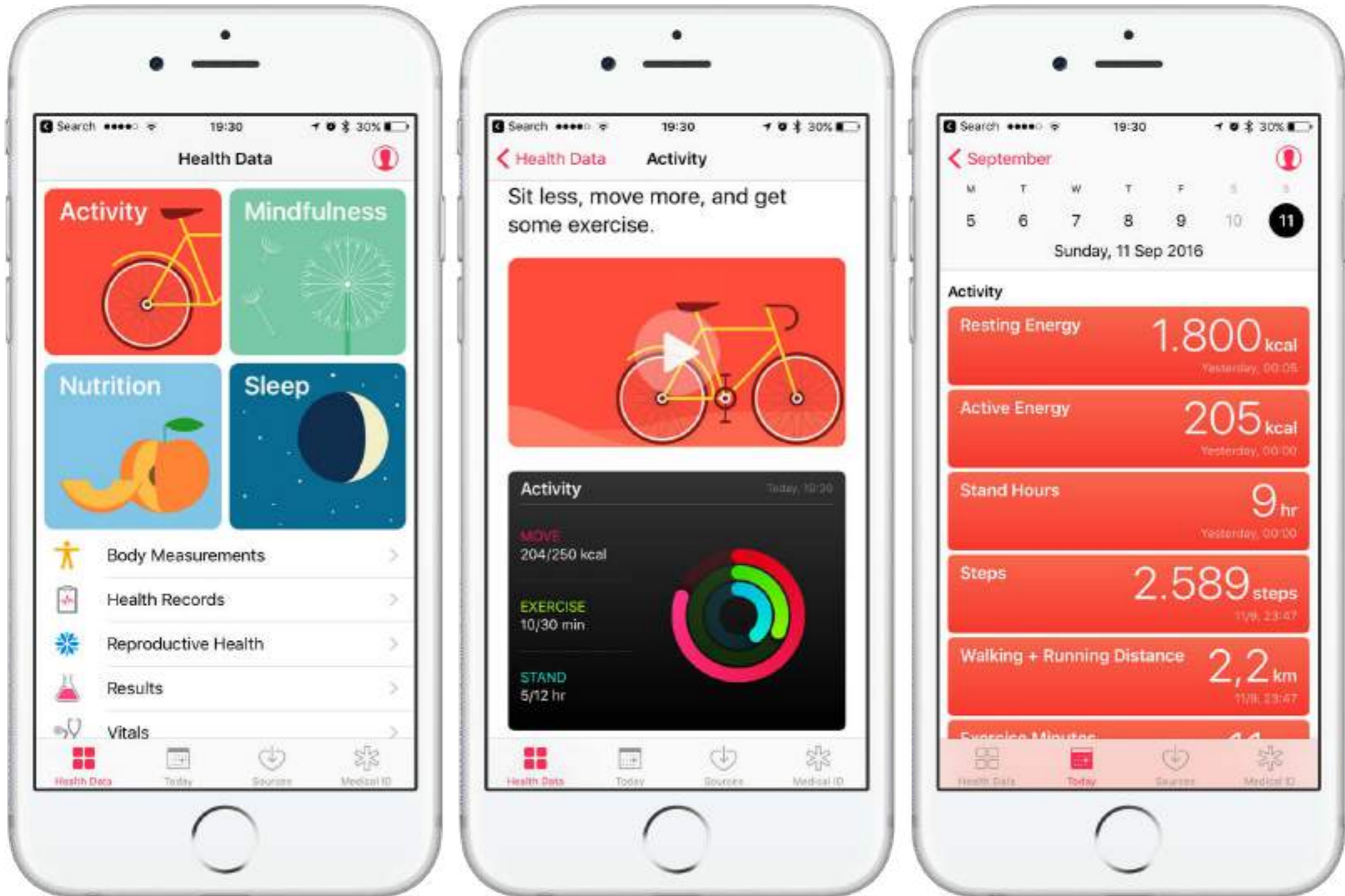
- \* Giornalista
- \* Content strategist
- \* Attivismo digitale, campagne sociali, non profit
- \* Responsabile Dataninja School([school.dataninja.it](http://school.dataninja.it))

social: @dontyna

email: donata@dataninja.it

# COSA POSSO RACCONTARE CON I DATI?

# PERSONAL DATA - APPLE HEALTH



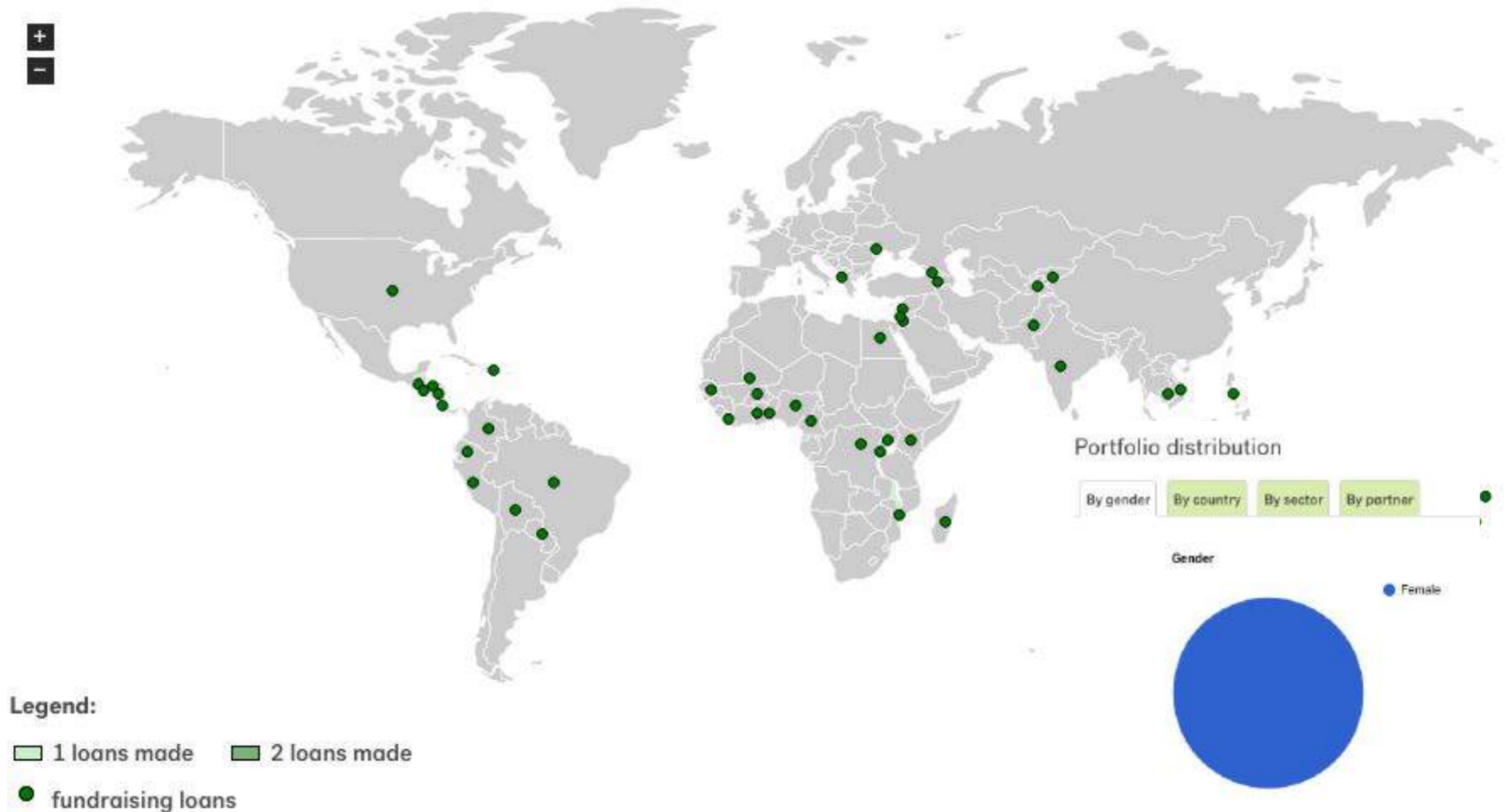
# PERSONAL DATA - SPOTIFY

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# PERSONAL DATA - KIVA.ORG

Donata's Lending Activity by Country



# DATA HUMANISM - SELF TRACKING



#AttiviamoEnergiePositive

# UNA RICERCA GOOGLE - HOW-TO-FIX-A-TOILET.COM/





UNHCR The UN Refugee Agency

# Searching for Syria

Exploring the world's top questions about the Syrian refugee crisis.

In partnership with Google

ALTRI VIDEO

0:17 / 0:48

YouTube

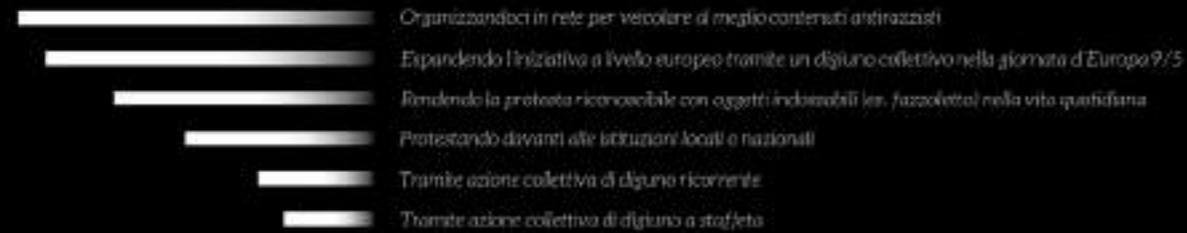
Guarda più tardi Condividi

# INIZIATIVE DI ATTIVISMO - [#CIPASSALAFAME](#)



# INIZIATIVE DI ATTIVISMO - #CIPASSALAFAME

/Come vorresti proseguire quest'iniziativa?



/Cosa ha significato per te aderire a #cipassalafame?



/Cosa consiglieresti agli organizzatori dell'iniziativa?



**34 anni**

età media



**363**

questionari compilati



**instagram**

è il mezzo di diffusione con più visualizzazioni



# POSSO COLLABORARE CON LE ISTITUZIONI

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CRISIS TEXT LINE |

**Crisis Trends**

**Visualizations** **FAQs**

# 71,820,398

**messages exchanged since August 2013**

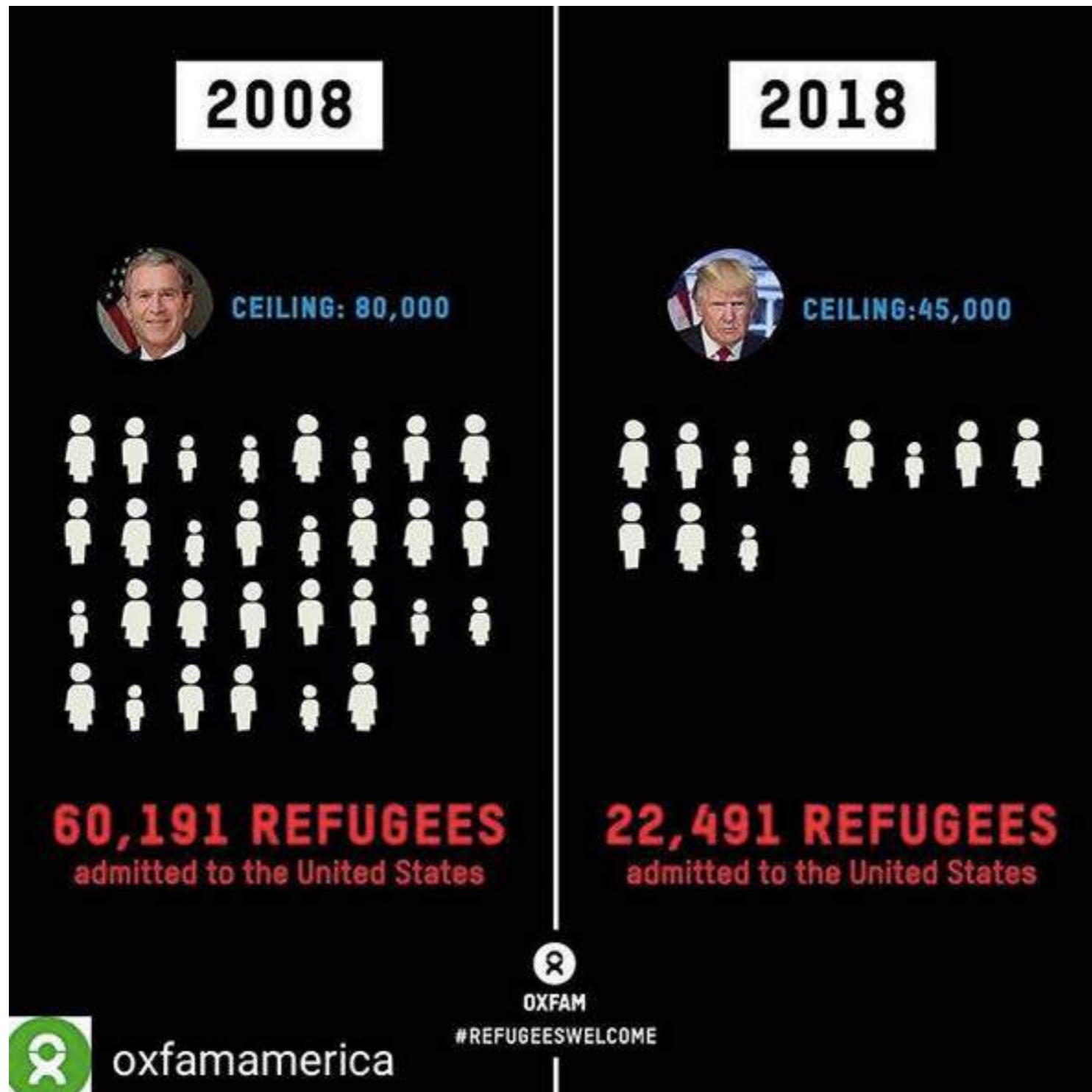
Crisis Trends empowers journalists, researchers, school administrators, parents, and all citizens to understand the crises their communities face so we can work together to prevent future crises.

Crisis Trends was originally funded by the Robert Wood Johnson Foundation.

**Explore**

#AttiviamoEnergiePositive

# POSSO UNIRMI A UN TREND - #TENYEARSCHALLENGE



oxfaminternational • Segui

oxfaminternational Reposted from @oxfamamerica - Here's a 10 year challenge for #PresidentsDay. Right now, refugee admissions to the US are the lowest ever in the history of the resettlement program, which started in 1980. The refugee resettlement program is one of the US's greatest symbols of solidarity and compassion, with bipartisan support from Democratic and Republican Administrations for decades. •

• As the world is seeing more refugees, asylum seekers and others fleeing conflict and violence than ever before, we must open our hearts, minds and borders. •

• #Standwithrefugees #refugees #refugeeswelcome #10yearchallenge #oxfam #helpingothers



Piace a 309 persone

18 FEBBRAIO

Aggiungi un commento...



Abbiamo visto tutte forme  
di "data visualization"

# Ma di cosa si tratta?

# data visualization



- UN MODO PER RENDERE ACCESSIBILI I DATI ATTRAVERSO RAPPRESENTAZIONI VISIVE.
- UNO STRUMENTO CHE USIAMO PER RAPPRESENTARE LA REALTÀ



“

Come non era mai successo nelle nostre vite, oggi abbiamo accesso a un'infinità di informazioni libere e gratuite. Con gli strumenti giusti possiamo cominciare a dare un senso a questi dati per vedere **schemi e trend che altrimenti per noi sarebbero invisibili**. Trasformando i numeri in forma grafica, permetteremo ai lettori di **conoscere le storie che quei numeri nascondono**.

Alberto Cairo - The Functional Art

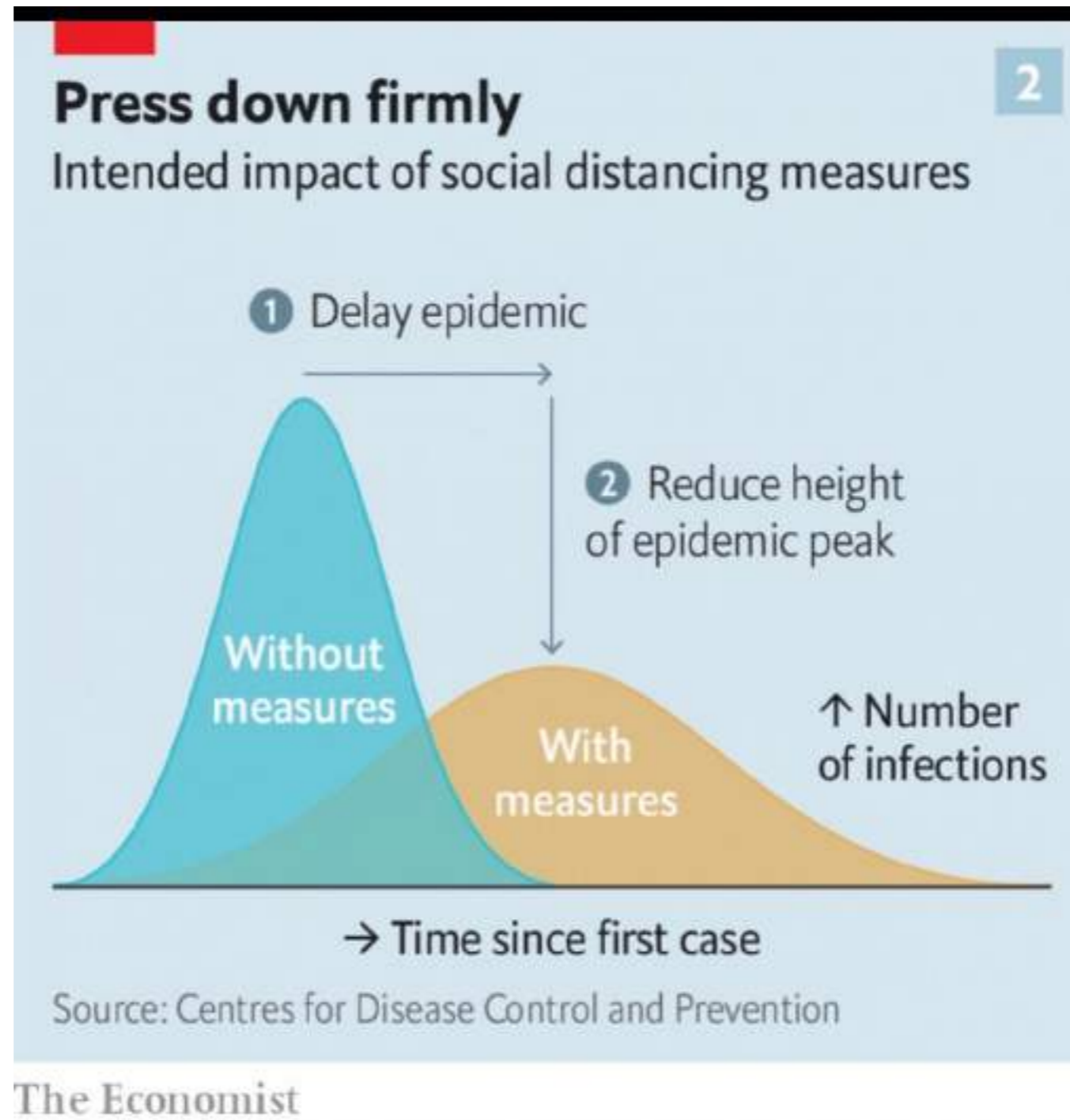
# QUALI CARATTERISTICHE HA UNA "BUONA" DATA VIZ?

- è **veritiera**, perché basato su conoscenze approfondite e oneste
- è **funzionale**, perché costituisce una raffigurazione accurata dei dati e consente al lettore di capire una situazione
- è **bella**, nel senso di attraente
- è **profonda**, rivela prove che sarebbe difficile vedere altrimenti
- è **illuminante**, perché se capiamo e accettiamo quello che ci mostra cambierà il nostro modo di pensare e di agire

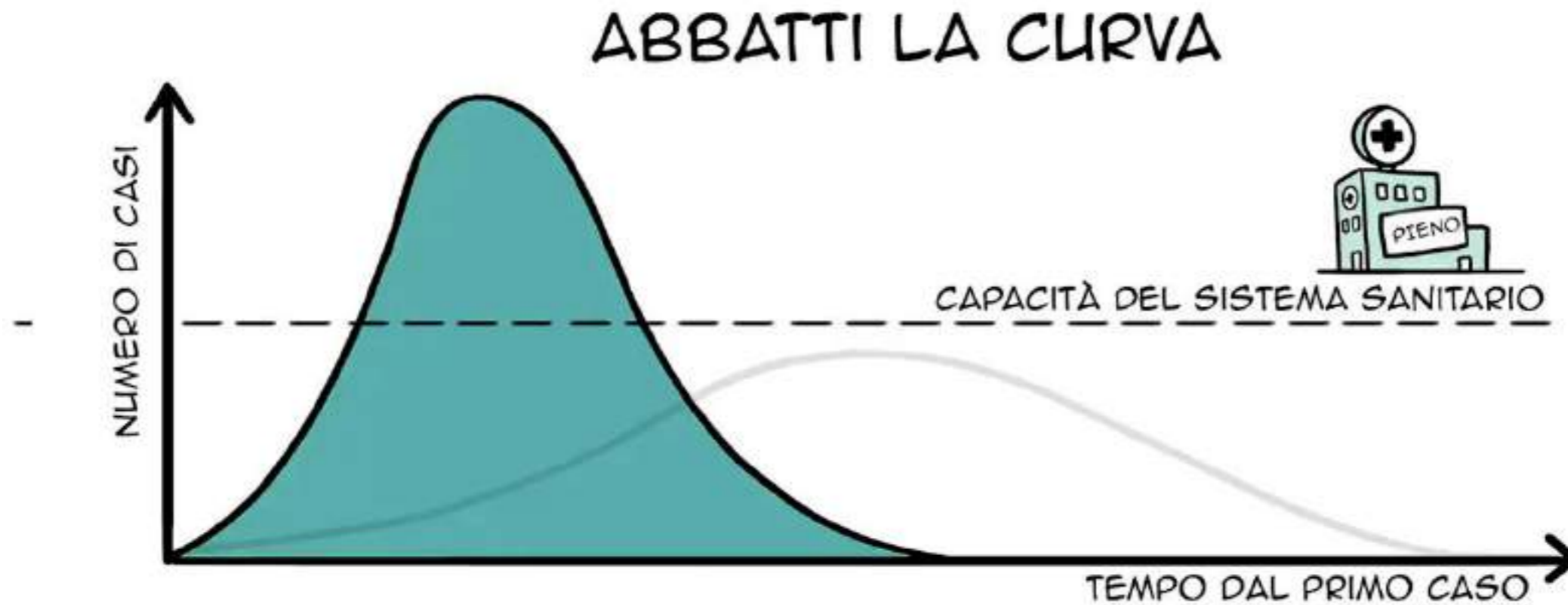
(Alberto Cairo)

# L'INFOGRAFICA CHE STIAMO CONDIVIDENDO TUTTI

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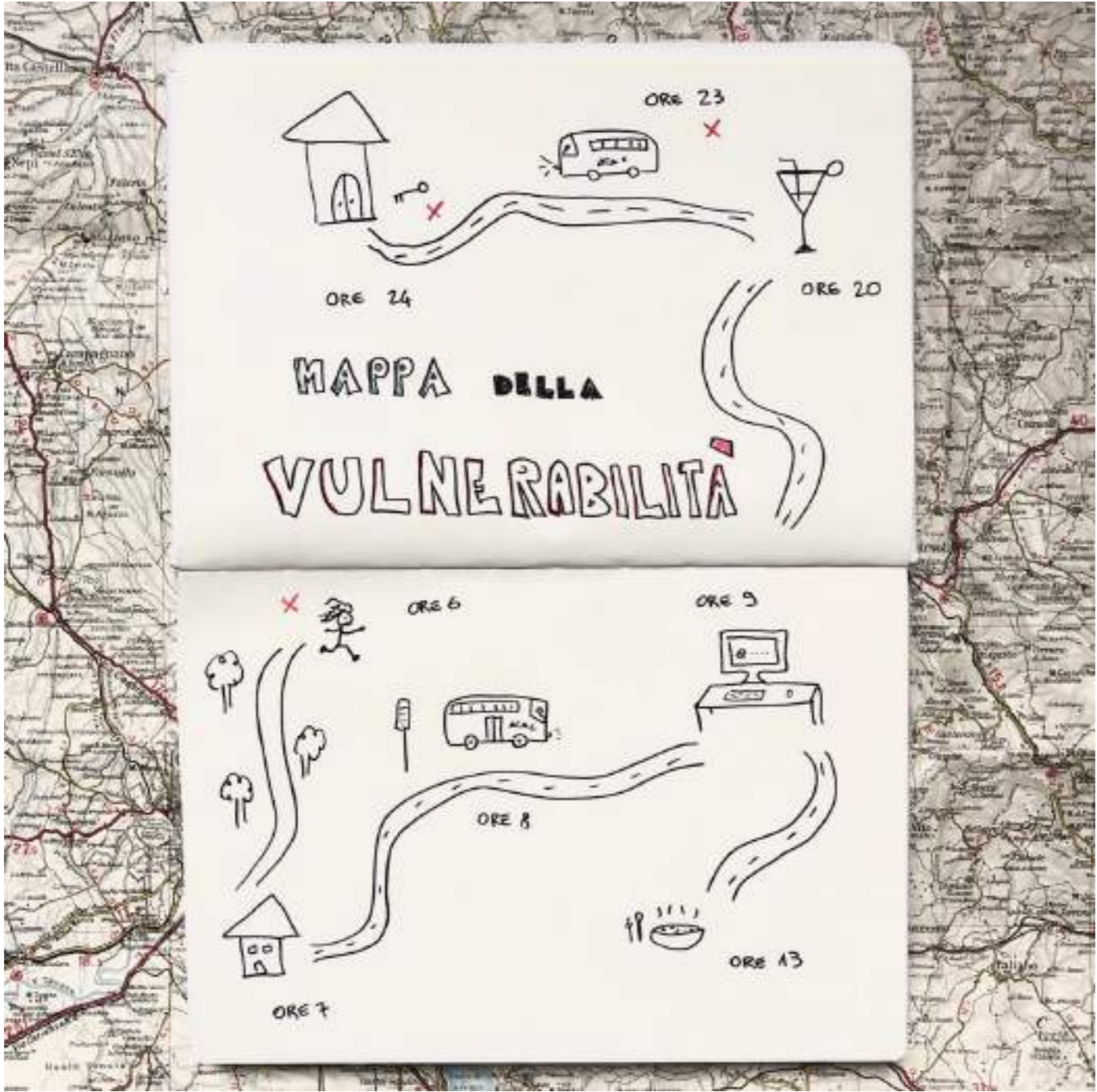
# L'INFOGRAFICA CHE STIAMO CONDIVIDENDO TUTTI



@SIOUXSIEW @XTOTL @THESPINOFFTV  
TRADOTTO IN ITALIANO DA @MCX83

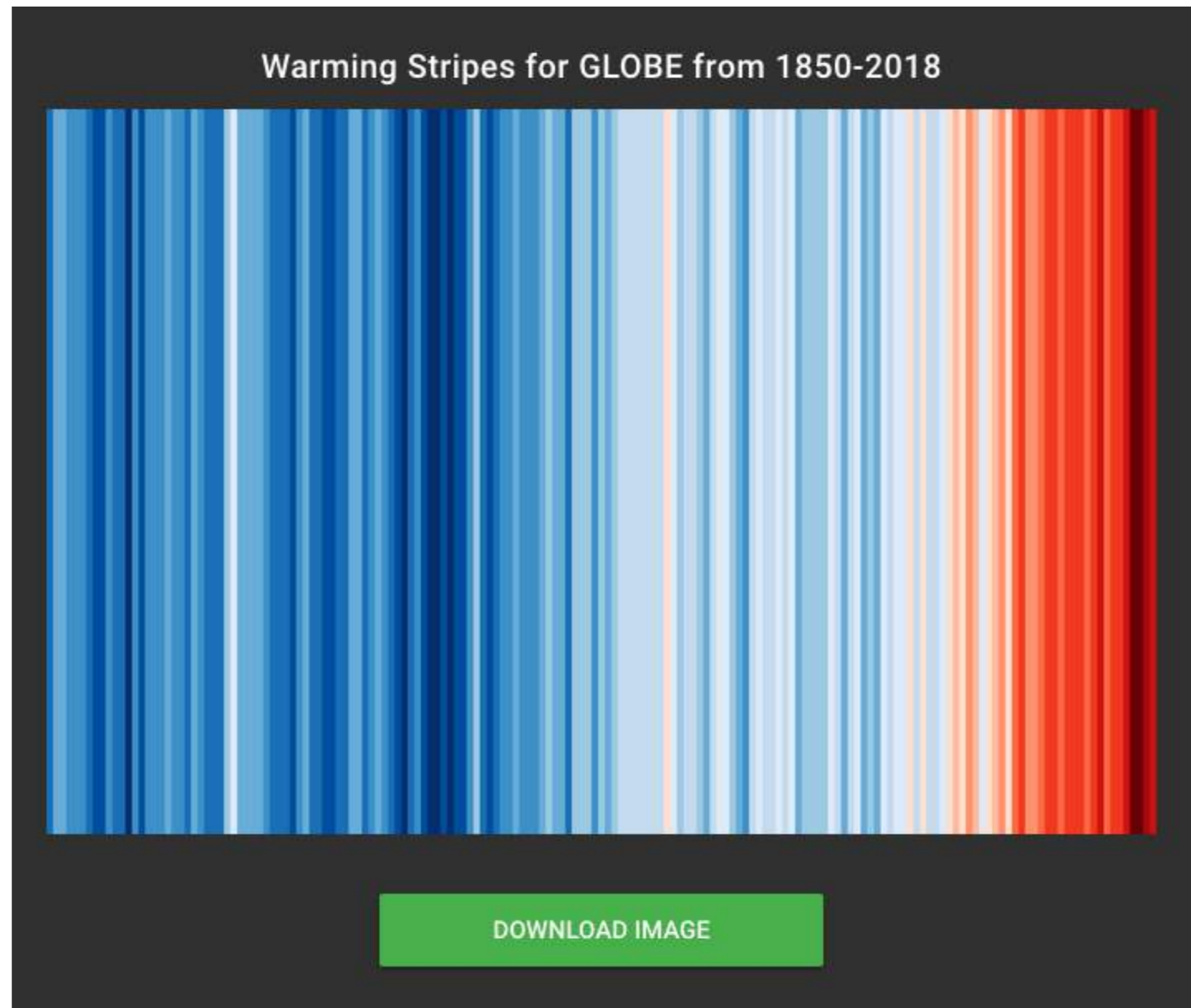
'ADAPTED FROM @DREWAHARRIS, THOMAS SPLETTSTÖBER (@SPLETTE) AND THE CDC'  
CC-BY-SA

# UNA MAPPA PER MONITORARE I DATI DI GENERE



# CAMBIAMENTI CLIMATICI A STRISCE

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# LO SCIENZIATO ED HAWKINS È STATO DI ISPIRAZIONE

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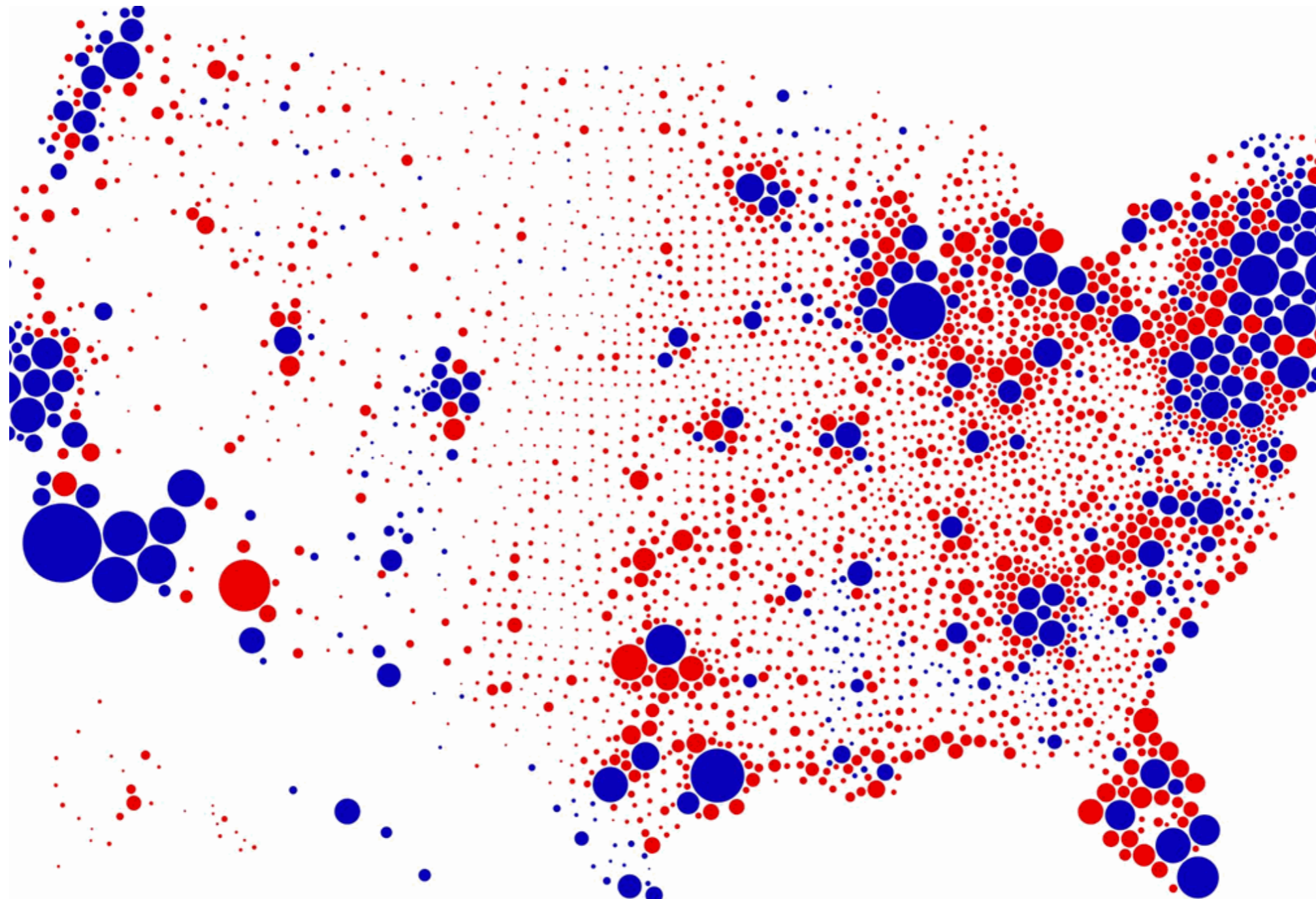


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# PERCHÉ È IMPORTANTE CHE SIA "VERITIERA"?

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Una data visualization può anche mentire, come l'impeachment map di Trump



#AttiviamoEnergiePositive



# Come usare la data viz in una strategia di comunicazione

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# L'ATTENZIONE È LA MONETA DI SCAMBIO NELL'ERA DIGITALE

## The Internet in Real-Time

How Quickly Data is Generated

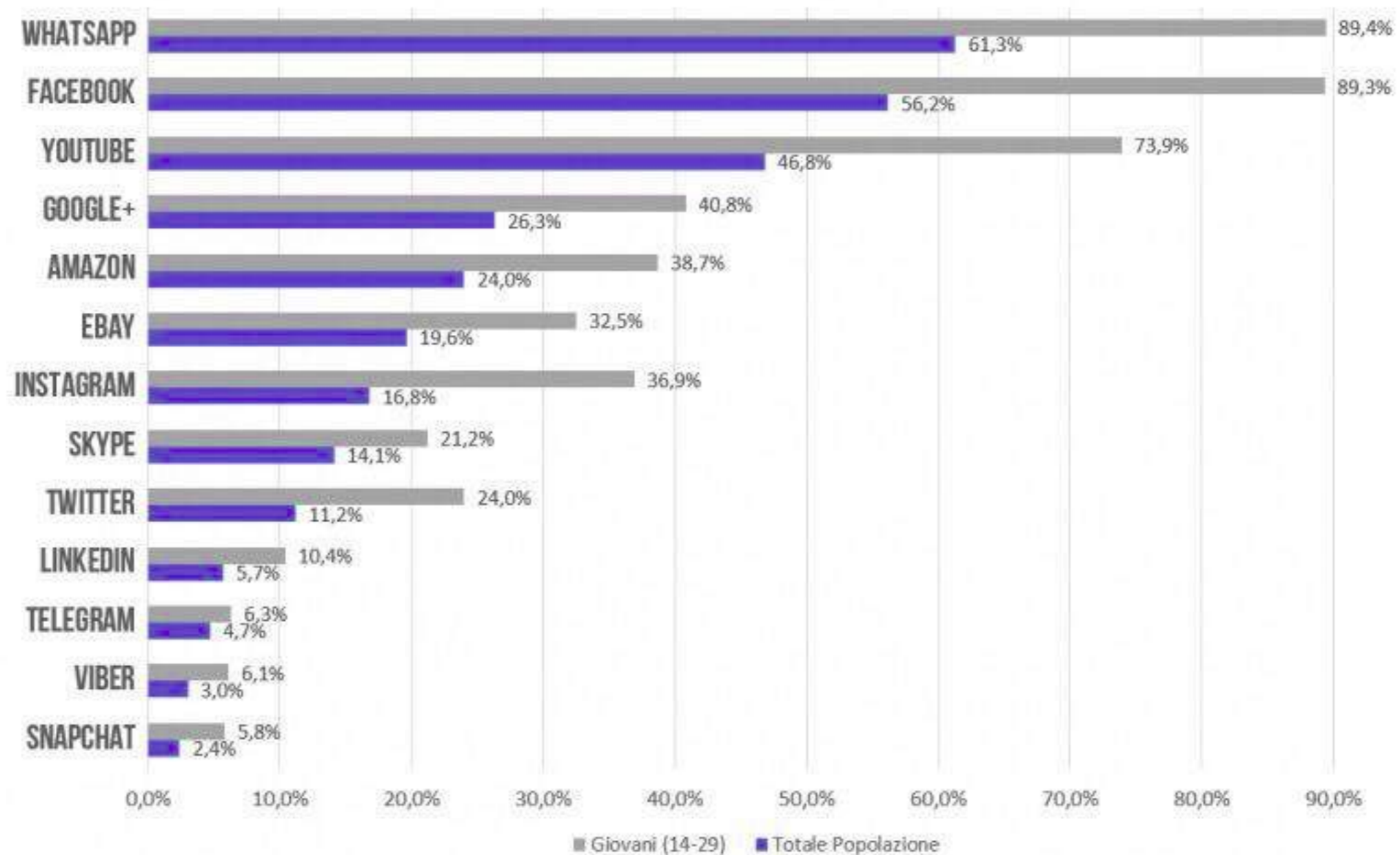


By the way, in the 1 seconds you've been on this page, approximately 22574 GB of data was transferred over the internet.

# L'ATTENZIONE È LA MONETA DI SCAMBIO NELL'ERA DIGITALE

## UTENTI ITALIANI DI SOCIAL MEDIA, APP E SERVIZI WEB

Fonte: CENSIS - Elaborazione: Vincenzo Cosenza



# L'ATTENZIONE È LA MONETA DI SCAMBIO NELL'ERA DIGITALE

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# L'ATTENZIONE È LA MONETA DI SCAMBIO NELL'ERA DIGITALE

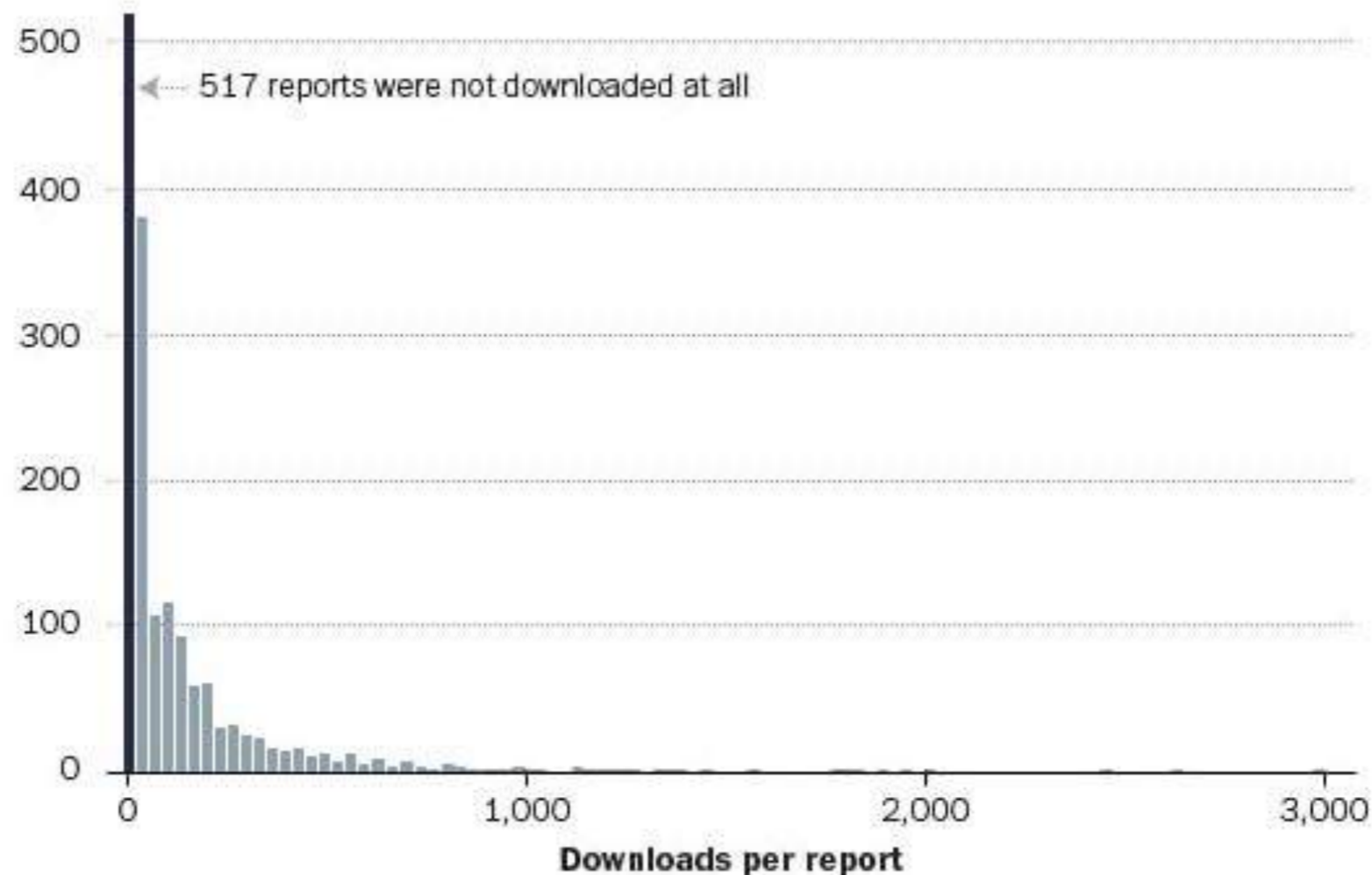
[washingtonpost.com](http://washingtonpost.com)

## The solutions to all our problems may be buried in PDFs that nobody reads

### Nobody is reading your PDF

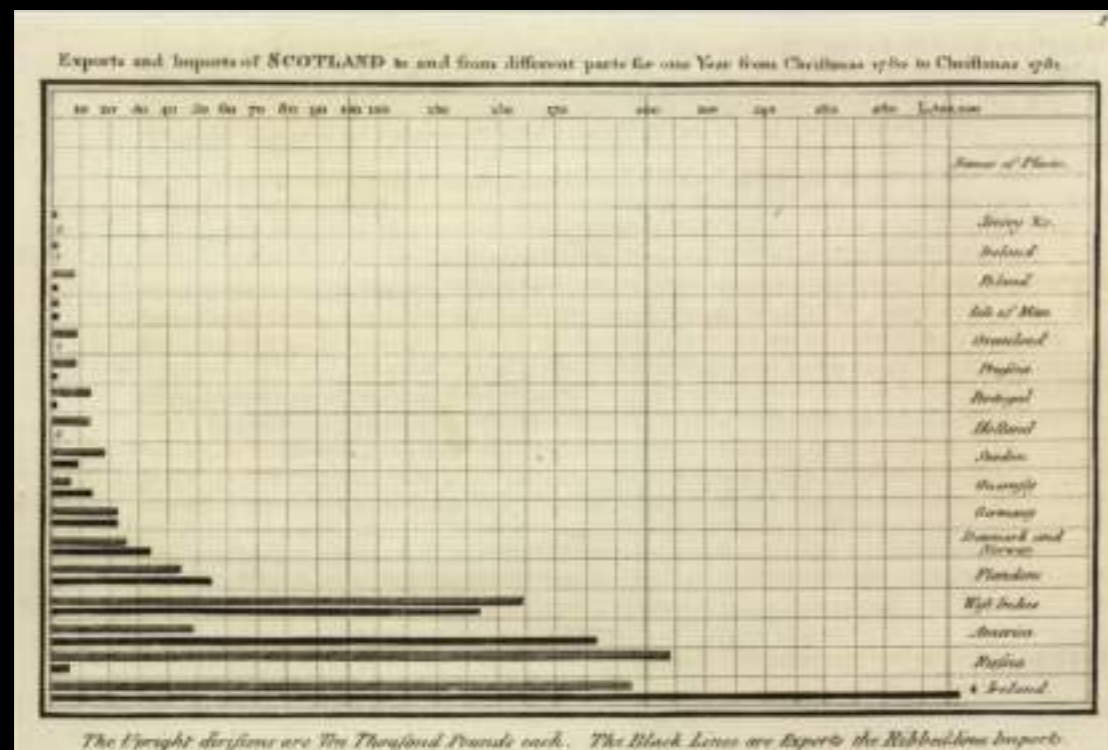
Download distribution of World Bank policy reports, 2008 to 2012

Number of reports



# FACCIAMO LE STESSSE DATA VIZ DEL 1700

Scotland's imports and exports from and to 17 countries



William Playfair 1781

Prediction of Peril in USA

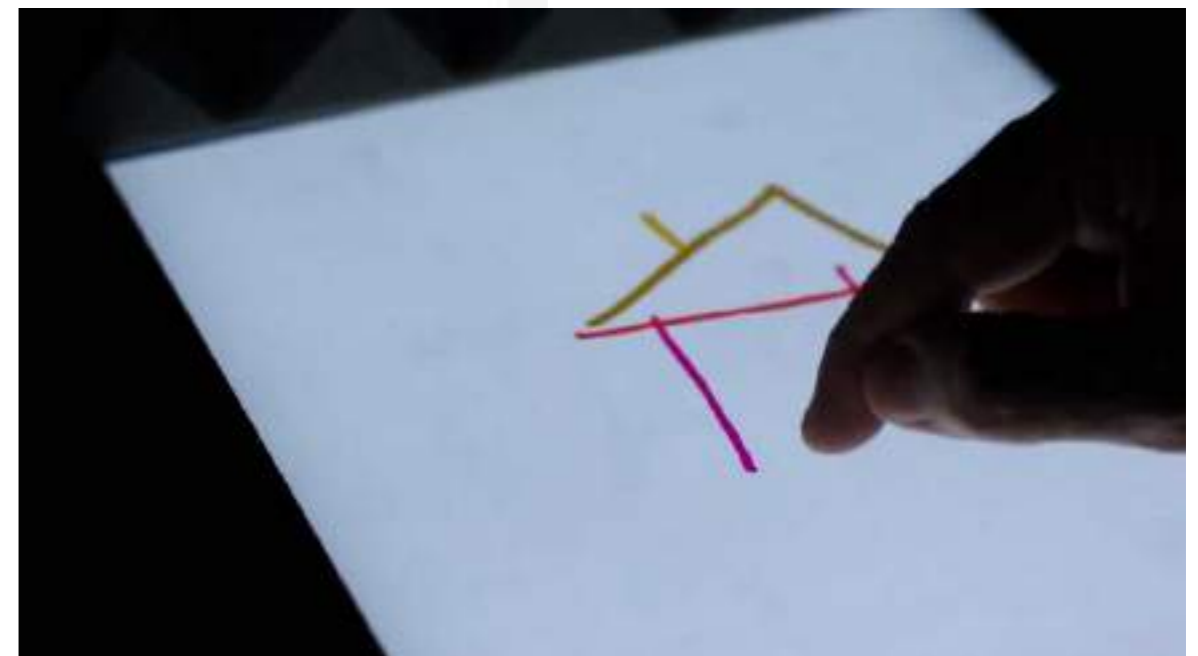
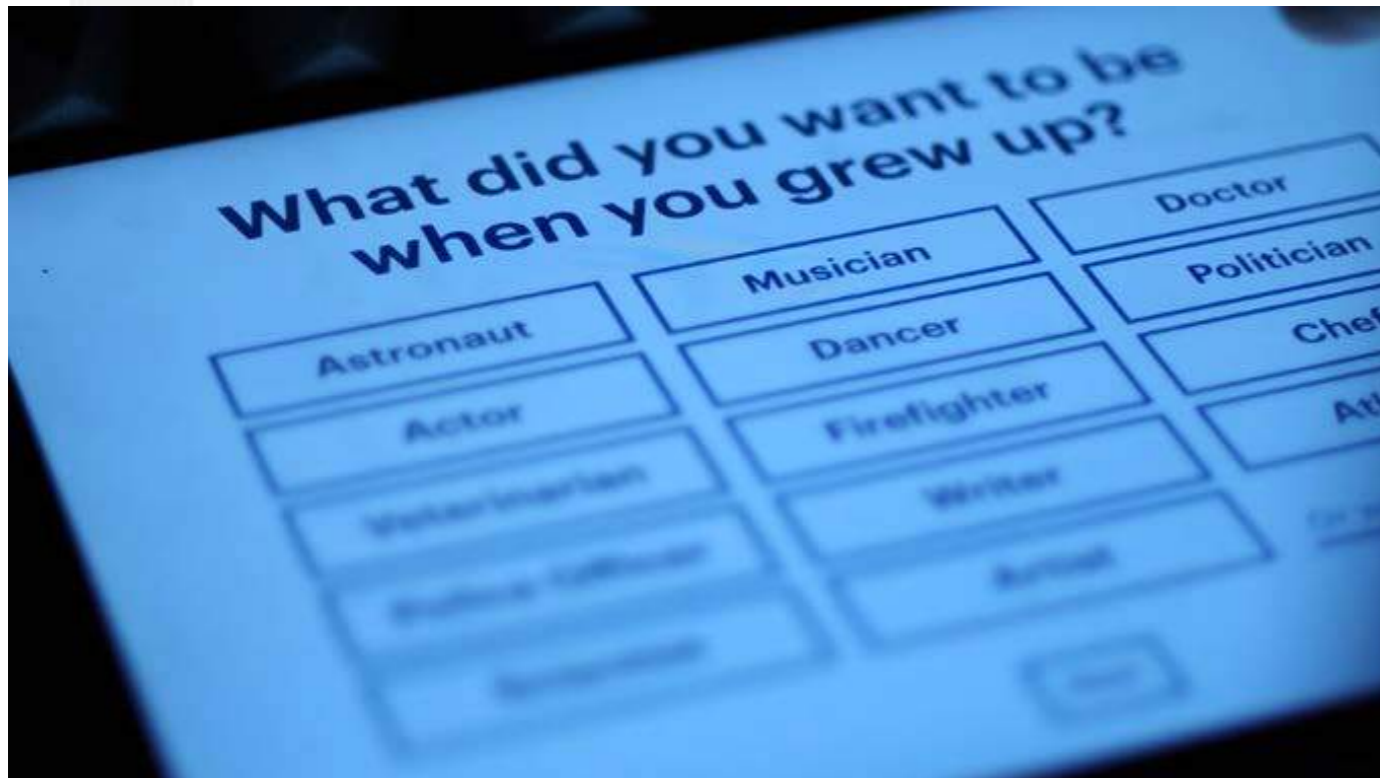
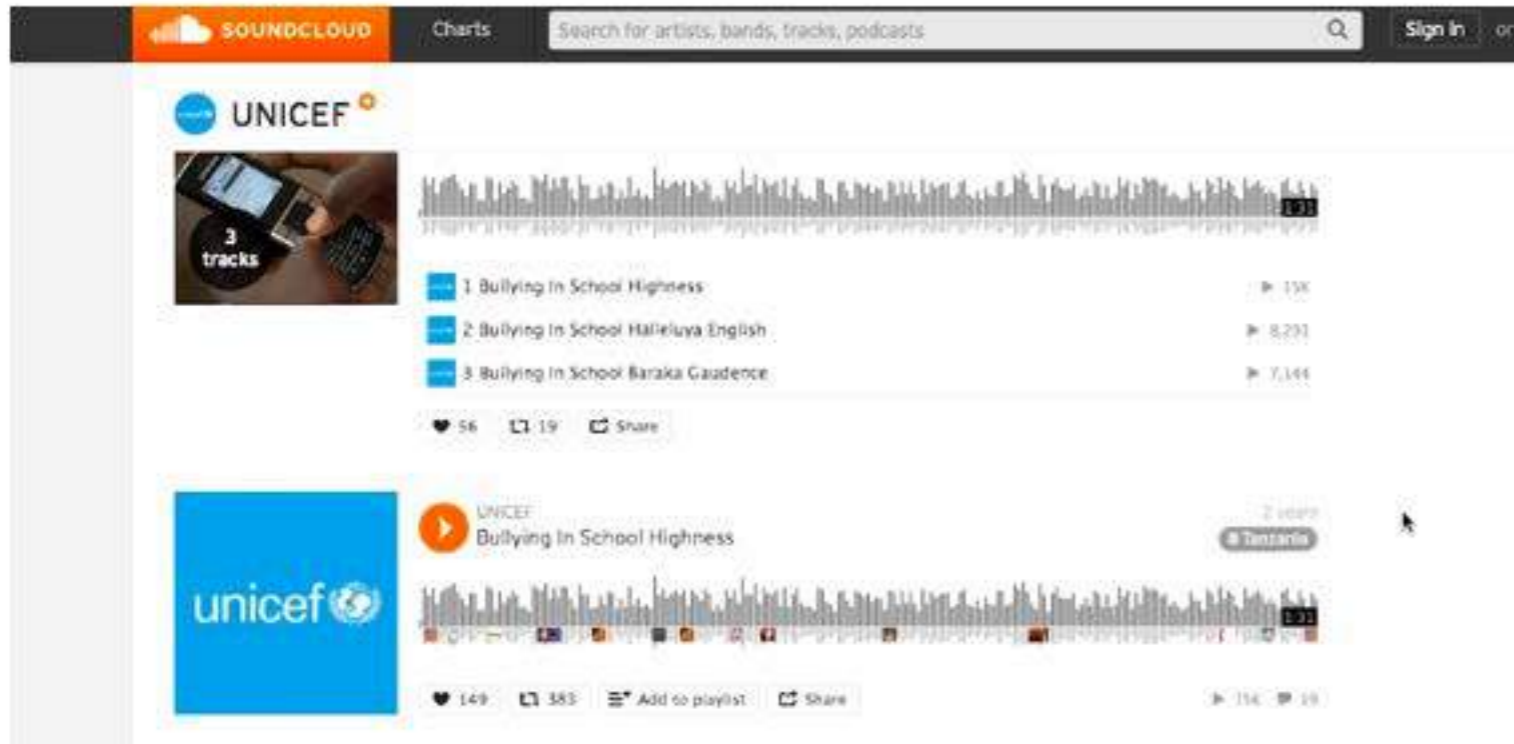


USA Today 2017



**MANCANZA DI EMPATIA E DI AZIONE**

# DATA VISUALIZATION 0 DATA STORYTELLING?



#AttiviamoEnergiePositive

CREDITS: [DOMESTICSTREAMERS.COM](https://www.domesticstreamers.com)



# LA STRATEGIA - SCEGLIERE GLI OBIETTIVI

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- AWARENESS
- ENGAGEMENT
- ADVOCACY
- HELP
- INFORM
- CONVERT

# LA STRATEGIA - SCEGLIERE IL TARGET

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- GIORNALISTI
- DONATORI
- COLLEGHI
- POLITICI
- CITTADINI
- TERZO SETTORE

# STRUMENTI GRATUITI

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# DATAWRAPPER

## The rise and fall of cigarette consumption in developed countries

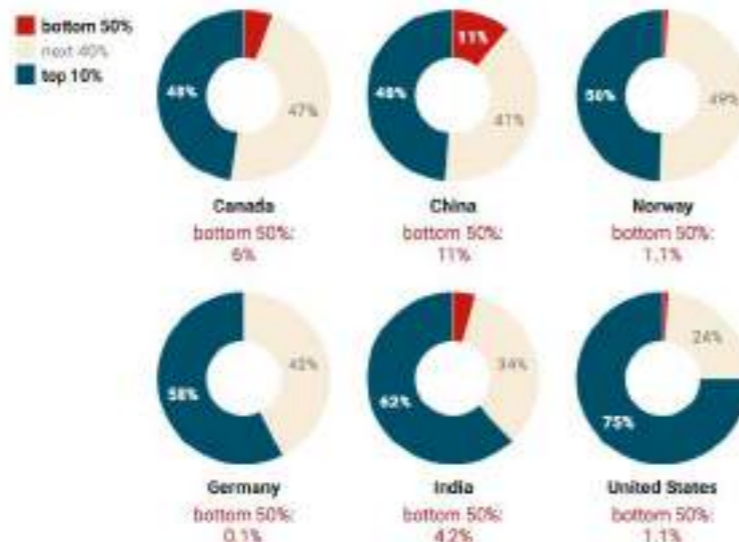
Sales of cigarettes per adult per day, in selected countries. Figures include manufactured cigarettes, as well as an estimated number of hand-rolled cigarettes, per adult (ages 15+) per day.



Chart: Lisa Charlotte Rost • Source: National statistics, via Our World in Data • Get the data

## Who gets which slice of the pie?

How much of the wealth of a country do the poorest 50% own? How much do the top 10% own?



Data for Canada, Germany and India from 2012. Data for China, Norway and the United States from 2012. In 2016, the share of wealth owned by the top 10% in the US increased to 77%.

Chart: Lisa Charlotte Rost, Datawrapper • Source: Credit Suisse Global Wealth Databook 2018 • Get the data

## 1 Upload Data

## 2 Check & Describe

## How do you want to upload your data?



Copy & paste data table



XLS/CSV upload



Import Google Spreadsheet



Link external dataset

## Copy & paste your data

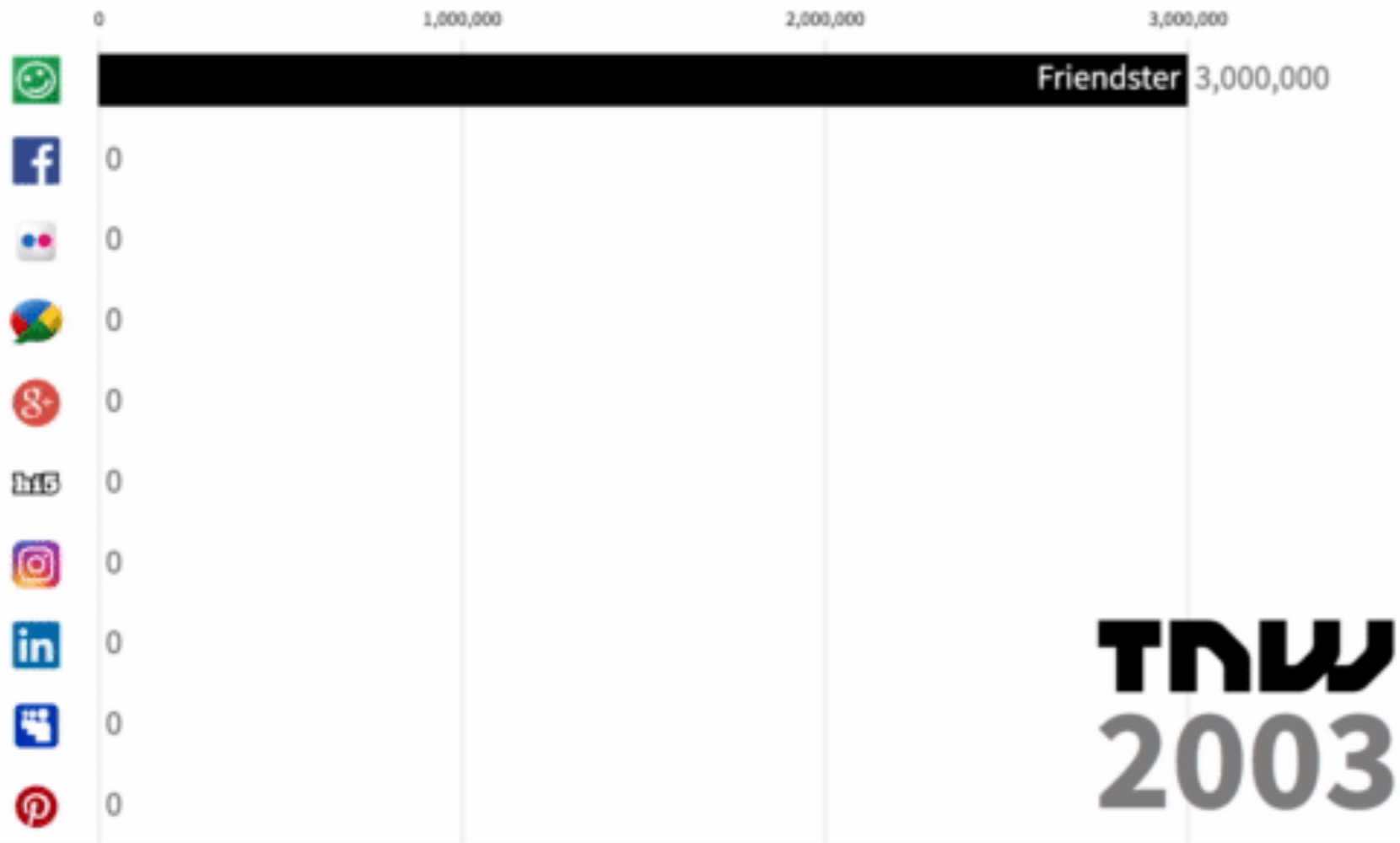
Select your data (including header row/column) in Excel or LibreOffice and paste it in the text field on the right. You can also upload a CSV or Excel file from your computer.

If you just want to try Datawrapper, here's a list of some example datasets you can use:

Select a sample dataset



# FLOURISH

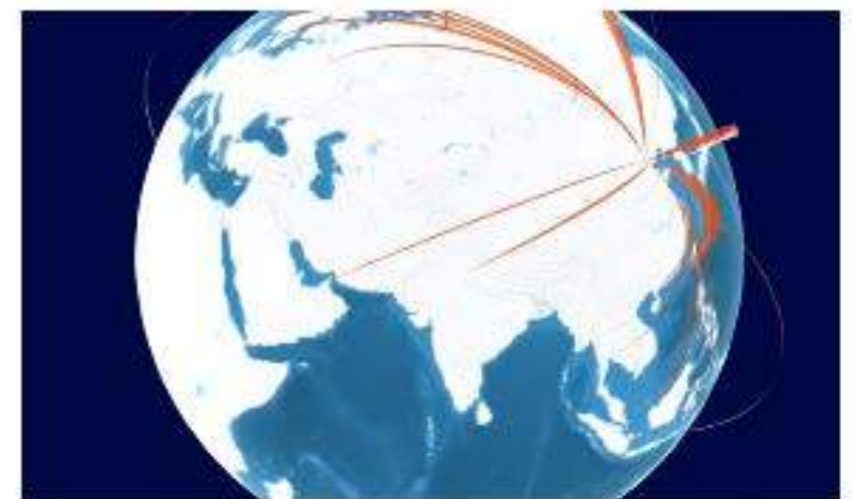


**TNW  
2003**

## Step 2

[Close tour](#)

Once you've created your first visualisation, you can also create stories: animated presentations containing one or more visualisations.



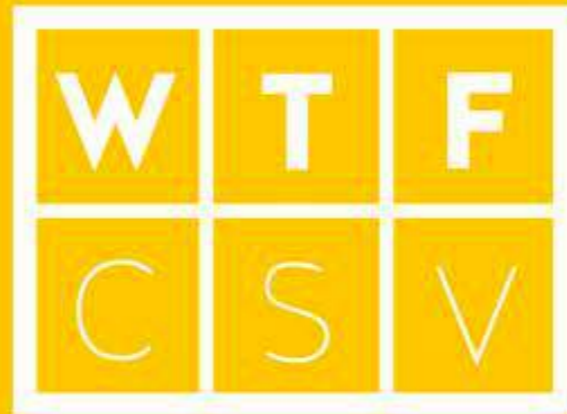
# HTTPS://DATABASIC.IO/EN/

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The logo for WordCounter features the word "word" in a lowercase sans-serif font, followed by a bar chart icon with three bars of increasing height. Below this, the word "COUNTER" is written in all caps in a smaller, spaced-out sans-serif font.

word  
COUNTER

WordCounter analyzes your text and tells you the most common words and phrases.

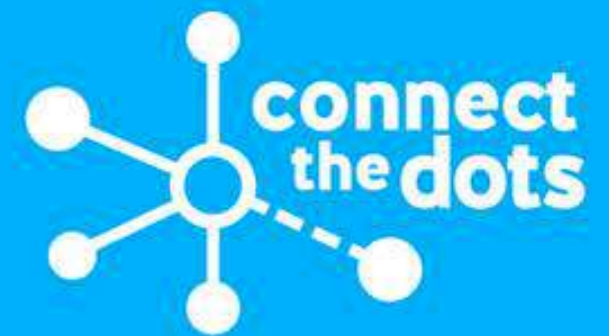


WTFcsv tells you WTF is going on with your .csv file.

The logo for SameDiff features the word "samediff" in a lowercase, elegant cursive script font, centered on a green background.

samediff

SameDiff compares two or more text files and tells you how similar or different they are.



ConnectTheDots shows you how your data is connected by analyzing it as a network.

# Domande? :)

Donata Columbro  
[school.dataninja.it](http://school.dataninja.it)