Week 14: *Story Telling*

🏛 EMSE 6035: Marketing Analytics for Design Decisions

👤 John Paul Helveston

📅 December 04, 2024

Week 14: *Story Telling*

1. Exam solutions

2. Telling a story

3. Designing slides

4. Giving a talk

5. "Final" thoughts

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Exam Solutions

Final Presentation

- In class, 12/11 (6:10pm - 8:40pm)

- 10 minutes (strict)

- Slides due in Blackboard by midnight on 12/10 (one team member submit)

Download this cheetsheet for today's content

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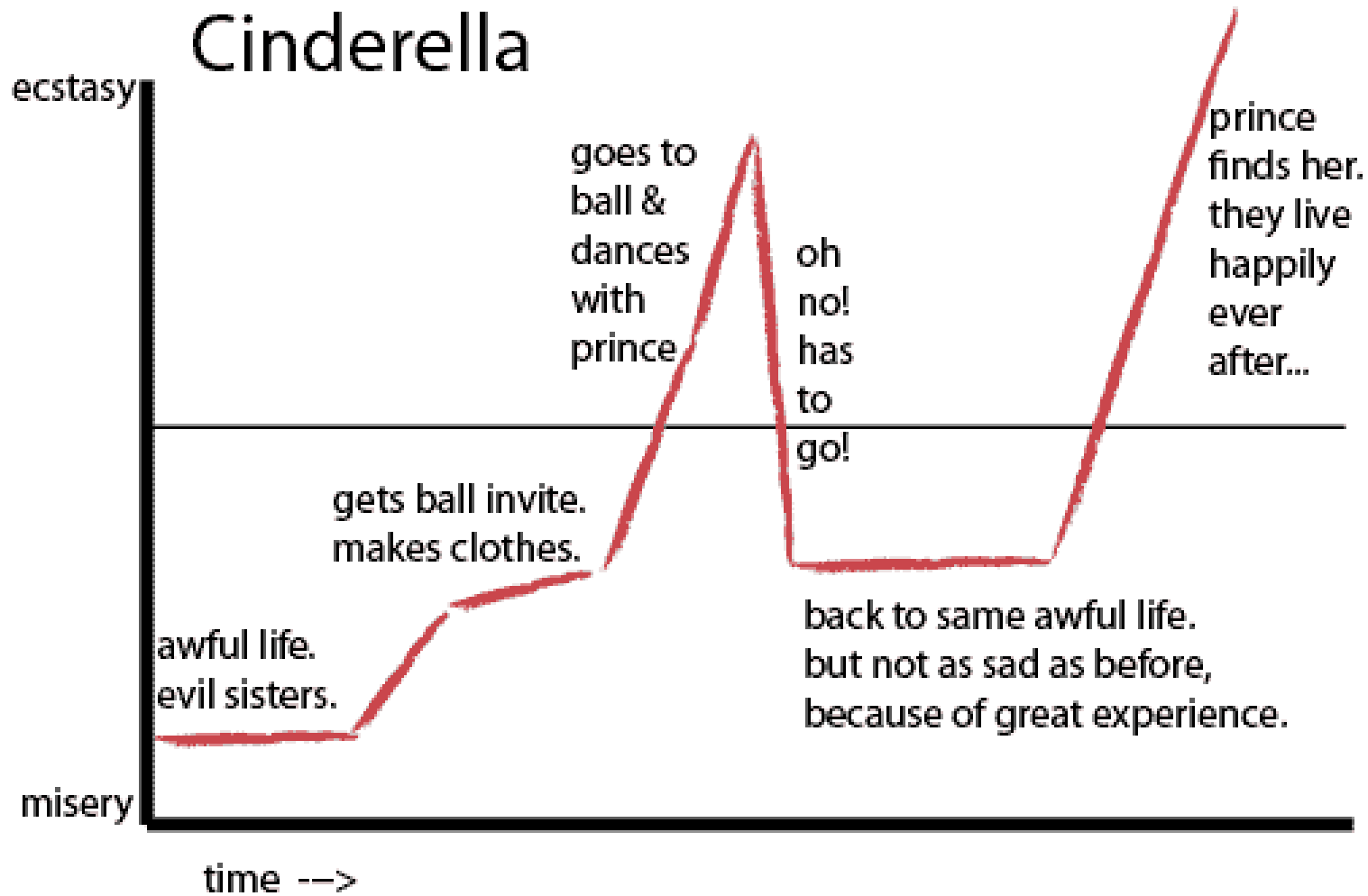
4. Giving a talk

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What is a story?

A story is a set of observations, facts, or events...that are presented in a specific order such that they create an **emotional reaction** in the audience.
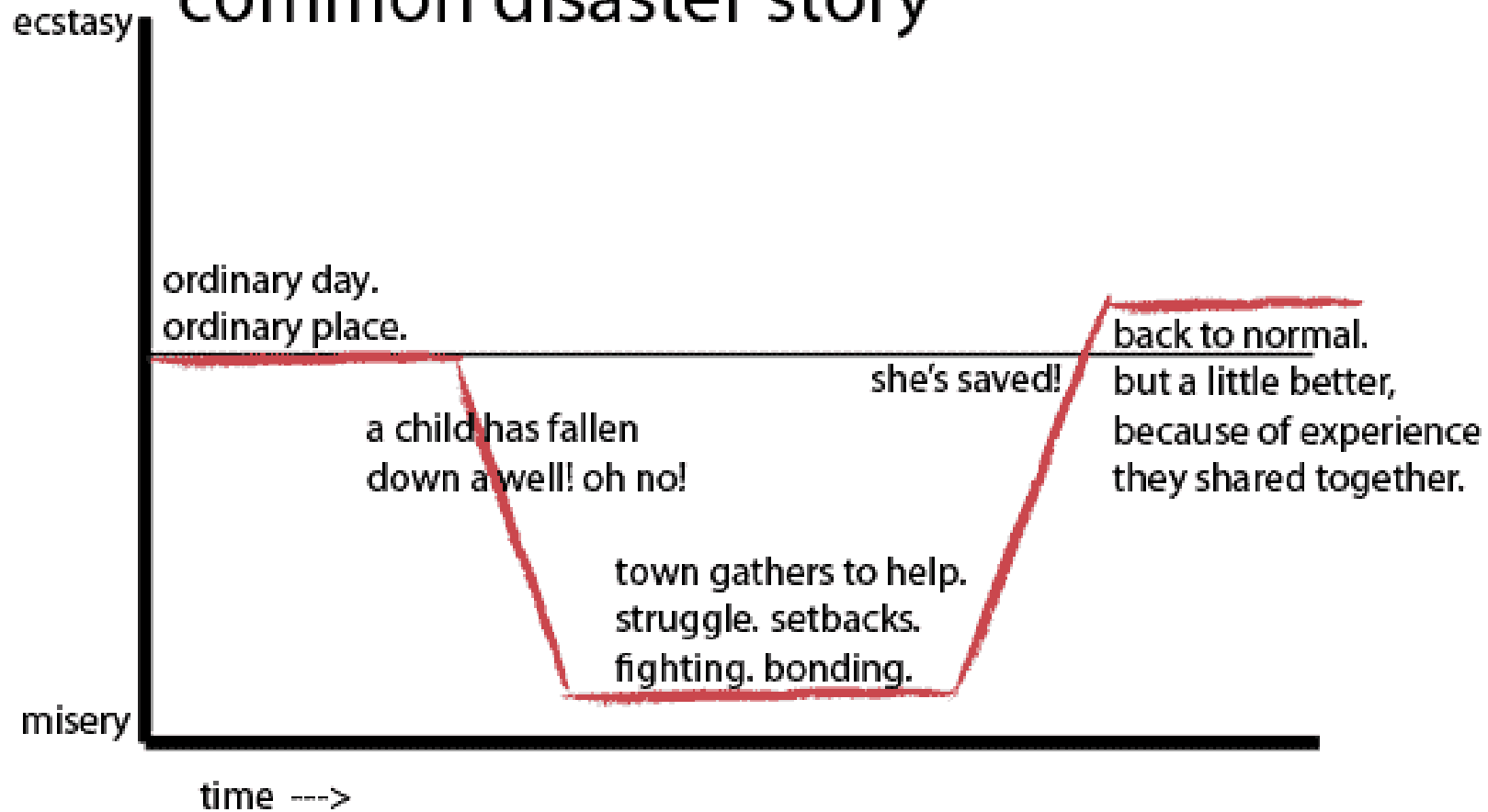
- Clause O. Wilke (2019), Chp. 29

Cinderella

ecstasy

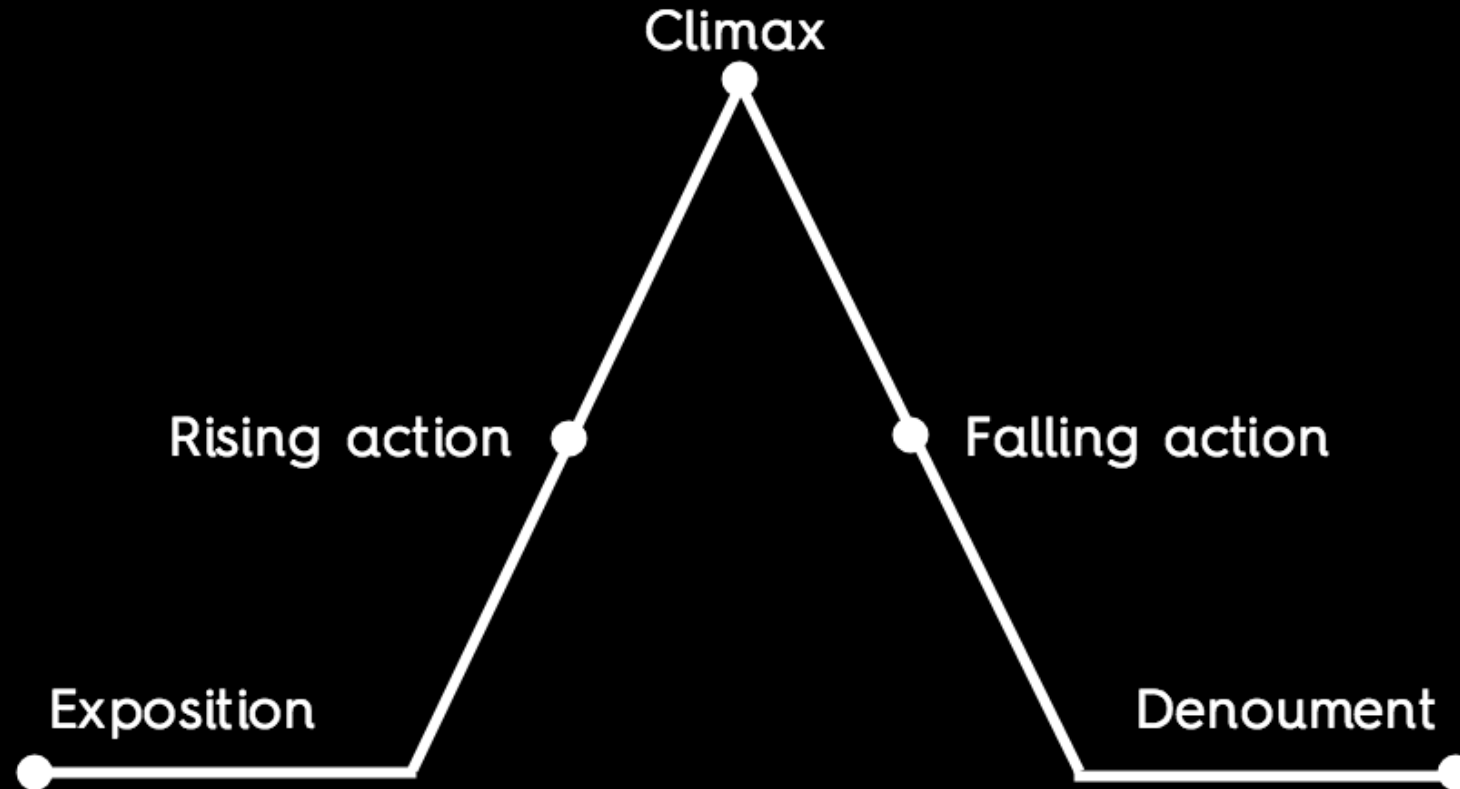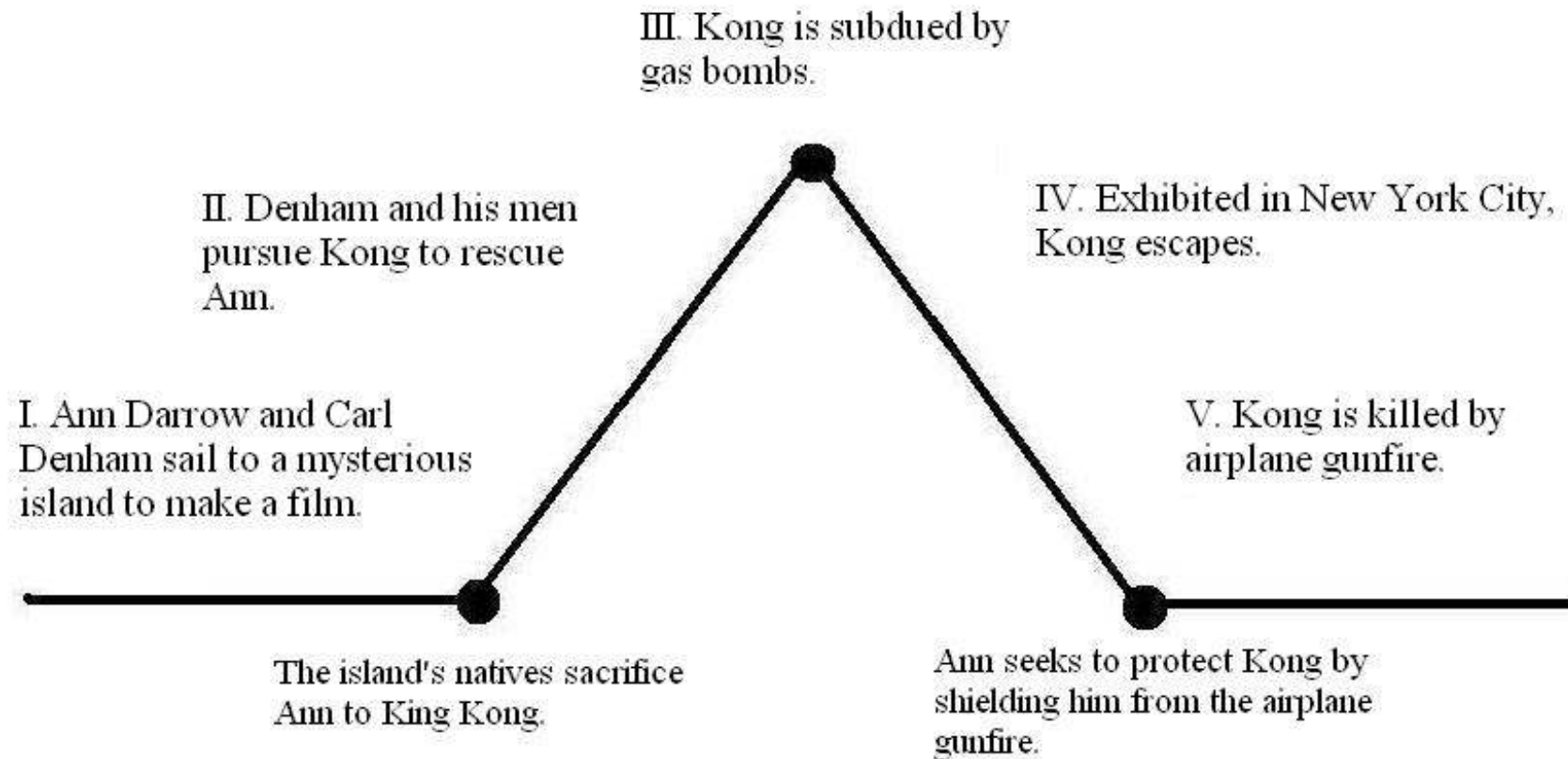goes to ball & dances with prince

oh no! has to go!

prince finds her. they live happily ever after...

gets ball invite. makes clothes.

awful life. evil sisters.

back to same awful life. but not as sad as before, because of great experience.

misery

time -->

common disaster story

ecstasy

ordinary day.
ordinary place.

back to normal.
she's saved!
but a little better,
because of experience
they shared together.

a child has fallen
down a well! oh no!

town gathers to help.
struggle. setbacks.
fighting. bonding.

misery

time --->

source

Freytag's Pyramid

Freytag's Pyramid: **King Kong**

III. Kong is subdued by gas bombs.

II. Denham and his men pursue Kong to rescue Ann.

IV. Exhibited in New York City, Kong escapes.

I. Ann Darrow and Carl Denham sail to a mysterious island to make a film.

V. Kong is killed by airplane gunfire.

The island's natives sacrifice Ann to King Kong.

Ann seeks to protect Kong by shielding him from the airplane gunfire.

Freytag's Pyramid: **Research Project**

Freytag's Pyramid: **Research Project**

Most interesting finding!

The seriously riveting data

What data did you use?

More data / methods

Findings / conclusions

What else did you find?

Future questions to address

"It's difficult to generalize..."

Motivation

Data

Caveat, caveat, caveat...

Research question

"Further research is needed..."

Why should the audience care?
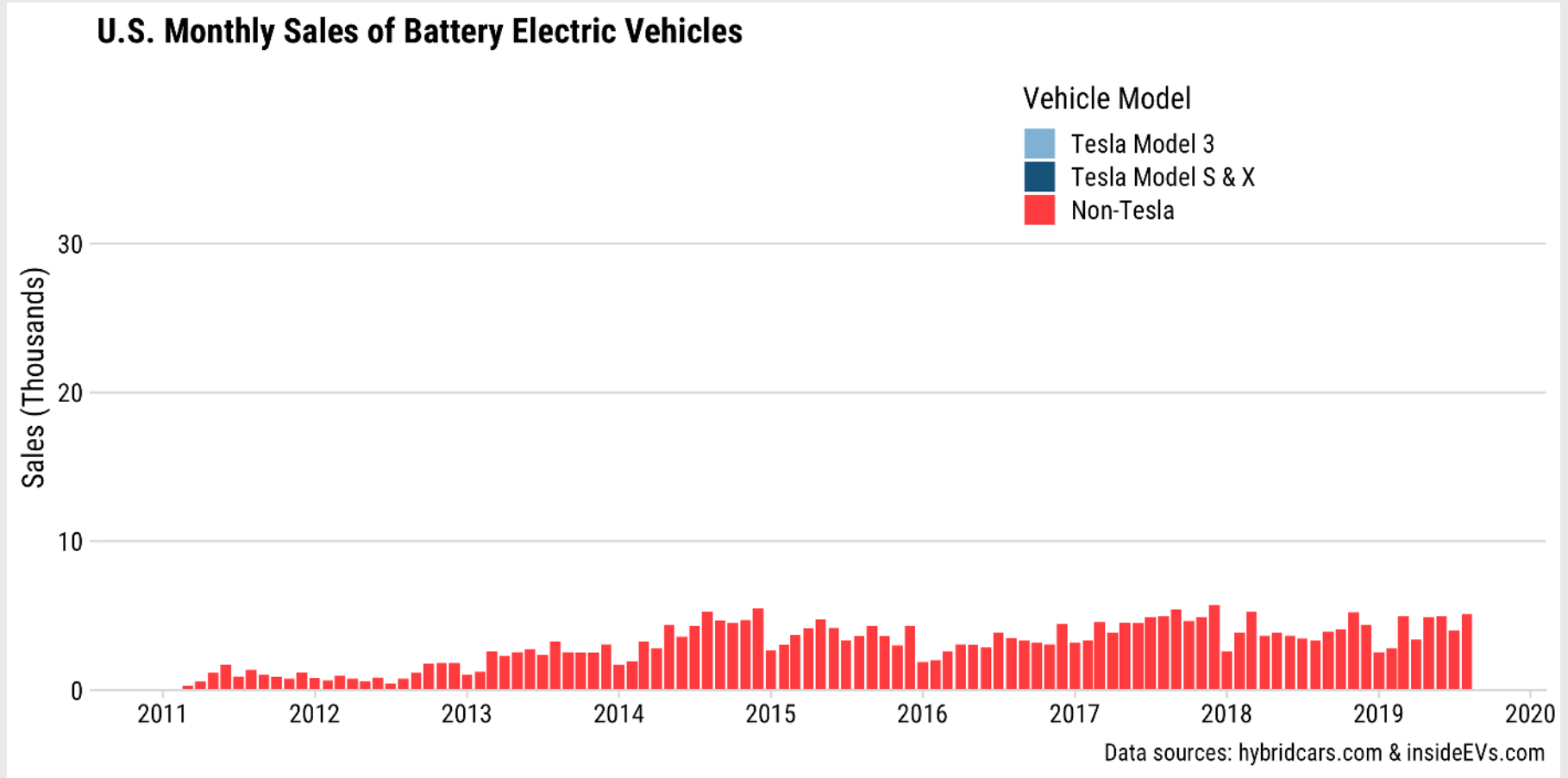
What question(s) are you addressing?
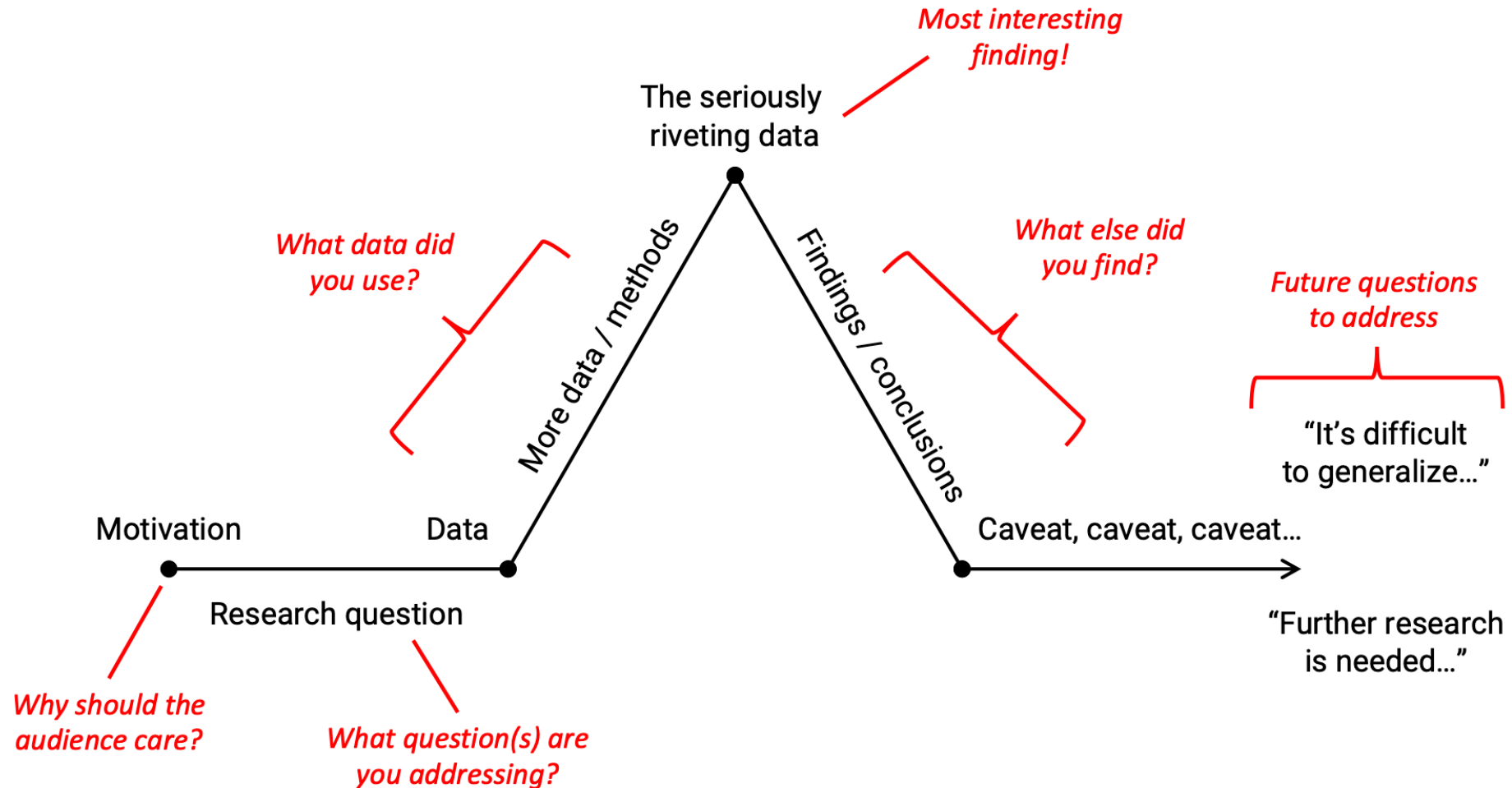
"A single (static) visualization will rarely tell an entire story"

- Clause O. Wilke (2019), Chp. 29
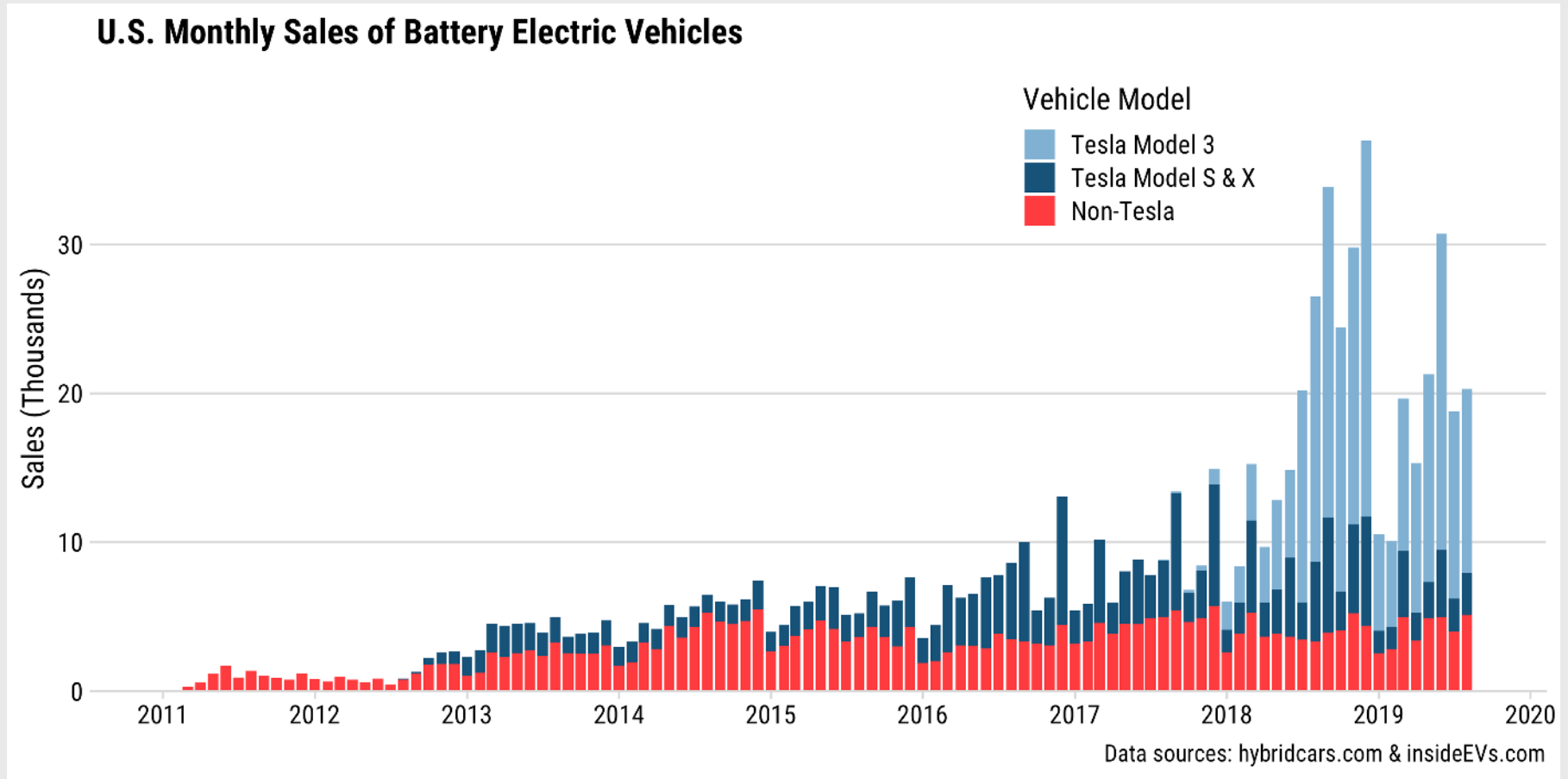
Freytag's Pyramid: **Research Project**
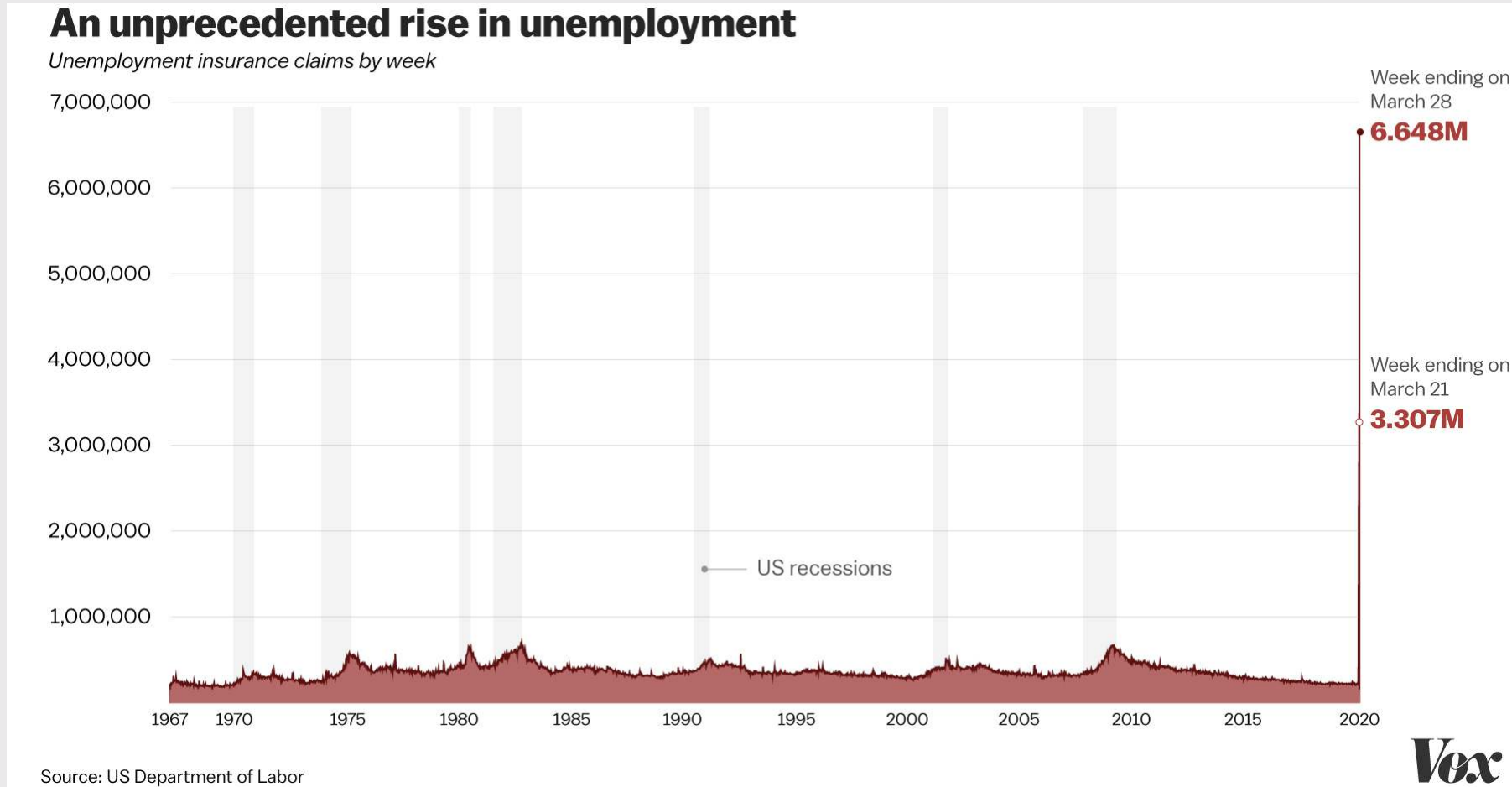
Use **layers** to build tension / provide context

U.S. Monthly Sales of Battery Electric Vehicles

Vehicle Model
- Tesla Model 3
- Tesla Model S & X
- Non-Tesla

Sales (Thousands): 0, 10, 20, 30

2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020

Data sources: hybridcars.com & insideEVs.com

Use **layers** to build tension / provide context

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Use **animation** to build tension / provide context

An unprecedented rise in unemployment
Unemployment insurance claims by week

Week ending on March 28
6.648M

Week ending on March 21
3.307M

US recessions

Source: US Department of Labor

Vox

Use **animation** to build tension / provide context

U.S. Weekly Initial Jobless Claims (thousands, seasonally adjusted)

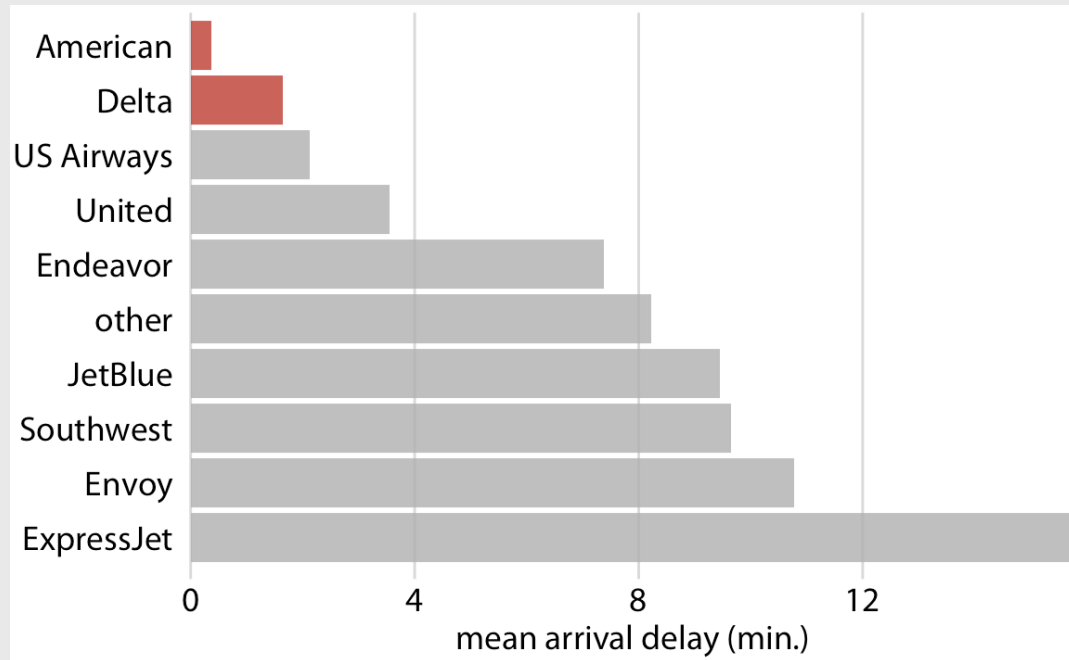@lenkiefer Source: U.S. Department of Labor

source

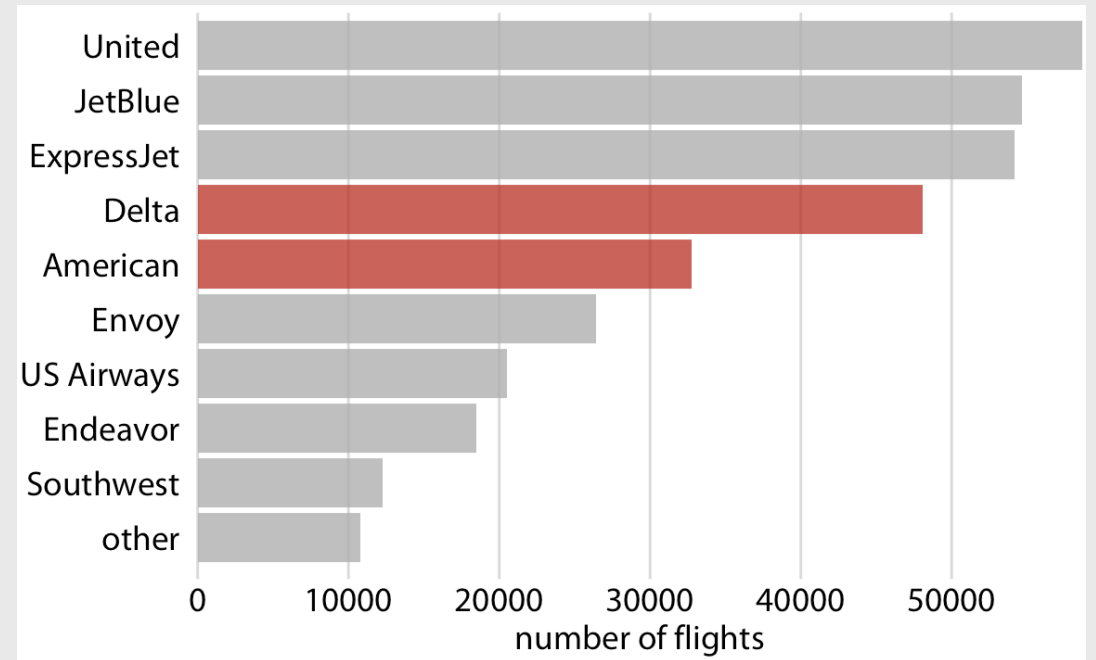# Make charts for the generals

(i.e. keep it simple)

Make charts for the generals

(i.e. keep it simple)
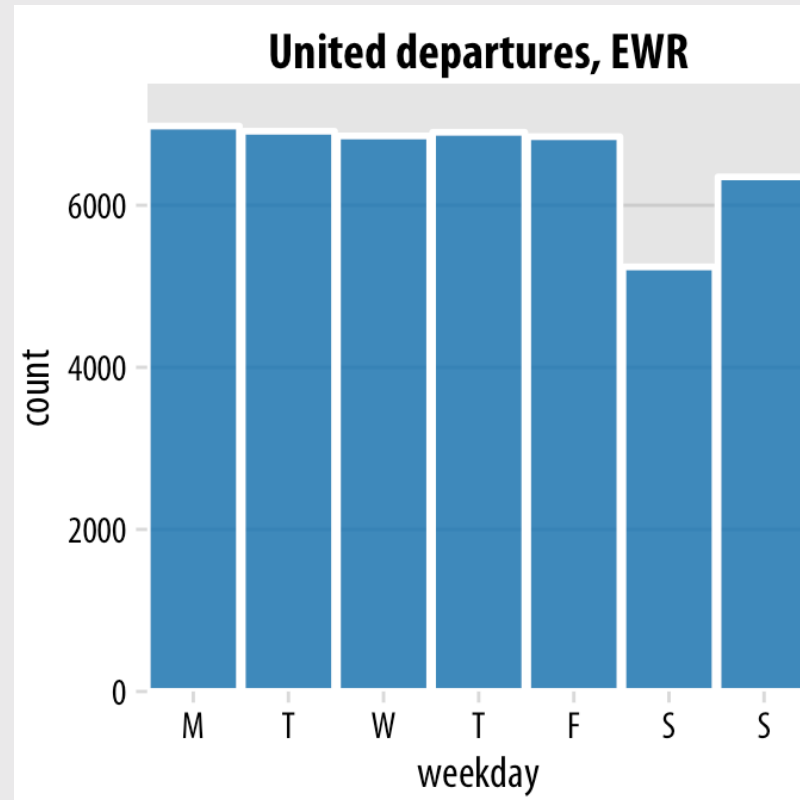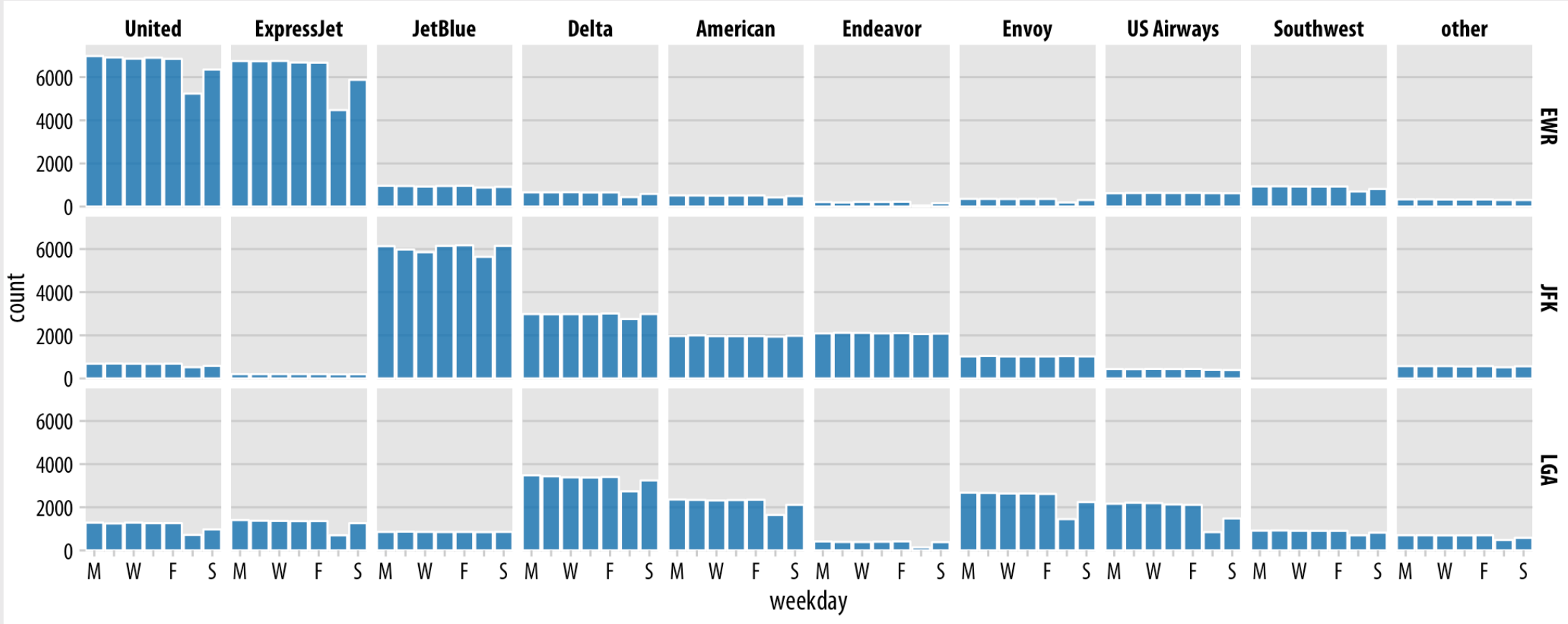

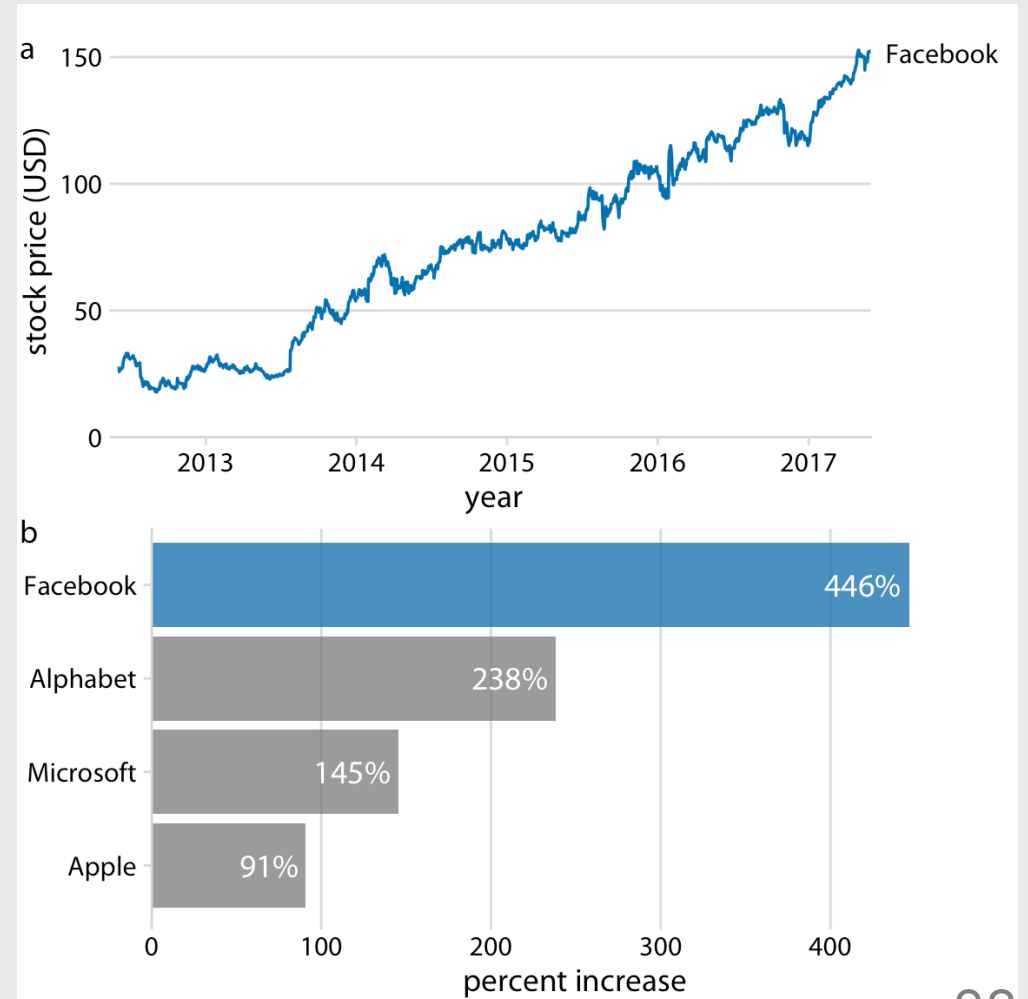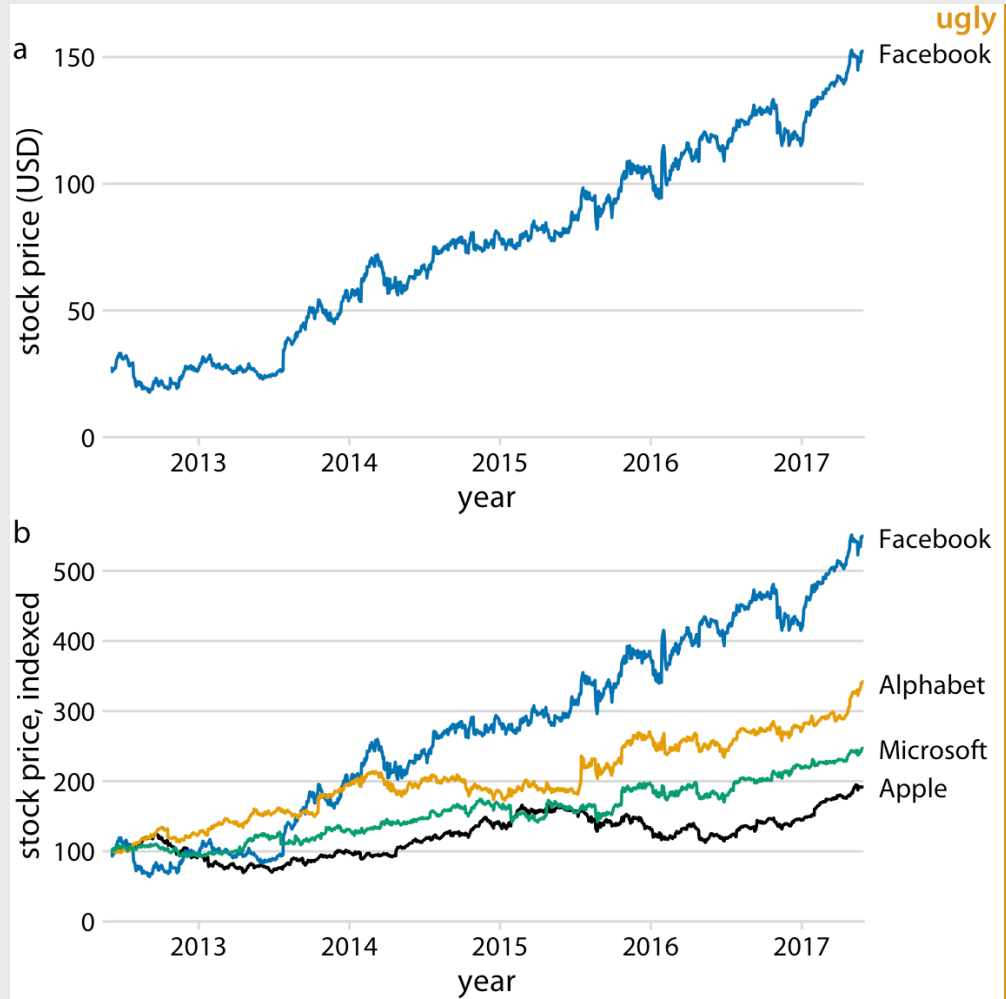source

source

Build up towards complex figures

source

Build up towards complex figures

Be consistent, but don't be repetitive

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Hitchcock's rule

Hitchcock's rule

The size of any object in your frame should be proportional to its importance to the story at that moment

Watch this example

Hitchcock's rule

The size of any object in your ~~frame~~ **slide** should be proportional to its importance to the story at that moment
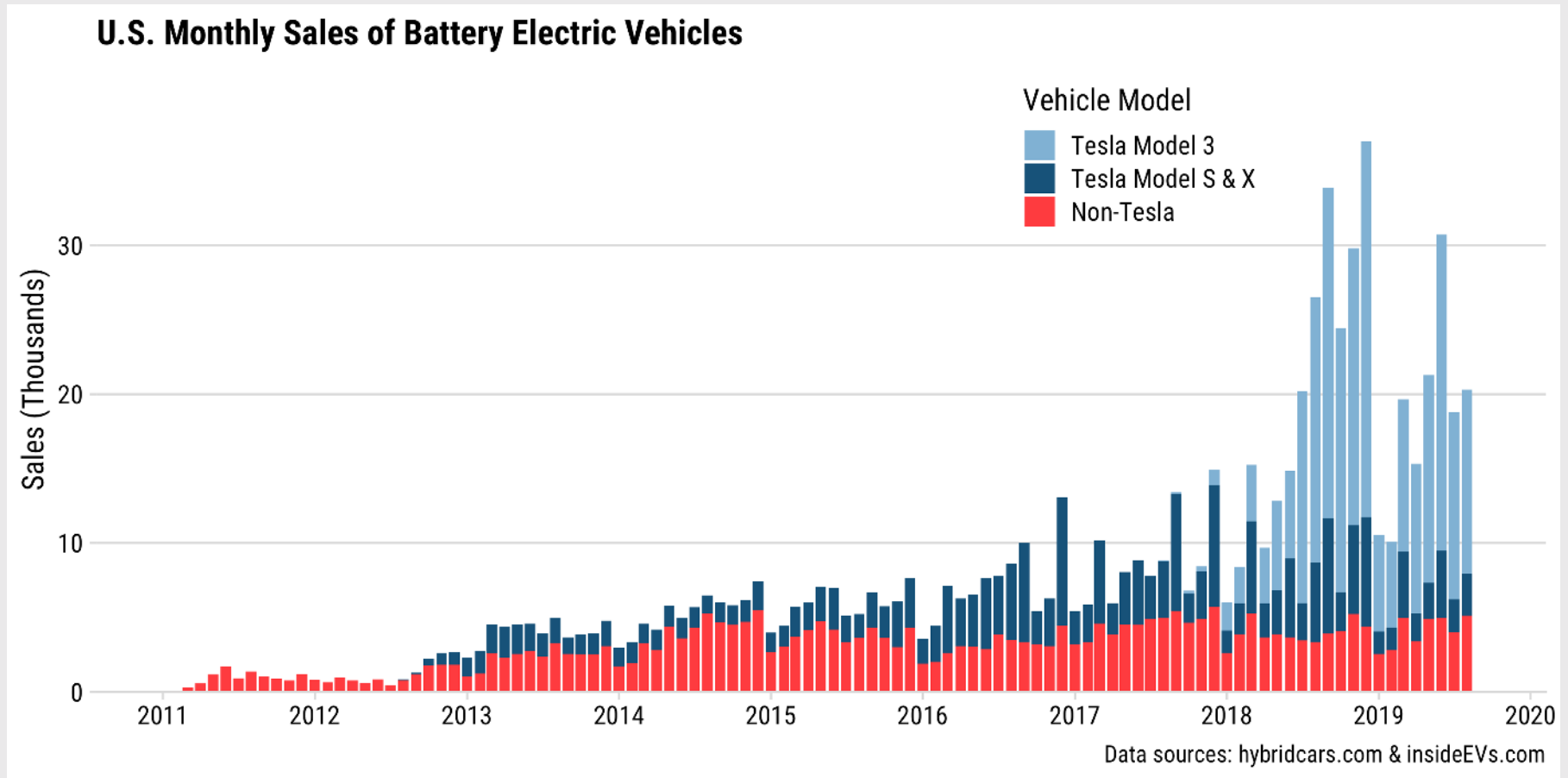
You will read this first

and then you will read this

Put main point at top and use big font size!

(see Stephanie Evergreen's blog post "So What?")

Except for Tesla, EV adoption in the U.S. is **flat**

U.S. Monthly Sales of Battery Electric Vehicles

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Sales (Thousands)

Data sources: hybridcars.com & insideEVs.com

Tesla's Model 3 is a Game Changer for EVs

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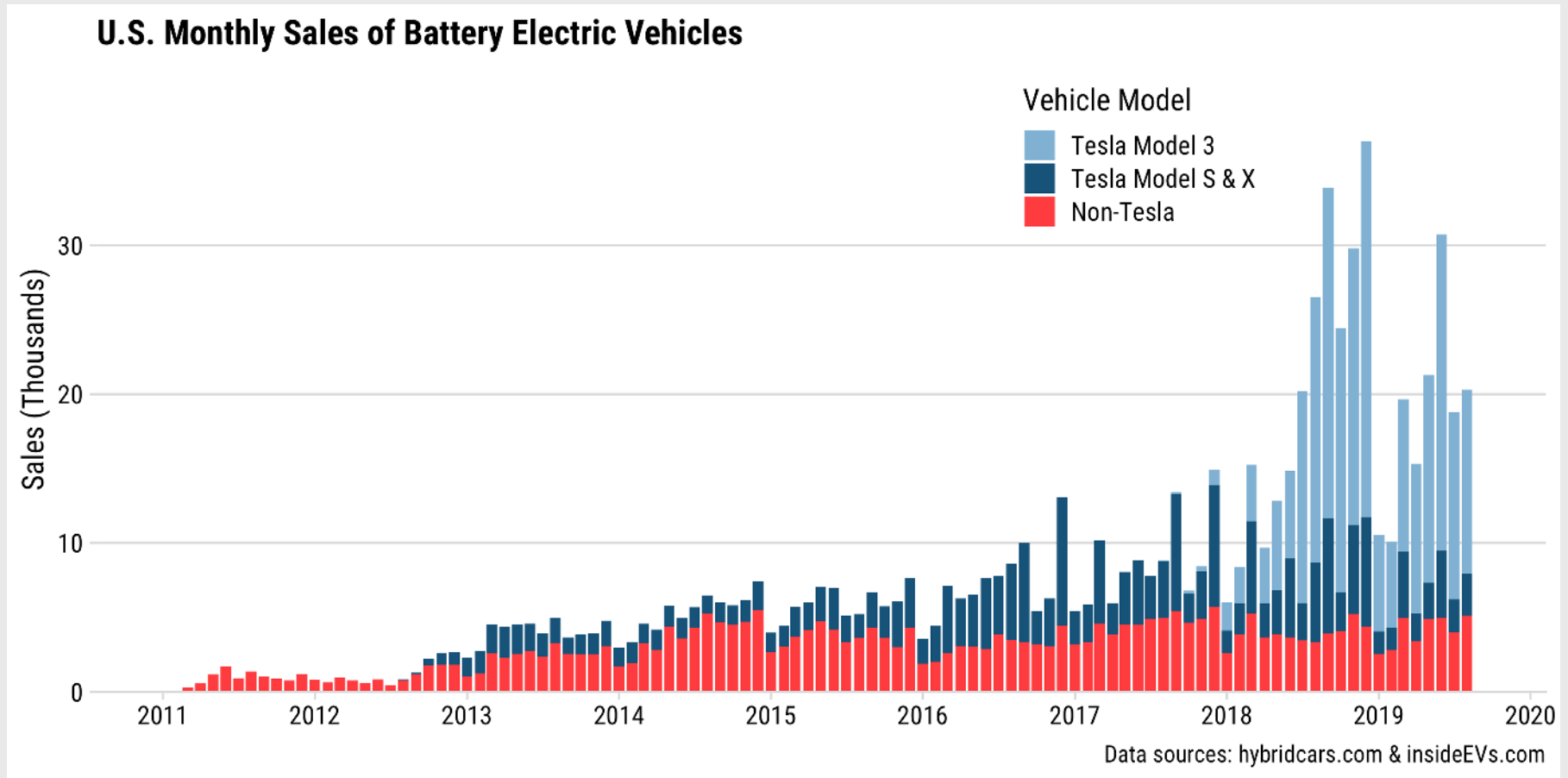
> 40pt font for titles

> 24pt font for all other text

(Exception: footer text can be small)

Fonts matter

"Fast Taco"

"Mega Flicks"

Fonts Matter

San-serif fonts for most text

"Italic, serif fonts for quotes"

- Prof. Helveston

Consider using a light-colored background (tan / gray)

Use high contrast between font and background color

Dark text on a light background works well

Light text on a dark background also works well

Use high contrast between font and background color

Yellow text on a white background is horrible

Blue text on a black background is horrible

Avoid fonts like

Comic Sans

Papyrus

They make your work look amateurish

1 slide, 1 idea

Break up main points into multiple slides

Number your slides!

Remove "chart junk" from your slides

Exceptions in slider footer:
- References / data sources
- © Symbol

Example of an acceptable slide footer

↓

If you are in person, consider using handouts
(1-2 pages)

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What are the first words you should say in a speech?

Watch [this video](#) to find out

How to start a speech

3. With a question that matters to the audience ("Have you ever...?")

2. With a shocking factoid ("There are more people alive today than have ever lived...").

1. Tell a story, talk about **people** ("Imagine...")

Development and Adoption of Plug-in Electric Vehicles in China

Presented by:
John Paul Helveston, Ph.D.
Postdoctoral Fellow
Institute for Sustainable Energy
Boston University

January 26, 2018

3) With a question that matters to the audience:

"What's the current federal subsidy for buying an electric car in the US?"

2) With a shocking factoid

"50% of the world's EVs are made by Chinese automakers"

1) Tell a story, talk about **people**

"Whenever I talk with people about electric cars, they usually ask about Tesla…"

Your turn

Brainstorm different strategies for how to start your presentation for your projects:

1. Tell a story, talk about **people** ("Imagine...").
2. With a shocking factoid.
3. With a question that matters to the audience.

Afterwards, we will go around the room and one person from each team will practice giving their start to their presentation.

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Final Analysis Reports due 12/10
(you have 4 days left!)

- Read prompt carefully

- Be sure to include a copy of the data you're using

- Use a theme ✨

- Check for spelling errors:

```
spelling::spell_check_files("report.qmd")
```

Final Presentations due 12/10

- We'll watch these during class period on Dec 11

- 6 projects x 10 mins each