

# Responsible Storytelling Strategies

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“A better world won’t come about simply because we use data; data has its dark underside.”

~Mike Loukides



“Data is everywhere — which makes fluency in understanding, using, and communicating with, and about, data an **essential skill**. Often, we focus on building impressive visualizations and models only to find our **audience** confused about what we need them to actually learn, or act on, from our data.”

~Diedre Downing



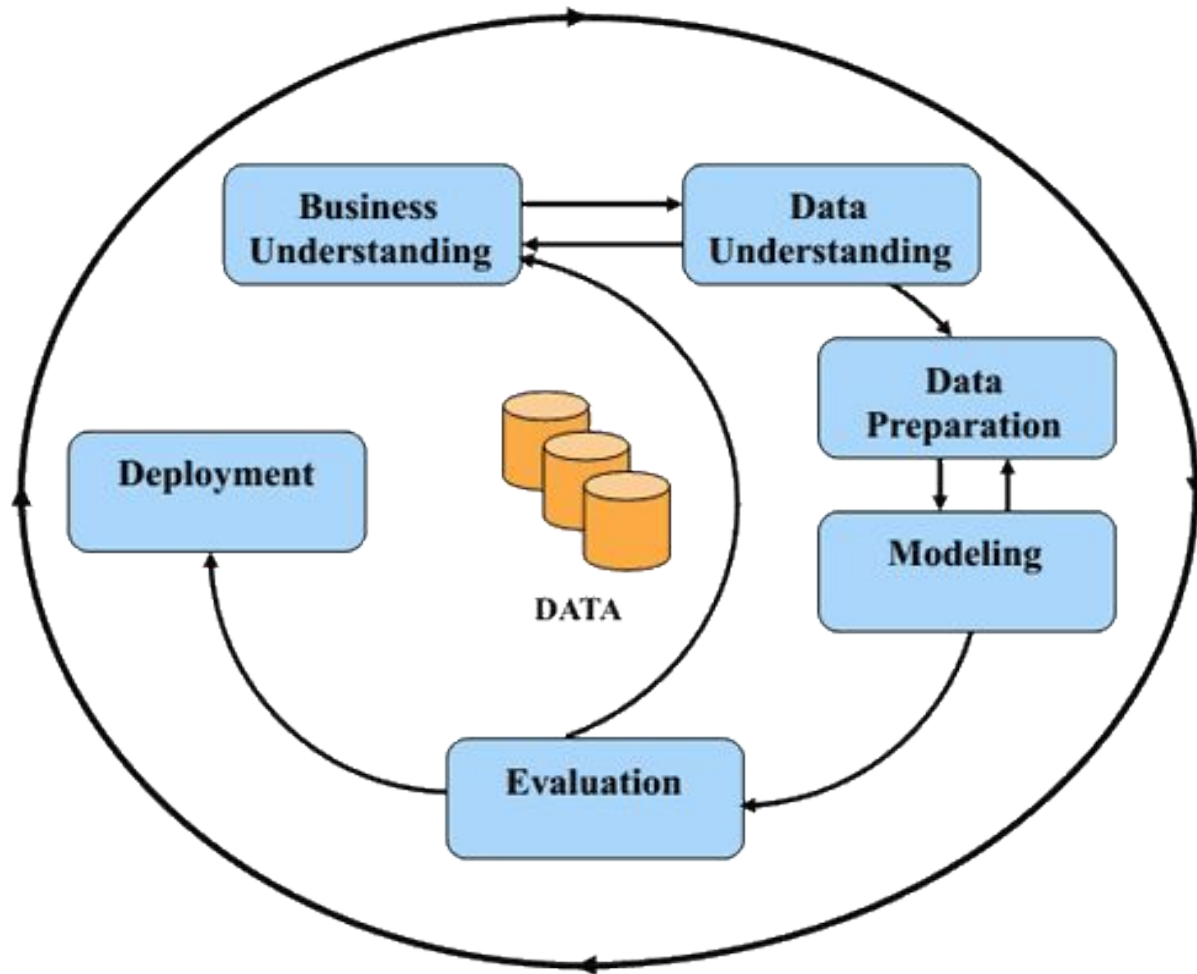
## Three Strategies

1. Integrate **communication** into your process
2. Select inclusive **images and words**
3. Customize your **persuasive techniques**

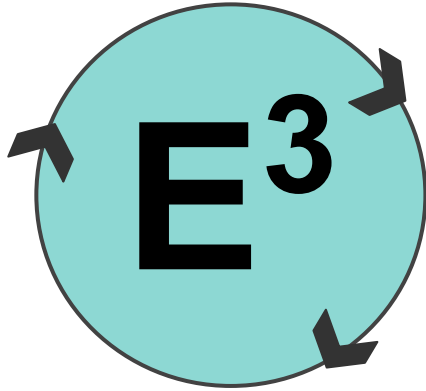


**Integrate communication  
into your process**





CRISP-DM: [CRoss Industry Standard Process for Data Mining](#)



**Expectations**

**Ethics**

**Explanation**

**Expectations**

What your audience needs and wants to know.

**Ethics**

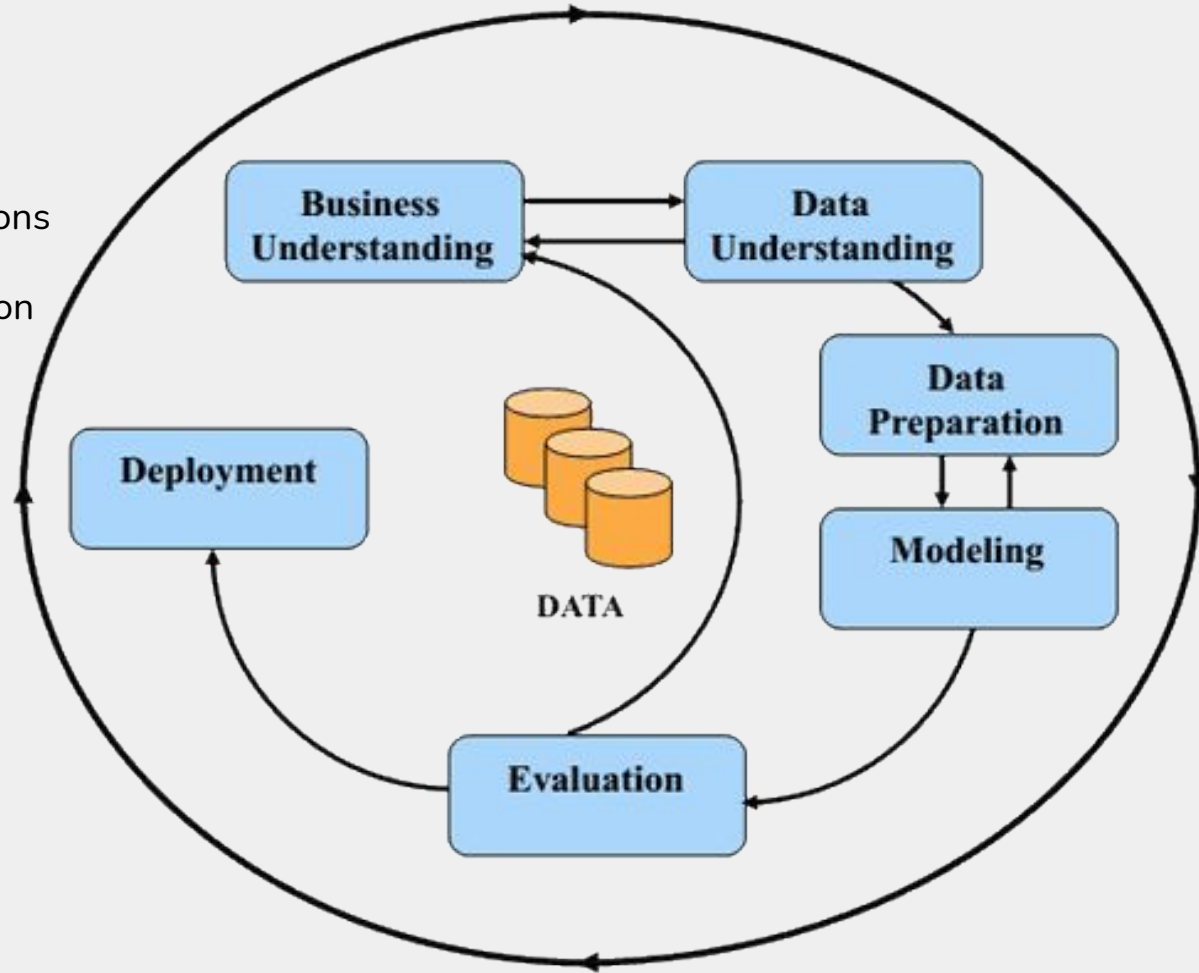
How you use moral guidelines to make decisions about the way information is exchanged.

**Explanation**

What you say to your audience.



Expectations  
Ethics  
Explanation

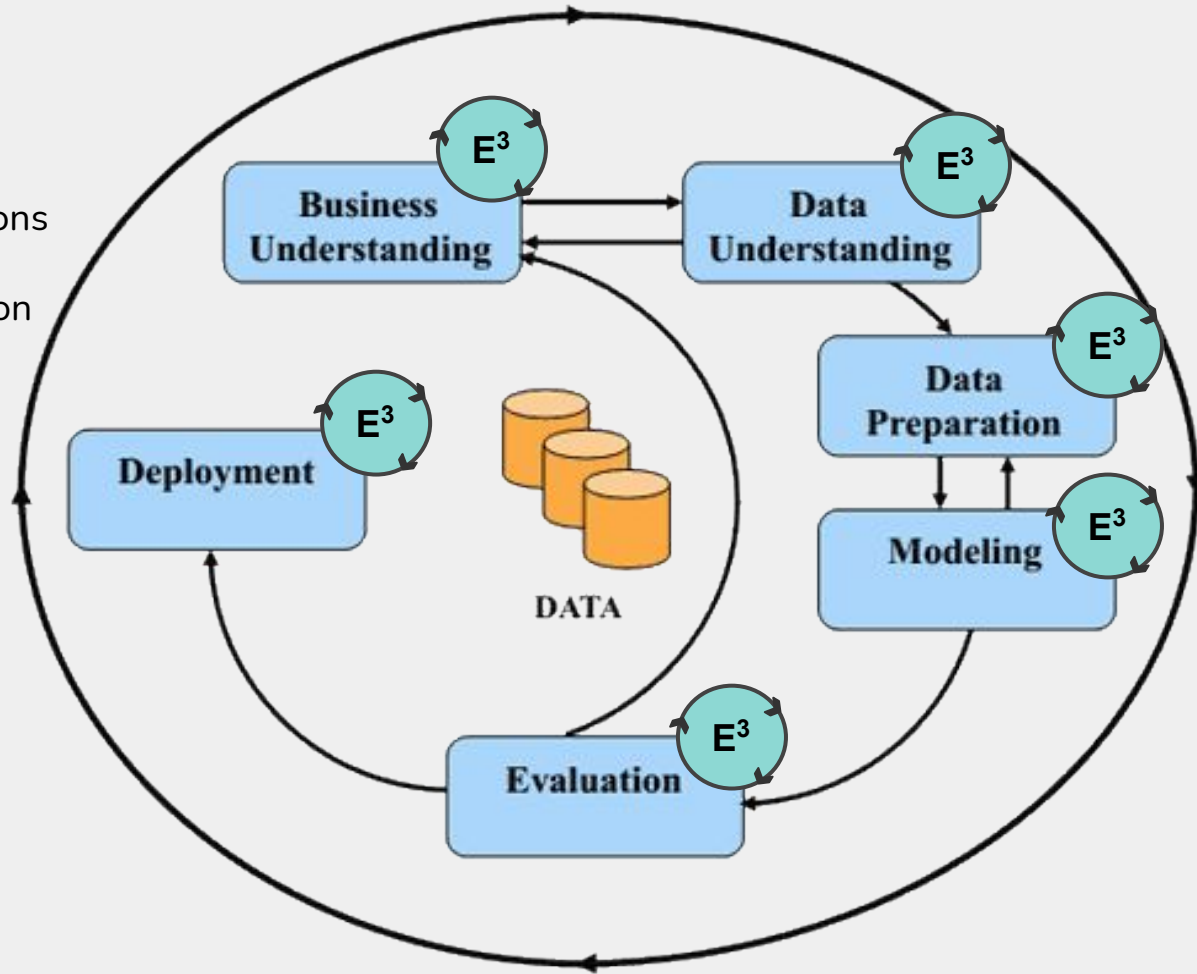


CRISP-DM: [CRoss Industry Standard Process for Data Mining](#)

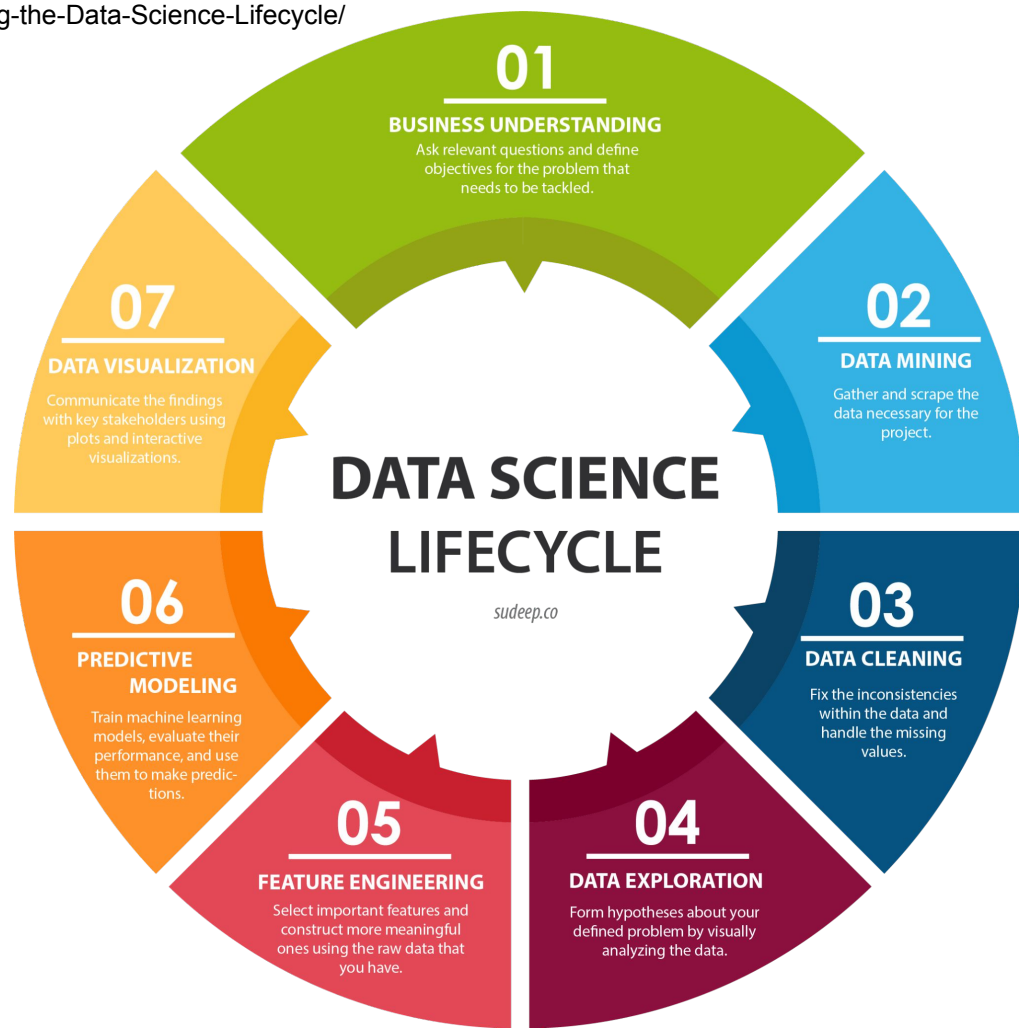




Expectations  
Ethics  
Explanation

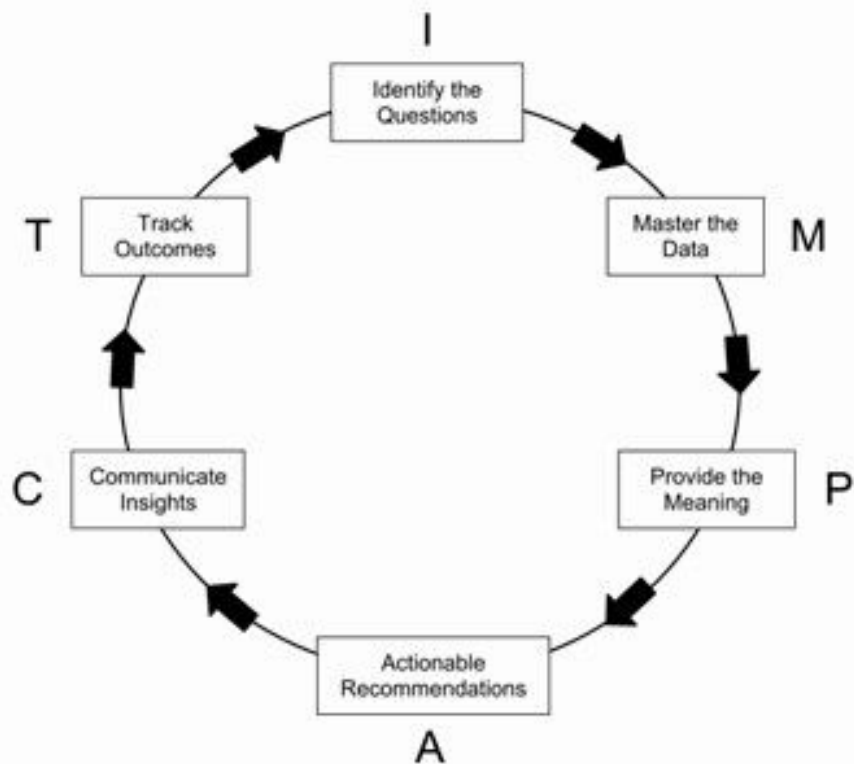


CRISP-DM: CRoss Industry Standard Process for Data Mining



## The IMPACT Cycle

The Analyst Guide for Creating High Impact Analytics





“Being a data scientist is not only about data crunching. It’s about understanding the business challenge, creating some valuable actionable insights to the data, and **communicating their findings** to the business.”

~Jean-Paul Isson

**Select inclusive words  
and images**



**Words Matter.**

Introduce

Eliminate

Learn

Update

Practice

## Say This, Not That

### Activating Workplace Diversity Through Inclusive Language Practice

By Jackie Ferguson

with contributions from Kaela Kovach-Galton and Roxanne Bellamy

 the diversity movement | in partnership with 

<https://thediversitymovement.com/say-this-not-that/>

NOT INCLUSIVE	MORE INCLUSIVE	HERE'S WHY
He or She Ladies and Gentlemen	Ask for pronouns They, them, theirs Everyone	These terms imply that gender is binary (i.e. either man or woman) and do not acknowledge that people may identify anywhere along the gender spectrum and/or their biological sex may not match their gender identity. Inclusive language ensures that all people in a room or at an event are acknowledged.
Homosexual	Gay, Lesbian, Bisexual, Pansexual, Queer  It is important to ask what term a person prefers and to not assign one arbitrarily	Because of the clinical history of the word homosexual, it is used in an offensive way to suggest that gay people are somehow not normal or psychologically/emotionally disordered—notions discredited by the American Psychological Association and the American Psychiatric Association in the 1970s.
Man the Booth  Mankind Manmade	Staff the booth  Humankind Made by hand	Using man as a generic term excludes women and nonbinary gender identities and overlooks their contributions and roles in society. Inclusive language acknowledges that people with many different identities can fill the role and can contribute.
You Guys	Friends, colleagues, everyone, all	
Policeman / Fireman	Police officer / firefighter	





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Search within Board...

### business women

Last edited a few seconds ago

Description

Created: 26 minutes ago

Delete this Board

Download all items

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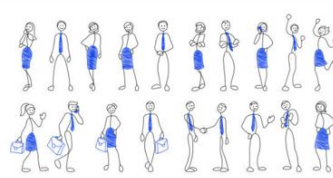


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Choose an option

8 files



Characters Set



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### business woman part 2

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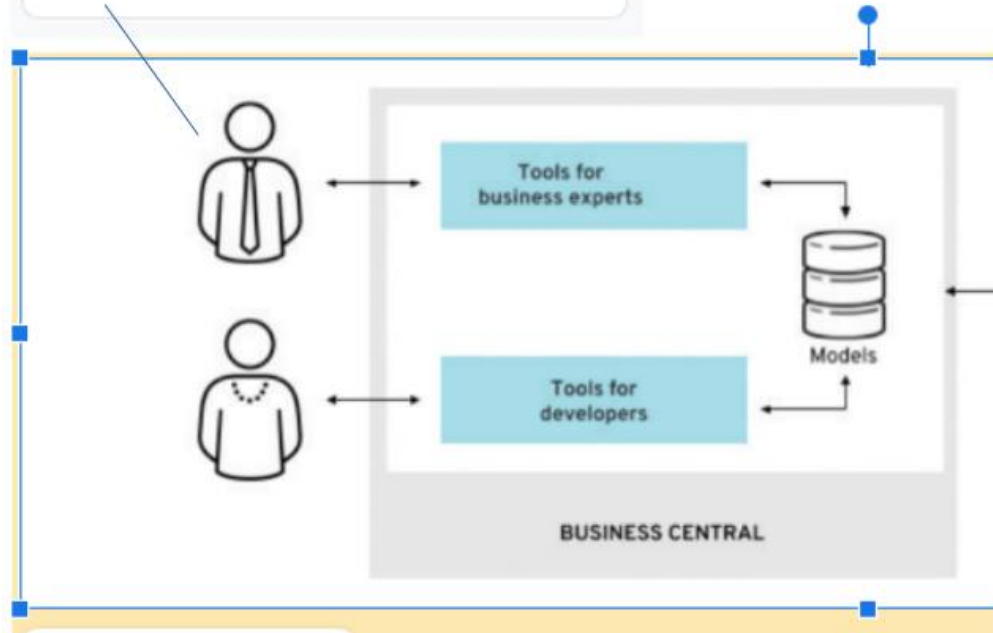




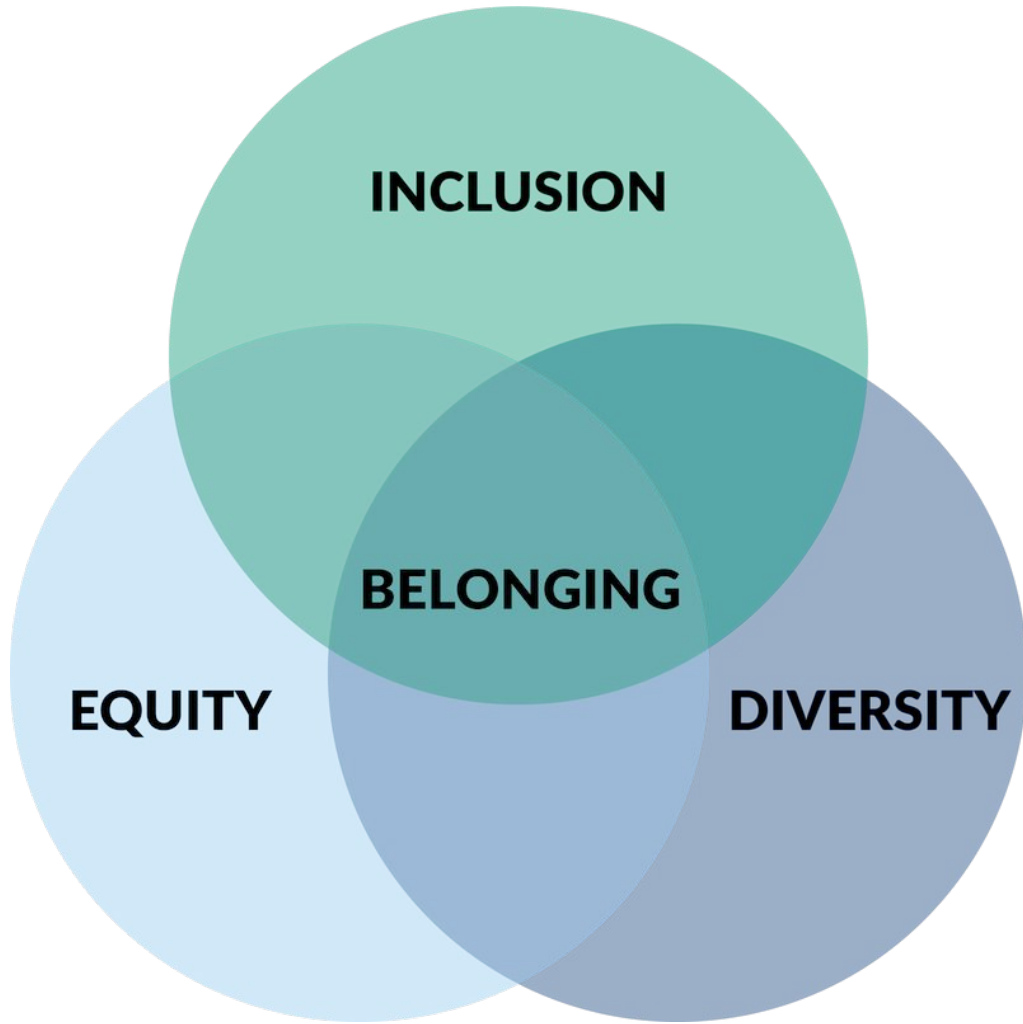
**John Martin**  
12:54 PM Today



I wonder about "genderizing" these people icons with a tie and a necklace. It seems unnecessary and seems to problematically reinforce a binary gender paradigm.



**Images Matter.**



“...diversity is a fact (the numbers are what they are), inclusion is a choice (you decide whether to include someone or not), but belonging is a feeling that can be enforced by a culture that you can purposefully create.”

~ Anita Sands

**Customize your  
persuasive techniques**





“We hope that data shown well will convince audiences to sprint to the side of reason. [...] Our best efforts sometimes fail to persuade. People are often numb to evidence.”

~ RJ Andrews

proof facts  
statistics  
**LOGOS**  
numbers  
logic **reason**





“Although data can make a compelling case for something, data rarely creates the emotions needed to spur people into action.”

~ John Maeda

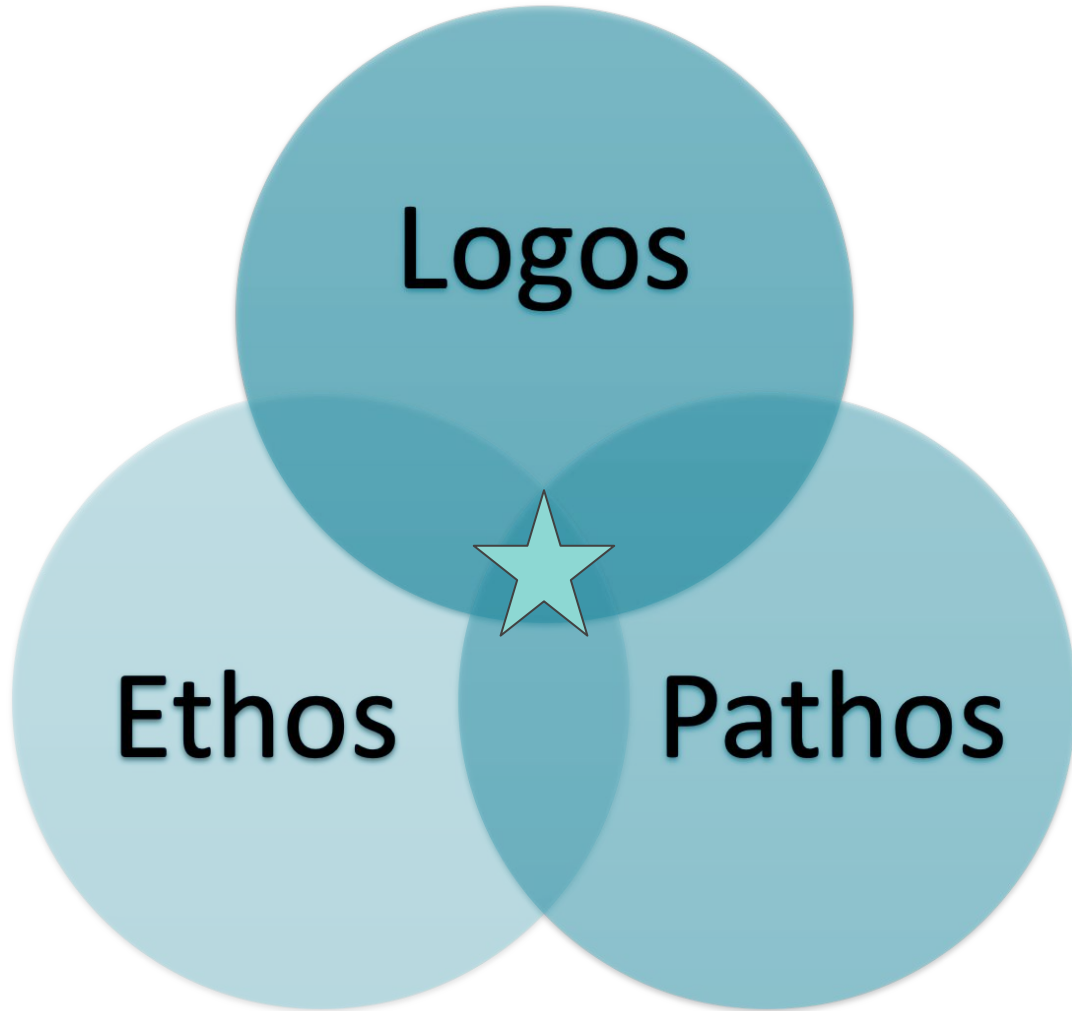
proof facts statistics  
**LOGOS**  
numbers  
logic reason

ethical  
credibility  
**ETHOS**  
vocabulary character  
expertise  
qualifications

proof facts  
statistics  
**LOGOS**  
numbers  
logic reason

meaningful  
stories  
**PATHOS**  
inspire  
empathy  
emotional

ethical  
credibility  
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vocabulary character  
expertise  
qualifications



**Logos**

**Ethos**

**Pathos**



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