


Bladt, J. Filbin, B. (2013). *A data scientist’s real job: storytelling.* Harvard Business Review Digital Articles. *Data scientists want to believe that data has all the answers. But the most important part of the job is qualitative: asking questions, creating directives from our data, and telling its story.*


Gallicano, T. (2015). *Data driven: how to create an infographic that people will want to read.* Public Relations Tactics, 22(2), p.17. *Infographics are an effective way to communicate complex information quickly through visual storytelling.*

You may need your NHS Athens username and password to access full text articles and ebooks.


Kosara, R. Mackinlay, J. (2013). *Storytelling: The next step for visualization*. Computer, 46(5), p.44-50. Stories package information into a structure that is easily remembered, vital in collaborative scenarios when an analyst is not the same person as the one who makes decisions. Data visualization lends itself to being a communication medium for storytelling, in particular when the story contains a lot of data.

Meyer, K. (2019). *Data science & the art of persuasion*. Harvard Business Review, Jan/Feb, p.126-137. Looks at the issues involved in communicating the insights found in data and how to solve these issues. Discusses the issue of storytelling and communicating ideas.

Samuel, A. (2015). *Data Is the next big thing in content marketing*. Harvard Business Review Digital Articles. Discusses the role of data journalism, which uses data sets and data analysis tools in content marketing, as a chance for organizations to turn quantitative information into quality content.


**Other resources**

*Key trends for data journalism in 2019*. Experts from around the world (including employees from Google and Reuters discuss the up and coming issues and challenges facing their profession.

*Storytelling with data : a data visualization guide for business professionals*. In a Google Talk, Cole Nussbaumer Knaflic highlights some lessons from her book of the same name and answers audience questions & answers. The video lasts 53 minutes.

*Data storytelling: the essential data science skill everyone needs*. A Forbes Media blog post by Brent Dykes.