



news / flash interactive storytelling

Alastair Dant

Lead Interactive Technologist

Guardian News & Media

[@ajdant](#)

g

how does interactivity assist digital storytelling?



JANE BOWN


GALLERY ●

VIDEO ●

BOOK ●

BIOGRAPHY ●

PRINT SALES ●

FULL SCREEN 



1990s



1940s ● 1950s ● 1960s ● 1970s ● 1980s ● 1990s ● 2000s ●

**galleries &
slideshow**

browsing / sequencing of audiovisual media

Roll over the dark bars ...

1940

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

JANUARY

FEBRUARY

1941

MARCH

APRIL

MAY



16 May

The Blitz ends as most of the Luftwaffe are reassigned for the invasion of Russia, but intermittent raids continue throughout the war and in its final years Germany begins using V1 and V2 rockets, a new and terrifying threat to the civilian population.

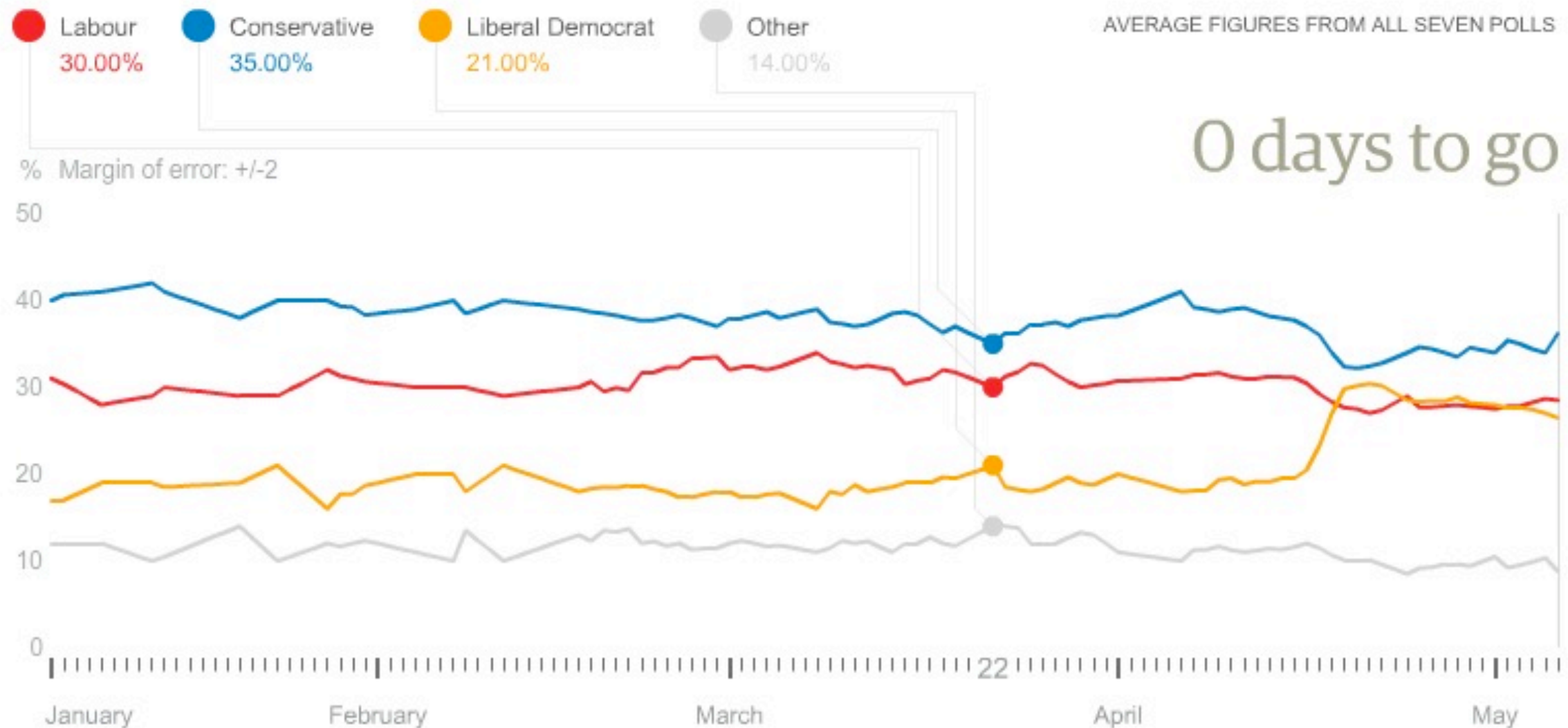
Picture: Getty

With thanks to the Imperial War Museum London. For more information visit: 1940.iwm.org.uk

timelines

the chronology of long-running stories

Choose a poll: ☒ Aggregate ☐ ICM ☐ YouGov ☐ Populus ☐ Ipsos-MORI ☐ ComRes ☐ BPIX ☐ Opinium

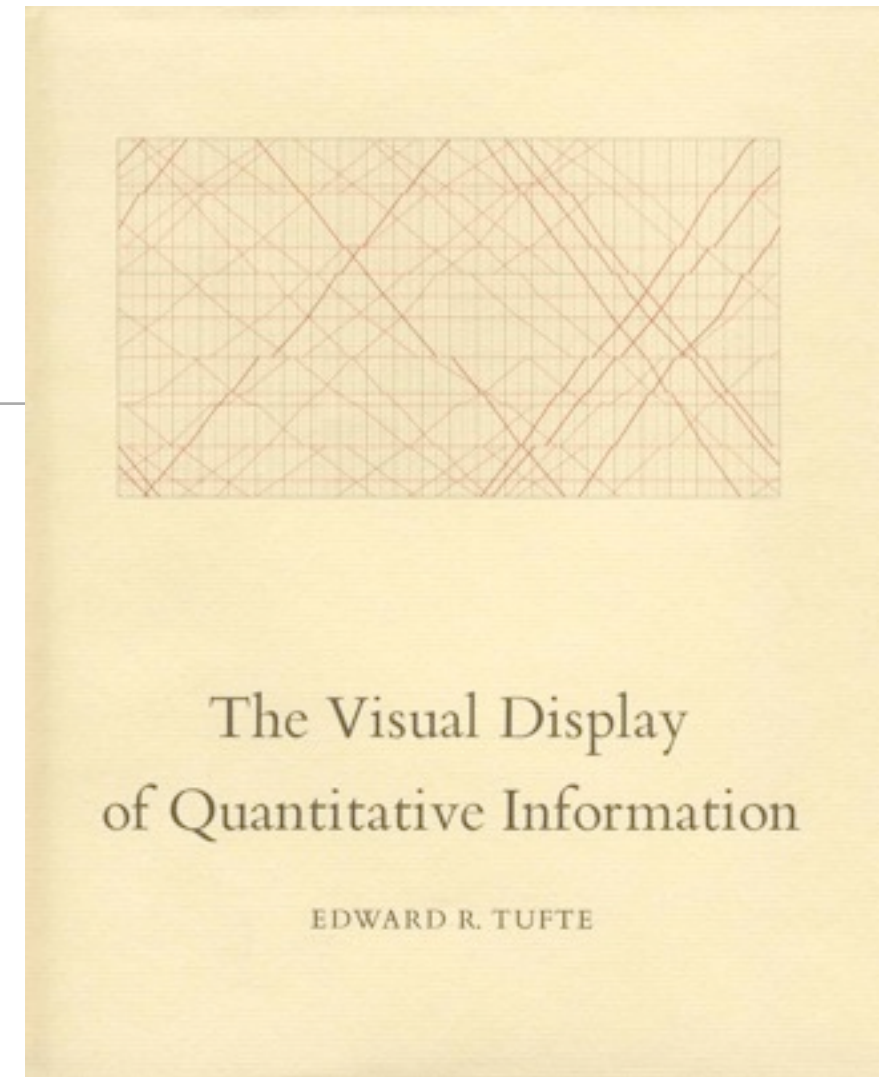


**charts &
graphics**

visualization and exploration of data

g

visualizing data is a means of communication





Tufte's rules of graphical excellence



- Show the data
- Avoid distorting what the data have to say
- Induce the viewer to think about the substance rather than the methodology
- Present many numbers in a small space
- Make large data sets coherent
- Encourage the eye to compare different pieces of data
- Reveal the data at several levels of detail, from broad overview to fine structure
- Serve a reasonably clear purpose
- Be closely integrated with the statistical and verbal descriptions of a data set



Economic data & tools

[Home](#) > [Economic data & tools](#) > [Statistics on Public Finance and Spending](#) > [Public Expenditure Statistical Analyses](#) > [Public Expenditure Statistical Analyses 2009](#)

[▶ Home](#)[▶ Budget](#)[▶ Pre-Budget Report](#)[▶ Spending Review](#)[▶ Newsroom & speeches](#)[▼ Economic data & tools](#)[Forecasts for the UK economy](#)[Green Book](#)[Gross Domestic Product \(GDP\) deflators: a user's guide](#)[HM Treasury statistics,](#)

Public Expenditure Statistical Analyses 2009

16 July 2009

This document adds plans information to the **National Statistics First Release of outturn data** previously published on the Treasury's website.

The whole document, as published on 19 June 2009 is available to download in Adobe Acrobat Portable Document Format (PDF). If you do not have Adobe Acrobat installed on your computer you can download the software free of charge from the **Adobe website**. For alternative ways to read PDF documents and further information on website accessibility visit the **HM Treasury accessibility page**.

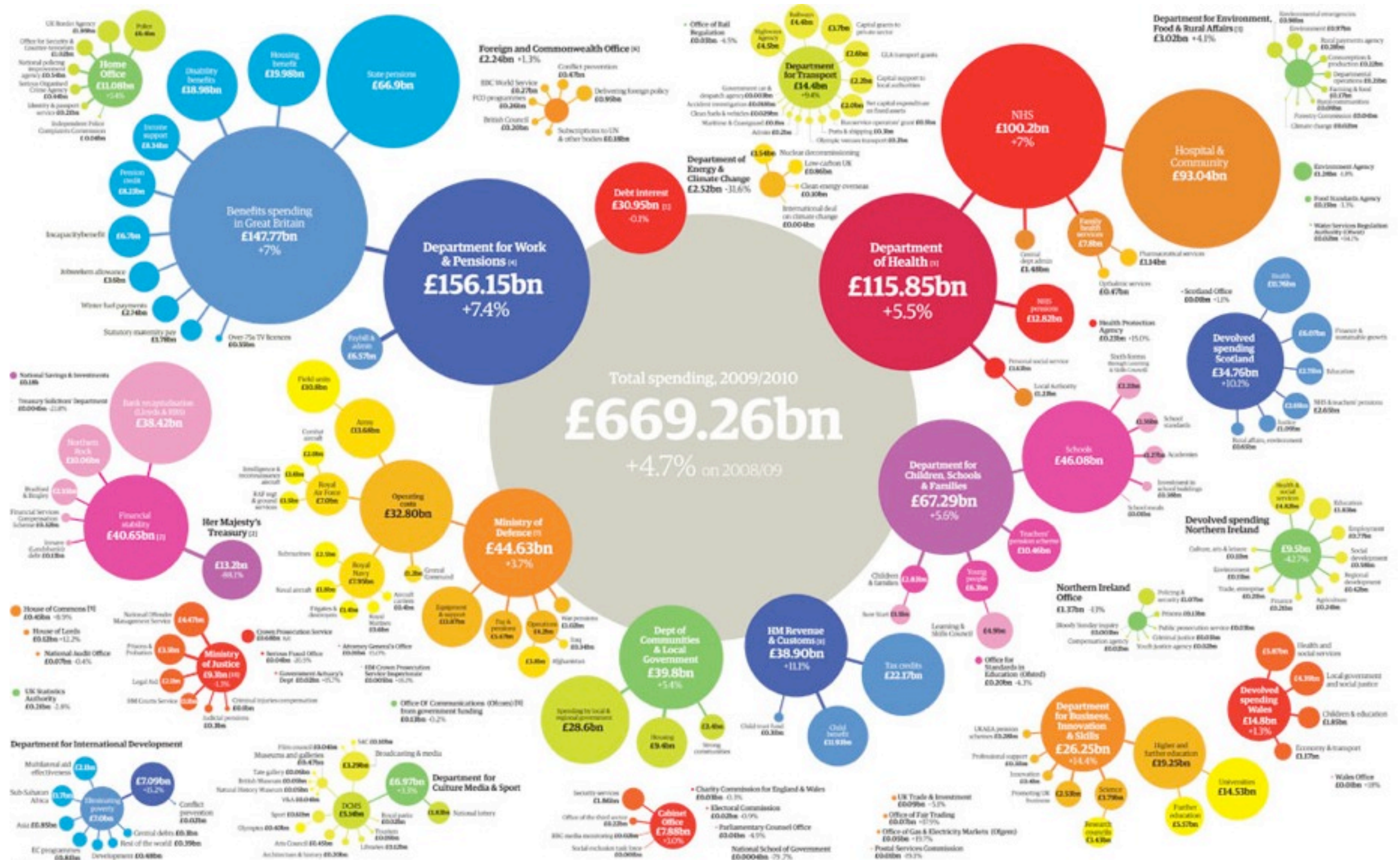
 **Public Expenditure Statistical Analyses (PESA) 2009 (1.4MB)**

Alternatively each chapter is available to download separately:

-  **Introduction and overview (PDF file 123KB)**
-  **Chapter 1 Departmental Budgets (PDF file 768KB)**
-  **Chapter 2 Economic analyses of Budgets (PDF file 262KB)**
-  **Chapter 3 Differences from previous plans (PDF file 363KB)**
-  **Chapter 4 Trends in public sector expenditure (PDF file 268KB)**
-  **Chapter 5 Public sector expenditure by function, sub-function economic breakdown**

before

a sea of tables in digital documents



after

the guardian atlas of public spending

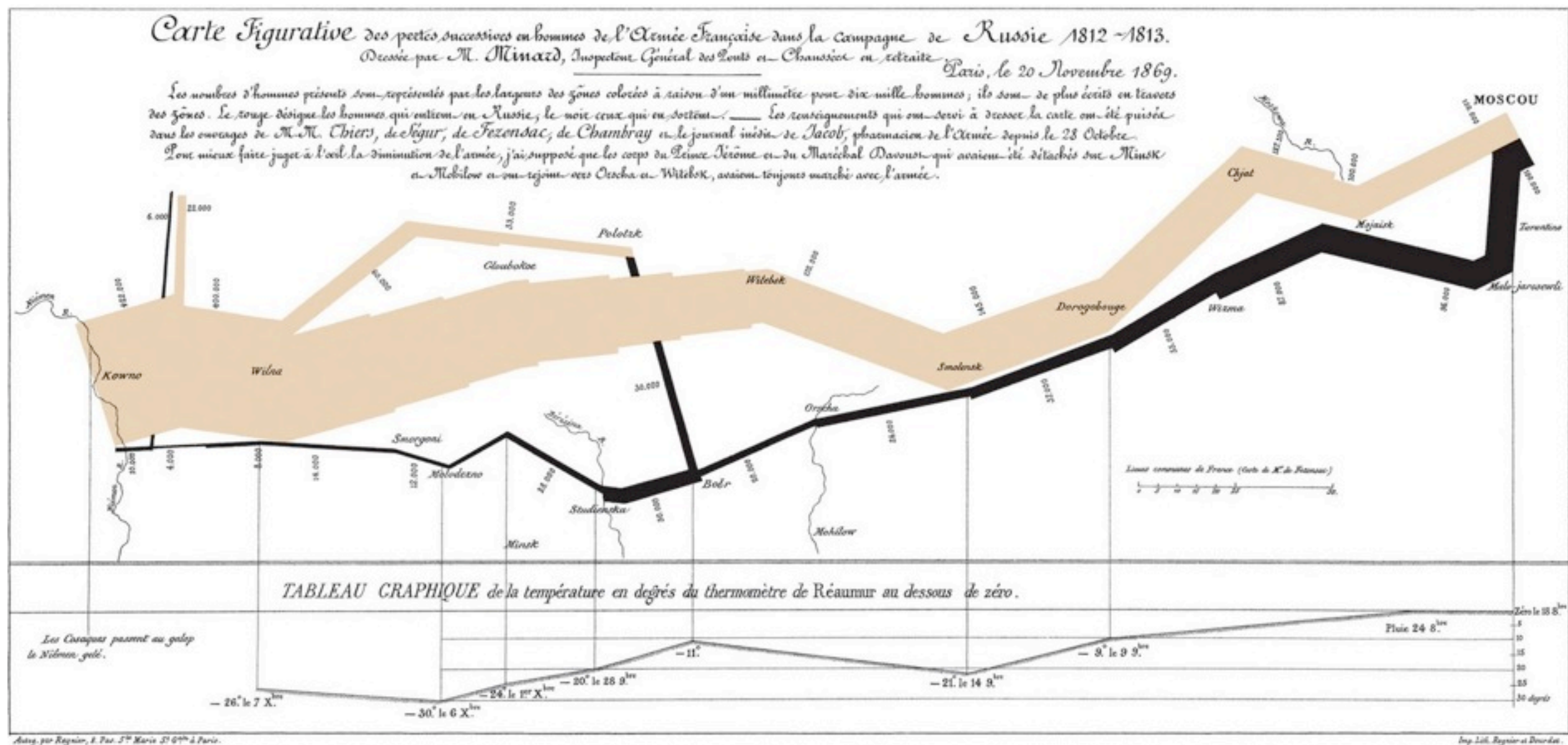


in other words...

Graphical excellence is the well-designed presentation of interesting data - a matter of *substance*, of *statistics* and of *design*.

Graphical excellence is that which gives the viewer the greatest number of ideas in the shortest time with the least ink in the smallest space.

Graphical excellence consists of complex ideas communicated with clarity, precision and efficiency.



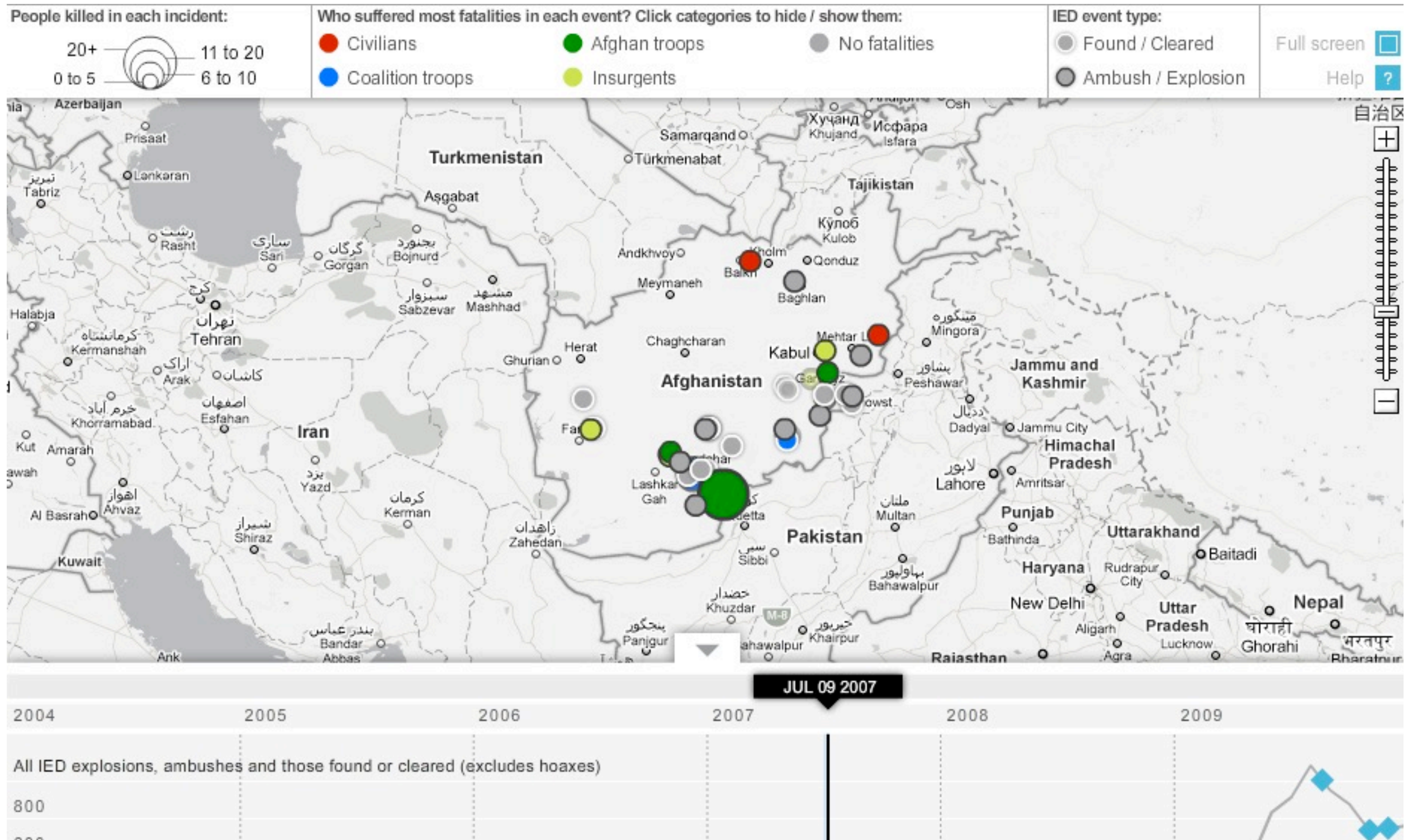
Minard

"...the best statistical graph ever drawn"



how does interactivity assist data visualisation?





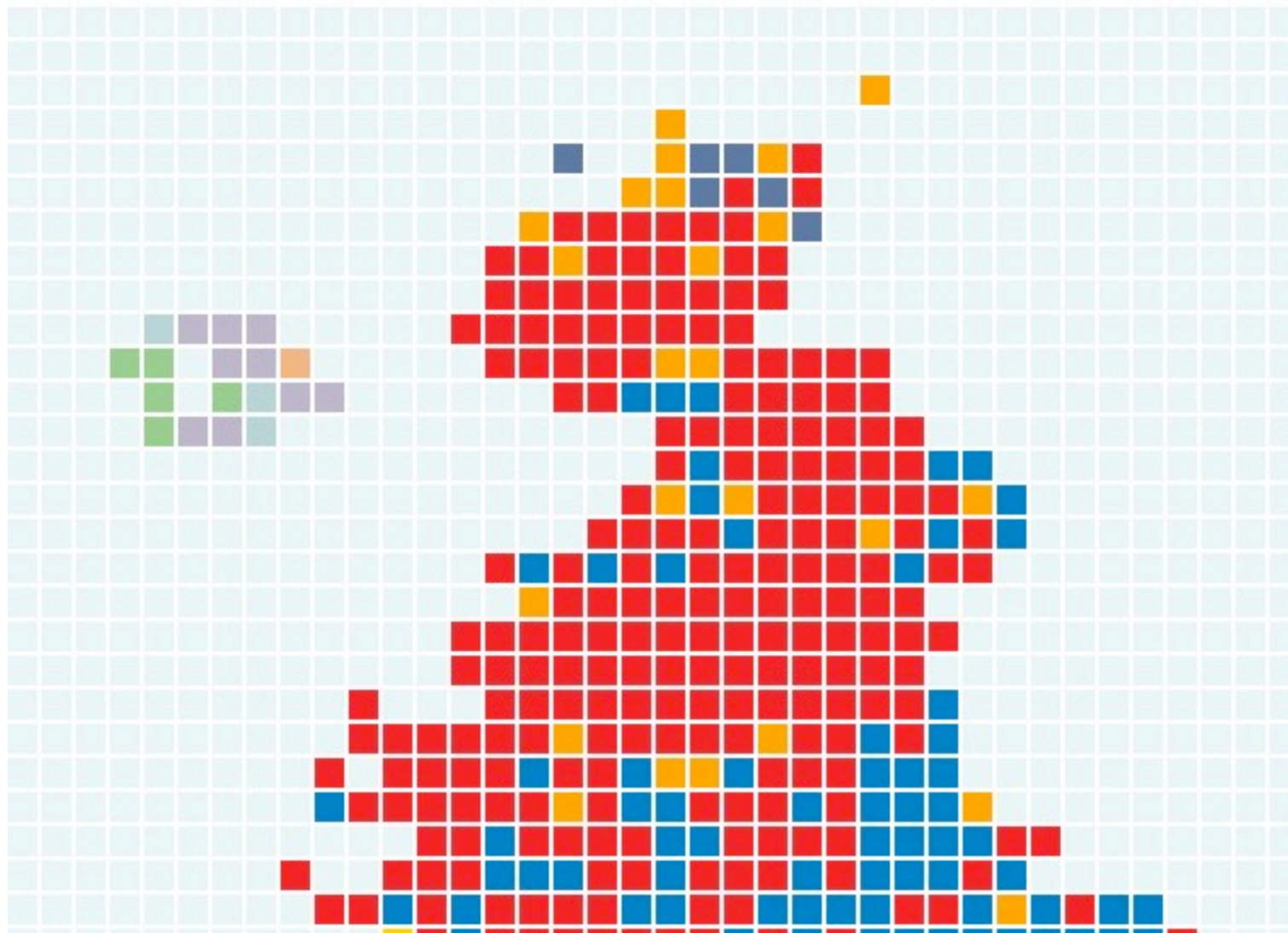
**afghan
war logs**

non-linear narratives -
exploring events in space and time



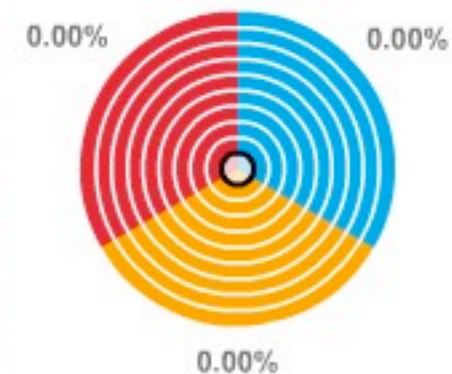
ELECTION 2010 SWINGOMETER

Use the search icon on the left to find a constituency by name.
The other icons display the electoral landscape in different views



Labour **349** (0)
Conservative **210** (0)
Lib Dem **62** (0)
Result: **Labour victory**

Drag the black circle to see how
different swings would alter the
electoral map



Reset

Show marginal seats

Show

East Anglia
East Midlands
Greater London
North-east England



Politics

[General election 2010](#) ·
[Conservatives](#) · [Labour](#) ·
[Liberal Democrats](#)

UK news

More interactives

[Sources and
methodology for our
election 2010
swingometer map](#)
We explain how our
interactive swingometer
map works, and what
sources it is based
upon

24 comments

[Election live with
Andrew Sparrow](#)
Follow the twists and
turns of the day's
campaign in our
running live blog

[Poll of polls](#)
Data from seven key
polls in the run-up to
the 2010 general
election

[The alternative vote](#)
The best of the general

election swingometer

interactivity as discovery -
simple actions guide complex outcomes

How the government spends your money: Total £669.26bn

Click a department to start making cuts 



Share your cuts with a friend

Osborne's cuts
What is this?

£49bn

Total saved

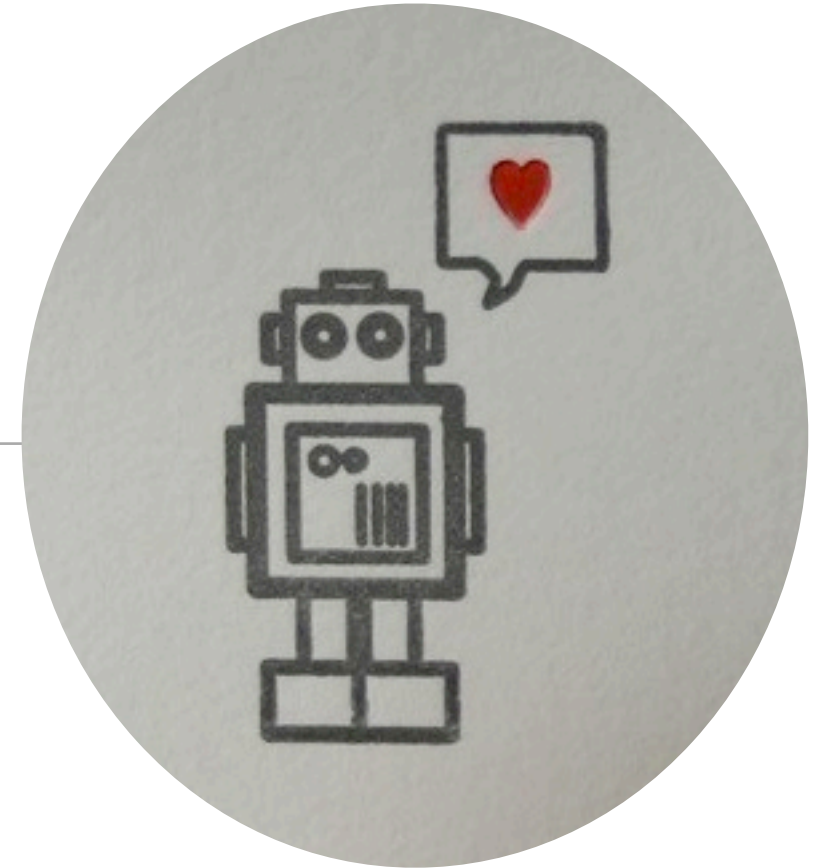
£42.54bn

**spending
challenge**

open-ended systems -
allowing readers to choose their own path

g

**how can data be made
more engaging to the public?**



DATA BLOG

Facts are sacred



Tuesday 26 October 2010

UK GDP has risen by 0.8% - see the data over time



UK GDP has risen by 0.8% Photograph: Simon Crisp/www.newsteam.co.uk

Posted by
Ami Sedghi and Lisa
Evans 13.56 BST

On News

[Most viewed](#)

[Zeitgeist](#)

[Latest](#)

Last 24 hours



1. Jon Stewart is 'mad as hell' and taking fight back to Glenn Beck

2. Tariq Aziz sentenced to death

3. Humiliate, strip, threaten: UK military interrogation manuals discovered

4. Miniskirts ban planned by Italian resort

5. US veteran who killed unarmed Iraqis wins Tea Party support

[More most viewed](#)

Top topics on this site

[Wikileaks Afghanistan war logs](#)

[Coalition government](#)

[Factfile UK](#)

[Government data](#)

[MPs expenses](#)

Sites we like

[Flowing Data](#)

[Infostethics](#)

[Everyblock](#)

[Visual Complexity](#)

[Many eyes](#)

[Dabble DB](#)

datablog

opening up the data behind the stories

Page 28 of David Heath's Incidental Expenses Provision 2007/08

This document has 173 pages ([see all](#))

[← Previous](#) | [Next →](#)

The screenshot shows an O2 mobile bill for David Heath. The bill is dated 19 Dec 07 and is for a mobile account. The bill includes a table of charges and a total amount.

Type of Charge	Amount (£)
O2 Inquire times	
Line Rental Charge	From: 19 Dec 07 To: 18 Jan 08 12.77
Call Charges	To: 11 Dec 07 0.05
Call Discont.	0.01CR
Other Charges and Credits	
Int Traveller Service	From: 19 Dec 07 To: 18 Jan 08 2.54
Itemised Billing	1.50
Re Assurance	From: 19 Dec 07 To: 18 Jan 08 2.09 EXEMPT
Sub Total Excluding VAT	19.84
VAT @ 0.00% of £2.99	0.00
VAT @ 17.50% of £16.85	2.95

What kind of page is this?

Claim

An expense form

Proof

Receipt, invoice or purchase order

Blank

Nothing to see here

Other

Something we haven't thought of

Is this page interesting? Should we investigate further?

Not interesting

e.g. a coversheet or stationery

Interesting

It's significant expenses data

Interesting but

Investigate

**MPs
expenses**

inviting readers to investigate

Find out more about the [calculator's methodology](#). The data was provided by [Small World Consulting](#).

Home

Gas (or oil) use		tonnes CO2e	5.53	?
Electricity use			2.56	?
Water use			0.91	?

Travel

Car fuel			0	?
Cars you own or use			0.41	?
Public transport			0.68	?
Short-haul trips per year			9.04	?
Long-haul trips per year			27.12	?

Food, drink & hotels

Your diet			1.63	?
Hotels, pubs and restaurants			2.8	?

Shopping

Newspapers, books & paper			0.05	?
Clothes, shoes & home fabrics			1.32	?
Gadgets & appliances			0.54	?
Other shopping			6.98	?

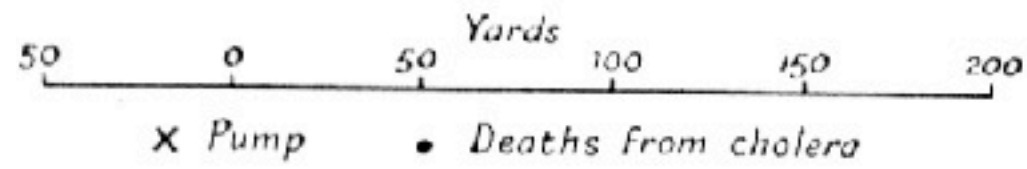
Indirect emissions

Your share of building, education, health, defence, etc			2.63	?
---	--	--	------	---



**carbon
calculators**

encouraging users to explore



visualisation

going beyond communication