



DEVELOPING DIGITAL DATA LITERACY

Activity 3.1.1: Become a powerful communicator!

Explorer Level

D3 - A project to integrate open data, digital skills & democratic engagement in schools



open data charter

KA2 - 2019-1-BE02-KA201-060212



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Become a powerful communicator!

Tools, data & Resources needed:

Internet, mobile phone/computer

[TED-Ed](#), [AlternativeTo](#), [Vidmyfigs](#)

Time required: 2h approx.

1. TED-Ed & Contextual analysis: 40 minutes – according to the length of the video
2. Checklist for effective presentations: 20 min
3. Vidmyfigs: 20 minutes
4. AlternativeTo: 20 minutes
5. Develop your presentation: the time you may need

D3 - A project to integrate open data, digital skills & democratic engagement in schools





How to get your message across?

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- TED talks can be a useful source of inspiration to develop dynamic presentation skills and adapt them to your lessons.
- [TED](#) is a non-profit organisation aimed to spread ideas and foster change through short talks .
- TED-Ed is dedicated to youth and education, to promote the ideas of teachers and students around the world.
- Choose a video from the TED-Ed:
<https://ed.ted.com/lessons?direction=desc&sort=feature-d-position>





1. Contextual analysis

Analyse the video textual characteristics and its links to specific cultural and historical setting.

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| | |
|---|--|
| What is the key message? | |
| What does the message tell us about its intended audience? | |
| What seems to be the intention of the communication? | |
| What is the specific occasion for the communication? Is it a call for action? Or does it spur reflection? | |
| How are key-parts of the message ordered? | |
| Are there non-textual elements influencing the text? | |
| Can you describe the link between text and visuals? | |
| Does the message transmit emotions or is it based on rational arguments only? | |
| Are there links to specific events? Are there historical or cultural meanings? | |





What are necessary elements to include in an effective presentation?

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When using data in your presentations, remember to avoid the following mistakes:

- lack of references and explicit links between graphs and the message you want to convey;
- lack of narrative, audience engagement, opportunities for interaction;
- excessive length and information.



2. How to avoid these mistakes?

| Questions | Tips |
|---|---|
| 1. Did you choose an interesting story? | Include: a clear beginning, middle and end; add questions to keep your audience engaged. |
| 2. Are you using appropriate visualizations? | Charts and graphs can facilitate the understanding of your story, but avoid too complex ones. |
| 3. Are you using adequate graphics in charts and tables? | Decorative elements, such as colours, borders, should not damage the meaning of graphs and charts. Prefer neutral colours for lines, scales and brighter ones to emphasize your point. |
| 4. Are you applying effective design principles? | Limit the text by replacing it with meaningful visuals. |
| 5. Do the visualizations convey a coherent story? | Visualizations should highlight significant insights and contribute to a rationale progress of the story. Why don't you add a meaningful visual metaphor to make your data memorable? In this video, Michael Pollan, author and activist, show the crude oil used by McDonald for production through the use images and graphs: https://www.youtube.com/watch?v=6As879M_kCs&t=11s |



Additional tips

Cole Nussbaumer Knaflic provides other useful suggestions

| | |
|--------------------------------------|---|
| 1. Understand the context | Summarise research results, focusing on: Who do I want to persuade? To do what? How to do so? |
| 2. Choose appropriate visualisations | Charts and graphs can facilitate the understanding of your message by highlighting specific words, cleaning the tables as much as possible. |
| 3. Eliminate the confusion | Avoid unessential elements in your tables, such as grids and edges |
| 4. Draw attention to relevant parts | Create visibility around certain elements, eventually using colours |
| 5. Think like a designer | Place texts, graphs, colours in a way that do not leave any doubt in the understanding of your message. |
| 6. Tell a story | You can communicate a powerful story through your data and also a change in time through graphs. |



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3. Vidmyfigs

- Vidmyfigs creates movies out of still images that can be integrated into your story to make it more attractive: <http://vidmyfigs.com/>



4. AlternativeTo

[AlternativeTo](#) offers recommendations about different alternative digital tools, which can help you guide your students in the choice of the most appropriate communication means depending on the context

Develop your communication plan, defining:

- Purpose
- Object
- Audience





5. Develop your presentation

- Develop your PPT to be used in class: which elements should you include?
- Keep in mind the checklists provided and focus on purpose, object and audience of your message.

