

laden gemeinsam zum

# GASTVORTRAG

**Robert Kosara**  
Tableau Software



“How To Tell A Story With and About Data”

## Abstract:

Visualization provides great tools for exploring and analyzing data, but little research has been done on how to use visualization to convey information. Yet this is something a lot of people do all the time. Our brains are also uniquely tuned to stories, in particular when it comes to remembering facts and connecting them with others. In this talk, I will present some basic story telling concepts and show how they are used in news stories that are based on data. I will explore different types of visual presentation, from pure visualization to guided analytics, information graphics, and visual stories. A selection of graphics from news media as well as business data visualizations will be used to demonstrate ideas and concepts.

## Biography:

Robert is a researcher in the Visual Analysis Group at Tableau Software. Prior to this, he was an Associate Professor of Computer Science at the University of North Carolina at Charlotte. Robert has done research on a variety of topics in visualization, including perceptual and cognitive foundations, the visualization of categorical data, and metaphors in visualization. At Tableau, his research focus is on the use of visualization for communication and storytelling with data. Robert also runs the popular visualization blog, [eagereyes.org](http://eagereyes.org).

**Datum:** 22. Mai 2013, 11:30 Uhr s.t.

**Ort:** TU Wien, Favoritenstr. 9, Stiege 1, 5. Stock, Seminarraum E186

