

INDIA HCI WORKSHOP, November 19<sup>th</sup>, 2021, 9.00 am – 12.00 pm

## **Understanding user engagement and experience in interactive data narratives**

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Interactive data narratives are a combination of context-driven stories in online media narrated with the support of data visualisations, geo visualizations, interpretive 3D models, image slideshows, video, and audio elements. International media houses such as New York Times, Washington Post and many others use media rich interactive data narratives to explain complex details in several domains in simpler formats to the audience. Though it plays an important role in comprehension, the measure of the engagement and retention of the content is still unclear as there are no standard formats used in any given narrative. This understanding becomes even more important in the context of India as newer audiences are beginning to access such complex data stories. The workshop is a probe to understand the use and reach of Interactive data stories, the trends and methods in visualisation strategies, comprehension and engagement of such narratives in the Indian context.

Some of the questions we are probing include the abilities required to understand data narratives, visualisation strategies that help the best in comprehension, media combinations that best convey a data narrative and how these media combinations engage the audience.

### **The target audience for the workshop**

Academicians, Researchers, Journalists, Data visualisers, Information designers, Communication designers

### **Takeaways from the workshop**

Through the workshop, we intend to introduce and expand the idea of interactive data narratives. Take away for the participant will be,

- Understanding data narratives and their components
- Analyse data narratives for engagement and comprehension
- Discussion with the group for multiple points of view on user experience

### **Workshop structure**

- Warm-up session introduce the participants to the field of data visualisations and interactive data narratives
- Introductory lecture on Interactive data narratives
- Lecture-based discussion on engagement and experience in data narratives
- A task-based analysis of selected data narratives based on certain parameters
- Presentation of the analysis to the group
- Compiling final thoughts on the exercise

## **Organiser profiles**

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