

Geo-storytelling | point of order

160610| Vicrea innovation sessions

Ron van Lammeren



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VICREA
Elke locatie een bron van informatie

Favourite Story



Dematons, 2012



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Simple



Unexpected



<https://www.youtube.com/watch?v=4b2SV3ASUxY>



Concrete and Credible

5 lumps a day is enough



Emotional



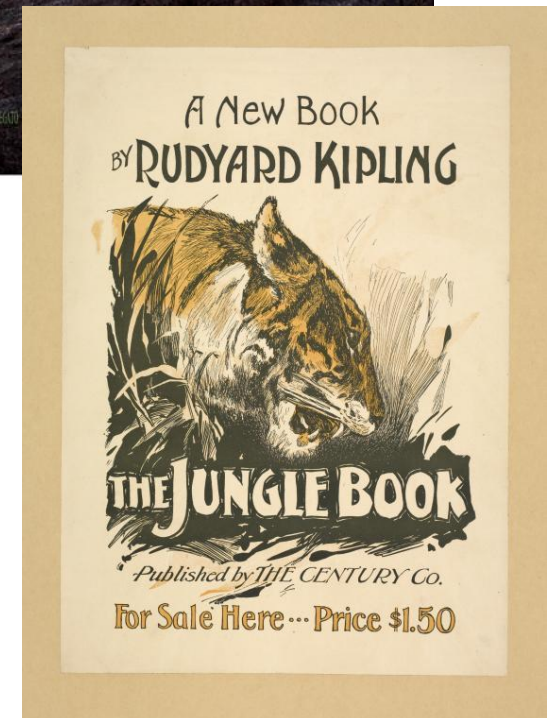
http://www.ted.com/talks/derek_sivers_how_to_start_a_movement



Story



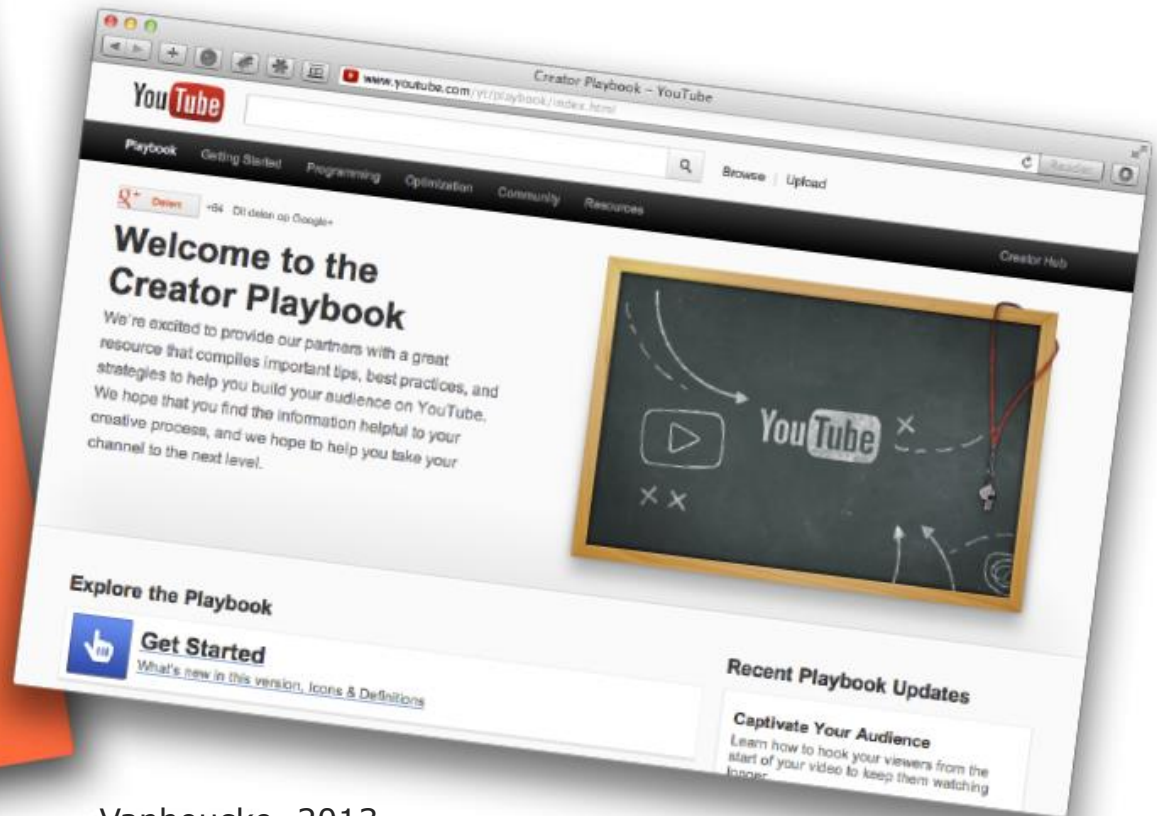
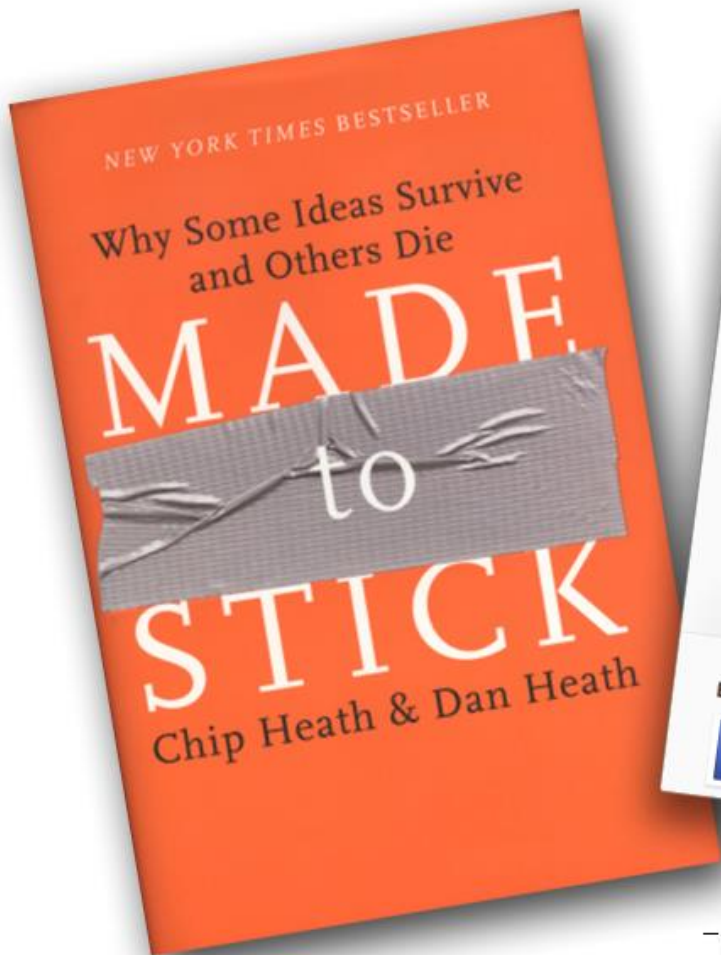
Disney, 2016



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More....

<https://www.thinkwithgoogle.com/playbooks/youtube.html>



– Vanhoucke, 2013

Storymaps

<http://www.geo-informatie.nl/fuchs003/#>

Story maps: **story**, text, spatial data, cartography, supporting content and users experience.

'Story' is the message or concept that a story map is intended to communicate. A good story map delivers a clear message to a well defined audience and are useful to that audience by providing a service. (ESRI, 2012)

Locating something (where, what, when **by whom**)

From A to B (**who**, when, where, what)

Thematic explanation (what, where, when) – *choropleth*-

Comparing attributes (**what**)

Comparing locations (**where**)

Comparing in time (**when**)

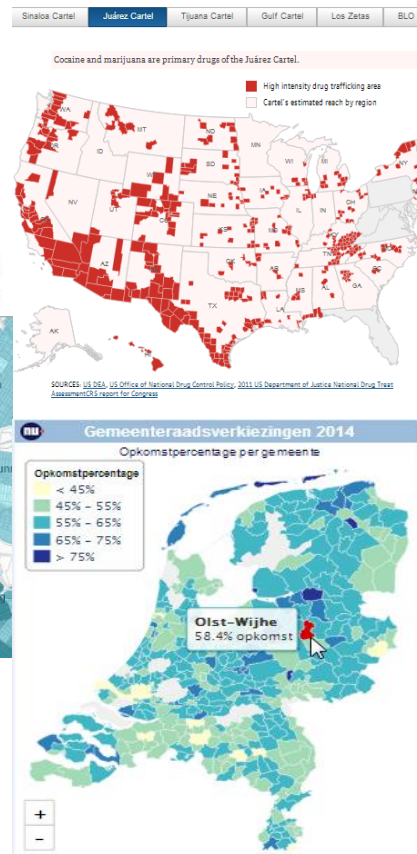
Comparing people (**who**)

You cannot create a story out of data that is not interesting in itself (Cairo, 2014)



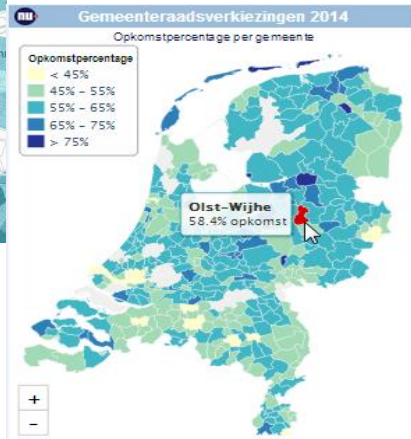
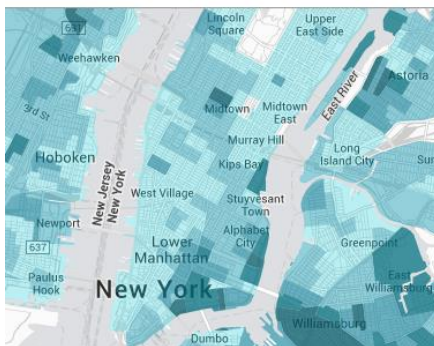
Storymap examples

A snapshot of drug trafficking



Mapping Poverty in America

Data from the Census Bureau show where the poor live.



RT NY Times; LM Guardian; RU Nu.nl

Sequential, Place-based Narratives



Story Map Tour™

This app presents a sequential, place-based narrative in the form of a series of geotagged photos and captions linked to an interactive map. It's ideal for walking tours or for a series of locations you'd like users to follow in sequence.

Features: 📷 📄 🗺️

[LEARN MORE](#)

[BUILD A MAP TOUR](#)



Story Map Journal™

This app lets you create a compelling map-based narrative presented as a set of journal entries. It's ideal for creating multimedia stories that combine text, maps, images, and video, especially when you have lots of text or a rich array of content.

Features: 📷 📄 🗺️

[LEARN MORE](#)

[BUILD A MAP JOURNAL](#)

A Curated List of Points of Interest



Story Map Shortlist™

This app lets you present a set of places organized into a set of tabs based on themes, for example, food, hotels, and attractions. As users navigate around the map, the tabs update to show them the places in the current map extent.

Features: 🗺️

[LEARN MORE](#)



Story Map Countdown™

This app presents a list of locations along with information about each location. The app taps a web map and its pop-ups: pop-up contents are shown in a side panel. Users can toggle the main map and a locator map back and forth.

Features: 🗺️

[LEARN MORE](#)



Story Map Playlist™

This app gives users options to explore locations using a map and by scanning a preview list displaying titles and thumbnail images.

Features: 🗺️

[LEARN MORE](#)

<http://arcg.is/24CJ3Kx>

Marieke Huizinga, 2016

Story Map Playlist™

This app gives users options to explore locations using a map and by scanning a preview list displaying titles and thumbnail images.

Features: 🗺️

[LEARN MORE](#)

Presenting a Series of Maps ^{beta}



Story Map Tabbed™

The Tabbed layout presents a series of maps via a set of tabs. There's an optional description panel for presenting text and other content associated with each map.

Features: 🗺️ 📄 🗺️

[LEARN MORE](#)

[BUILD A TABBED STORY MAP](#)

Storytelling (Eckstein, 2003)

A focus on storytelling emphasizes **the elusiveness of truth and the complexity of desire**. For those who want to plan for a sustainable future, these qualities must be acknowledged and explored.

- *verbal expressions that narrate the unfolding of events over some passage of time and in some particular location.*
- *use language to frame what has happened to a set of characters in a particular time and place.*
- *maps, numerical data, computer models (....) I do not include those processes of data collection and interpretation in my definition of story **unless** that interpretation takes the form of story as I am defining it (....)*
- *I use this definition in an attempt **to distinguish between** the modes of planning theory and practice that **rely on quantitative data and computer-generated models** to describe structures that set the stage for decision making, and those more marginal modes of planning theory and practise that attend to continuously **unfolding and competing narratives that create visions** of the past, present, and future, and thus impinge on decision making.*
- *a lot to learn by minding the gap: planners have adopted quantitative techniques of projection as if they described the most probable future (truth) and as if that were desired (ideal).*



Geo-storytelling studies

Hans Paul Velema, 2004 **Guidelines for geo-visualisation viewers**

From film theory and cinema

Tim Tensen, 2014 **Geo-data animations in television journalism**

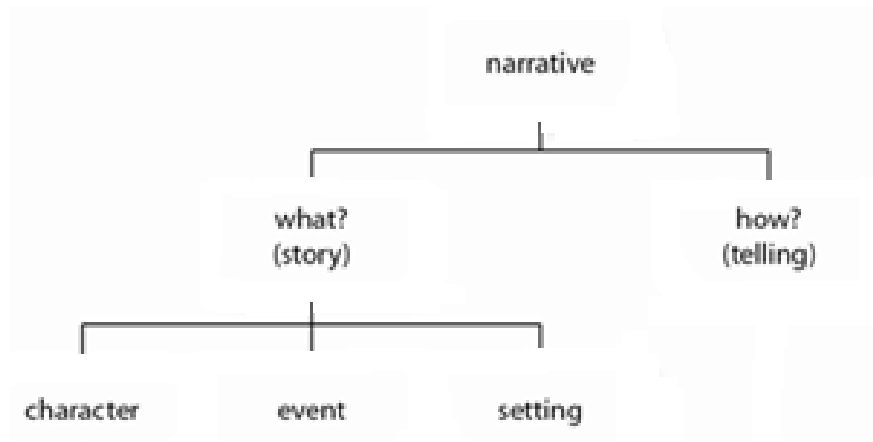
Animation classes and their effectiveness in telling stories

Daphne Bol, 2014 **Geospatial narratives within the context of energy transition**

'Storytelling is the most powerful way to put ideas into the world today' Robert McKee



Narrative structure



Potteiger & Purinton, 1998

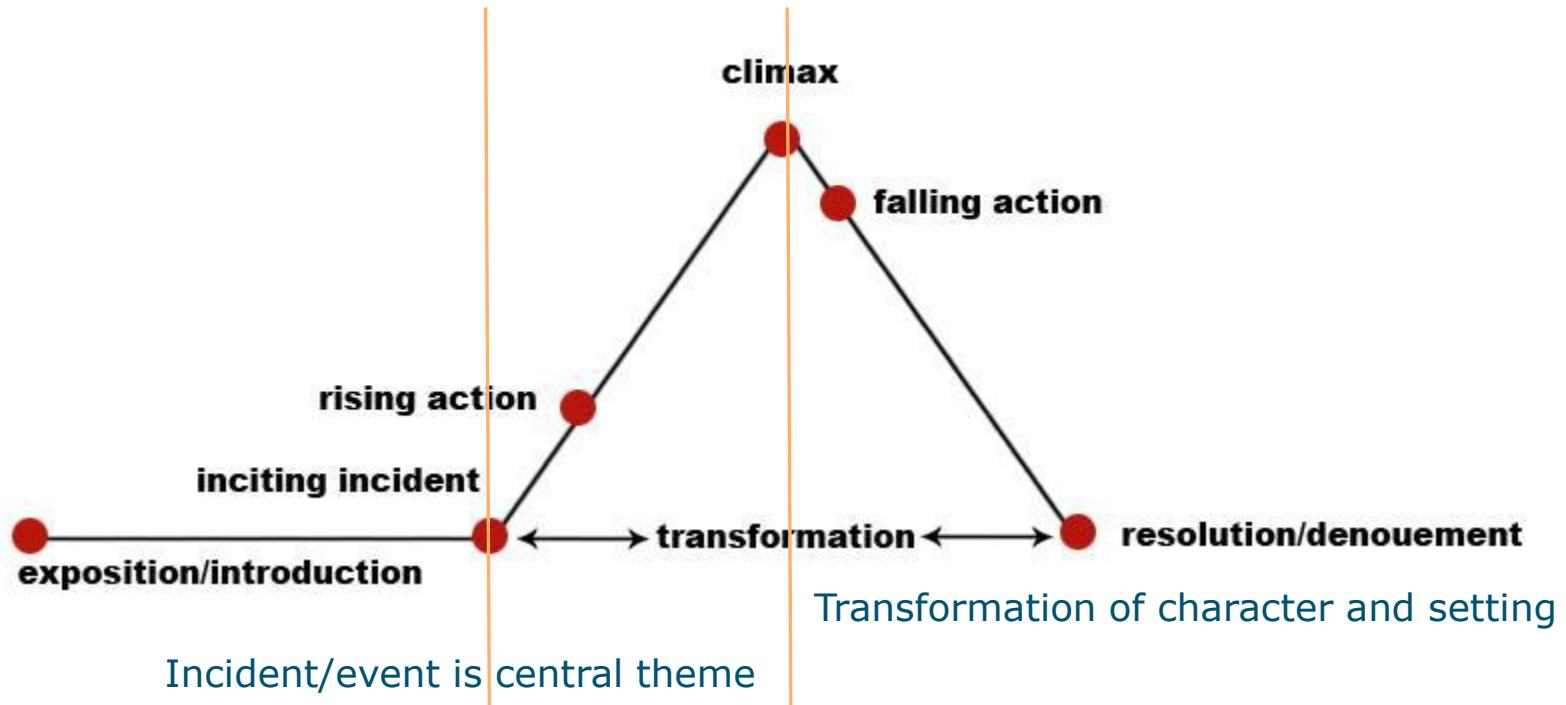


Bordwell & Thompson, 2004

plot: all what is visually and audibly presented on screen

“the whole point of patterns of development is to engage the spectator in making long-term expectations which can be delayed, cheated, or gratified”.

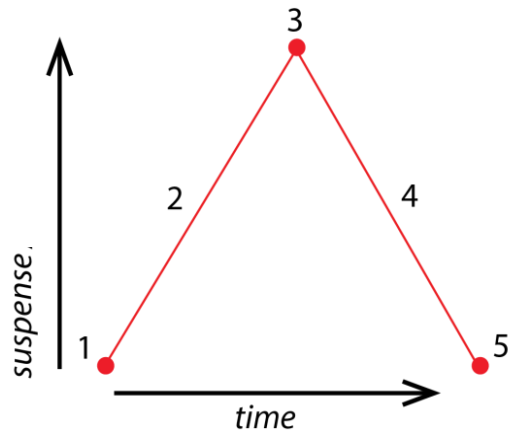
Freytag's pyramid



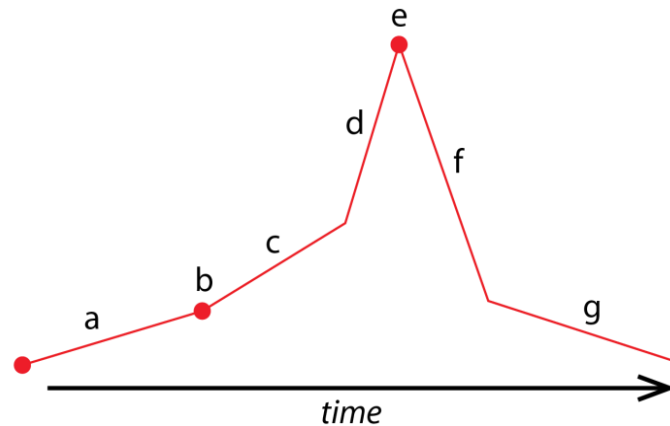
Ohler, 2008 (based on Freytag, 1900 (based on Aristotle))

<http://narrativestructures.wisc.edu/home/aristotle>

Freytag's pyramid plot



Freytag, 1900



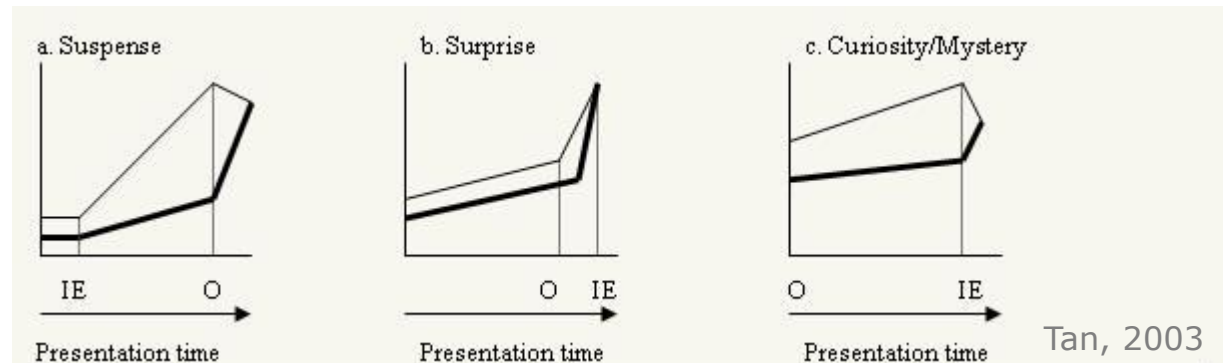
Laurel, 1993



Dial M for Murder
Hitchcock, 1954

Plot development

IE = Initial Event
Inciting incident
O = Outcome



Tan, 2003

Storytelling case

S boat trip
U boat goes uphill
C Iquitos area
C gain rubber
E desire
S story structure

<http://bit.ly/1tebNxm> - Iquitos

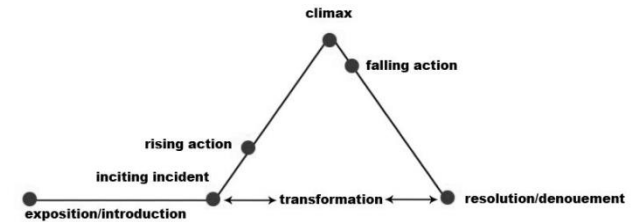
<http://bit.ly/1YcGOxe> - river Ucayali

<http://bit.ly/1PMxgaT> - river Pachitea



Fitzcarraldo Plot

Stories do have the potential to act as a bridge between engrained habits and new futures (Eckstein, 2003).



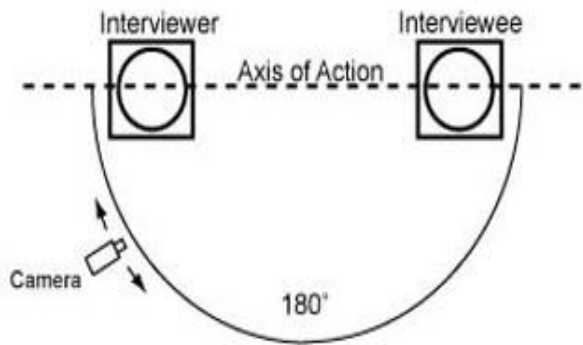
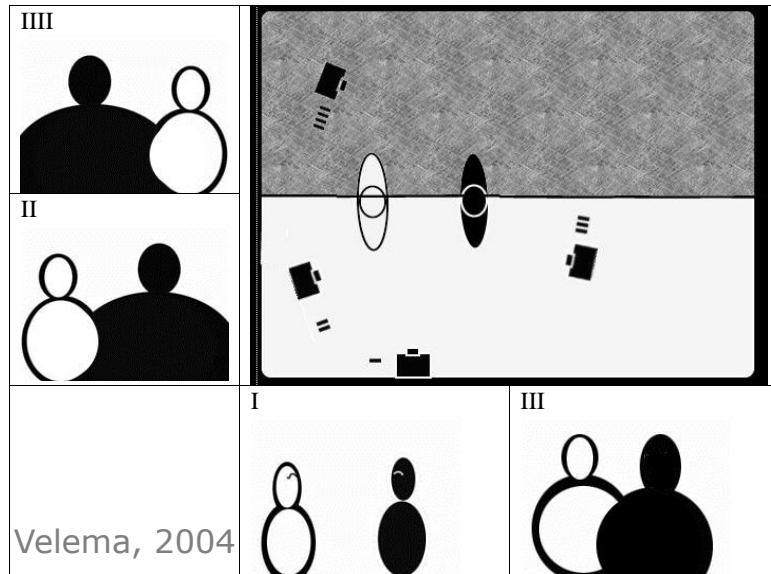
1:34
1:58
2:06



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Cinematography

Degree rule ()

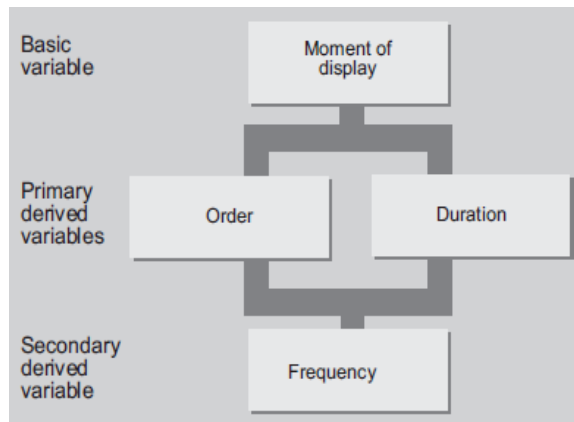


Sound ()

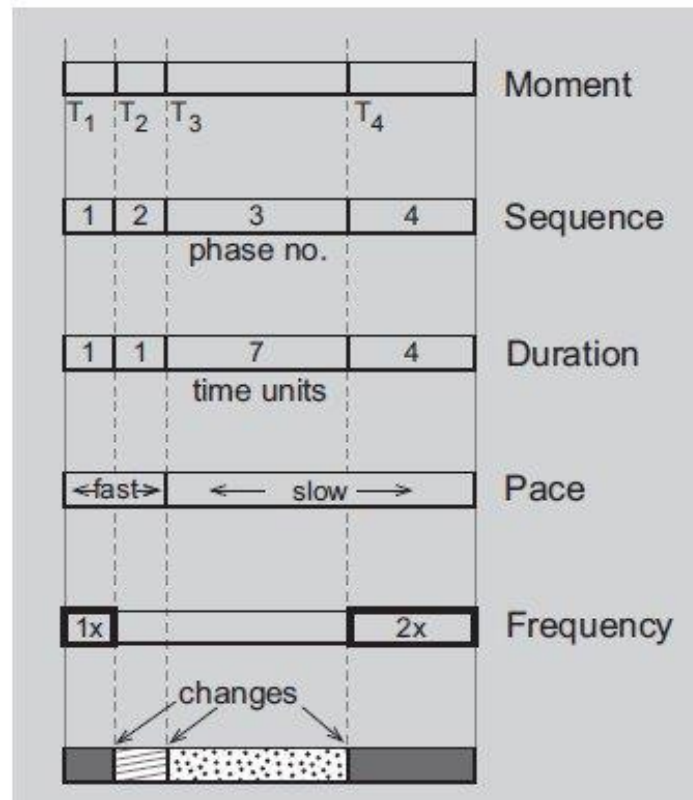
Framing()



Temporal dimension



Blok, 2005



NL from Above

'Geospatial Excellence Award Mass Media' (Geospatial World Forum, 2012)

a bird's eye perspective to show the patterns of our daily life.

<https://www.youtube.com/watch?v=xhL4CqedDu8>

NL van Boven trailer

<https://www.youtube.com/watch?v=IERwIDzvaLc>

Data revealing NL

<http://www.vpro.nl/nederland-van-boven>

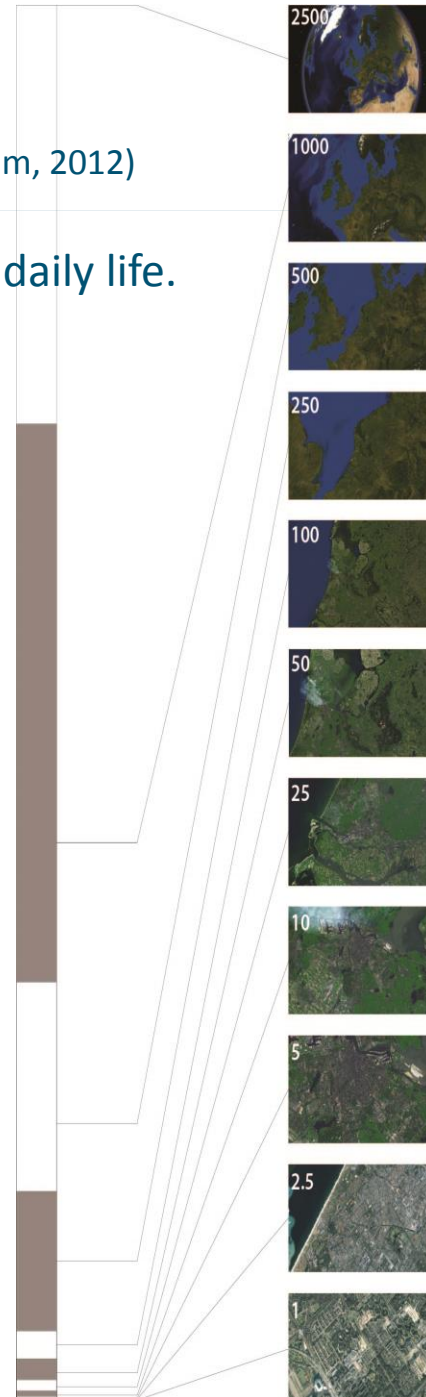
Website

http://www.vpro.nl/nederland-van-boven/speel.WO_VPRO_442926.html

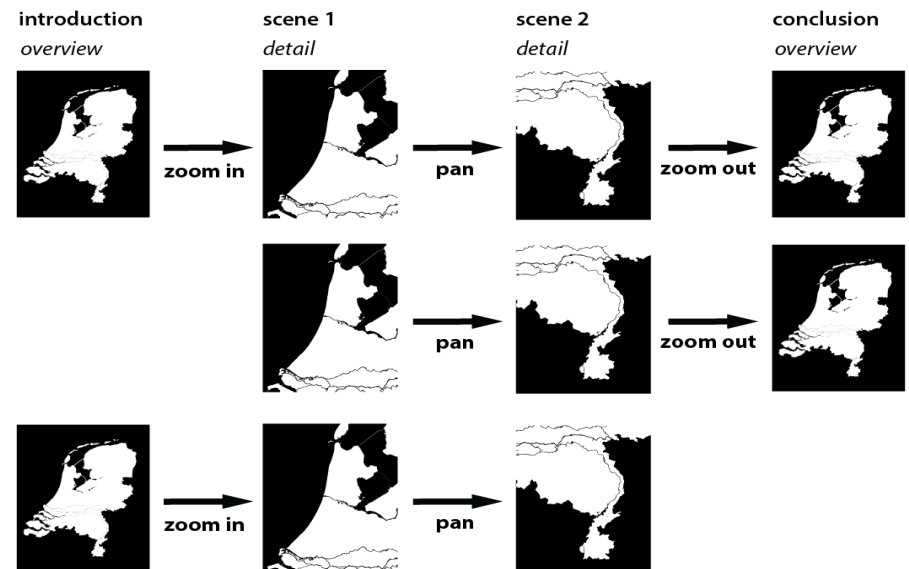
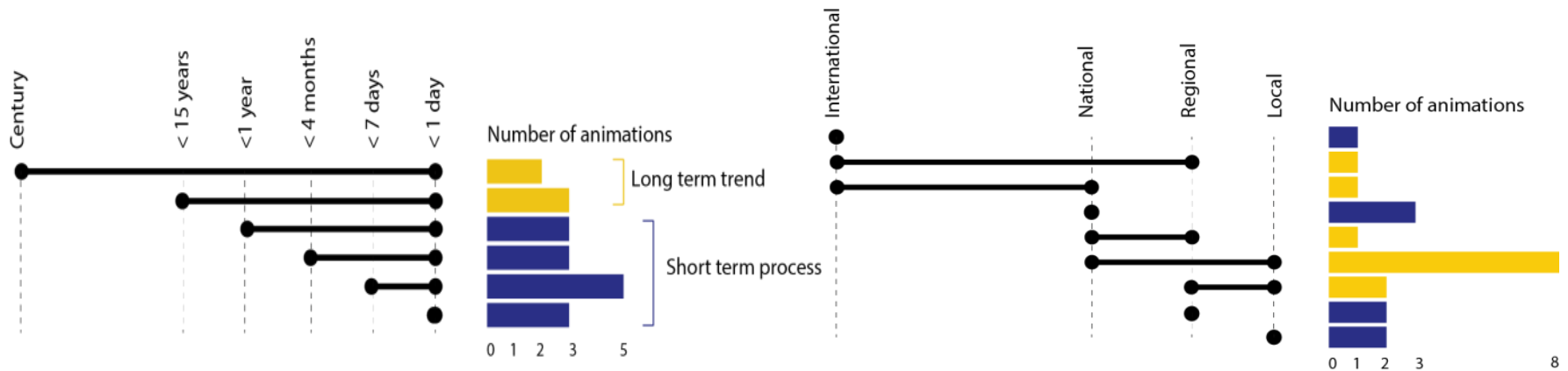
Dieren verhalen



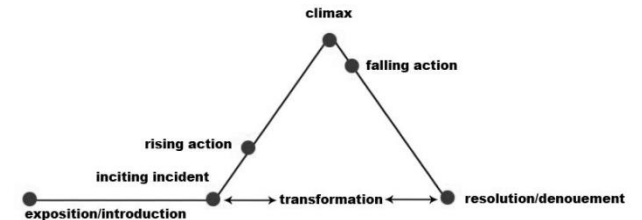
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NL from above | time – space plot

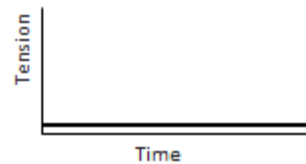


NL from Above | plot development



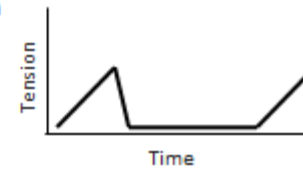
A: Flat

(milk, urban, organs, home sales, wrecks, lambs, sedentary, new land, fate, logistics, Road assist, Shrink)



D: Curiosity – Begin Surprise – End

(Deer, Snowplow)



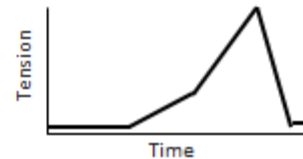
B: Surprise - End

(Roses, Crossroads, Waste)



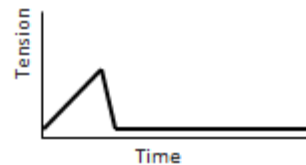
E: Dramatic story

(Oystercatcher)

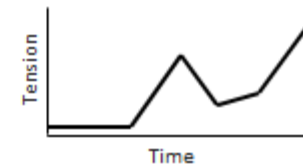


C: Curiosity - Begin

(surf, export)



(Honey buzzard)



NL from Above | effectiveness

Positive

clear, attractive, educational value and interesting.

Negative

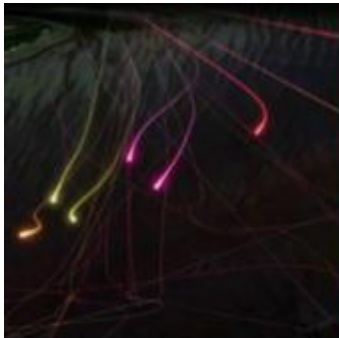
- sound (perceived as too dramatic)

- too much (!) information

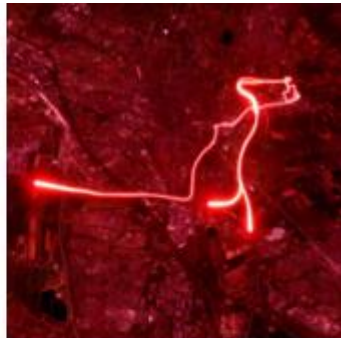
- lack of additional information on screen

(time stamps, data values or location names were missed)

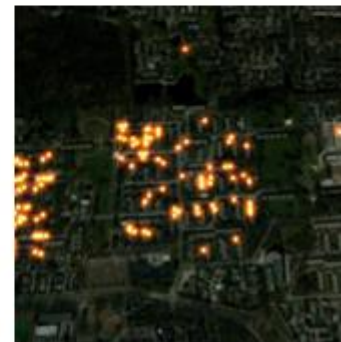
NL from Above | graphic attributes



[1] routes



[3] points



Fuzzy edges

[1,2,3,4]

Crisp edges

[4]

Glow

[1,2,3,4]



Trajectory visible

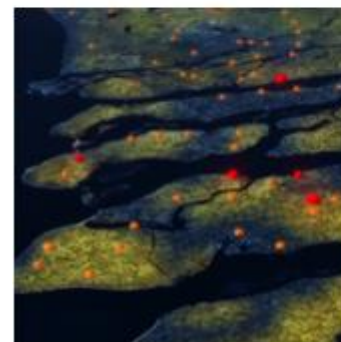
[1]

3D

[3]

3D arc

[2]



Bright colour

[1,2,3,4]



[2]relations



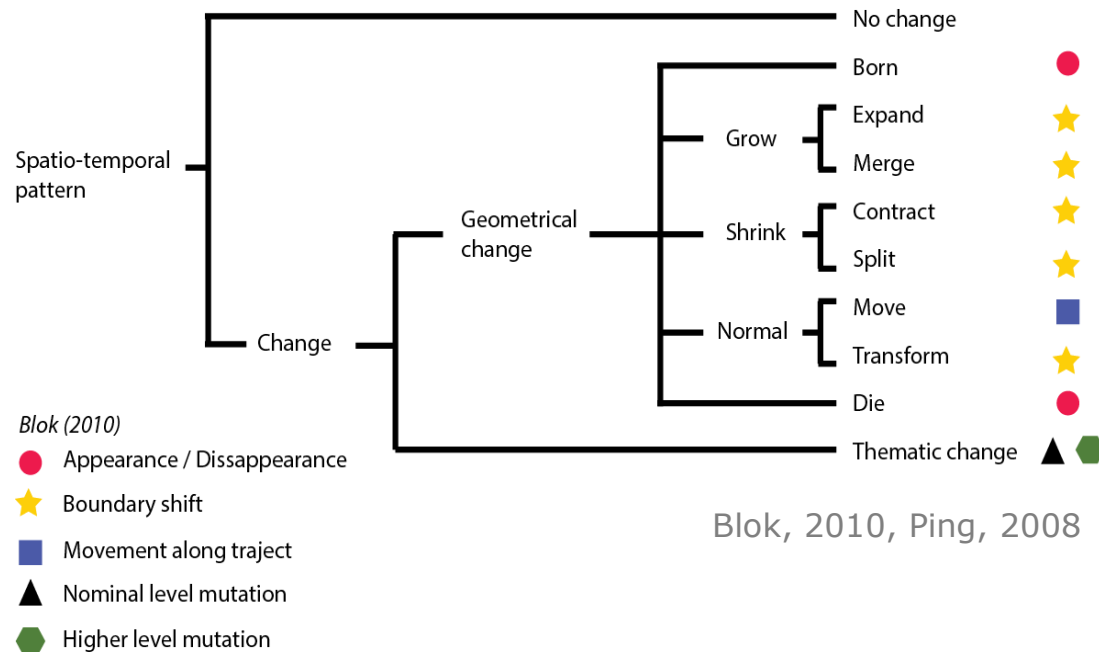
[4] polygons

Bertin's theory

differences in:	symbols		
	point	line	area
size			
value			
grain			
colour			
orientation			
shape			

Measurement Scale					
ratio					
interval					
ordinal					
nominal					
	difference	order	distance	ratio	
					Perception properties
					Graphic symbol and attributes
					size
					colour (grey value/ saturation)
					grain / texture / hatch
					colour (hue)
					orientation
					shape

Graphical attributes (time)



!!! Check !!!

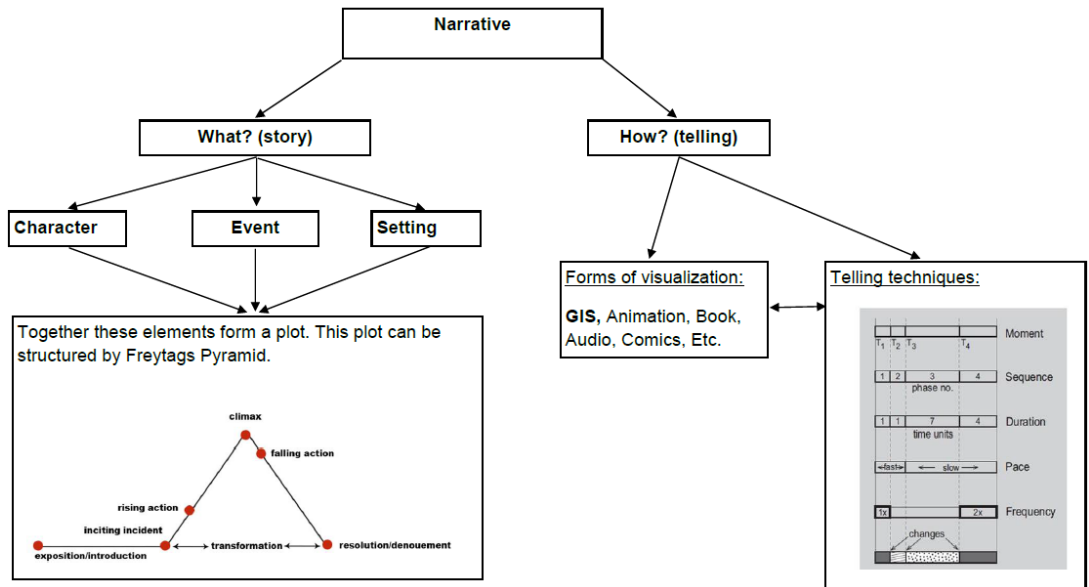
Silencing
Affective
Inattention blindness

<http://bit.ly/1U35KrB>

<http://visionlab.harvard.edu/silencing/>

<http://viscog.beckman.illinois.edu/flashmovie/15.php>

Narrative inquiry



Narrative inquiry entails sensitivity to:

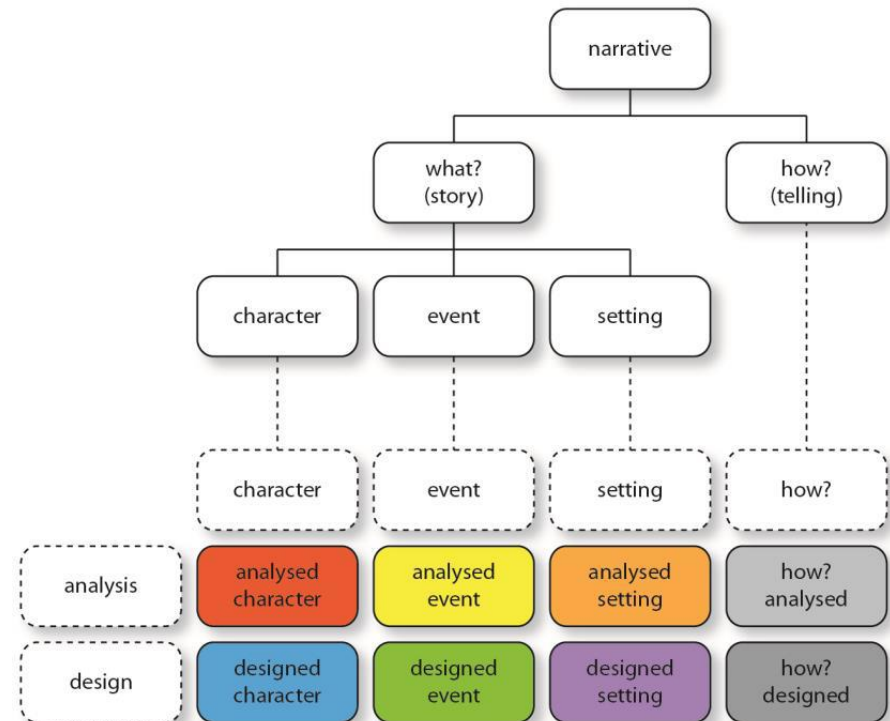
- the connections in people's character accounts of past, present, and future events and states of affairs;
- people's sense of their place within those events and states of affairs;
- the stories they generate about them;
- the significance of context for the unfolding of events and people's sense of their role within them.

Bryman, 2008

Transition stories

http://www.eowijers.nl/?page_id=1138

1. What analysed **events** are present?
2. What analysed **settings** are present?
3. What analysed **characters** are present?
4. How did the designer analyse the story?
5. What designed **events** are present?
6. What designed **settings** are present?
7. What designed **characters** are present?
8. How did the designer express the story?



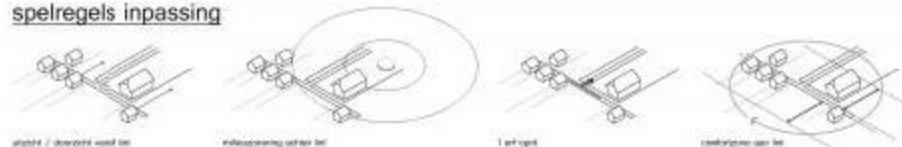


wat weet een boer van saffraan

De Vlaanderen: een indrukwekkend landschap, met bebouwingstinten en een aanwinst van agrarische erfenis. Een uniek Nederlands landschap, met het agrarisch bedrijf als drager. Een methode voor de gebiedsontwikkeling, het aanpak van de boeren tot dynamische ondernemers, voor lig de grootste kans en de grootste uitdaging. Door het experimenteren aan te gaan om agrarische bedrijvigheid te combineren met duurzame en sociale energie, wordt de verandering van het landschap ingezet, zowel in natuurlijke als sociaaleconomische zin. Het boerenland als motor van de regionale economie, op weg naar een veiligheidslandschap.

De boer wordt de aanjager van het transitieproces van het traditionele boerenbedrijf naar het nieuwe gemengde bedrijf, het zogenaamde energie-erf. Deze pilot is een verzameling van kennis over verschillende contexten van agrarische bedrijfsvoering en het opwekken van duurzame energie. Sociale energie krijgt hier vorm door buurtverenigingen, werkprojecten en nieuwe voorzieningen in de oude boerderij. Met dit sociale brandpunt ontwikkelt het gebied zich verder. Goed voorbeeld doet goed volgen.

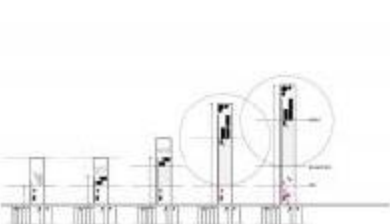
spelregels inpassing



opstrek erf

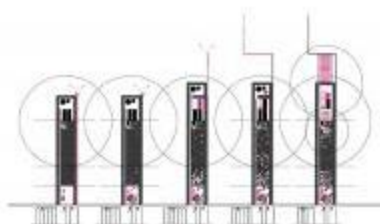
Het nieuwe erf groeit met het recht van opstrek. Ervoren naar achteren om allopot van huidige bezittingen te beschermen en nieuw erf te ontwikkelen. Opstrekking leidt tot een nieuwe erf (opstrekzone van het), tussenland (tussenland), naar agrarisch, naar (nieuw boerenland).

Nieuw erf opstrek is vrij, ten minste een deel afzijdig van het voorgaande erf (ter verpakking van de toekomstige landbouwopstrek).



ontwikkeling erf

De opstrek is flexibel. Na opstrek volgt interne ontwikkeling. Het bedrijf bereikt uit, krijgt eigenheid, innovatie en maakt aan opstrek structuren.

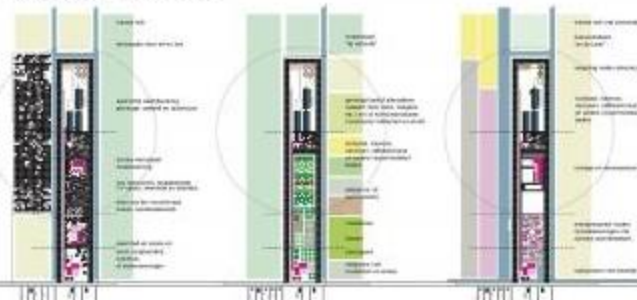


ingenieus erf

principes energie



mogelijkheden ksp en tussenland



Coding narrative elements

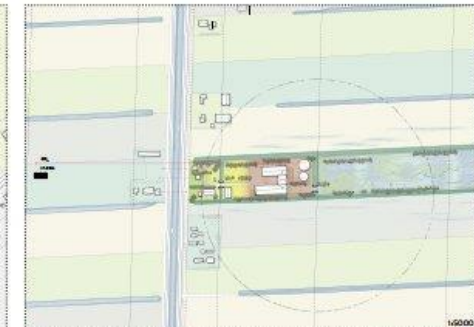
1 “Een andere taak van de Energie Compagnie is bemiddeling. Voordat er een schop
2 de grond in gaat moet eerst een meningsverschil tussen boeren en de bewoners
3 worden opgelost. Het plaatsen van windturbines in de achtertuinen van de
4 bewoners in de linten is onaannemelijk. Er komt geen medewerking voor
5 agrarische ontwikkeling wanneer de molens in de weg blijven staan. Een lint van
6 windmolens langs de Provincialeweg N366 en het kanaal lijkt een betere keuze
7 dan een windpark in de Monden. Hier staan de molens zo veel mogelijk buiten het
8 gezichtsveld van de dorpslinten en maken ze onderdeel uit van een grootschalige,
9 bovenregionale structuur.”

Analysed narrative elements

Designed narrative elements

Bol, 2013 / de Leeuw, 2013

Wat weet de boer van Safraan, EO wijers, 2012



Coding events, characters, settings

1 “Een andere taak van de Energie Compagnie is bemiddeling. Voordat er een schop
2 de grond in gaat moet eerst een meningsverschil tussen boeren en de bewoners
3 worden opgelost. Het plaatsen van windturbines in de achtertuinen van de
4 bewoners in de linten is onaannemelijk. Er komt geen medewerking voor
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8 gezichtveld van de dorpslinten en maken ze onderdeel uit van een grootschalige,
9 bovenregionale structuur.”

Analysed character

Analysed event

Analysed setting

Analysed how

Designed character

Designed event

Designed setting

Designed how

Bol, 2013 / de Leeuw, 2013

Noting coded data

De Energie Compagnie bemiddelt. (1)

Boeren en burgers verschillen van mening over het plaatsen van windturbines in de achtertuinen van burgers in de linten. (1-4)

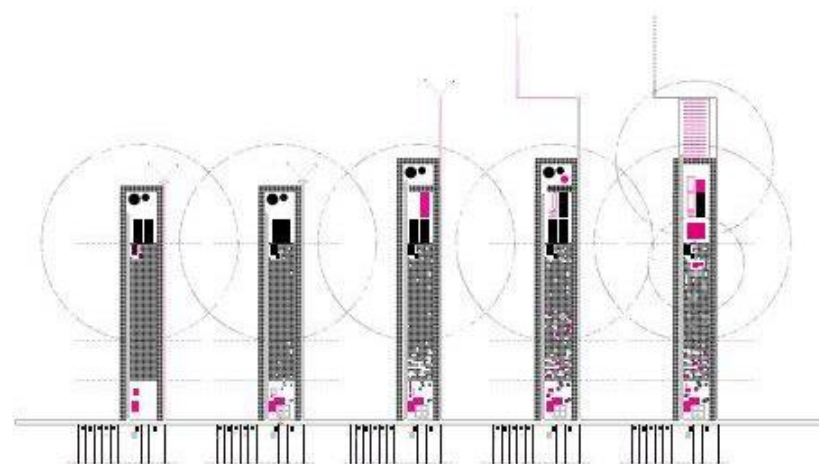
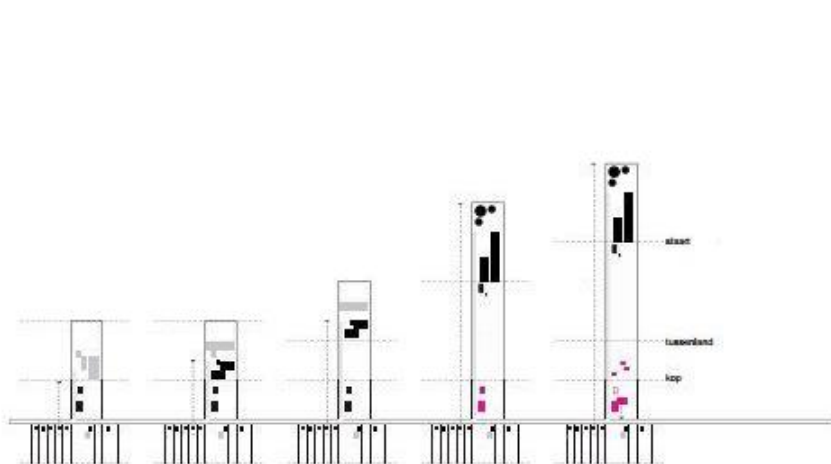
Geen medewerking van burgers voor agrarische ontwikkeling door meningsverschil. (3)

De windturbines worden geplaatst langs de Provinciale weg N366 en het kanaal. (6)

De windturbines worden zo veel mogelijk buiten het gezichtsveld van de burgers in de linten geplaatst. (7-8)

De windturbines zijn onderdeel van een grootschalige bovenregionale structuur. (8-9)

Bol, 2013 / de Leeuw, 2013



Clustering Narrative elements

Windturbine conflict

Het plaatsen van windturbines creëert een meningsverschil tussen boeren en bewoners van linten, waardoor de bewoners van linten geen medewerking geven aan agrarische ontwikkeling.

Oplossen van windturbine conflict

Door het bemiddelen van de Energie Compagnie staan de windturbines zoveel mogelijk buiten het gezichtsveld van de bewoners van linten, als onderdeel van een grootschalige regionale structuur.

Bol, 2013 / de Leeuw, 2013

Energie:

Windturbines worden geplaatst

Economisch:

Bemiddeling maakt agrarische ontwikkeling mogelijk

Communicatie:

Boeren en burgers werken samen.

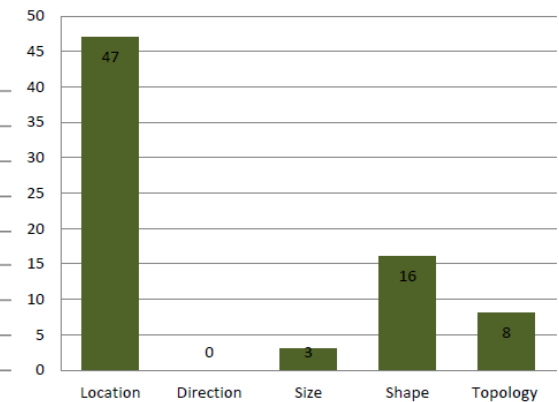
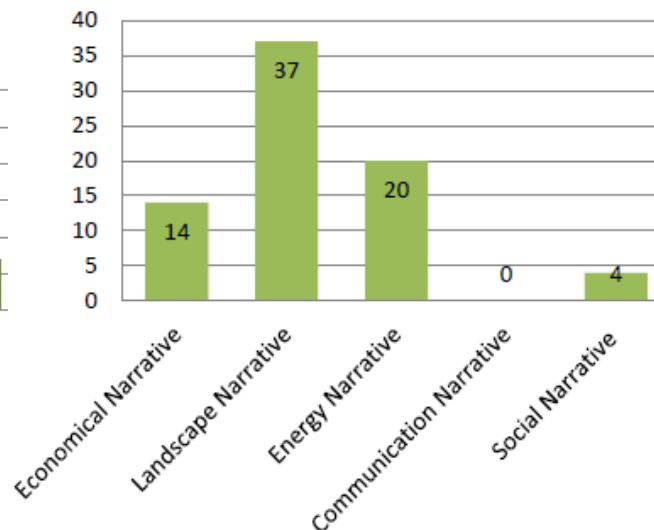
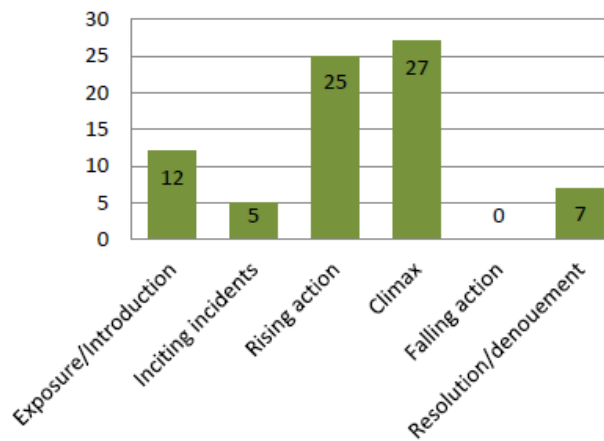
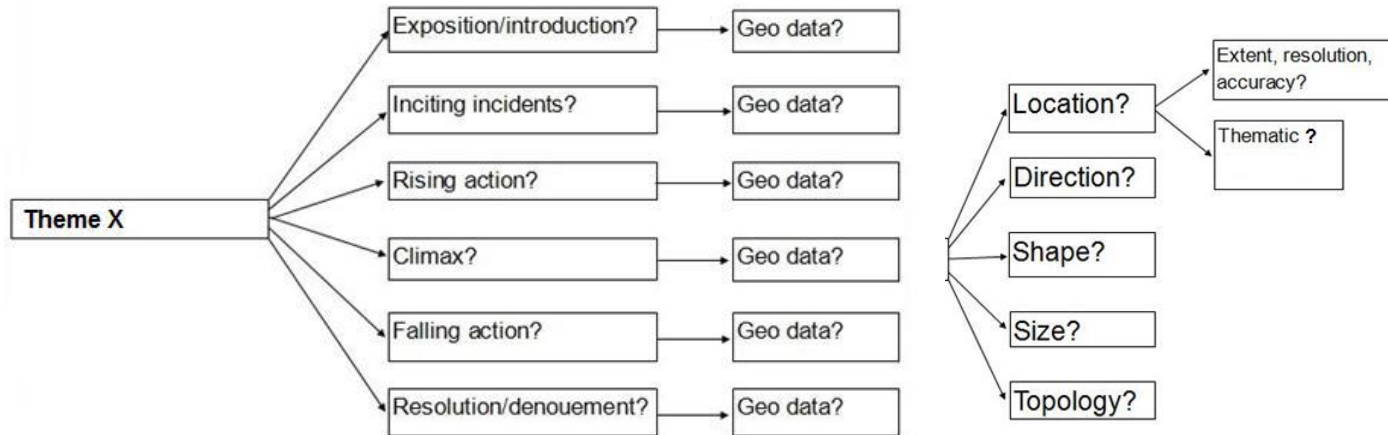
W H A T

S T I C K

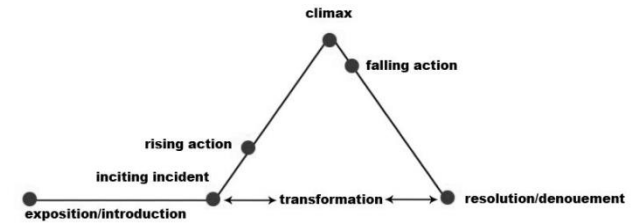
F A C T O R ? ?



Geodata involved



Anti Climax



Point of order

Point data | locations, routes - *time series*

Stick factor

Story map and Geo-storytelling

Story components | character, scene, event

Story development | Freytag's pyramid Story presentation | Plot

Plot construction | Cinematography & Cartography - *temporal dimension*

Role in Participatory Planning | Narrative inquiry - '*transition stories*'

needs.....more research to geo-storytelling in the age of VLOGs.....



Geo-storytelling a point of order



M. Huizinga, 2016

Stories do have the potential to act as a bridge between engrained habits and new futures (Eckstein, 2003)

160610| rvl | [ron van lammeren http://bit.ly/1VOzwjZ](http://bit.ly/1VOzwjZ)

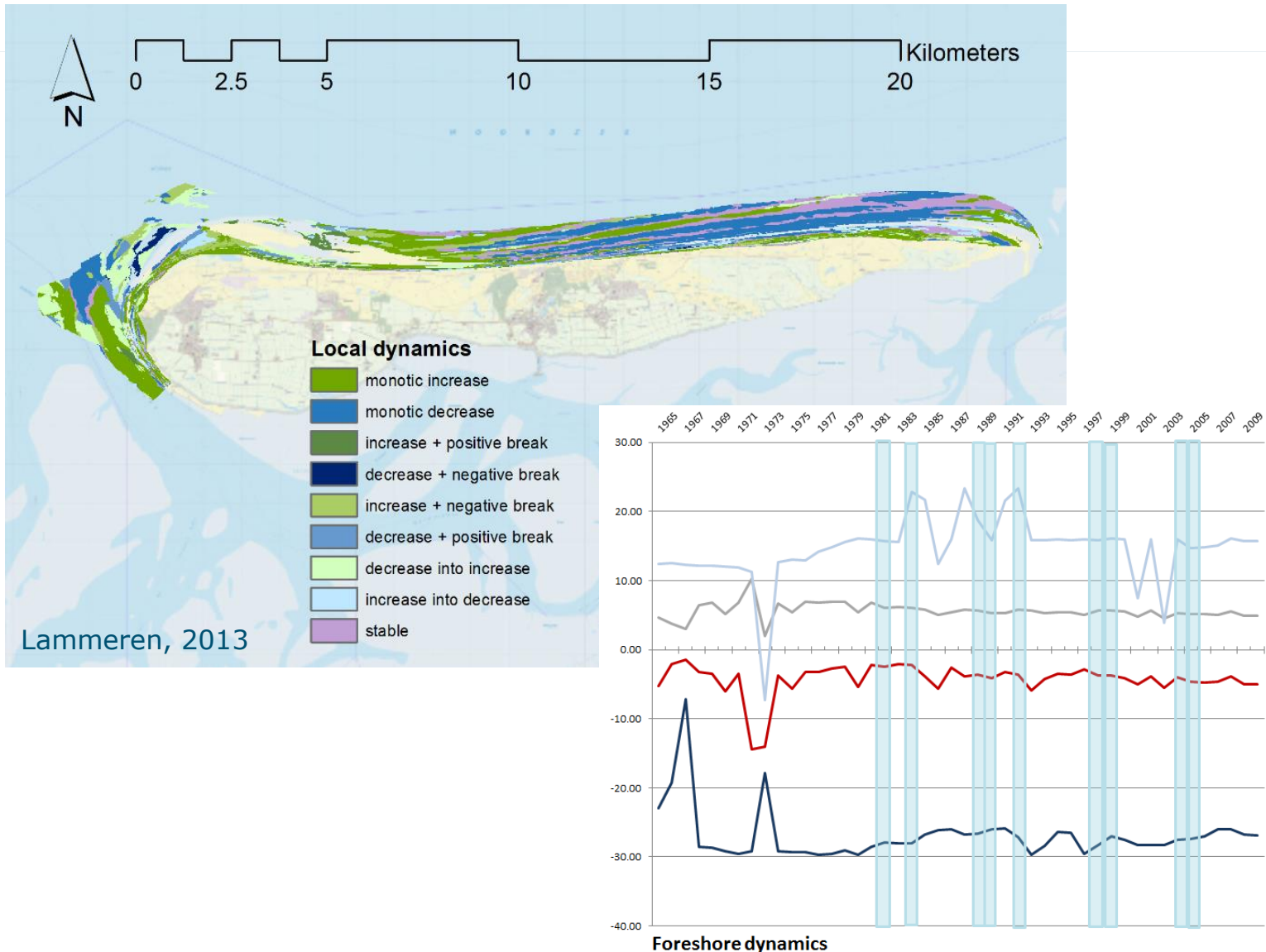
VICREA
Elke locatie een bron van informatie



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Temporal dimension (WWW_w| data)



Usability results “NL van Boven”

NARRATIVE

Nearly no dramatic plot, chronological order, data set must be of interest

VISUAL

high detail: individual routes are followed,

individual points visualized as movements of points along a path

data aggregations performs the action are seldom made (no choropleths!)

more (added!) detail offers more spectacular visualizations

only the graphic variables color and size are used.

bright colors on a dark background make them easy to focus on. 3D effects and glowing emphasizes the data and make the entities more attractive