Great Story Maps and How to Emulate Them

ALLEN CARROLL

RUPERT ESSINGER

Esri Story Maps Team

DAN PISUT

National Oceanic and Atmospheric Administration

MICHELLE THOMAS

Natural Resources Conservation Service

Allen	Rupert	Dan	Michelle	Allen
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What Is a Story Map?	Great Story Maps	NOAA Story Maps	Fridays on the Farm	Why Does It Matter?

1

What are Story Maps?

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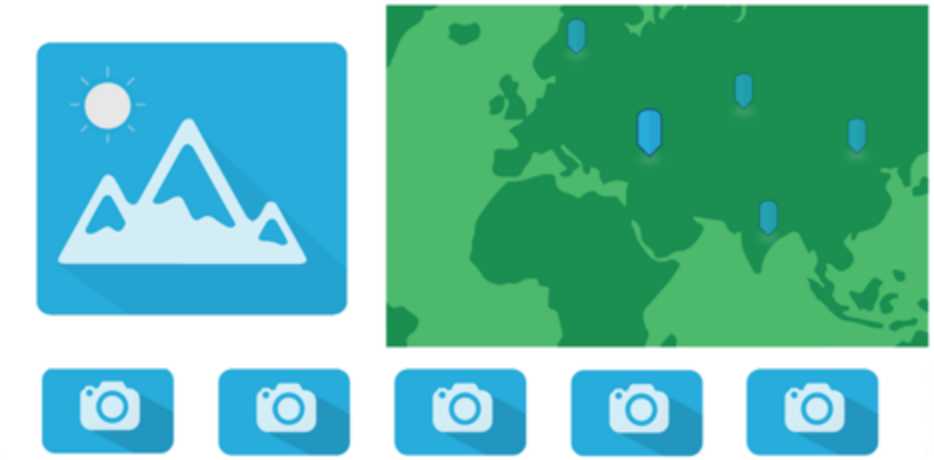


What are Story Maps?

Story Maps are simple web apps that combine interactive maps, multimedia content, and user experiences

What are Story Maps?

Story Maps are simple web apps that combine interactive maps, multimedia content, and user experiences to tell stories about the world.

Most **Story Maps** are hosted by Esri in the cloud. (But you can opt to host them yourself.)

Story Maps incorporate builder functions that enable you to build a sophisticated story with no GIS or web development skills.

Story Maps work equally well on PCs, tablets, and smartphones.

Story Maps are open source. You're free to download and customize them.

What are Story Maps?

Story Maps include an array of apps that provide different ways of telling a story with maps.

What are Story Maps?

Sequential narratives

Presenting a series of points of interest

Story Maps

Enabling a “crowd” to participate in a story

Scrolling through maps and multimedia

Comparing several maps

What are Story Maps?

Journal

Shortlist

Story Maps

Crowdsource

Cascade

Series

Why
Story Maps?

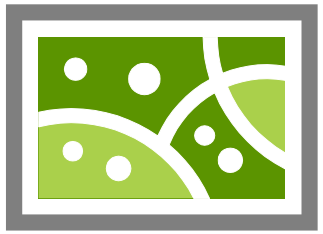
Story

"Stories are a communal currency of humanity."

—Tahir Shah, in Arabian Nights

What are Story Maps?

Story

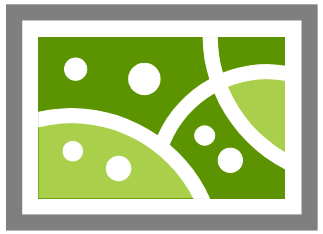
Map 

"Maps codify the miracle of existence."

—Nicholas Crane, Mercator: The Man Who Mapped the Planet

Then:

Map = **Noun**

Story **Map** 

Map as static accompaniment to story

Now:

Map = **Active Verb**

Story

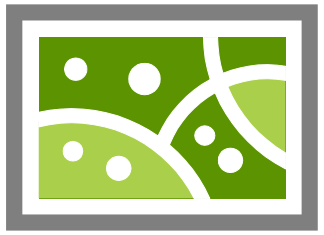
Map

Map as

- Context
- Connective tissue
- Windows to information
- Supporting cast
- Main character

What are Story Maps?

Story



Map

A new medium

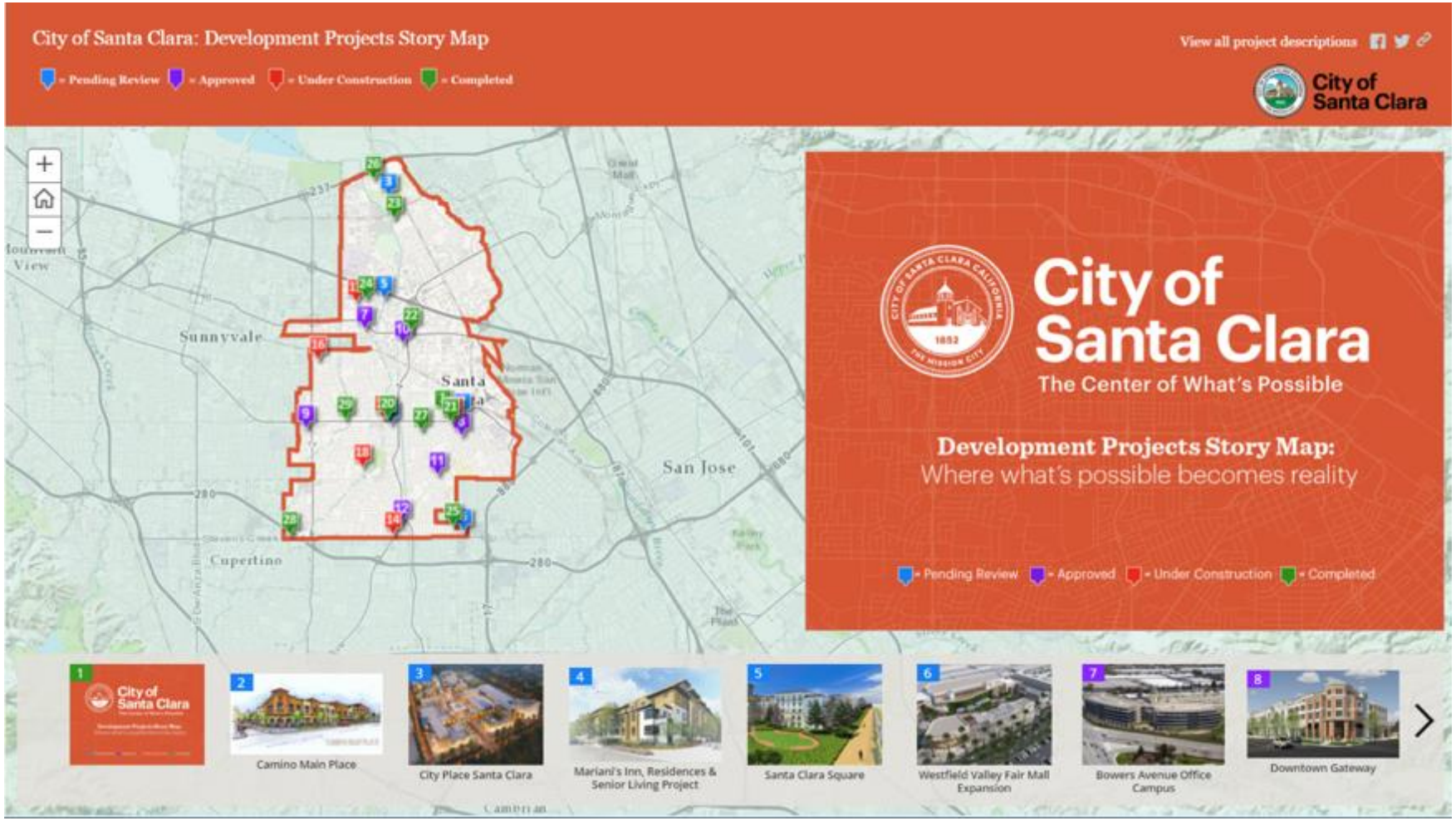
2

Great Story Maps

RUPERT

Rupert's stories

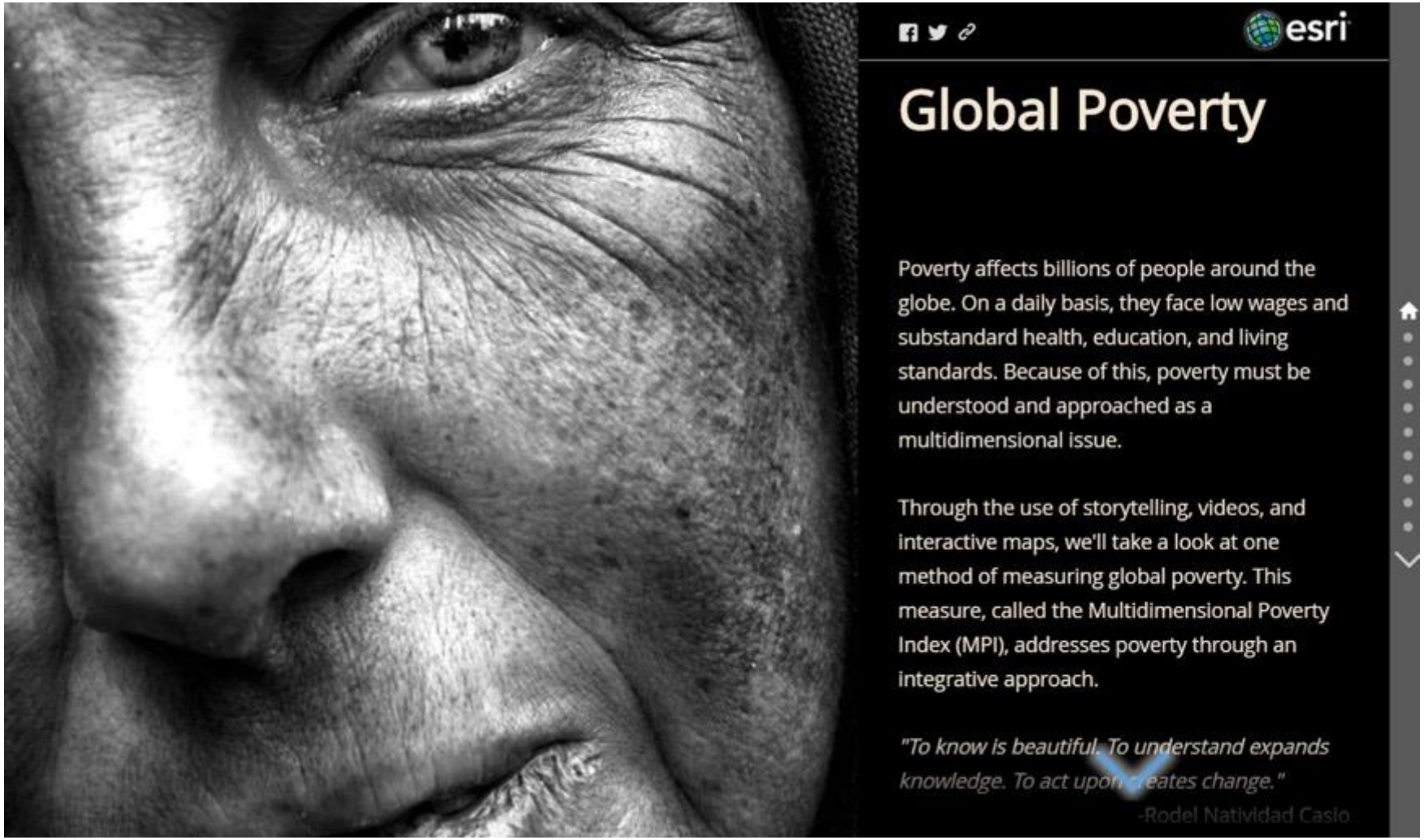
Development Projects



City of Santa Clara, CA | Link

Rupert's stories

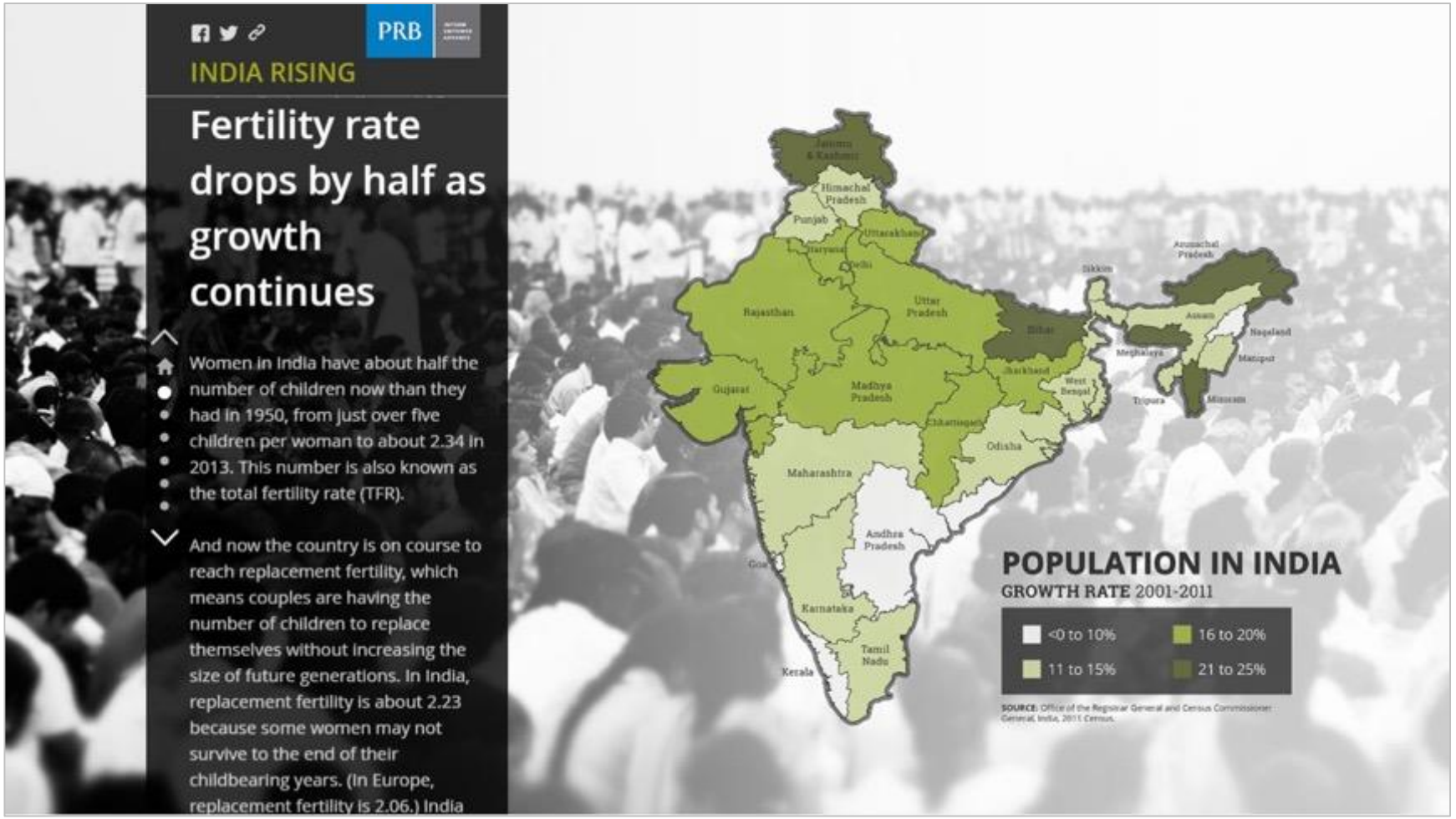
Global Poverty



Esri Living Atlas team | Link

Rupert's stories

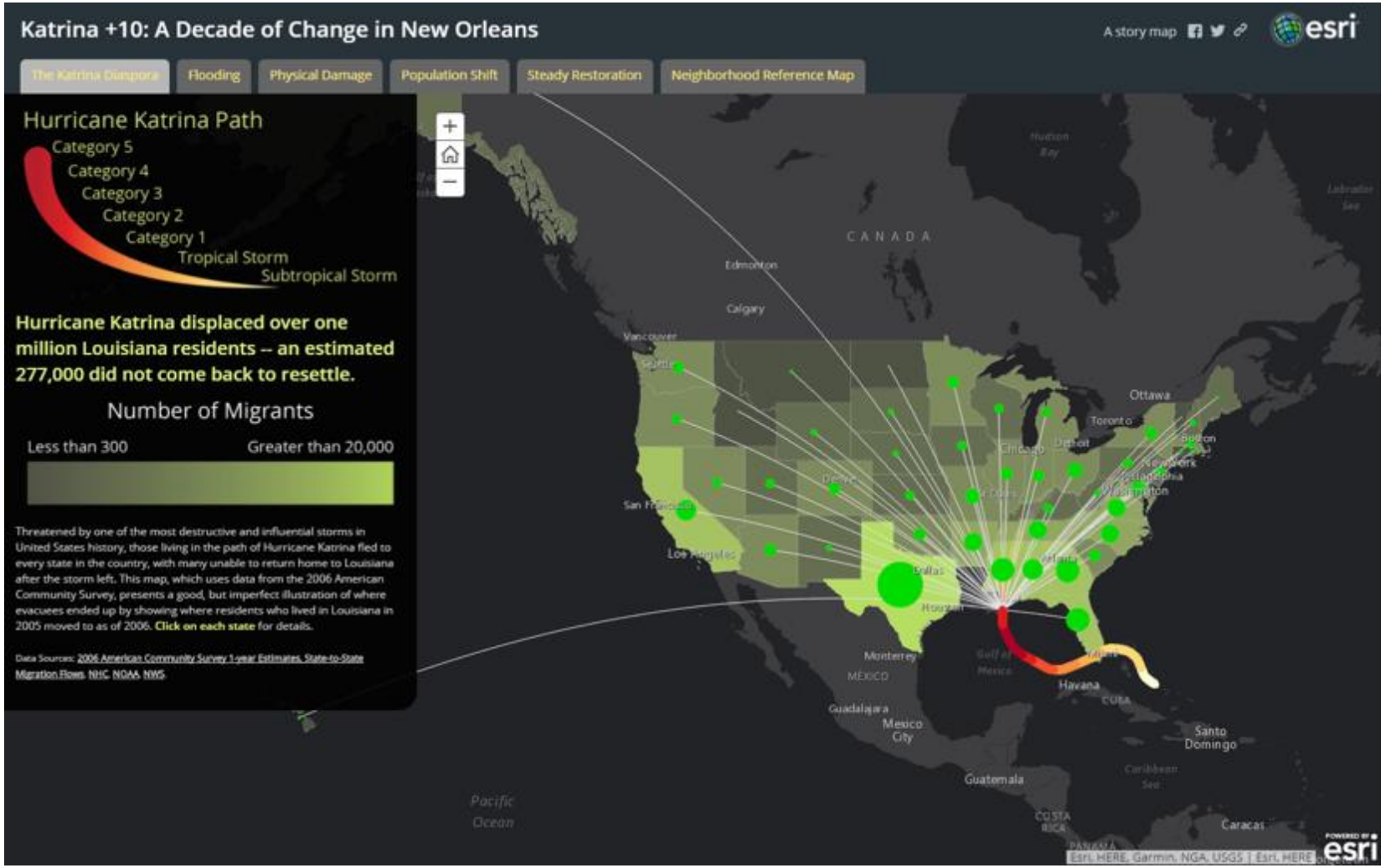
India Rising



Population Reference Bureau, Washington DC | Link

Rupert's stories

Katrina +10: A Decade of Change in New Orleans



Esri Story Maps team | Link

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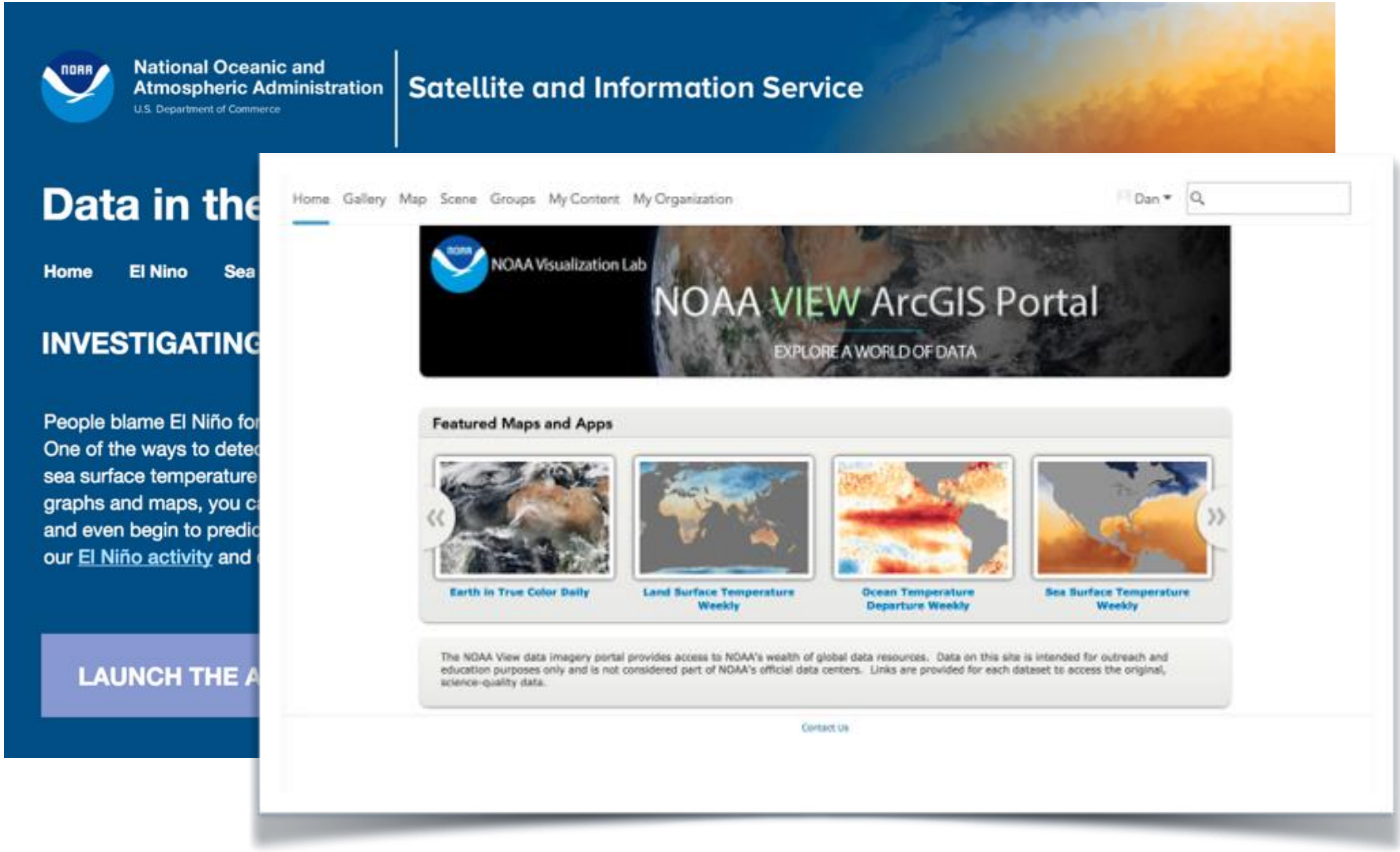
NOAA Story Maps

DAN

NOAA

NOAA Data in the Classroom link



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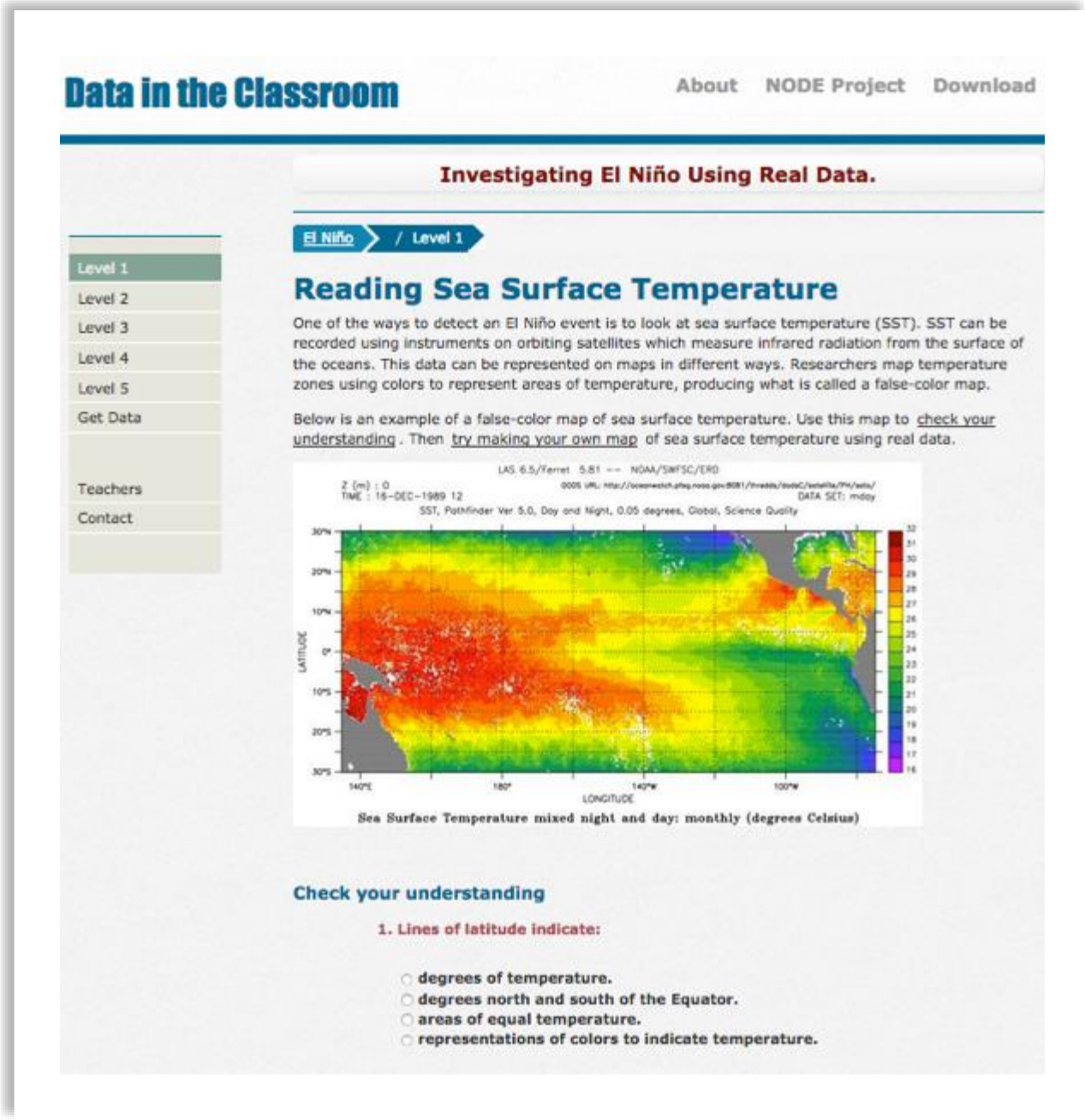


- Developed in ASP.NET
- Limited amount of activities online compared to the PDFs
- Uses antiquated browser technologies
- Inactive from HTTPS

NOAA

pedagogical approach

Invention Level: Invention is the highest cognitive level. Exercises need to be designed where pedagogy and technology are integrated simultaneously. This is where the inquiry approach can be fully implemented. This area is very student driven.

Interactivity Level: This level features the use of complex technology interactions. Here problem-solving techniques are introduced that can be very student directed. Tools are needed for students to analyze data and discuss findings.

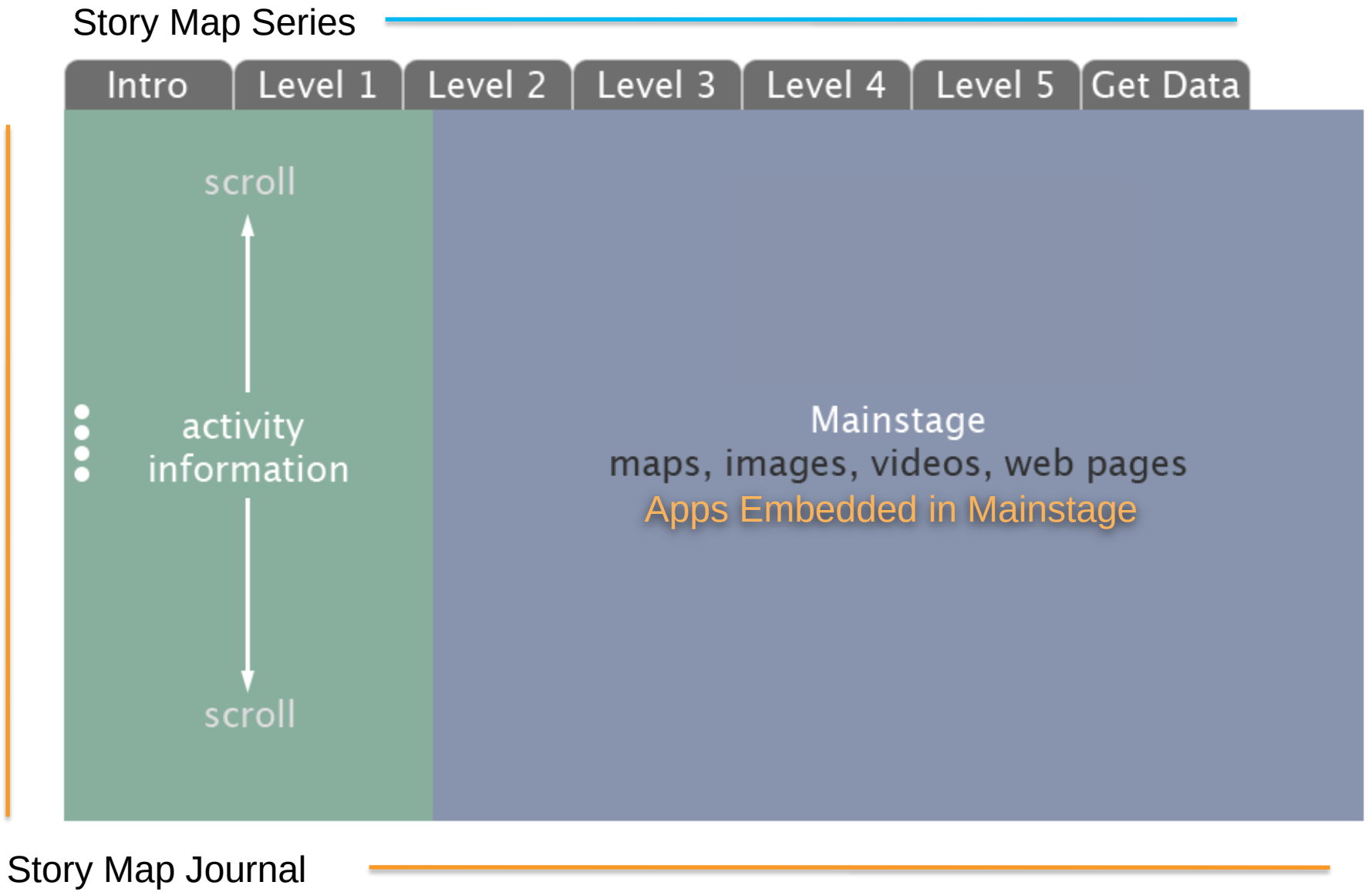
Adaptation Level: Students use portal tools to play and practice what they know. These interactions can be student-directed.

Adoption Level: Many teachers appreciate having prescriptive approaches to utilizing online tools. We recommend some form of drill and practice exercises that are predictable to teachers and will be available for them to share with their students. Once understood teachers can move to the next level of online interactivity and teacher technology inclusion.

Entry Level: The developers are making the basic assumption that first-time users of a new portal are at an entry level and need direct guidance in how to use the portal and demonstration site. This level of interaction is very teacher directed. Once teachers learn how to use the site they are ready to skip this level and move on to more complex levels. The Entry Level provides teachers with a teach-back system to help their students enter into the portal and its use.

NOAA

Simplicity and Consistency in Design



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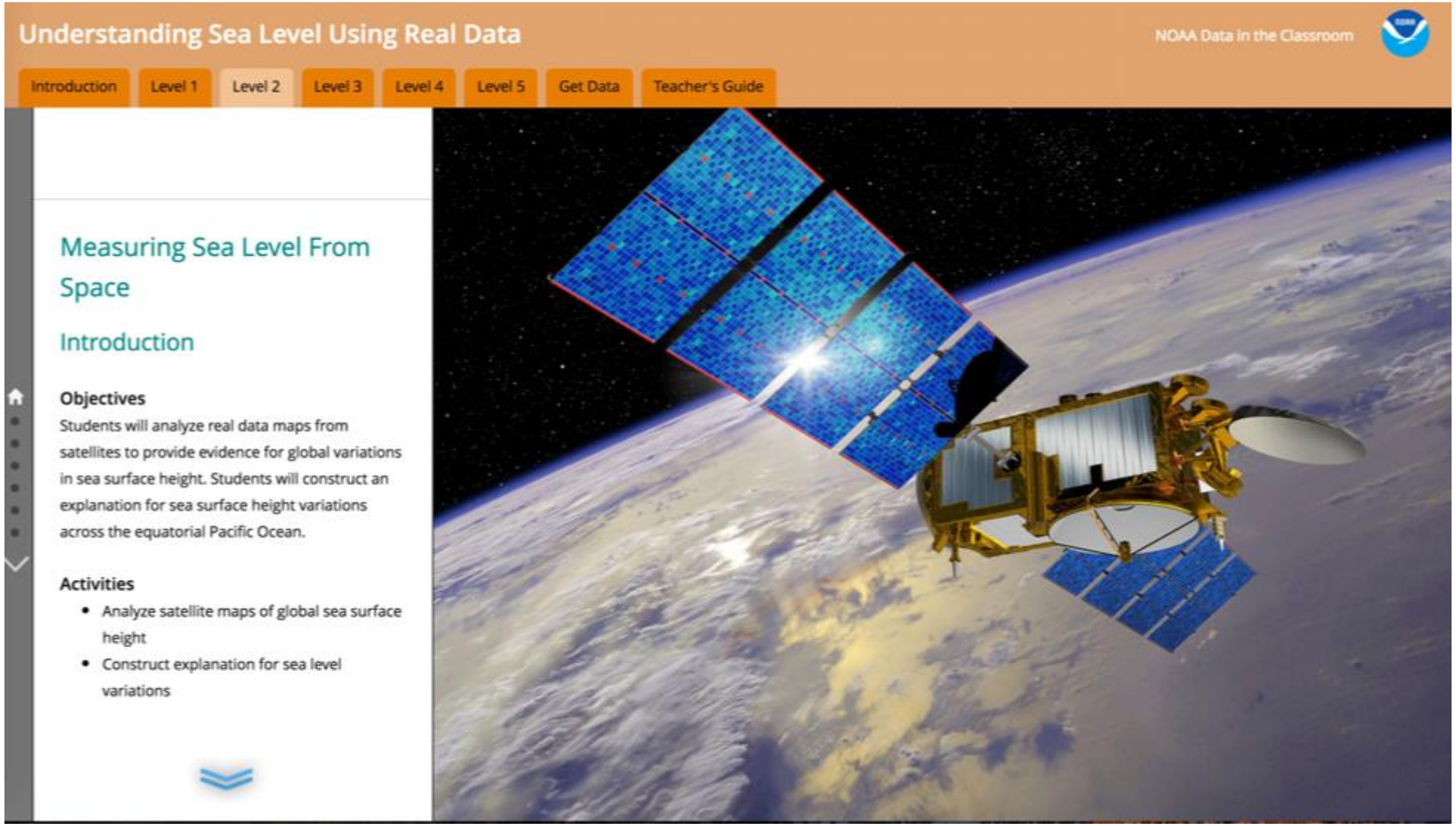
Teaching Sea Level with Story Maps



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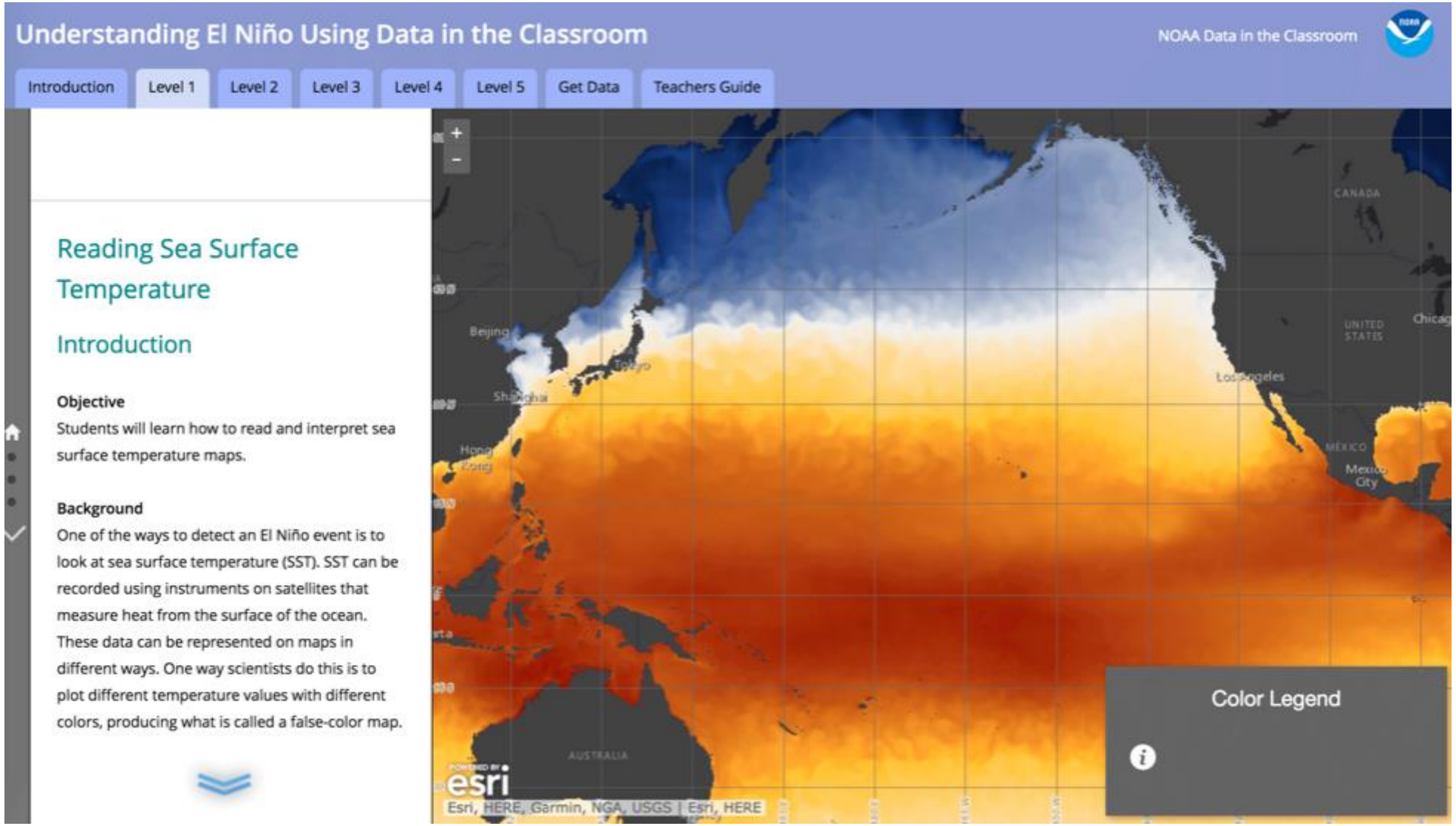
Teaching El Nino with Story Maps



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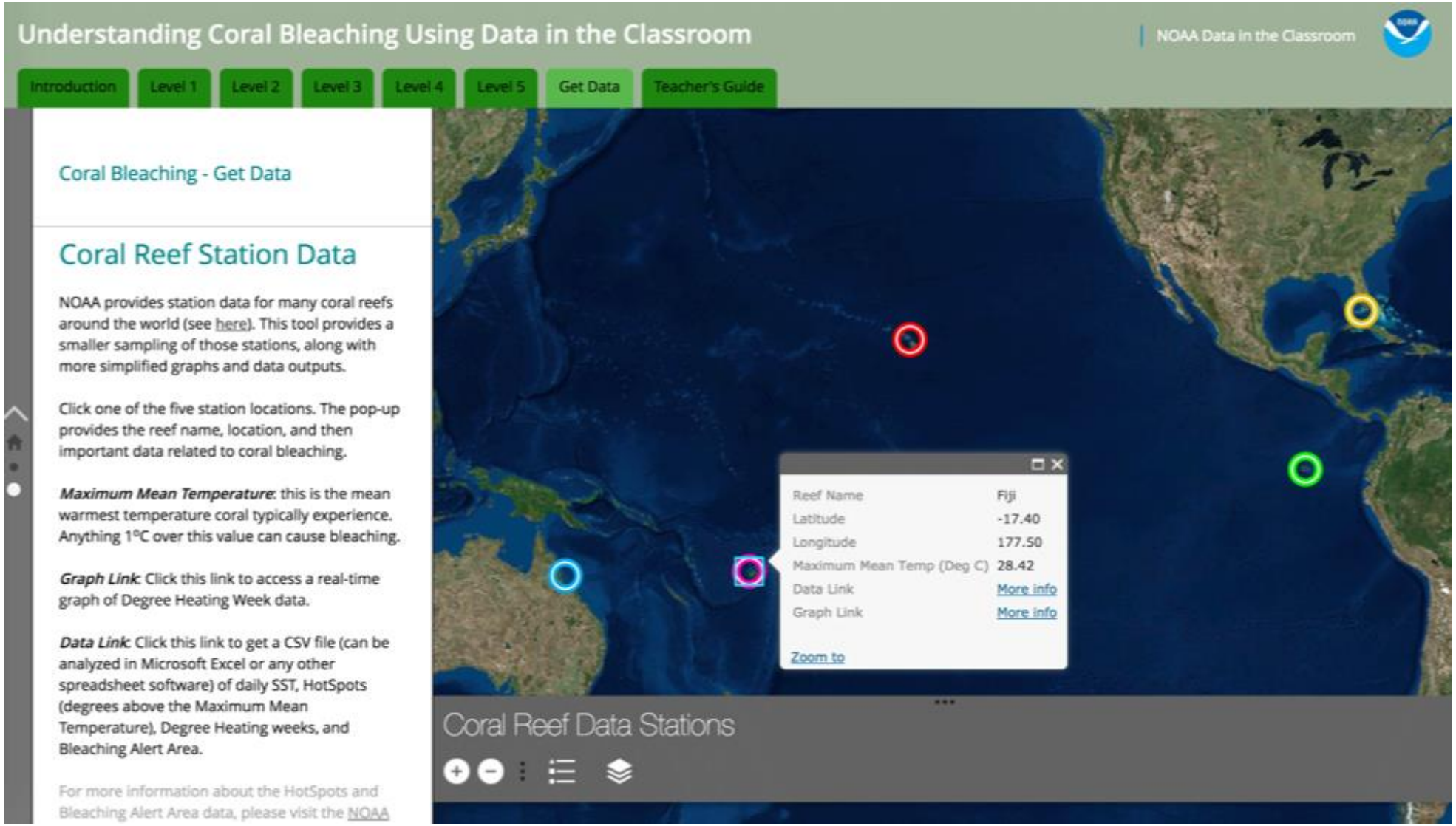
Teaching Coral Bleaching with Story Maps



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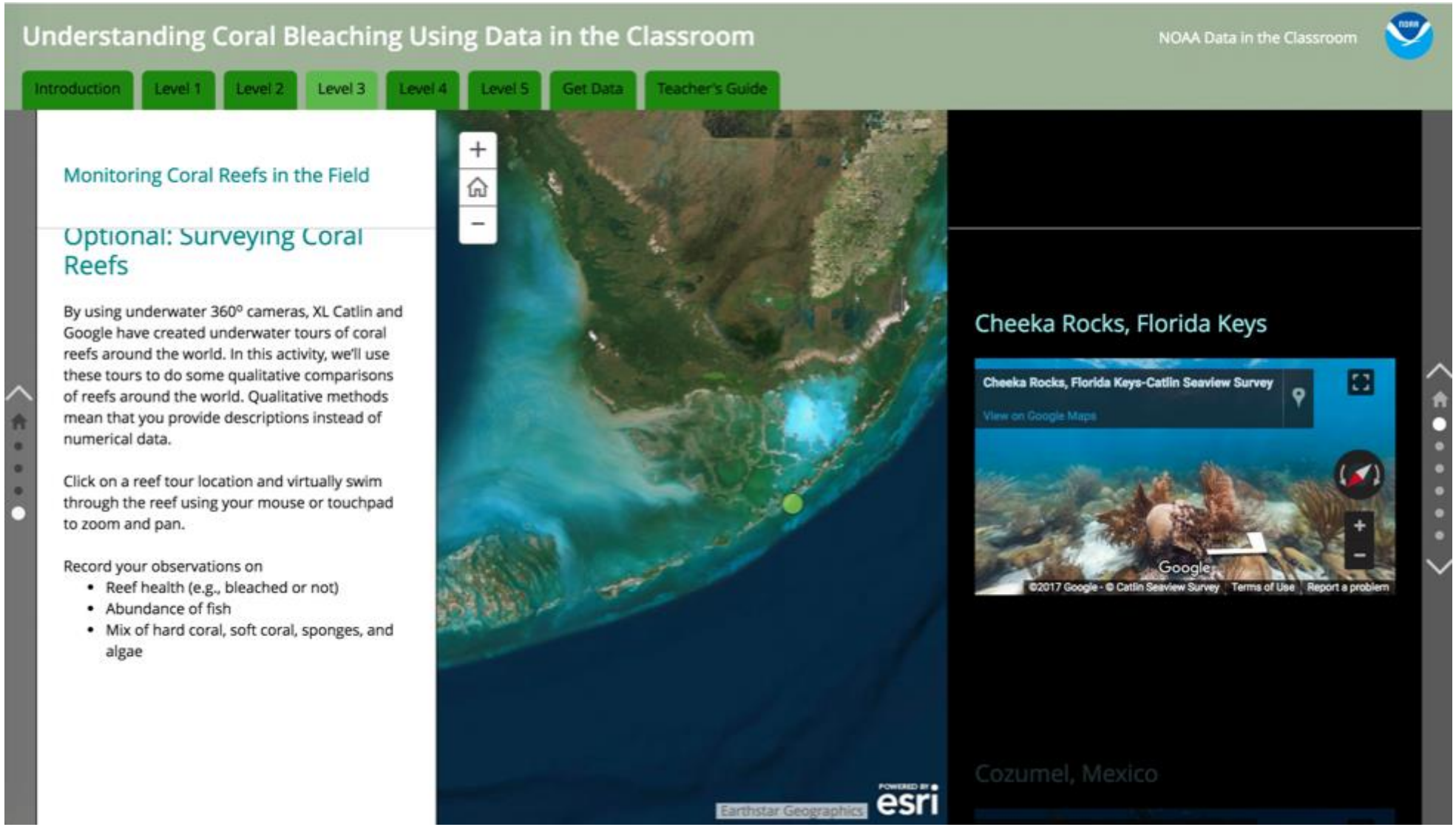
Taking a Dive Under the Ocean



4

NRCS Story Maps

MICHELLE

USDA United States Department of Agriculture

USDA Natural Resources Conservation Service

Helping People, Help the Land

USDA United States Department of Agriculture

Voluntary Conservation on America's Working Lands

- We provide **one-on-one, personalized advice** on the best solutions to meet the unique conservation and business goals of those who grow our nation's food and fiber.
- We help people make **investments in their operations and local communities** to keep working lands working, boost rural economies, increase the competitiveness of American agriculture, and improve the health of our air, water and soil.
- We generate, manage and share the **data, research and standards** that enable partners and policymakers to make decisions informed by objective, reliable science.

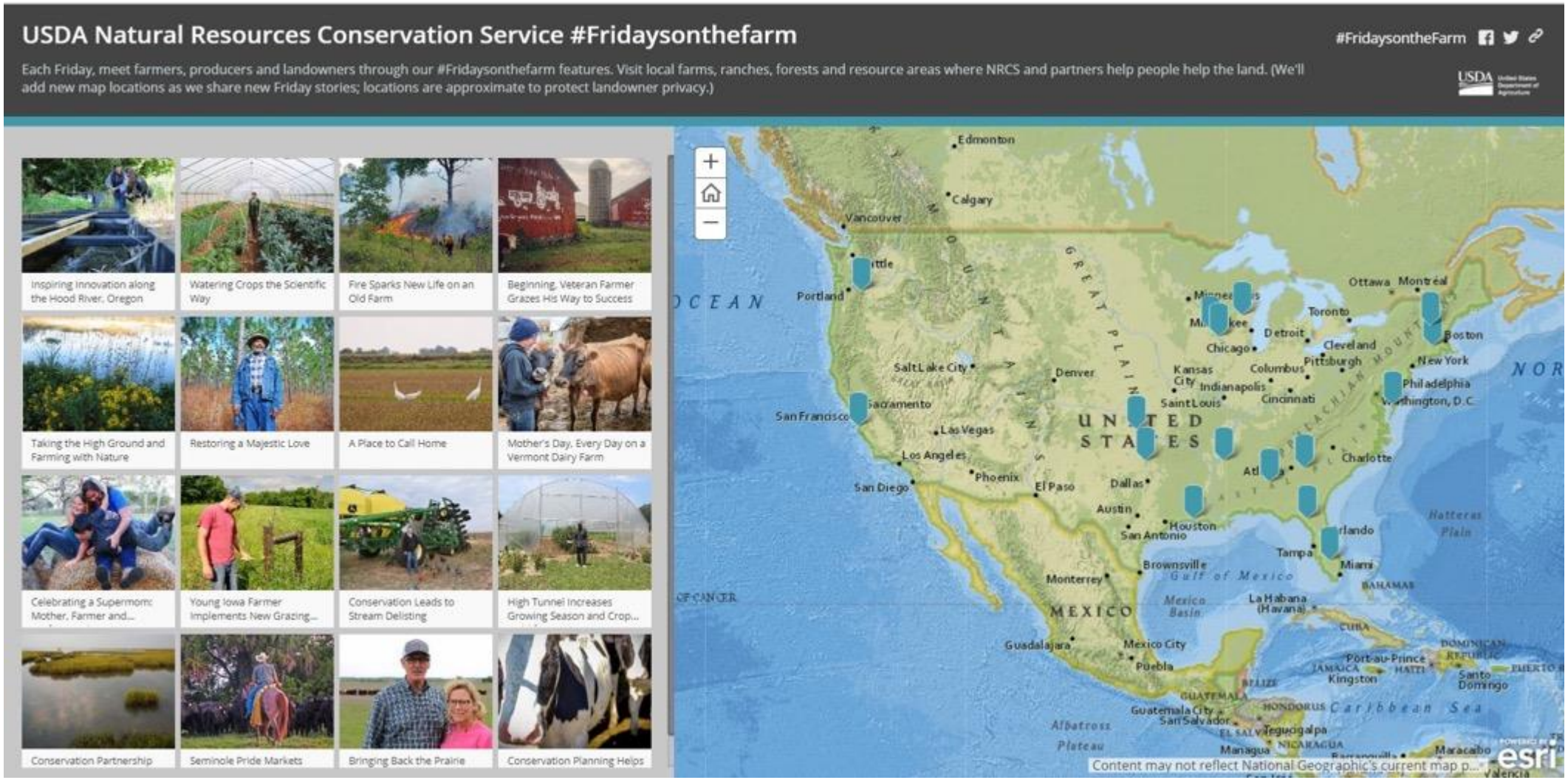
Conservation on the Ground

USDA United States Department of Agriculture

Stories on the Land

USDA United States Department of Agriculture

#Fridaysonthefarm *Shortlist* Collection



https://arcg.is/08Prq8

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#Fridaysonthefarm *Cascade* Features

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#Fridaysonthefarm *Cascade* Features - Highlights

https://arcg.is/yq9Pm

- **Embedded map** ties reader to the farmer, rancher, forester or partner
- **Subtitle images** and **menus** establish a narrative and move the story
- **Interactive slides** and **media** make technical information understandable
- **Responsive design** delivers story where users live and work

USDA United States Department of Agriculture

#Fridaysonthefarm – Corporate Media Strategy

- **Collaboration** between the national communication team and states
- **Uniform structure and features** for multiple authors
- **Standard branding** on story maps and digital media products
- **Integration** into digital media outreach:
  - USDA and NRCS social media channels
  - NRCS web presence
  - USDA blog stories
  - Newsletters and announcements through GovDelivery
  - National, state and programmatic media distribution through news service
  - Collaborative outreach with partners

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Building on #Fridaysonthefarm - Announcements

http://arcg.is/1nGCGn

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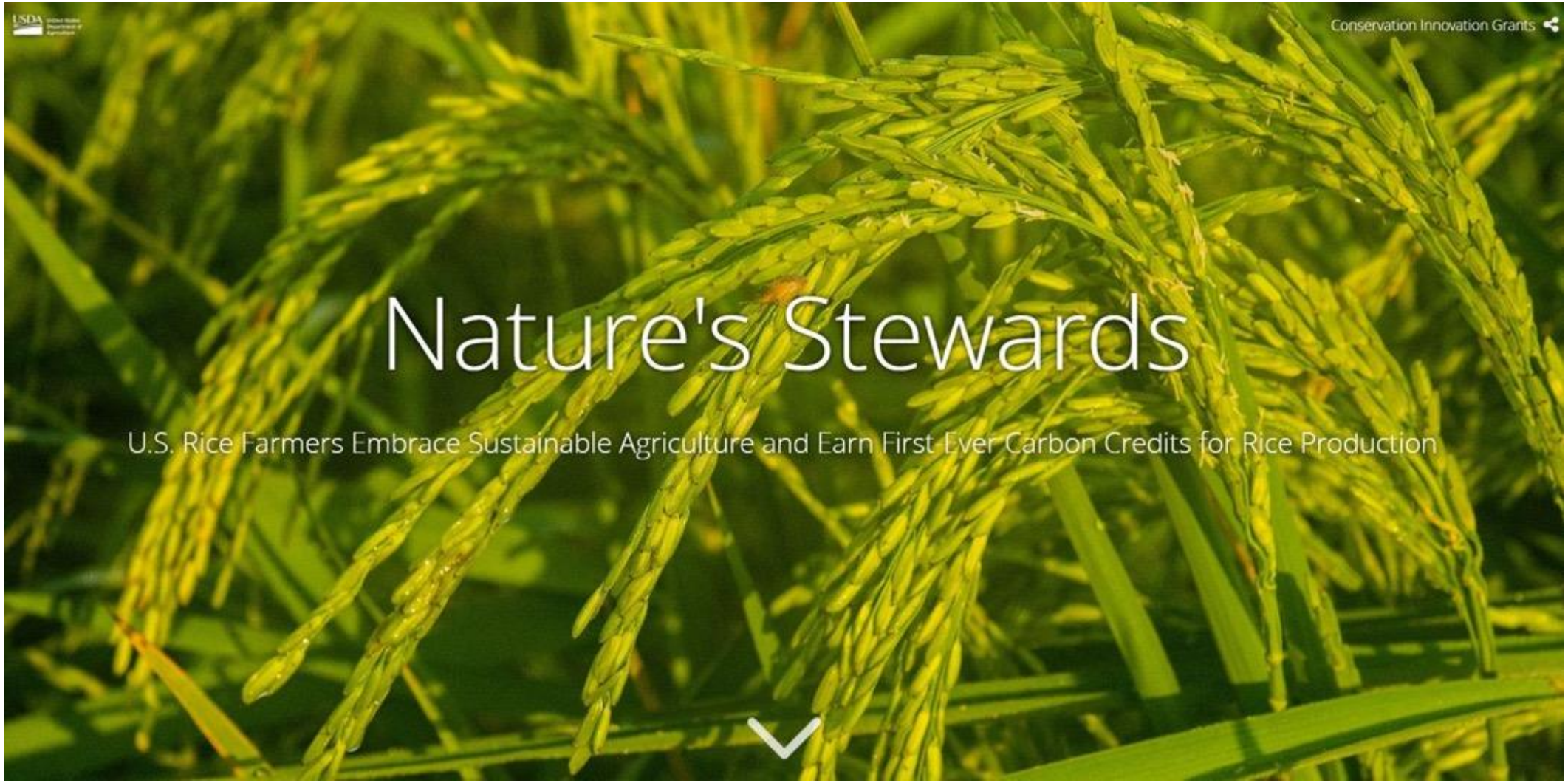
Building on #Fridaysonthefarm – More Complex Stories



http://arcg.is/1Xb8bP

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Building on #Fridaysonthefarm – Collaborative Stories

http://arcg.is/1fWPOX

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Thank you.

5

Why Does it Matter?

ALLEN

(I’ll give you seven reasons)

1

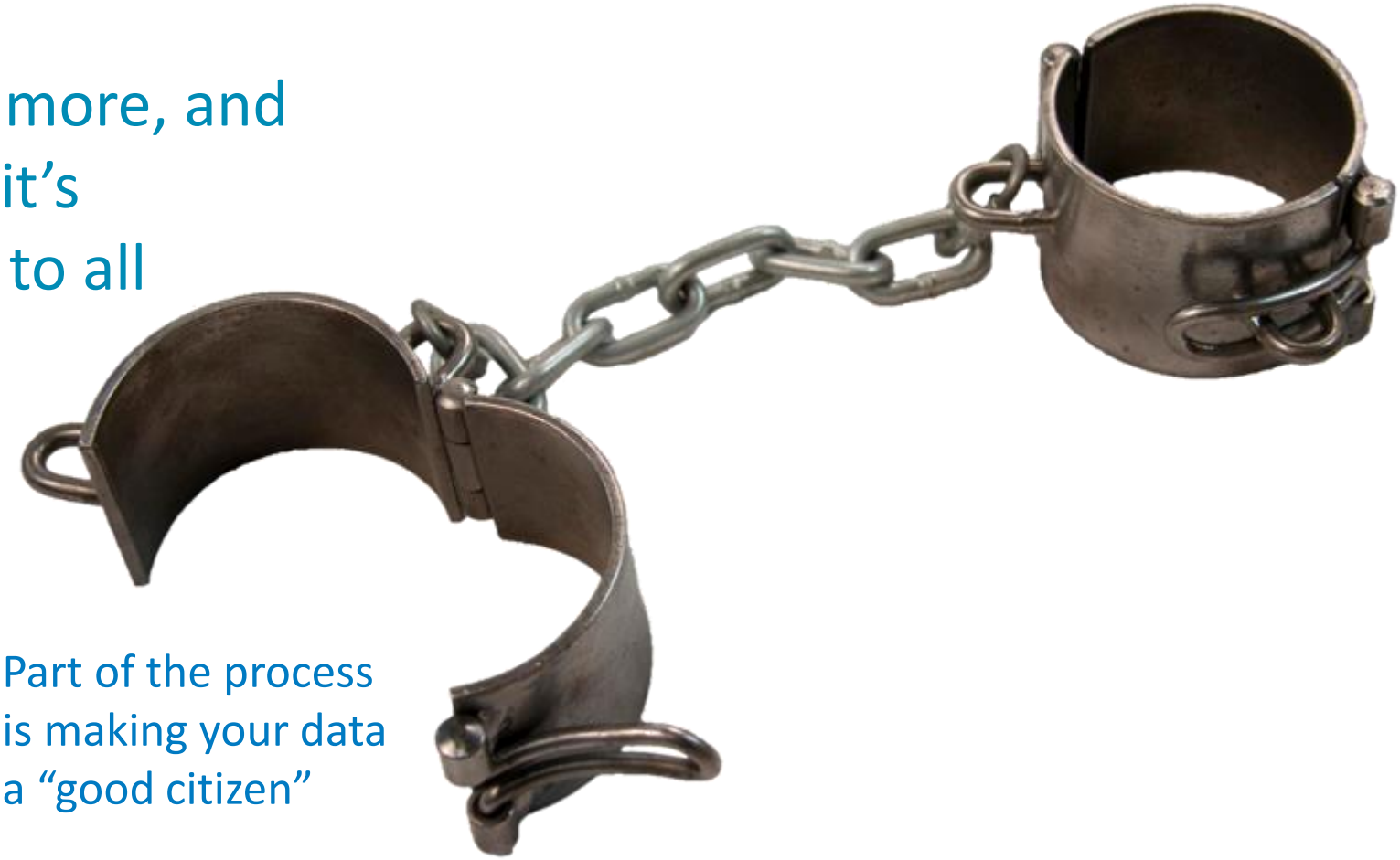
Emancipate Your Data

- Too much data is enslaved within the organizations that own it

1

Emancipate Your Data

- It will do more, and better, if it's available to all



  - Part of the process is making your data a "good citizen"

2

Expand the GIS Spectrum

- It’s more than just analysis

Storytelling

Analysis

Decision Support

Emergency Response

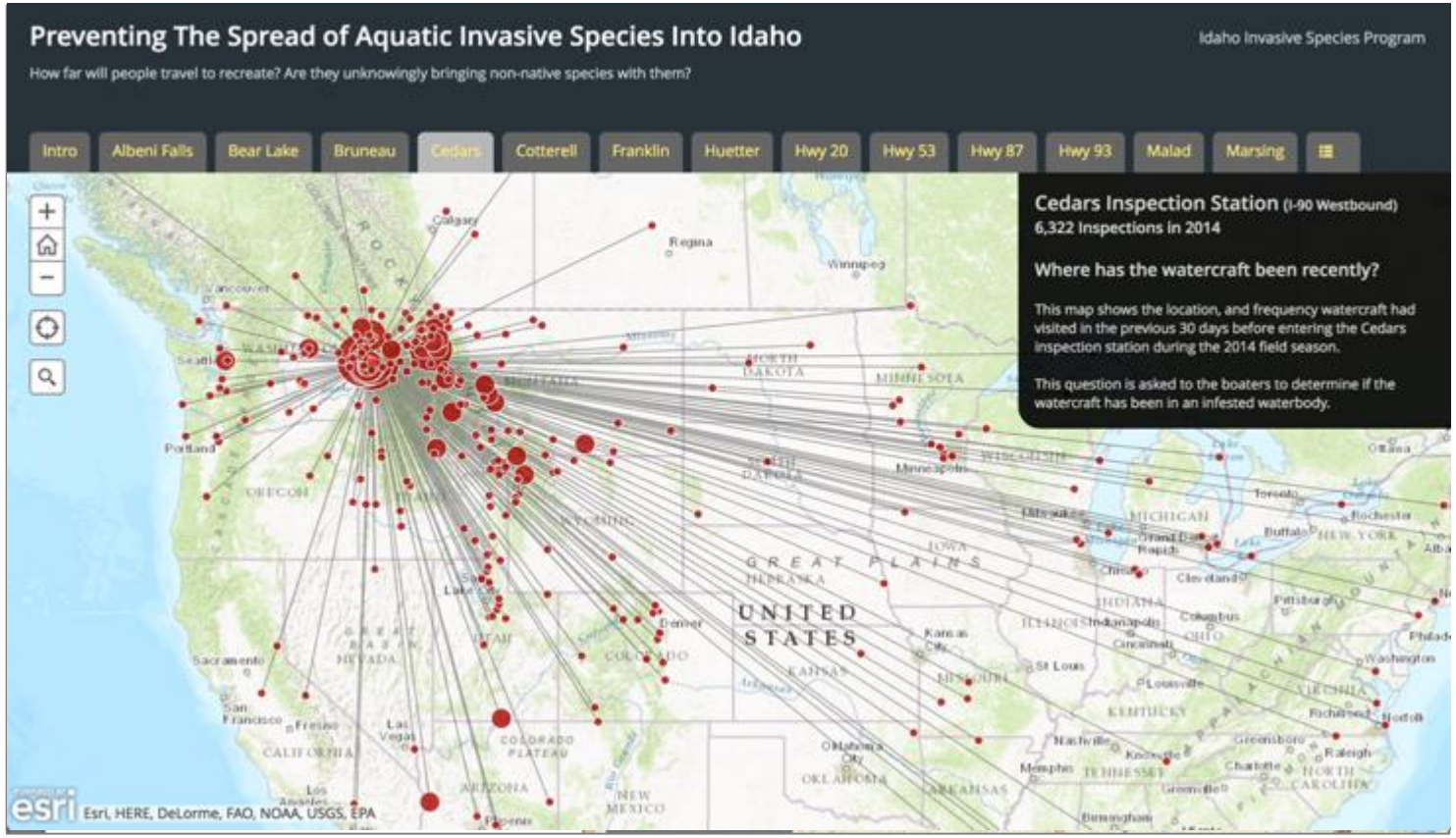
Planning

Situation Awareness

3

Share Your Work

- If you're a GIS professional… show what you've done



4

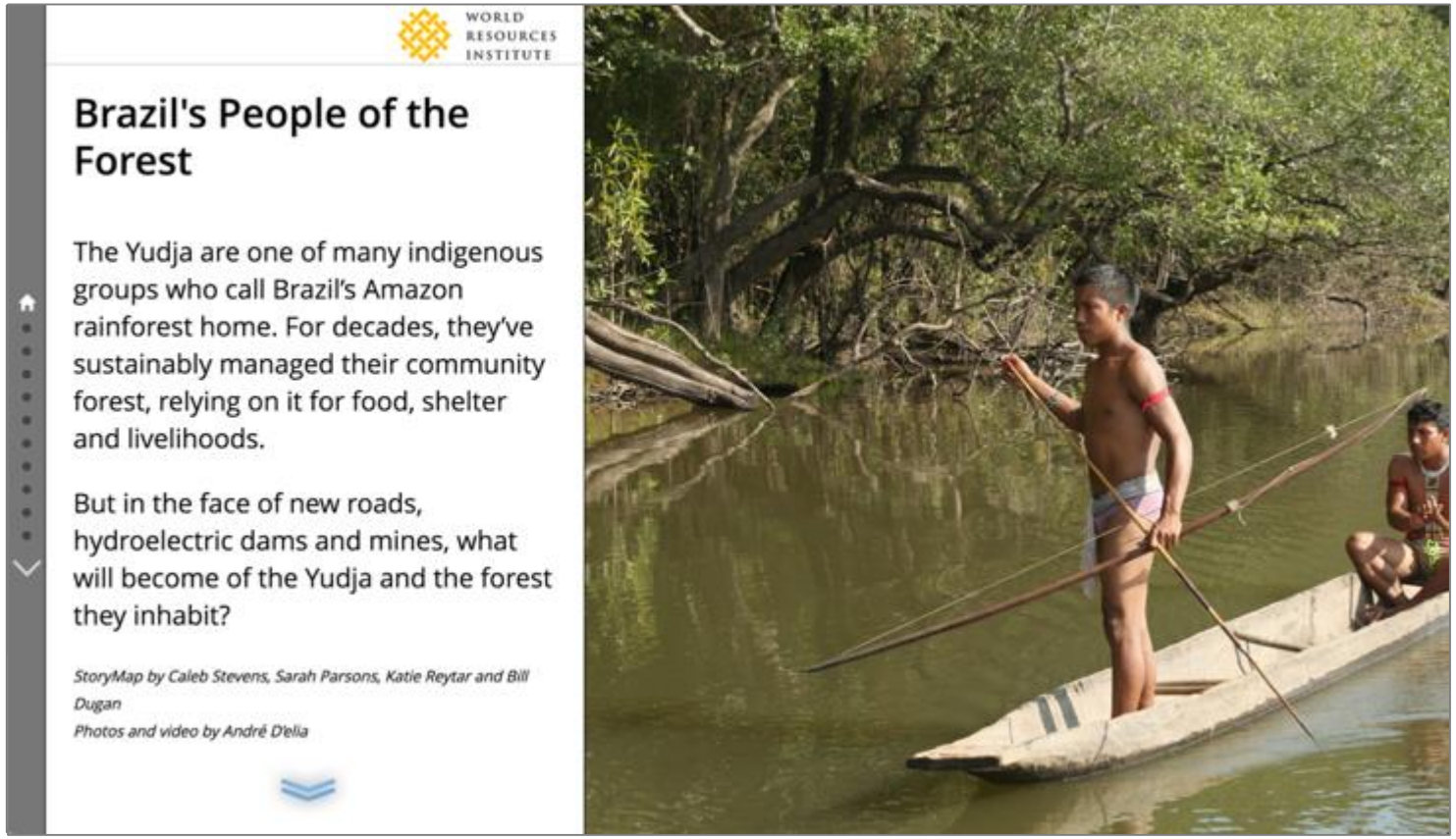
Spread the Word

- Story maps can show people how special your place is

5

Rally People to Your Cause

- Recruit, convince, inspire



6

Express Yourself!

- Story maps are a creative medium whose potential has barely been tapped

7

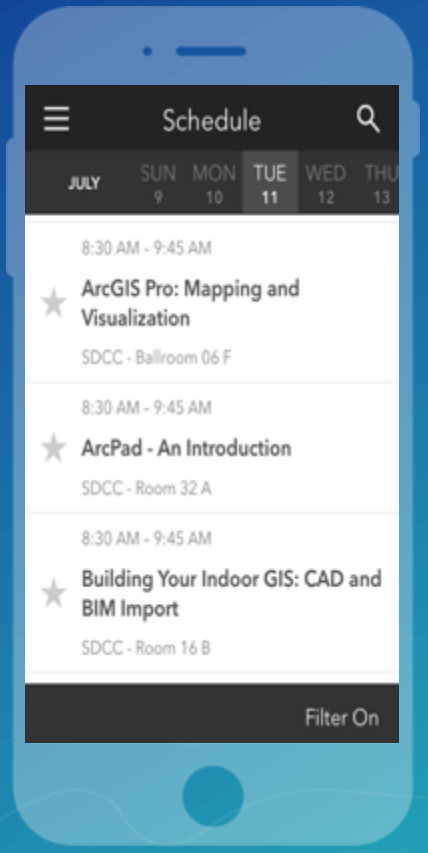
Telling the Story of the Earth

- In aggregate we can make a difference

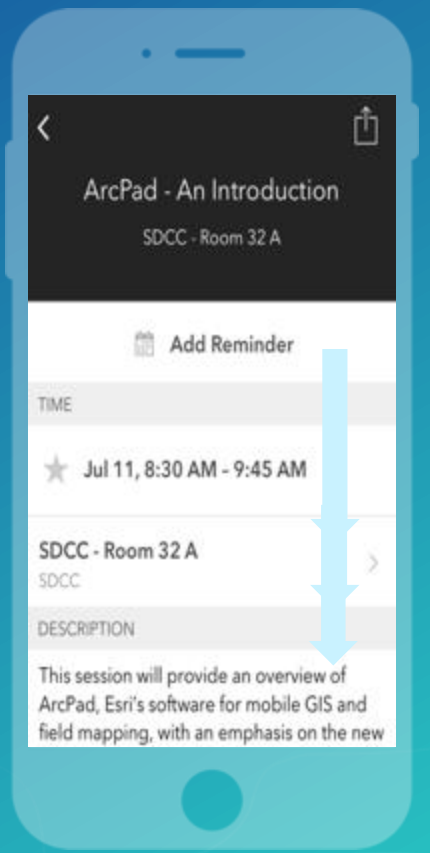
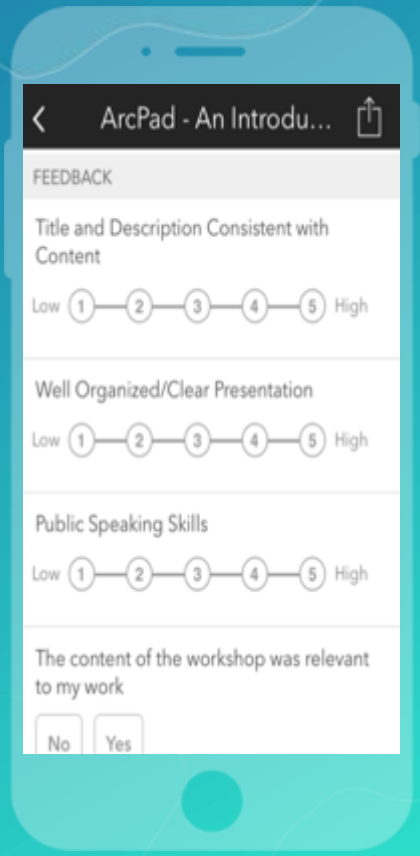
Please Take Our Survey on the Esri Events App!

Download the Esri Events app and find your event

Select the session you attended



Scroll down to find the survey



Complete Answers and Select “Submit”