



# The Stories Behind Our Stories: *The Two Koreas*

David Asbury, Greyson Harris, Cooper Thomas, & Hannah Wilber


*Esri Story Maps team*

An abstract graphic on the right side of the slide. It features a vertical stack of colorful, semi-transparent rectangular blocks in shades of blue, orange, and green. Overlaid on these blocks are white topographic contour lines, suggesting a map or terrain. The overall style is modern and digital.

**GIS  
INSPIRING  
WHAT'S  
NEXT**



Story Maps ▾ Apps Gallery Resources Blog My Stories

Greyson Harris ▾ English ▾ 



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Winners!  
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with Maps  
Contest!

# Story Maps

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storymaps](http://www.esri.com/storymaps)



# Why do we make our own Story Maps?





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- MARKET Story Maps and recruit new users



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# Why do we make our own Story Maps?

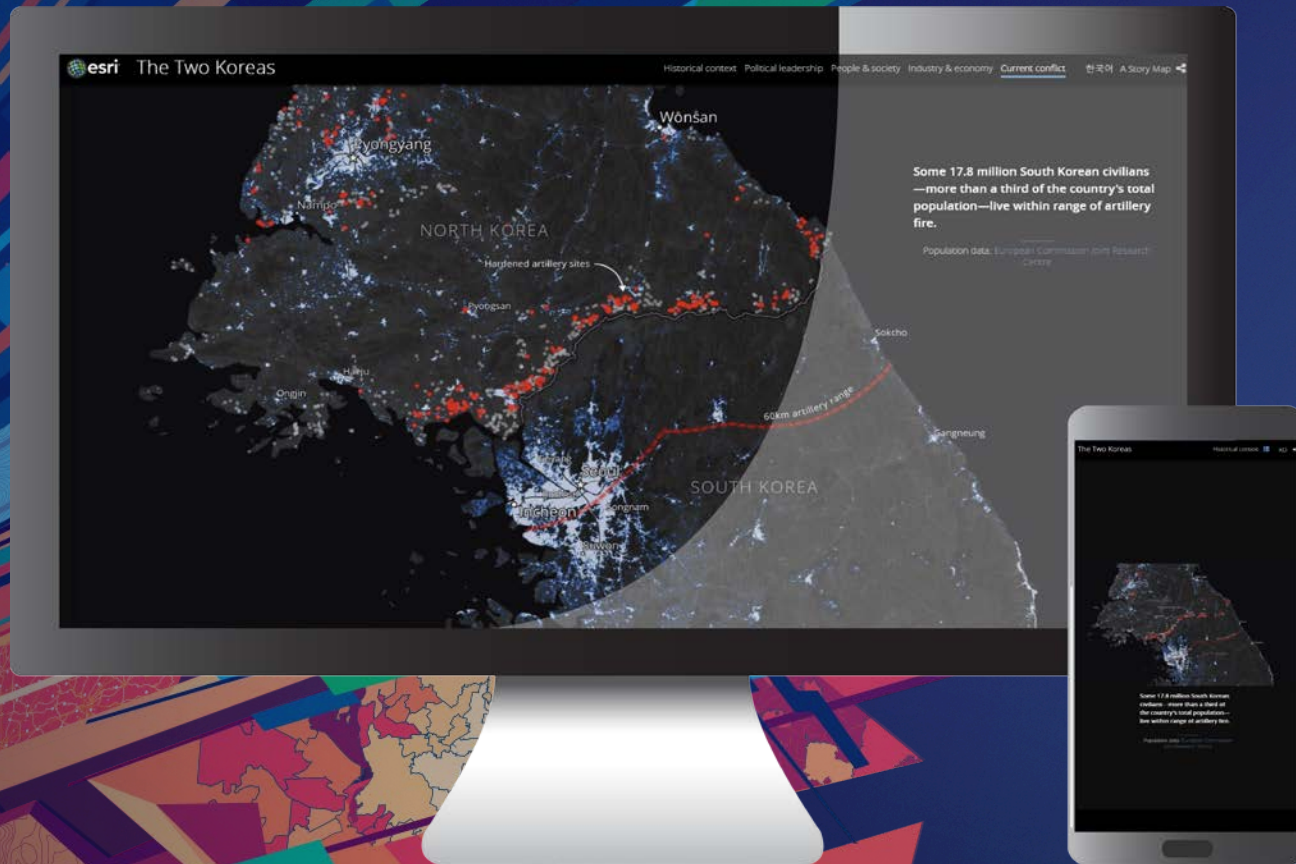
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- RAISE AWARENESS for important causes





# The Two Koreas

*September 2017*





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# Our Process





1

Strategy

2

Storyboarding

3

Story creation

4

Publication







1

Strategy

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Storyboarding

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# Strategy

*Why this topic?*







# Strategy

*Why this topic?*

- Fulfills an editorial goal(s)





# Strategy

*Why this topic?*


- Fulfills an editorial goal(s)
- Has a strong geographic component





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  - Adds value to the data or topic
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# Preliminary research

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- Authoritative data







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- Properly licensed visuals (images, video, etc.)





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# Preliminary research

*Is enough content available?*

- James Martin Center for Nonproliferation Studies North Korea Missile Test Database
- North Korean Defense Sites dataset
- CIA World Factbook, World Bank
- Wikipedia



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# Story outline

*How should we structure the story?*







# Story outline

*How should we structure the story?*

- Identify core narrative elements





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**BIRTH RATE**

| North Korea            | South Korea          |
|------------------------|----------------------|
| 13.87 per 1,000 people | 8.6 per 1,000 people |



Source: World Bank

**LIFE EXPECTANCY**

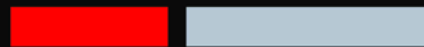
| North Korea | South Korea |
|-------------|-------------|
| 70.4 years  | 82.4 years  |



Source: CIA World Factbook

**YEARS OF SCHOOLING**

| North Korea | South Korea |
|-------------|-------------|
| 11 years    | 17 years    |



Source: CIA World Factbook

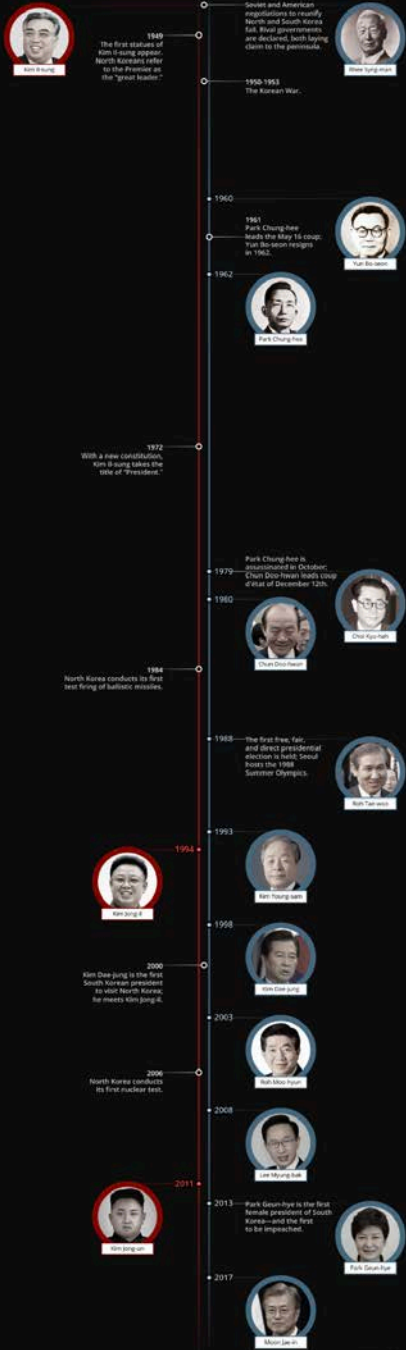
These differences transcend mere statistics—the two countries occupy opposite poles of a cultural spectrum.

South Korean citizens are able to pursue active roles in civil society, to travel freely, and to voice dissent without fear of reprisals. They welcome technological innovation, enjoy social media, and increasingly incorporate English loanwords into their speech, known as "Konglish."

# Experience: Data viz centric and scroll based



## HEADS OF STATE



## NORTH KOREAN MISSILE TESTS



# Experience: New features in Story Map Cascade





# Team coordination

*How do we streamline our workflow?*







# Team coordination

*How do we streamline our workflow?*

- Delegate responsibilities





# Team coordination

*How do we streamline our workflow?*

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# Team coordination

*How do we streamline our workflow?*

- Delegate responsibilities
- Establish shared visual language and tone
- Finalize check-in points and deliverables timetable





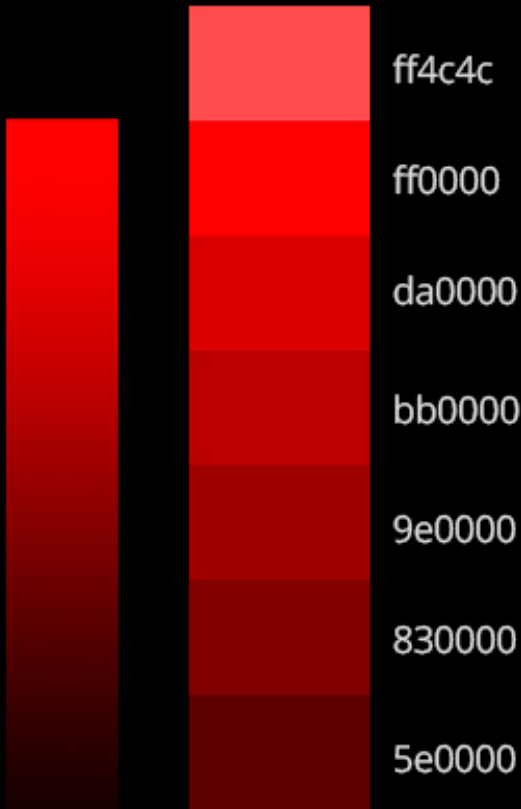
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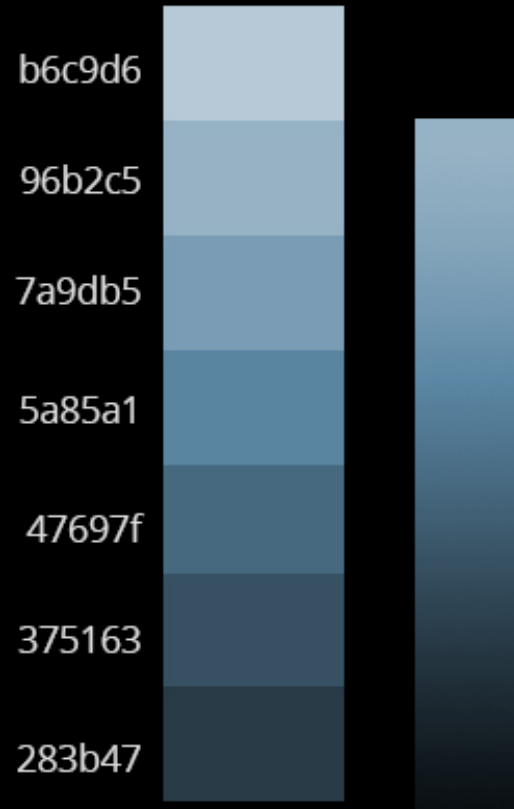
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## NORTH KOREA



## SOUTH KOREA



**Coordination: A  
shared visual  
language**



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# Content creation

*How do the individual pieces come together?*







# Content creation

*How do the individual pieces come together?*

- Maps







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- Charts and infographics







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- Charts and infographics
- Photos and videos
- Narrative text



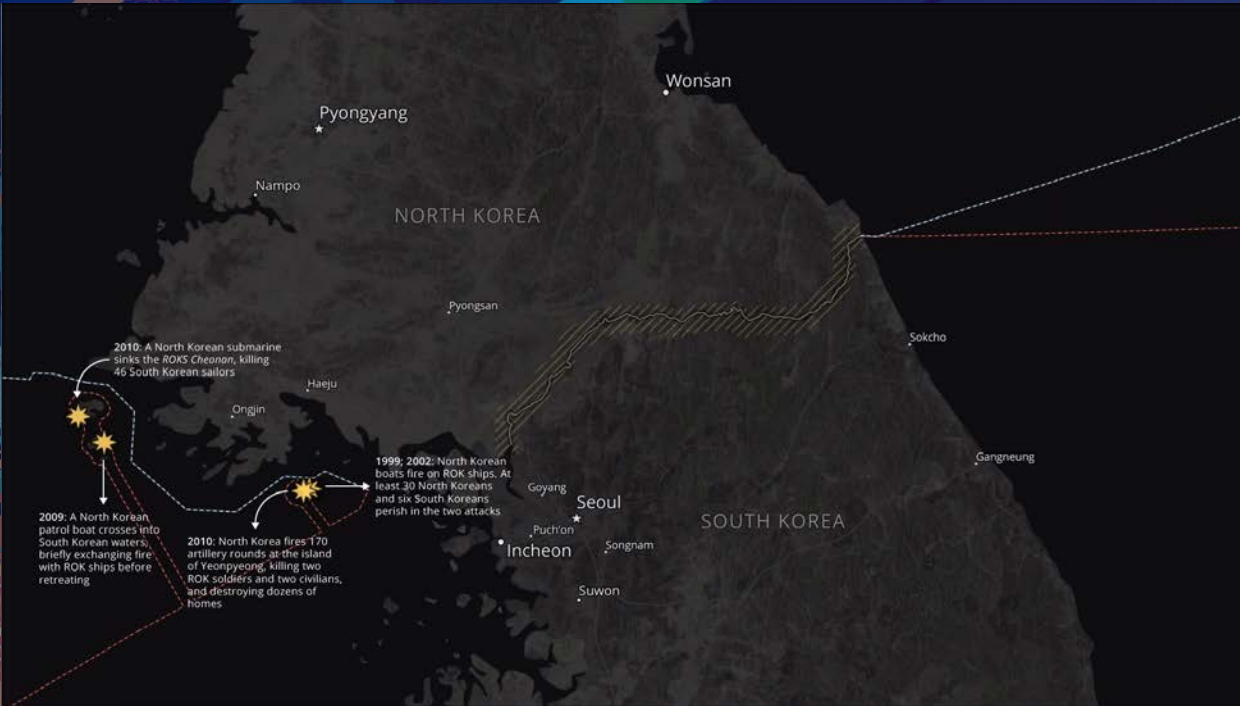


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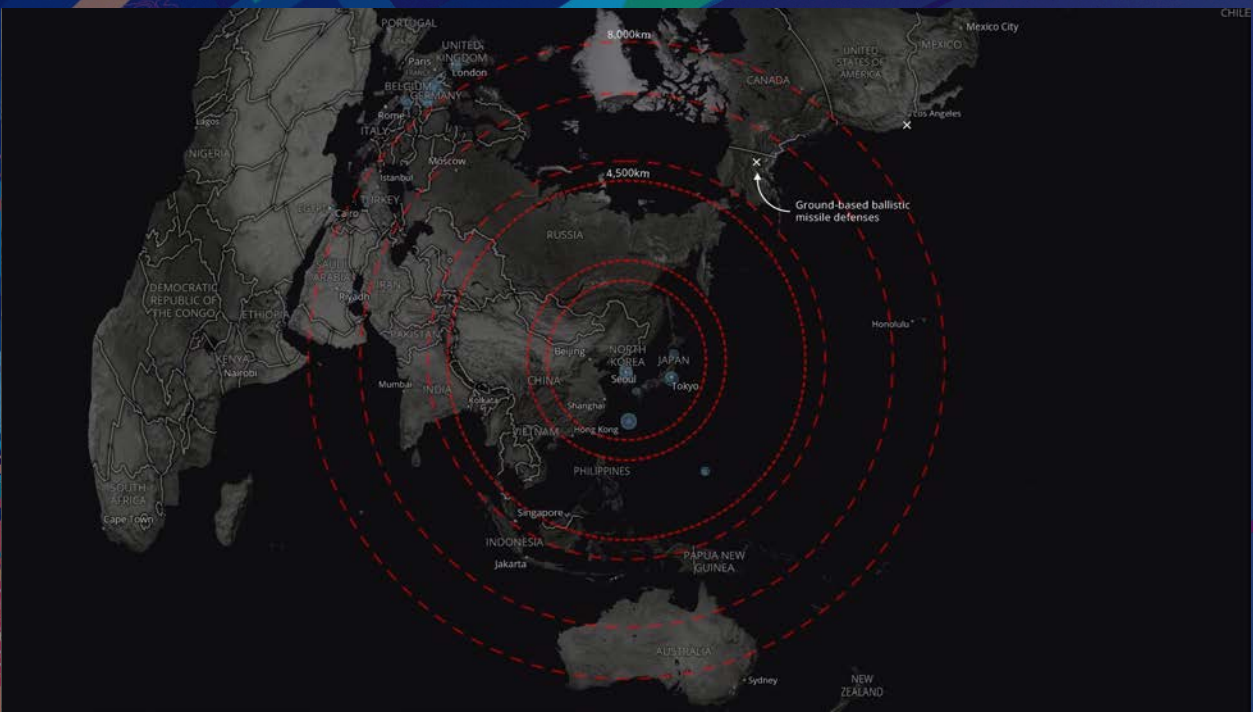
- **Maps**
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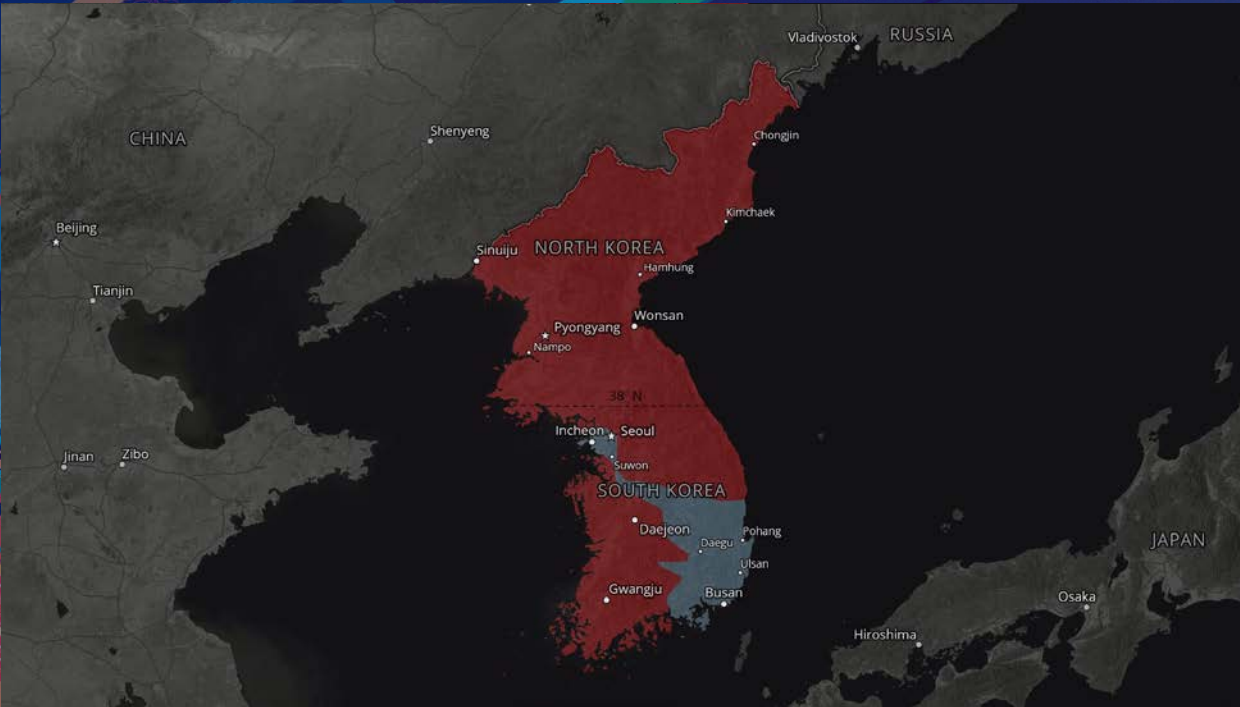
Maps: static, not interactive





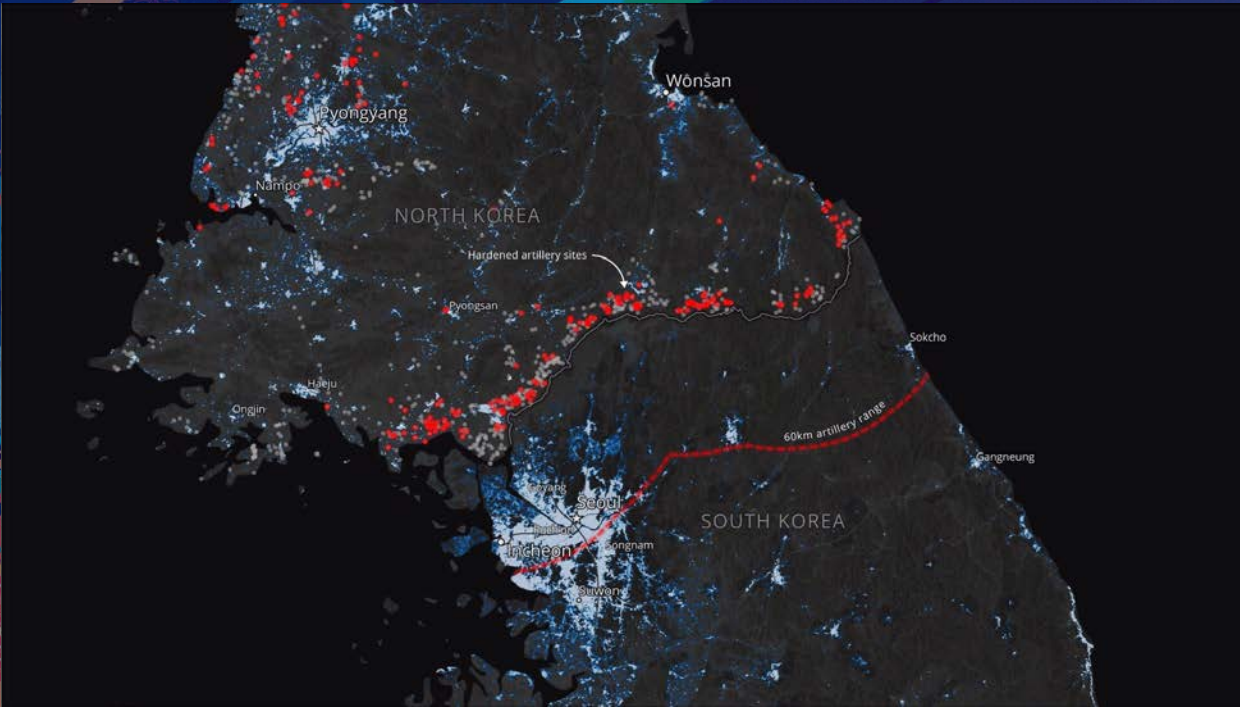
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# Maps: tone and character





# Maps: tone and character





# Content creation

*How do the individual pieces come together?*

- Maps
- Charts and infographics
- Photos and videos
- Narrative text



esri The Two Koreas

Historical context Political leadership People & society Industry & economy Current conflict 한국어 A Story Map

## Political leadership

In North Korea, the Soviet Union appointed Kim Il-sung as head of state in 1948. Kim was a former guerrilla fighter and something of a folk hero for his resistance to the Japanese occupation.


Espousing communism and his own ideology of self-reliance called *Juche*, the Soviet-appointed premier enjoyed—at least officially—the adoration of North Koreans. Later taking the title of president, Kim Il-sung established what has become a dynasty, with his son and grandson inheriting the country's leadership.

In the South the United Nations encouraged democratic elections starting in 1948. South Korea experienced two coups before settling into a stable pattern of free elections and regular five-year terms of office.

### HEADS OF STATE

1949


The first statues of Kim Il-sung appear. North Koreans refer to the Premier as



Kim Il-sung

1948

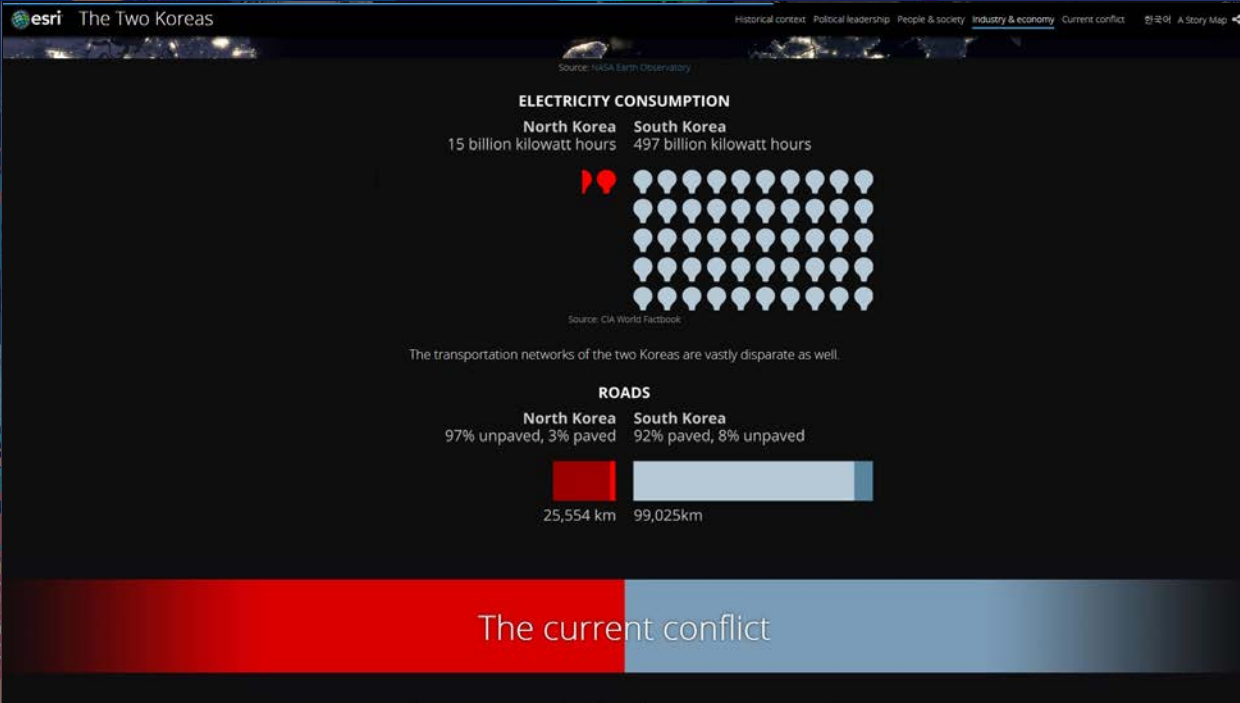
Soviet and American negotiations to reunify North and South Korea fail. Rival governments are declared, both laying claim to the peninsula.



Rhee Syng-man

# Infographics: tall images





# Infographics: consistent colors





# Story map assembly and assessment

*Do the topic, tone, and content all work together?*







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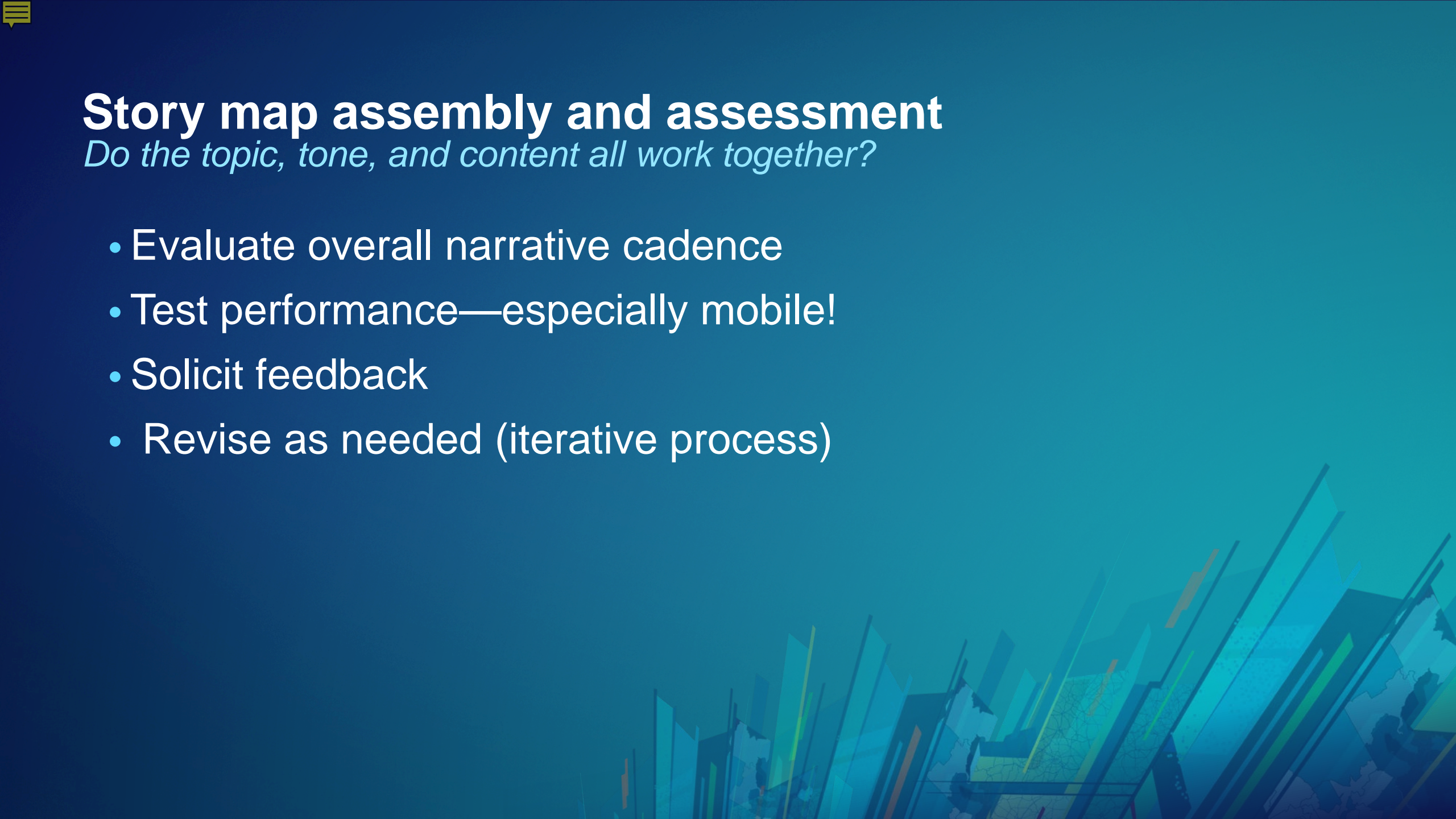
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# Publication

*What will the story's lifecycle look like?*







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- Apply finishing touches





# Publication

*What will the story's lifecycle look like?*

- Apply finishing touches
- Execute promotional plan





# Publication

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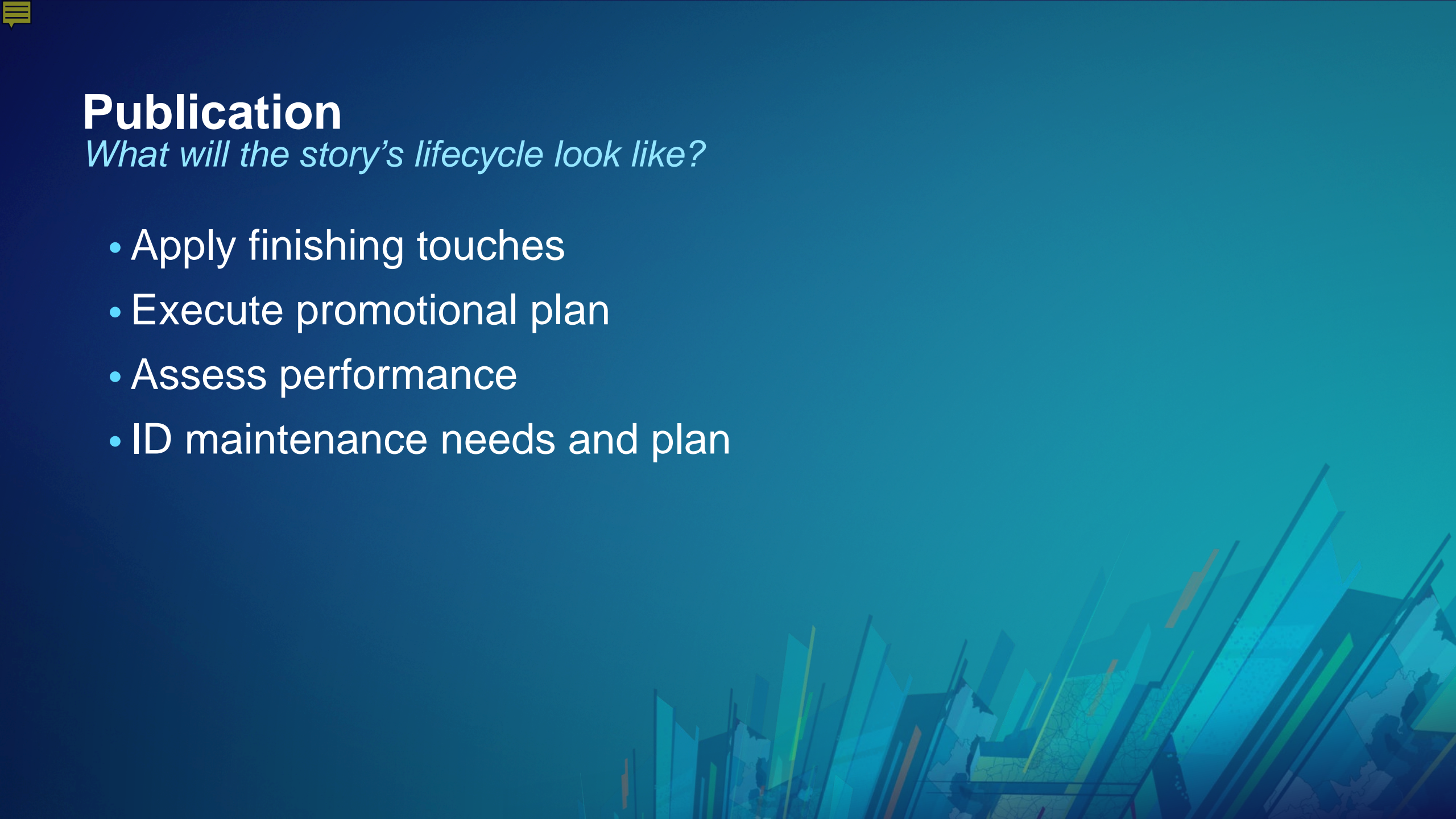
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# Publication

*What will the story's lifecycle look like?*

- Apply finishing touches
  - Execute promotional plan
  - Assess performance
  - ID maintenance needs and plan
- 





# Publication

*What will the story's lifecycle look like?*

- Apply finishing touches
  - Execute promotional plan
  - **Assess performance**
  - **ID maintenance needs and plan**
- 





# The Two Koreas

Uneasy Asian neighbors share a history of tension and conflict.

한국어

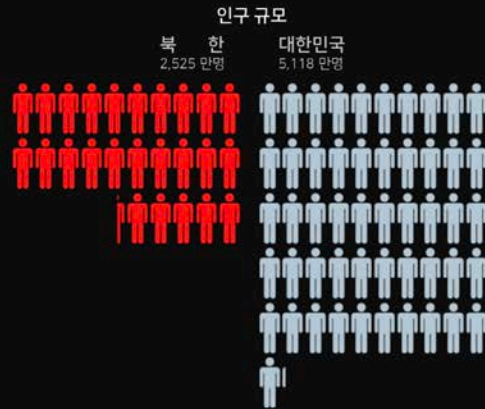
**Publication: Esri  
Korea's translated  
version**



## 시민과 사회

남북한은 전반적으로 공통적인 유산을 가지고 있지만, 두 나라의 사회는 크게 대비됩니다.

한국의 인구는 북한보다 두 배 정도 많습니다. 양국의 인구 성장률은 최근 모두 감소했으나 북한이 0.5%로 0.4%인 한국을 약간 앞선 상태입니다.



출처 : CIA World Factbook

# Publication: Esri Korea's translated version



# Resources

- The Two Koreas: [bit.ly/TwoKoreas](http://bit.ly/TwoKoreas)
- Story Maps resources: [bit.ly/StoryMapResources](http://bit.ly/StoryMapResources)
- Story Maps Developers' Corner: [bit.ly/StoryMapsDevCorner](http://bit.ly/StoryMapsDevCorner)

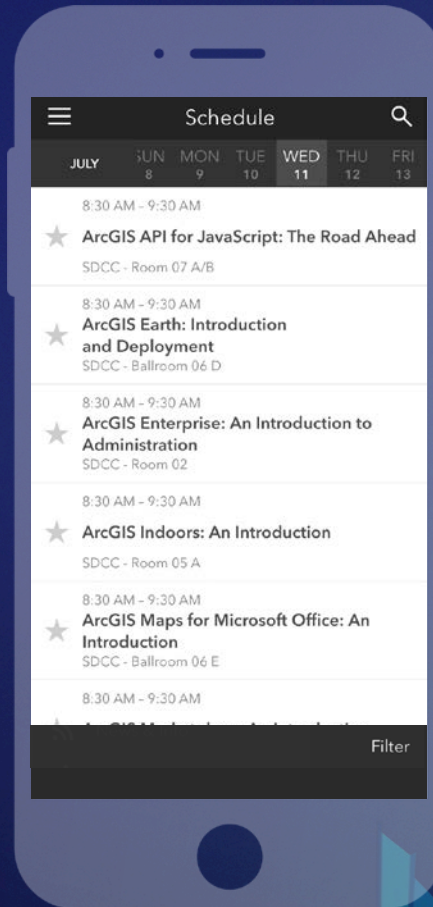


# Please Take Our Survey on the App

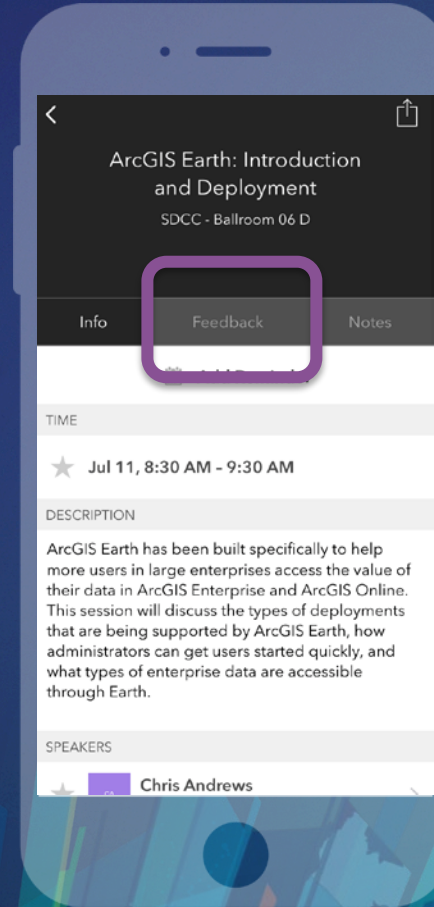
Download the Esri Events app and find your event



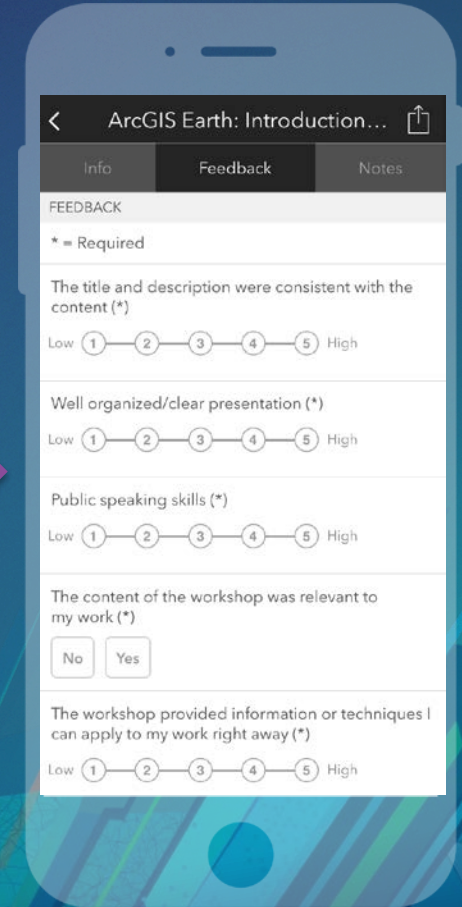
Select the session you attended



Select the Feedback tab



Complete answers and select "Submit"





# See Us Here

| WORKSHOP   | LOCATION   | TIME FRAME  |
|--|--|---|
| <p>Story Maps: The Stories Behind Our Stories</p> <ul style="list-style-type: none"><li>• <a href="#">Two Koreas</a></li></ul>   | <ul style="list-style-type: none"><li>• <a href="#">Room 07 A/B</a></li></ul>                  | <ul style="list-style-type: none"><li>• W 7/11, 2:30 – 3:30 PM</li></ul>  |
| SPOTLIGHT  | LOCATION   | TIME FRAME  |
| <p>Stories Behind Our Stories</p> <ul style="list-style-type: none"><li>• <a href="#">Destination Cities</a> (Hannah)</li><li>• <a href="#">Public transit</a> (Greyson)</li><li>• <a href="#">Destination Cities</a> (Hannah)</li><li>• <a href="#">Thanksgiving Dinner</a> (David)</li><li>• <a href="#">Anacostia River</a> (Cooper)</li><li>• <a href="#">Anacostia River</a> (Cooper)</li></ul> | <p><a href="#">Esri Showcase: Living Atlas Theater (Story Maps Expo Spotlight Theater)</a></p> | <ul style="list-style-type: none"><li>• T 7/10, 3:00 – 3:20 PM</li><li>• T 7/10, 5:15 – 5:35 PM</li><li>• W 7/11, 11:15 – 11:35 AM</li><li>• W 7/11, 4:30 – 4:50 PM</li><li>• Th 7/12, 10:00 – 10:20 AM</li><li>• Th 7/12, 11:15 – 11:35 AM</li></ul> |





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THE  
SCIENCE  
OF  
WHERE