

Specialty

Data storytelling

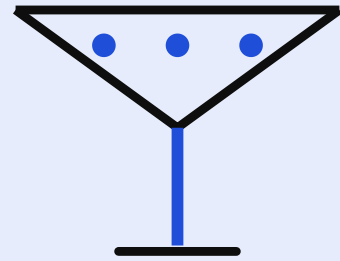
Combines charts, text and sequence to tell a story with data, deciding how much the author guides and how much the reader explores.

In Spanish

Narrativa con datos

Origin

Segel and Heer (2010)



What problem it addresses

A chart only shows data; without guidance, the reader doesn't know what to look at or what it means.

Principles

Author-driven

Fixed order and a clear message.

Reader-driven

Freedom to explore.

Martini glass

First a guided story; then, freedom to explore.

Applications in design

✓ Use it like this

Start with a question or a finding and let people explore afterward.

✗ Avoid

Hiding the main message among filters and options.

👁 Don't fall for it

A data story can also mislead: don't pick only the data that suits you.

Connections

Related to

 Data visualization

Authors and works

2010	Edward Segel and Jeffrey Heer	Analyzed 58 narrative visualizations and described seven genres and how they share control between author and reader.
------	--------------------------------------	---

Sources

Original sources

- Segel, E., & Heer, J. (2010). Narrative visualization: Telling stories with data. IEEE Transactions on Visualization and Computer Graphics, 16(6), 1139–1148. [View source \(https://doi.org/10.1109/TVCG.2010.179\)](https://doi.org/10.1109/TVCG.2010.179)

Last reviewed: October 25, 2026

Atlas público de diseño, de Adriana Ojeda. Texto e ilustraciones bajo licencia CC BY 4.0.