# Storytelling in Interactive Atlases – Following the Intrinsic Map-Centered Approach

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The Role of Atlases

Information Retrieval by Means of:

- Relevant topics
- Curated set of maps
- Related information
  Text, Pictures, Charts
- Tools / Functions
  Navigation, Overlay of map layers,
  Data Import, Timeline, Query/Picking,
  Comparison, Multimedia
- Relationships

➢ Yet still ...
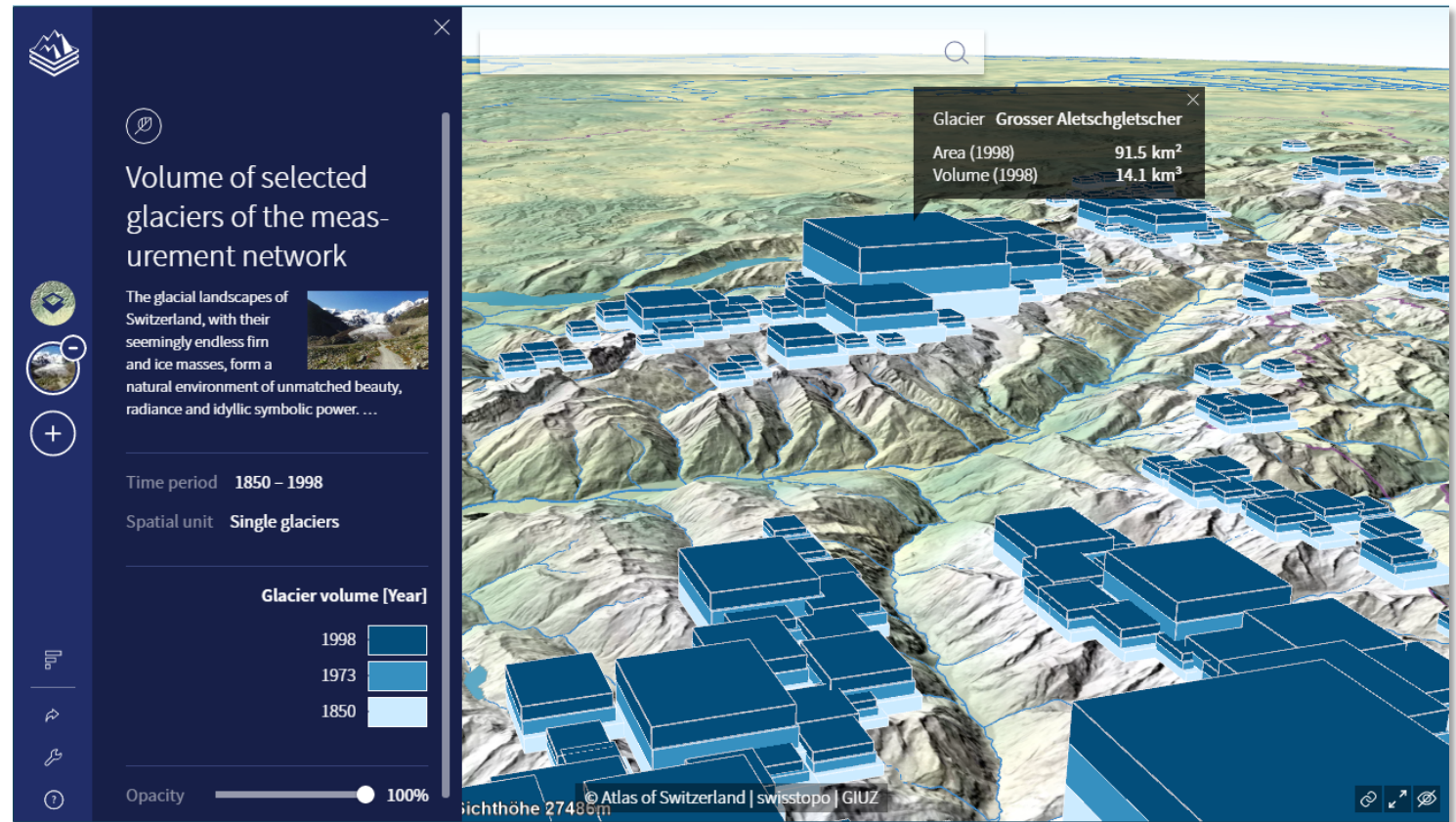
Atlas of Switzerland – online [2016]

The Role of Atlases

The Main Problem of Information Retrieval

Population Density [1990–2000]   Population Density [...]   Population Density [1870–1880]

What is missing:

- Spotlight to discover the *most relevant facets*
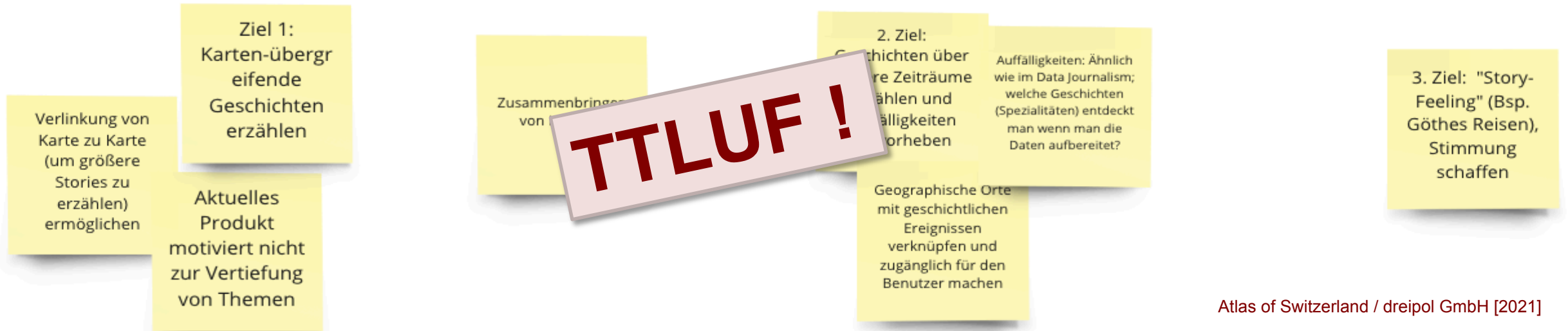- Relations between topics
- Explanations of scenes

Göschenen
336.15

Gotthard railroad tunnel

Atlas of Switzerland 3 [2010]

Storytelling in Interactive Atlases

**Main Motivation to Develop a Storytelling Feature**

① **T**opic   Tell stories by linking map topics, and by lighting up hidden data secrets
② **T**ime   Tell stories over a longer timespan
③ **L**ocation   Tell stories of different topics, at the same location
④ **U**ser's **F**un Create a "Story feeling"

Ziel 1: Karten-übergreifende Geschichten erzählen

Verlinkung von Karte zu Karte (um größere Stories zu erzählen) ermöglichen

Aktuelles Produkt motiviert nicht zur Vertiefung von Themen

Zusammenbringen von ...

TTLUF !

2. Ziel: Geschichten über ... re Zeiträume ... ählen und ... älligkeiten ... orheben

Geographische Orte mit geschichtlichen Ereignissen verknüpfen und zugänglich für den Benutzer machen

Auffälligkeiten: Ähnlich wie im Data Journalism; welche Geschichten (Spezialitäten) entdeckt man wenn man die Daten aufbereitet?

3. Ziel: "Story-Feeling" (Bsp. Göthes Reisen), Stimmung schaffen

Atlas of Switzerland / dreipol GmbH [2021]

Storytelling in Interactive Atlases

A Lego™ Construction Guide for Stories
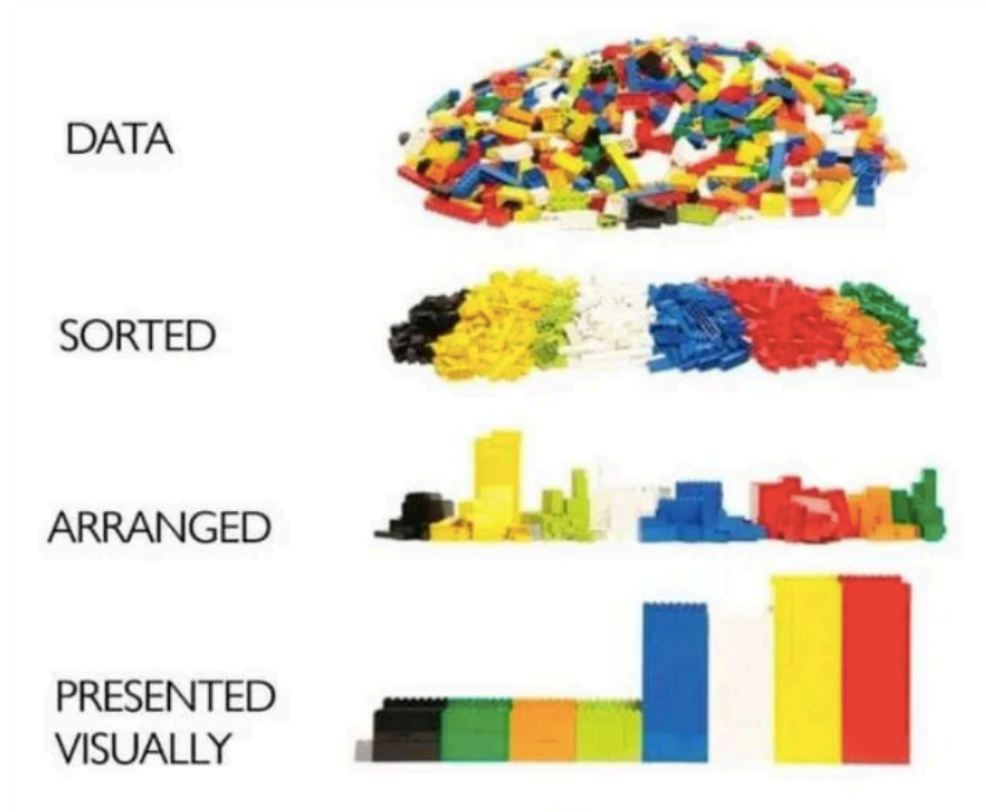
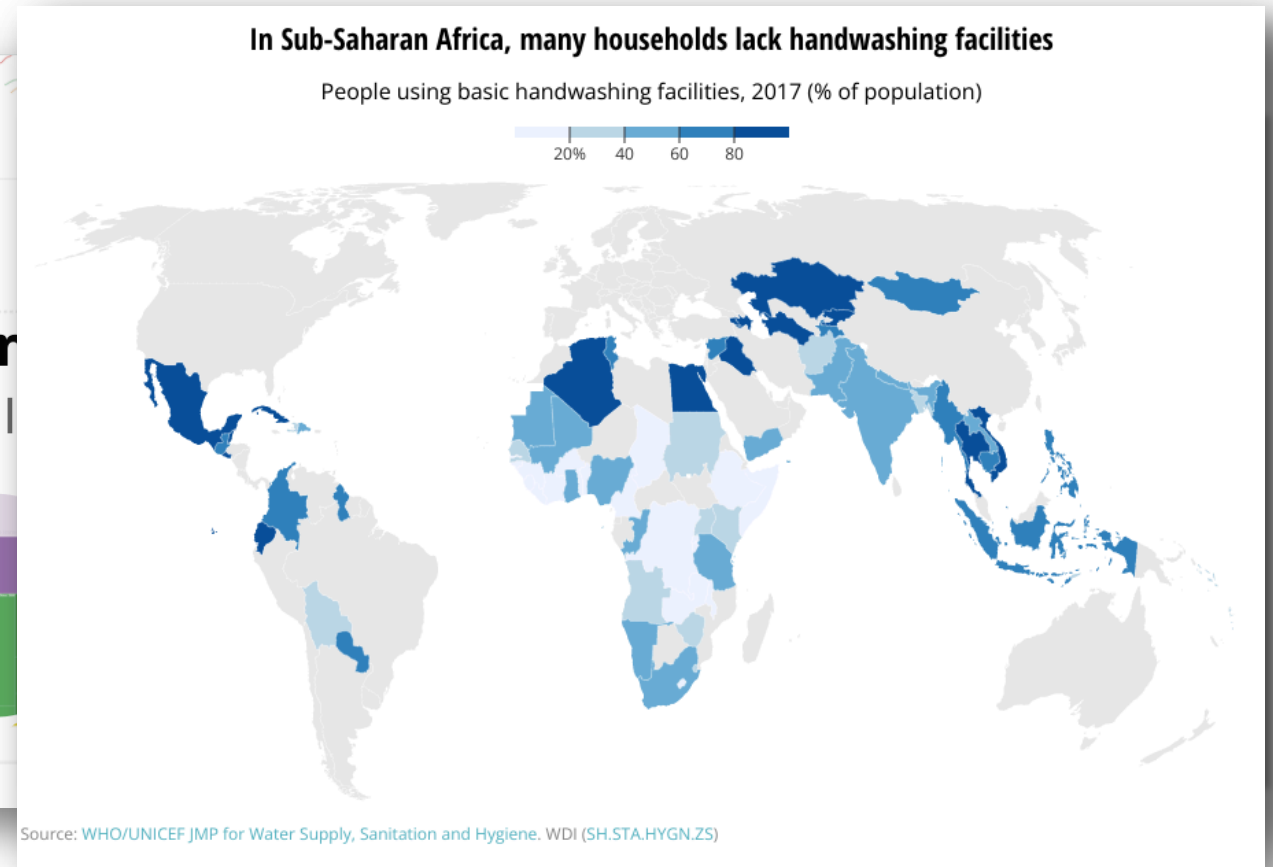Hot Butter Studio, Brandon Rossen [2021]

Storytelling in Interactive Atlases – The Extrinsic Approach

Storyline-Centered

https://datatopics.worldbank.org/sdgatlas/ [2021]

In Sub-Saharan Africa, many households lack handwashing facilities

People using basic handwashing facilities, 2017 (% of population)

Source: WHO/UNICEF JMP for Water Supply, Sanitation and Hygiene. WDI (SH.STA.HYGN.ZS)

Storytelling in Interactive Atlases – The Intrinsic Approach

The **4** **Map-Centered Story Types**

Type 1 **Scrollytelling**	Type 2 **Guided Tour**	Type 3 **Narrative-Related**	Type 4 **Camera-Related**
Author-driven	Author-driven	**User-driven**	**User-driven**
Linear sequence	Linear sequence (movie)	Narrative-dependent sequence (e.g., time)	Frustum- (camera view) dependent sequence
Story is always visible (navigation)	Story is told during the journey (text/speech)	Story is told on demand (hover/click on POIs)	Story is told on demand (hover/click on POIs)
Switch to related stories	(Switch to related stories)	Switch to related stories	Switch to related stories

Storytelling in Interactive Atlases – The Intrinsic Approach

Type 1   Scrollytelling

Extraordinary places in Germany

- Author-driven
- Linear sequence
- Story is always visible (navigation)
- Switch to related stories

➤ *"Book reading" / Travelling experience*

https://www.storymaps.de/ [2021]
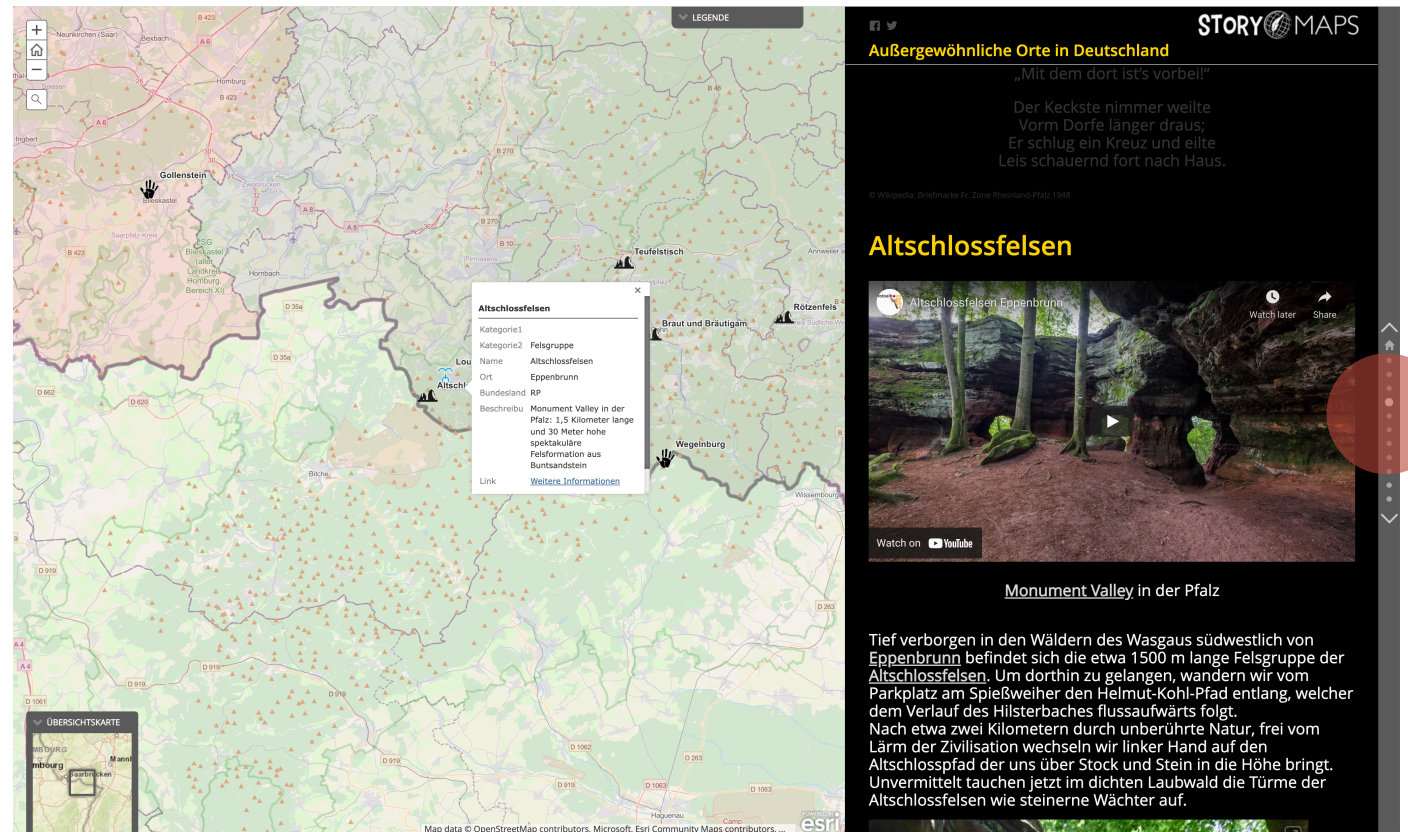
Storytelling in Interactive Atlases – The Intrinsic Approach

Type 2   Journey / Guided Tour

Melting Swiss Glaciers

- Author-driven
- Linear sequence (movie)
- Story is told during the journey (text/speech)
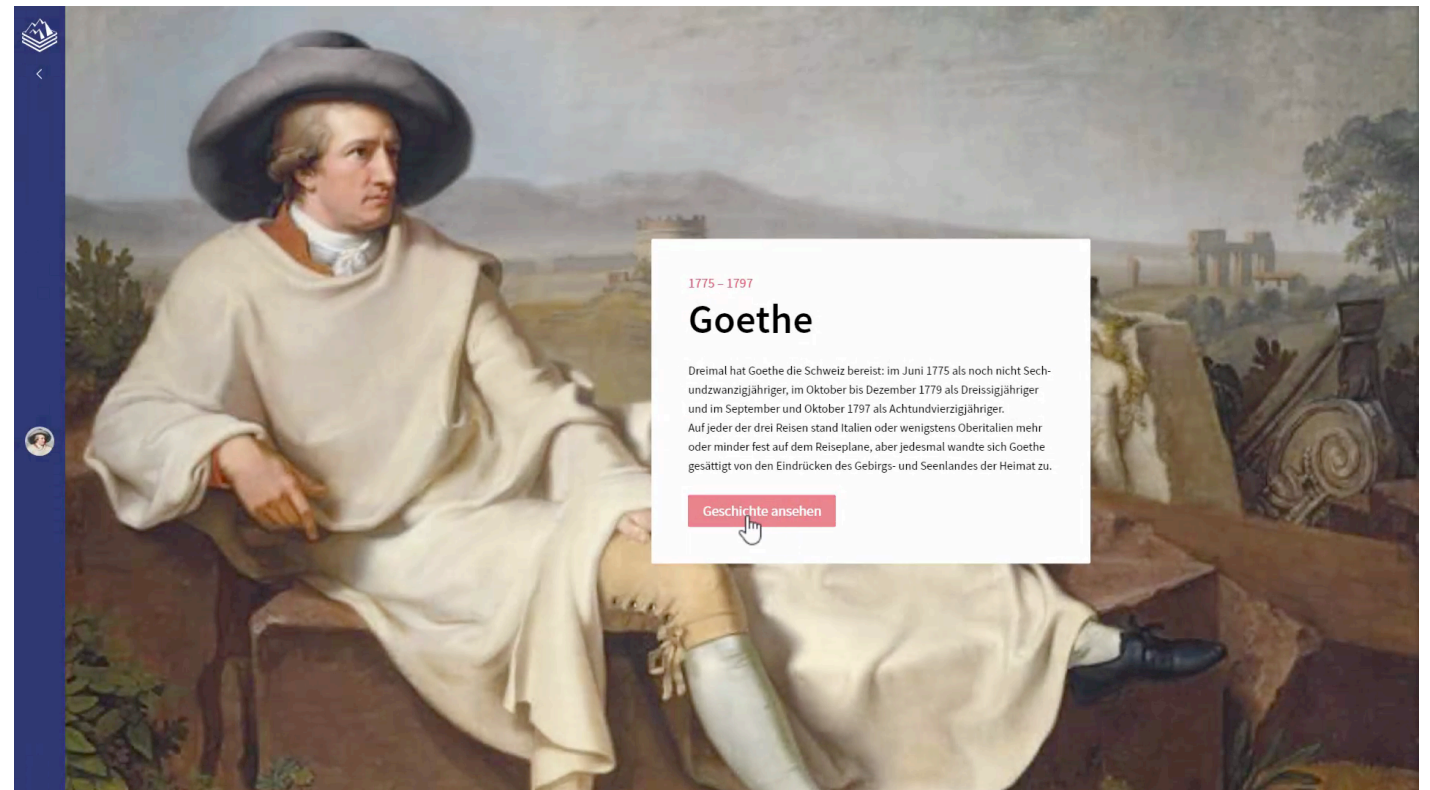- (Switch to related stories)

➢ *Cineastic Experience*

Atlas of Switzerland – Sandbox [2020]

Storytelling in Interactive Atlases – The Intrinsic Approach

Type 3 **Narrative-Related Story**

The Swiss Journeys (1775 – 1797) of J.W. Goethe

- *User*-driven
- Narrative-dependent sequence
- Bidirectional control (story | map)
- Story is told on demand
- Switch to related stories

➤ *Free "Book reading" / Travelling experience*

Atlas of Switzerland – Sandbox [2021]

1775 – 1797

Goethe

Dreimal hat Goethe die Schweiz bereist: im Juni 1775 als noch nicht Sech-
undzwanzigjähriger, im Oktober bis Dezember 1779 als Dreissigjähriger
und im September und Oktober 1797 als Achtundvierzigjähriger.
Auf jeder der drei Reisen stand Italien oder wenigstens Oberitalien mehr
oder minder fest auf dem Reiseplane, aber jedesmal wandte sich Goethe
gesättigt von den Eindrücken des Gebirgs- und Seenlandes der Heimat zu.

Geschichte ansehen

Storytelling in Interactive Atlases – The Intrinsic Approach

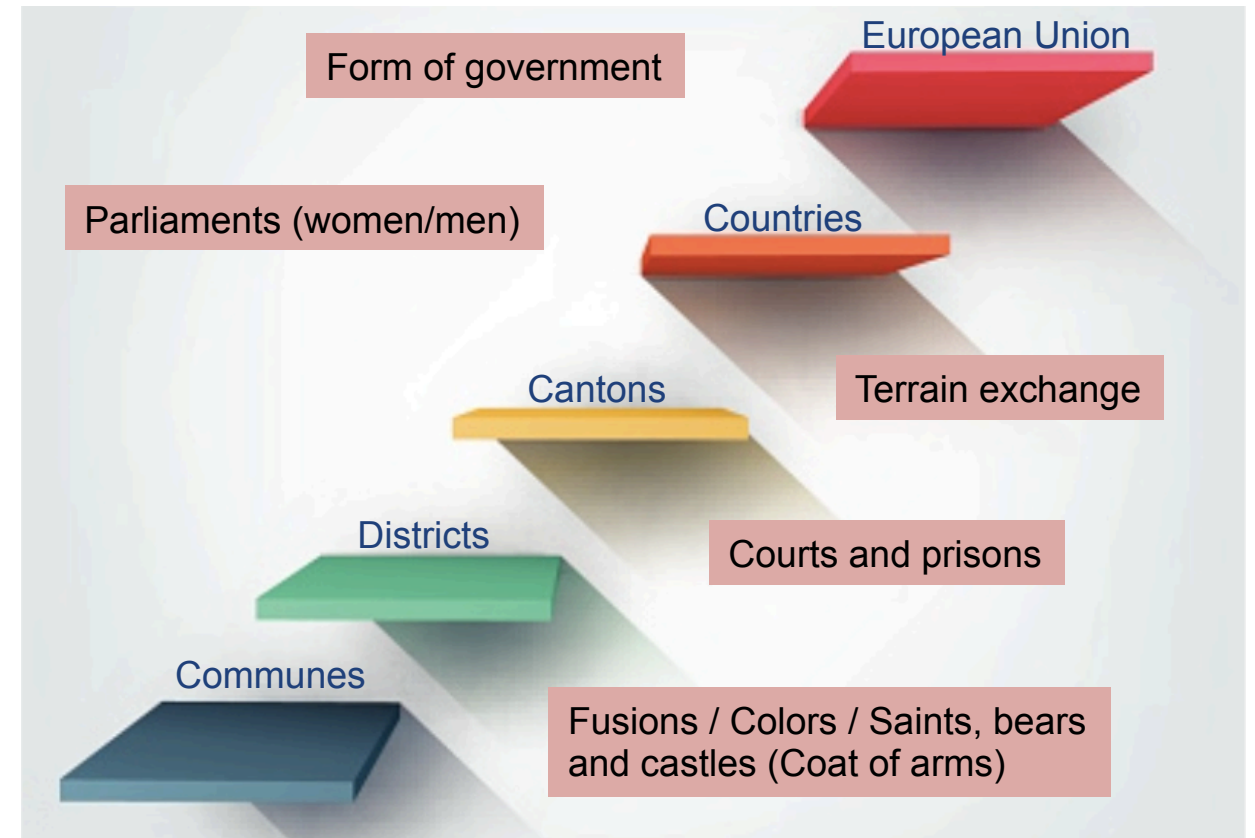## Type 4   Camera-Related Story

- *User*-driven
- Frustum- (camera view) dependent sequence
- *Sub-Stories* depend on *zoom level / camera position*

Administrative Structures / Profiles

https://gramconsulting.ca/ [2021]

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Type 4   Camera-Related Story

- *User*-driven
- Frustum- (camera view) dependent sequence
- *Sub-Stories* depend on *zoom level / camera position*
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➢ *Free Cineastic Experience*

Water & more | Are there Tsunamis in Switzerland?
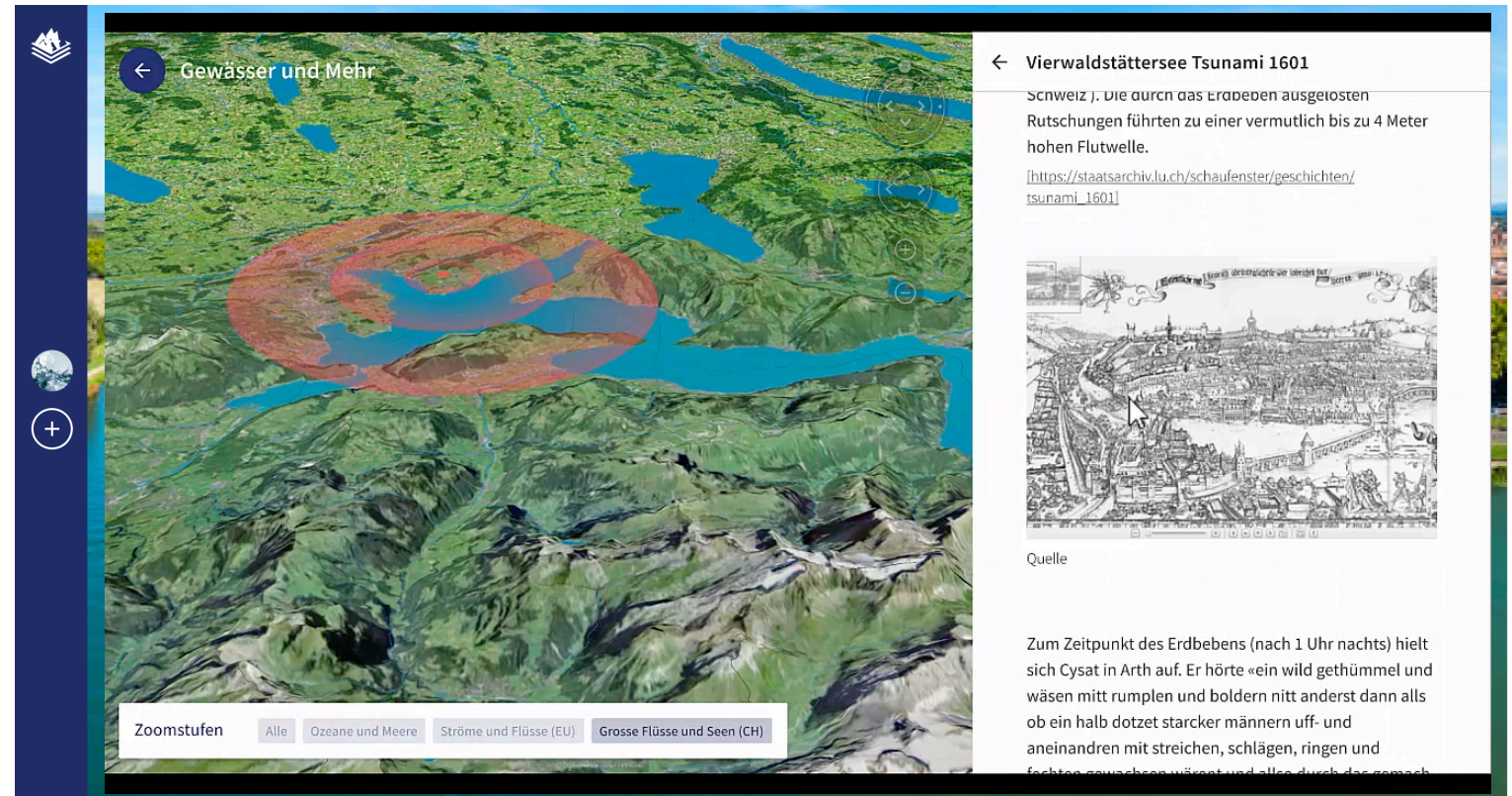
Atlas of Switzerland – Sandbox [2021]

Storytelling in Interactive Atlases – The Intrinsic Approach

Sum-Up

- Active, user-driven approach
- Makes maps vivid
- Needs only a couple of storytelling features (intro page, panel, slider)
- Could be expanded with additional map features
- Can be used for atlas advertisement

➢ Printed and Digital Atlases are well suited for Storytelling!

https://www.alphagamma.eu

Storytelling in Interactive Atlases – The Intrinsic Approach

More Storytelling Ideas for the AoS

- French Invasion and Helvetic Revolution
- Swiss Dunes and Pyramids
- Origin of place names
- Waterways – never built
- …

Thanks for attending !

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