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


What is missing:
- Spotlight to discover the most relevant facets
- Relations between topics
- Explanations of scenes

Atlas of Switzerland 3 [2010]
Storytelling in Interactive Atlases

Main Motivation to Develop a Storytelling Feature

1. **Topic**
   Tell stories by linking map topics, and by lighting up hidden data secrets

2. **Time**
   Tell stories over a longer timespan

3. **Location**
   Tell stories of different topics, at the same location

4. **User’s Fun**
   Create a “Story feeling”
Storytelling in Interactive Atlases

A Lego™ Construction Guide for Stories

Data
Sorted
Arranged
Presented Visually

EXPLAINED WITH A STORY

Hot Butter Studio, Brandon Rossen [2021]
Storytelling in Interactive Atlases – The Extrinsic Approach

Storyline-Centered

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)"

https://datatopics.worldbank.org/sdgatlases/ [2021]
# Storytelling in Interactive Atlases – The Intrinsic Approach

## The 4 Map-Centered Story Types

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

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

“Book reading” / Travelling experience

Extraordinary places in Germany

https://www.storymaps.de/ [2021]
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Type 2  Journey / Guided Tour

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

- Cineastic Experience

Melting Swiss Glaciers

Atlas of Switzerland – Sandbox [2020]
Storytelling in Interactive Atlases – The Intrinsic Approach

Type 3  Narrative-Related Story

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

- Free “Book reading” / Travelling experience

Atlantis of Switzerland – Sandbox [2021]

The Swiss Journeys (1775 – 1797) of J.W. Goethe
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Type 4  Camera-Related Story

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

Administrative Structures / Profiles

- European Union
- Countries
- Cantons
- Districts
- Communes
- Parliaments (women/men)
- Courts and prisons
- Terrain exchange
- Fusions / Colors / Saints, bears and castles (Coat of arms)

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
- Bidirectional control (story | map)
- Story is told on demand
- Switch to related stories

- Free Cineastic Experience

Water & more | Are there Tsunamis in Switzerland?

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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?*
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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