KT Tip Sheet #1: Resources for Social Media Data and Analytics

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> Note | Mr. Korengold's organizational affiliations are stated for networking purposes and do not imply endorsement from any of the organizations listed.

Introduction to this Inaugural KT Tip Sheet

On November 16, 2022, the Center on Knowledge Translation for Disability and Rehabilitation Research (Center on KTDRR) aired a live webcast "Social Media: How to Use Data and Analytics." Cosponsored by the Center on Knowledge Translation for Employment Research (CeKTER, pronounced "sector"), the webcast presenters were Adam Korengold from the National Library of Medicine at the National Institutes of Health (NIH) with Jessica Chaiken and Marta Garcia of the National Rehabilitation Information Center (NARIC). The webcast focused on using data and analytics for understanding and enhancing the impact of your social media activities. Check out the recording and download presentation materials on our website: https://ktdrr.org/training/webcasts/webcast79/index.html.

This *KT Tip Sheet,* the first in a new series that the Center on KTDRR will produce twice a year, provides summaries of resources recommended during the webcast. They are arranged in topical groups: overviews of using data to understand digital users better; story mapping to understand users' journeys; using data visualization to tell stories about your data; and illustrations of data visualization.

Overviews of Using Data to Understand Digital Users Better

Measuring the digital world: Using digital analytics to drive better digital experiences | Author Gary Angel shows how to reinvent digital measurement in order to create more compelling digital experiences. Of the many topics covered, there is valuable guidance on understanding visitor intent, digital segmentation, integrating research about the voice of the customer (VoC), creating user taxonomies and using behavioral analysis and controlled experiments to investigate what drives user choice.

> Angel, G. (2015). *Measuring the digital world: Using digital analytics to drive better digital experiences.* FT Press Analytics.

Lean UX: Applying Lean principles to improve user experience | This book shows you how to collaborate closely with members of a product team to gather feedback. This provides the opportunity to drive the design of a project in short, iterative cycles. The Lean UX framework can help to organize problems to focus your team for better outcomes, bring the designer's toolkit to the rest of the product team, share insights with your team, incorporate the voice of the user throughout the project cycle, and make your team more productive.

> Gothelf, J. (2013). *Lean UX: Applying Lean principles to improve user experience* (J. Seiden, Ed.). O'Reilly Media.

Strategic analytics: The insights you need from Harvard Business Review | "Strategic Analytics: The Insights You Need" provides a guide to essential thinking surrounding data analytics that allow you to maintain progression on hot-button topics such as blockchain, cybersecurity, artificial intelligence, and more. This book provides the foundational introduction and practical case studies your organization can use to collect the best research, interviews, and analysis to prepare for the future.

> Harvard Business Review, Siegel, E., Glaeser, E. L., Kozyrkov, C., & Davenport, T. H. (2020). *Strategic analytics: The insights you need from Harvard Business Review.* Harvard Business Review Press.

Story Mapping to Understand Users' Journeys

Mapping Experiences: A complete guide to creating value through journeys, blueprints, and diagrams | This resource offers a guide to creating value through user journeys. It is broken up into three major parts. First, author Jim Kalbach helps you understand the underlying principles of diagramming so that one can determine how these diagrams inform strategy. The book shows how diagrams can be created with four iterative modes in the mapping process (setting up mapping initiative, investigating evidence, visualizing the process, and using the diagrams in workshops or experiments). Finally, you can see how diagrams can be displayed in application through blueprints, user journey maps, experience maps, spatial maps, as well as mental and ecosystem models.

> Kalbach, J. (2016). *Mapping experiences: A complete guide to creating value through journeys, blueprints, and diagrams.* O'Reilly Media.

[User Story Mapping: Discover the Whole Story, Build the Right Product](#) | User story mapping is a valuable tool that can be used to help your team stay focused on the user's needs. In this book, the reader will get a high-level understanding of story mapping with accompanying examples to learn key concepts. From understanding and applying these principles, the reader and their team should come away with a better shared understanding of what they are attempting to build and why.

Patton, J. (2014). *User story mapping: Discover the whole story, build the right product* (P. Economy, Ed.). O'Reilly Media.

Using Data Visualization to Tell Stories About Your Data

[Effective data storytelling: How to drive change with data, narrative and visuals](#) | Author Brent Dykes shows the reader in his book how to combine effectively the three central elements of data storytelling: data, narrative, and visuals. In doing so, Dykes will inform the reader on how to transform and structure data visualizations into more impactful data stories, what drives audiences, the differences in how the brain processes facts and narrative, and how to avoid common data storytelling mistakes.

Dykes, B. (2019). *Effective data storytelling: How to drive change with data, narrative and visuals.* Wiley.

[Storytelling with data: A Data Visualization Guide for Business Professionals](#) | Those who read this book will learn a number of important aspects of storytelling with data. The discussion focuses specifically on how to understand the significance of audience and context, so that you can determine the appropriate visualization for the given situation. Additionally, readers will learn how to recognize and eliminate wasted clutter that may confuse the target audience and in turn direct the audience to the most important parts of the data. With these tools, you will be able to think more like a designer while leveraging the power of storytelling to convey the message to the audience.

Knaflic, C. N. (2015). *Storytelling with data: A data visualization guide for business professionals.* Wiley.

Illustrations of Data Visualization

[W.E.B. Du Bois's data portraits: Visualizing Black America](#) | In combination with the 63 infographics, the authors provide deep historical context and goals of the American Negro Exhibit that are critical to understanding the motivation behind the W.E.B. Du Bois's data visualizations. Interpretive essays by Aldon Morris, Mabel O. Wilson, and Silas Monroe investigate further into the ways Du Bois sought to document, analyze, and visualize power, politics, and freedom for Black America.

Battle-Baptiste, W., & Rusert, B. (Eds.). 2018. *W.E.B. Du Bois's data portraits: Visualizing Black America.* The W.E.B. Du Bois Center at the University of Massachusetts Amherst; Princeton Architectural Press.

[Adrift: America in 100 charts](#) | In this book, author Scott Galloway takes a historical view (starting from 1945 onward) to analyze and illustrate wide-ranging social, political, technological and economic trends and their impact today in America. Through visualizations and charts, Galloway is able to demonstrate how many crises—Jim Crow,

World War II, the stock market crash of 2008—have ongoing impact to form what Galloway coins as the "perfect storm." From this, Galloway attempts to make sense of the present information to shed light on where the USA is headed postpandemic.

Galloway, S. (2022). *Adrift: America in 100 charts.* Portfolio.

The Visual Display of Quantitative Information | The Visual Display of Quantitative Information is a classic book on statistical visualizations such as graphics, charts and tables. In this book there is detailed analysis of how to display data for precise, effective, and quick evaluation. From this, the reader will learn that less is more, well executed graphical displays consist of complex ideas communicated with clarity, that you don't always have to use a graphic when there isn't much data—there are some cases in which tables are better, among many other important points.

Tufte, E. R. (2001). *The visual display of quantitative information* (2nd ed.). Graphics Press.

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