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From storytelling to scrollytelling – modern digital publications that strengthen and develop the data literacy of our users

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Storytelling...

Conveying information through stories is as old as humanity itself.

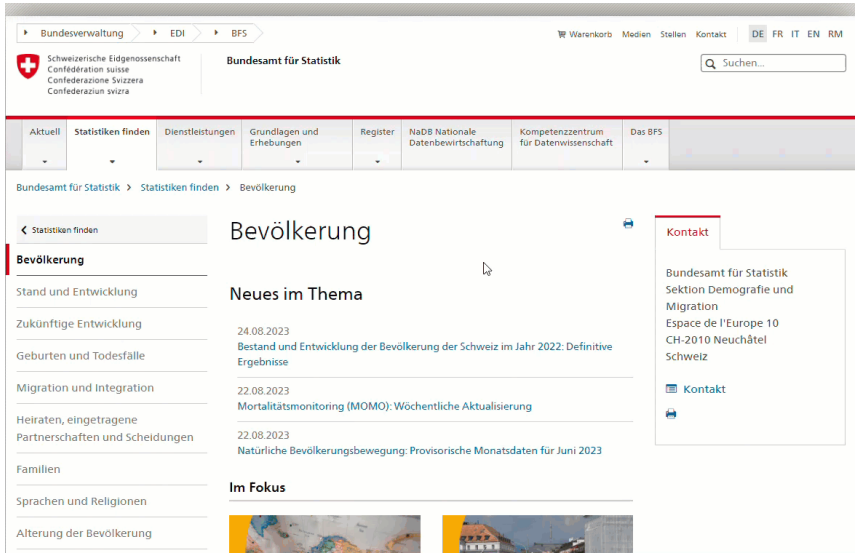
It gives meaning to facts and helps people remember them.

From print to web

The transition to the Web has led to a logic of providing 'raw' information, a **pile** of information linked by **hyperlinks**.

The presentation of online information is halfway between the static linearity of print and the interactivity of digital.

The result is a **loss of narrative focus**, a **fragmentation** of concentration and a fear of **missing content**.



Current consumer behaviour and preferences

After the transition to the web, a **new change in information consumption behaviour** has arrived:

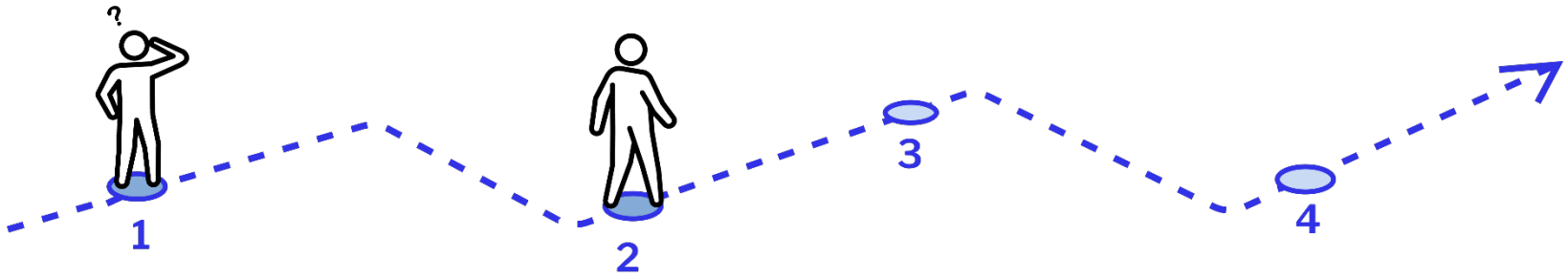
Most information is accessed on smartphones.

With this comes a change in the **ergonomics** of interactions developed with the web (clicking all over the screen, opening a link in another tab, downloading files, etc.).

Everything now has to be done with the **thumbs**, accessible directly on the screen (no need to change windows, etc.) and **consumed quickly**.

How to boost attractiveness and communicate effectively?

To ensure that **essential information is effectively communicated**, it's important to **simplify** navigation and **guide** the reader through **more entertaining content** while allowing the content producer to maintain control over the **narrative**.



How to keep the attention?

How to increase **users' interest** and **reading experience** further for long statistical web publications so that they actually consume them?

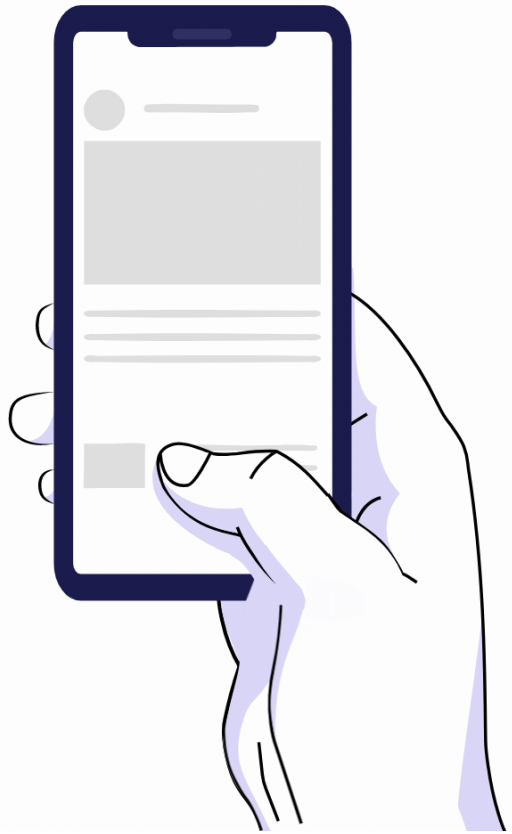
Integrate them! Give them (partial) control over the story and the narrative.

What is Scrollytelling?

Scrollytelling = Storytelling + Scrolling.

A recent visual storytelling technique, where content appears/changes as users scroll up or down a page.

By employing the familiar gesture of scrolling as its primary interaction mechanism, it provides users with a **sense of full control** of the narrative, individual experiences, exploration and discoverability while still offering a simple and intuitive interface for an easy consumption.



Die Schweiz (er)zählen - Volkszählungen ab 1850

(Swiss censuses since 1850)

A unique data series for the first time available in digital form.

Age and gender, proportion of foreigners, religion or language over a period of almost 170 years for all municipalities in Switzerland.
Through storytelling, both larger trends and local peculiarities become visible.

census1850.bfs.admin.ch

© Keystone

VOLKSZÄHLUNGEN AB 1850

DIE SCHWEIZ (ER)ZÄHLEN

SCROLL

VOLKSZÄHLUNGEN AB 1850

Ausländische Bevölkerung

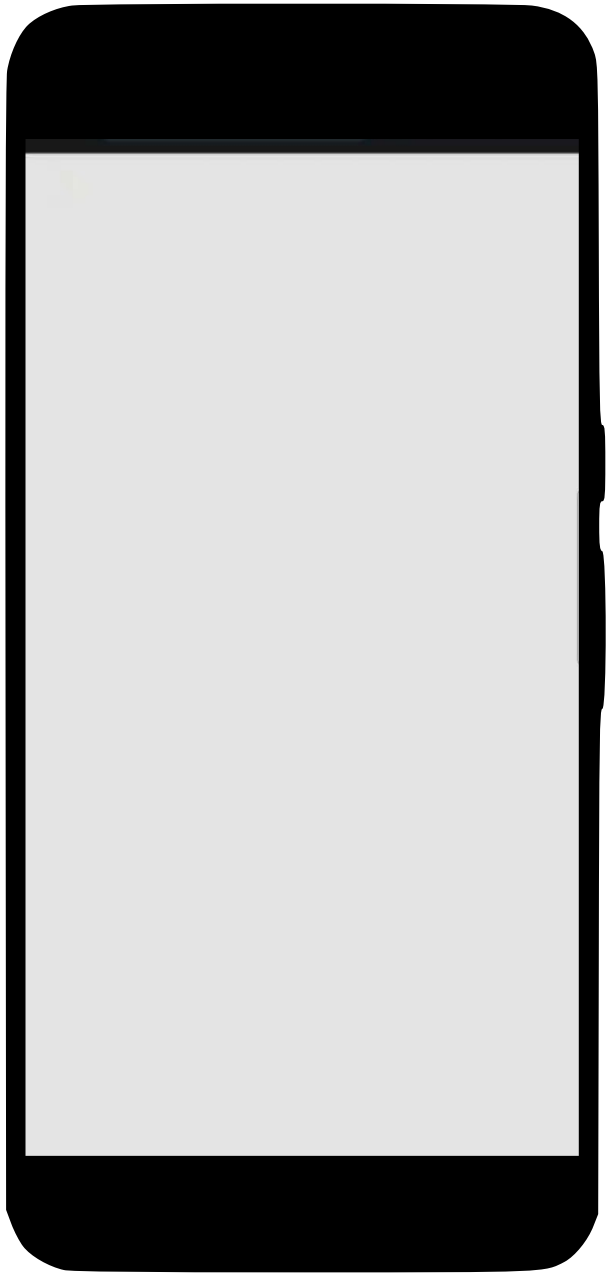
SCROLL

Mobility and transport microcensus 2021

How far do people in Switzerland travel every day? Why do they travel? And what modes of transport do they use?

These are some of the questions answered by the Mobility and Transport Microcensus.

The largest national-level survey about travel behaviour.



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12 Fragen und
12 statistische Antworten zum

Mobilitätsverhalten der Bevölkerung

Hinweis: Basierend auf Daten aus dem Jahr 2021, Resultate daher von der Covid-19-Pandemie beeinflusst

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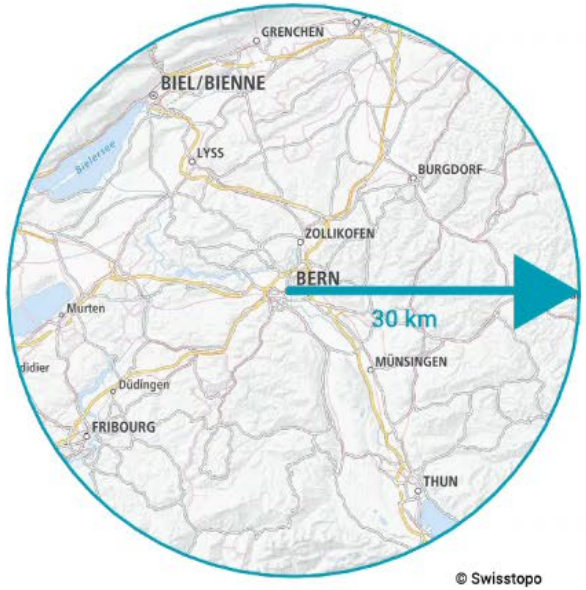
Wie viele Kilometer legen die Menschen pro Tag zurück?

30

Kilometer



Mittlere Tagesdistanz pro Person im Jahr 2021

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Used technologies

- GreenSock's GSAP
- LottieFiles
- SVG
- WordPress
- SliderRevolution

Creation time

High complexity:
2-4 months

Medium complexity:
1-2 months

This includes all project phases (A-Z) such as: creating the text content (story); creating the images, diagrams, charts, videos and animations; developing the code and technical configurations; and managing the project.

Analytics

Mobility and transport microcensus 2021
(period: 06.04.2023 – 04.10.2023)

PDF:

- **1021** downloads

Scrollytelling:

- **3529** pageviews
- **1min 34s** average visit duration
- **270** outlinks

- *… and more if wanted*

Analytics – Social Media Impact

Out of a total of **439 posts** from 22/08/2022 to 22/08/2023 (last 365 days), the post announcing the publication of the scrollytelling “Mobility and Transport Microcensus 2021" ranked:

- **2nd** in terms of impressions,
- **7th** in terms of clicks,
- **1st** first in terms of reposts,
- **2nd** in terms of likes
- **5.79%** engagement rate

https://www.linkedin.com/posts/bfs-ofs_mobilit%C3%A4tsverhalten-der-bev%C3%B6lkerung-im-jahr-activity-7049755104144486402-Ev9K/

Outlook: "scrolly pub" at the FSO

Product improvement:

- Integration of dynamic visualisations in Scrollytelling (data driven)
- Improved accessibility
- Design of a standard reusable model to speed up the production process and provide a generic model for the units involved

Widening use:

- Scrolly pubs increasingly replace small thematic publications
- Scrolly pubs as a promotional tool for the new statistical yearbook

Thank you

Find the scrolly pub of the
Mobility and transport microcensus 2021on
mobilitaetsverhalten.bfs.admin.ch