TUM School of Engineering and Design
Lehrstuhl für Kartographie und Visuelle Analytik

"Story Maps" für kartenbasierte Geschichten

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66% der kartenbasierten Geschichten, die zwischen 2014 und 2019 in kartografischen Journalen veröffentlicht wurden, nutzen

2 Story-Vorlagen:

Chmielewski et al., 2018

Mukherjee, 2019

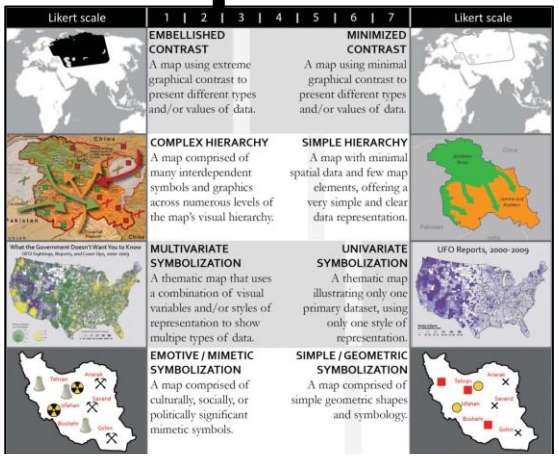
Zuo et al., 2019

… aber die Erwartungen des breiten Publikums sind woanders geprägt

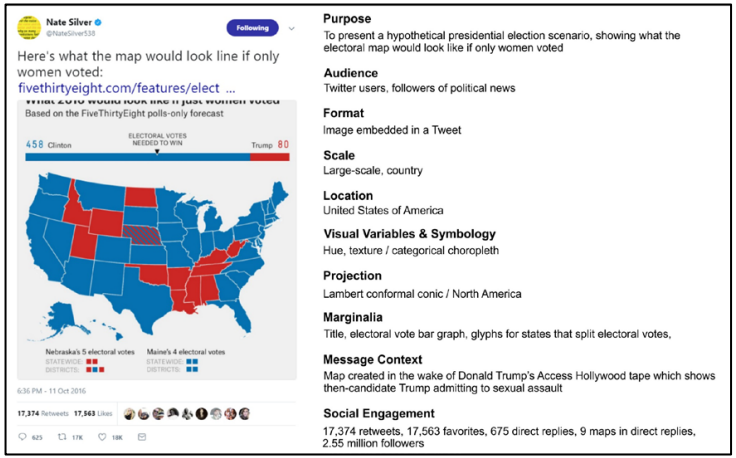
The New York Times, 2018

215 kartenbasierte Geschichten erstellt von **5** Redaktionen zwischen 2014 und 2021

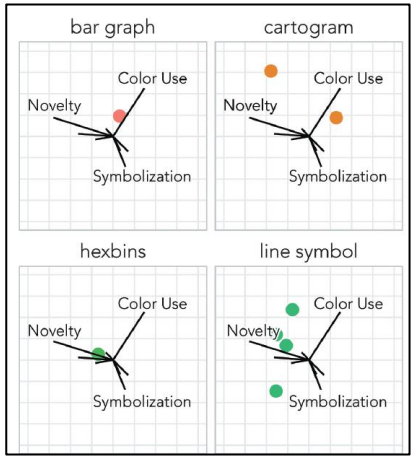
Quantitative Inhaltsanalyse von Karten



Design und Kompositionselemente von Propagandakarten
Ian Muehlenhaus, 2013

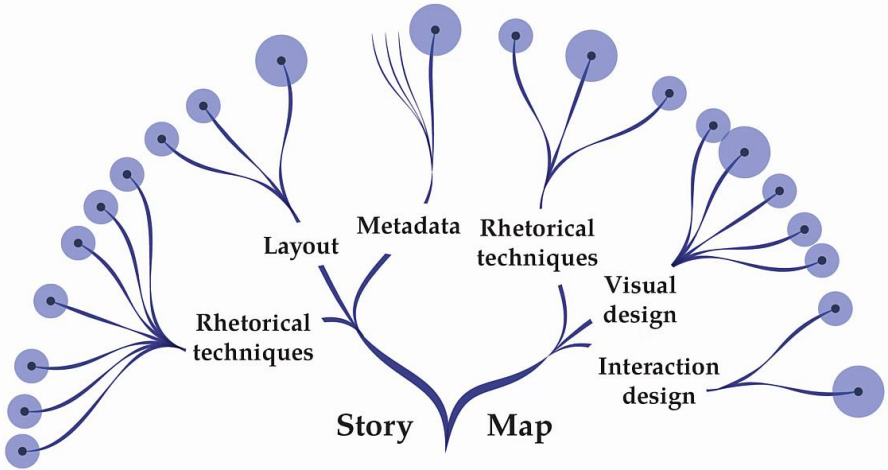


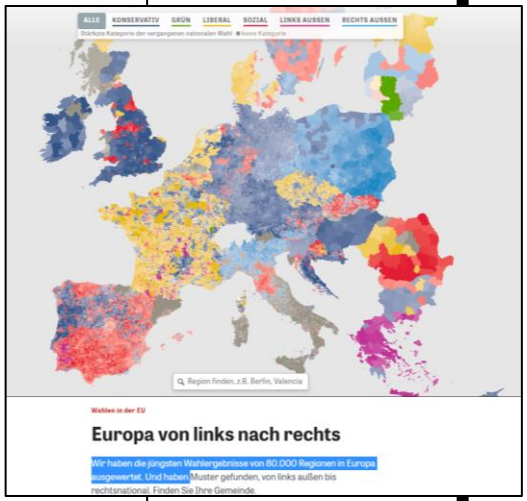
Bausteine der viralen Karten
Anthony C. Robinson, 2020



Gestaltungselemente von aussagekräftigen Karten über den Klimawandel
Carolyn S. Fish, 2020

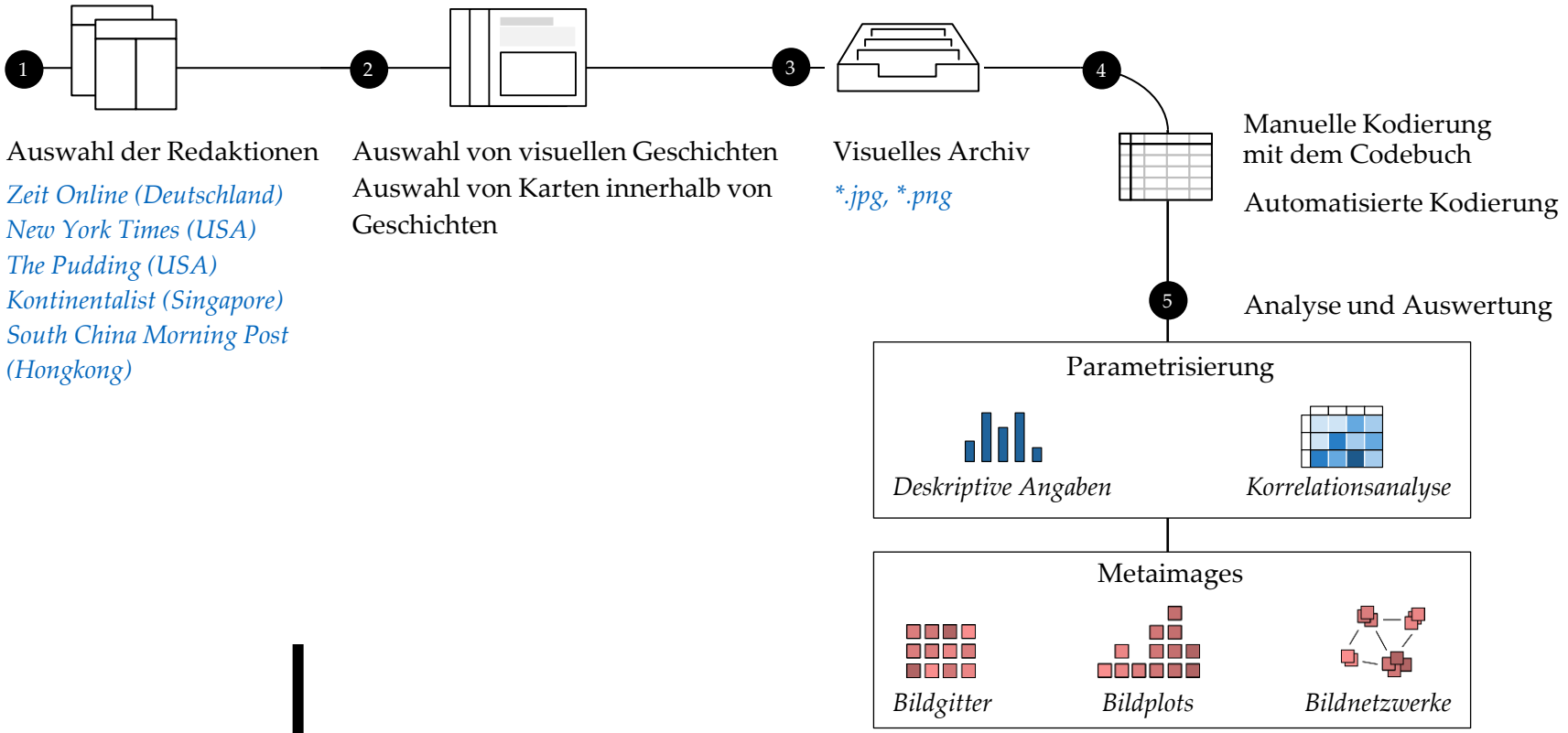
Aufbau des Codebuchs für die Inhaltsanalyse





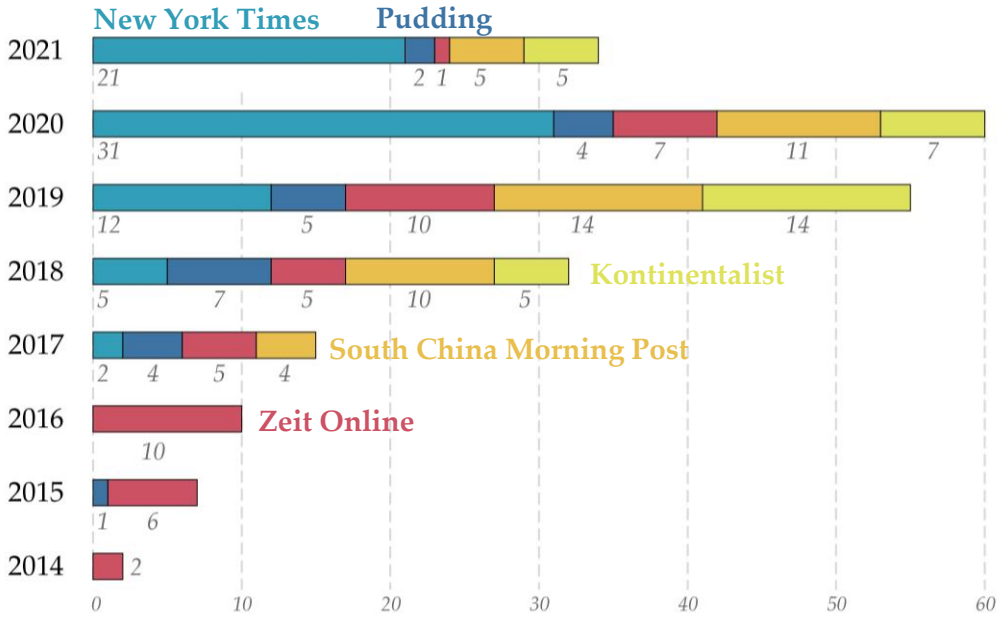
Zeit Online, 2019

Der Ablauf der quantitativen Inhaltsanalyse



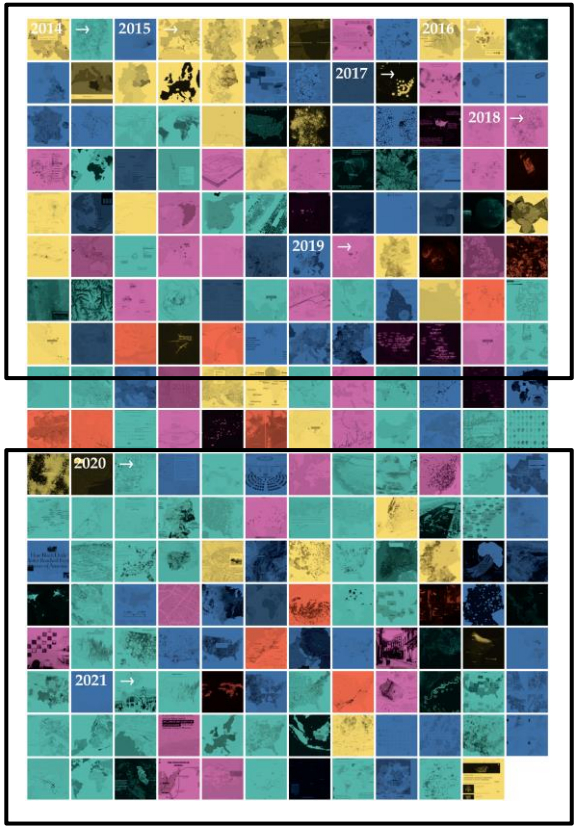
Metadaten zur Sammlung

215 kartenbasierte Geschichten,
die zwischen 2014 und 2021 veröffentlicht wurden



Bevorzugte Karten- und Story-Themen

nach 2015



nach 2020

34% Wissenschaft
Medizin, Umwelt

20% Politik
Innenpolitik

17% Kultur
Kulturerbe, Unterhaltung

17% Gesellschaft
Demographie, Menschenrechte

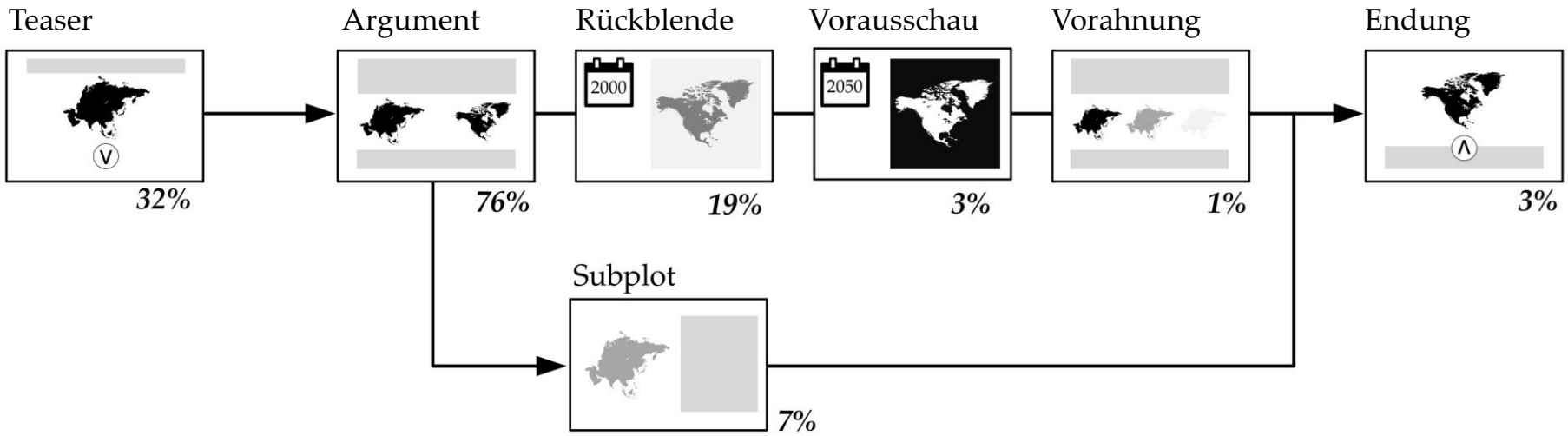
7% Katastrophen
Natürliche Ereignisse

5% Wirtschaft
Global

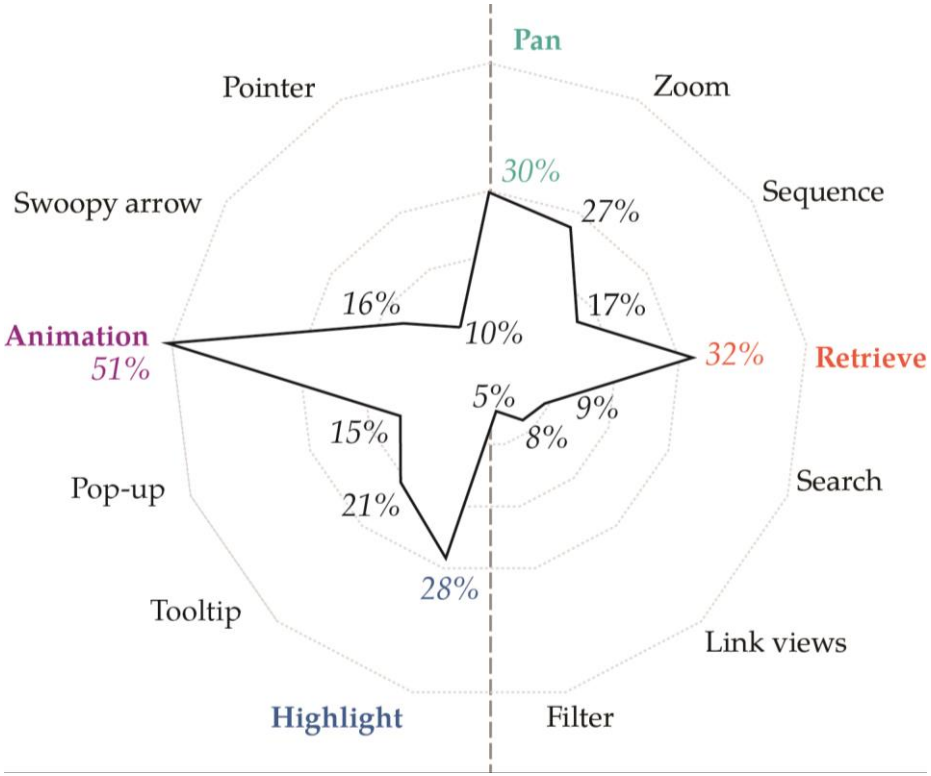
45% der Geschichten enthielten **nur eine Karte**,
um die herum die zentrale Geschichte gewoben war

40% der Geschichten werden durch 2-5 Karten dargestellt.

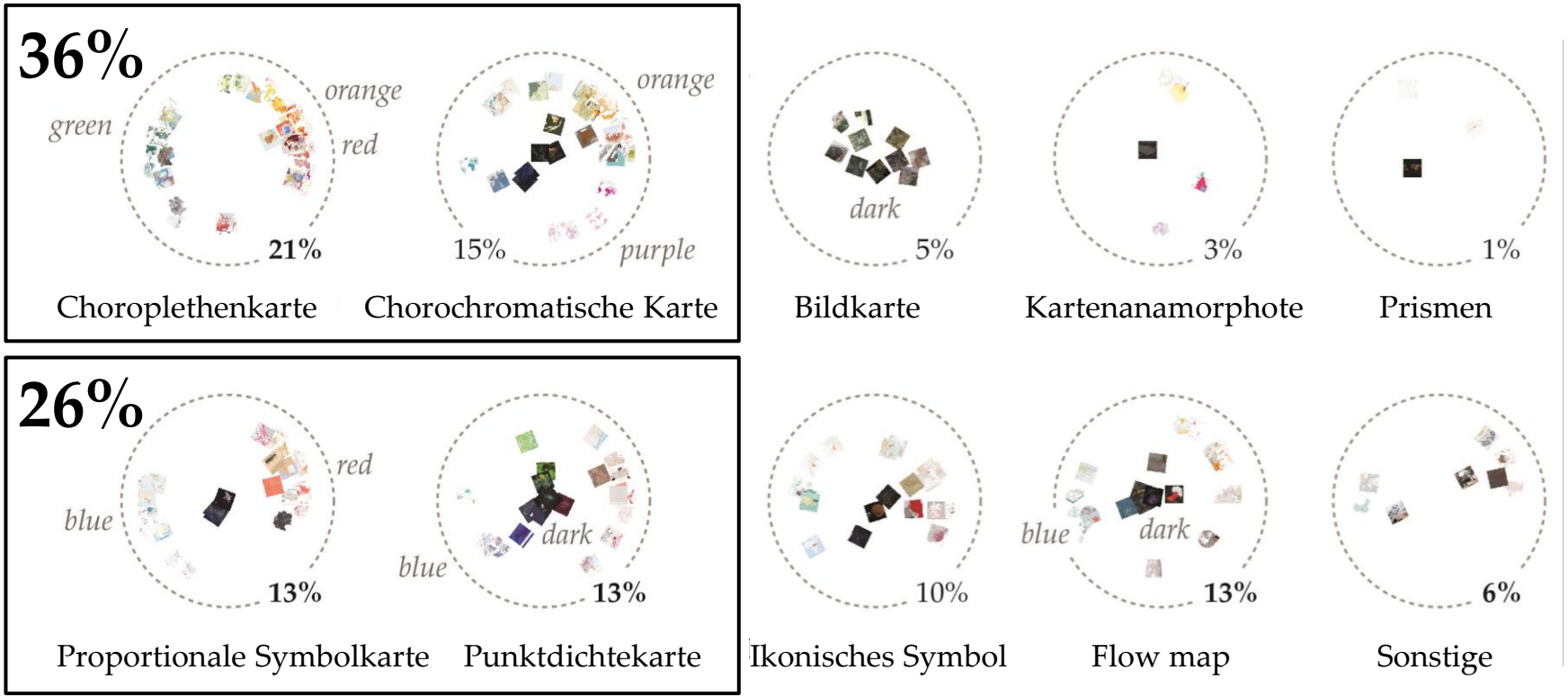
76% der Geschichten verwenden Karten als visuelles Argument


Teaser
32%
Argument
76%
Rückblende
2000
19%
Vorausschau
2050
3%
Vorahnung
1%
Endung
3%
Subplot
7%

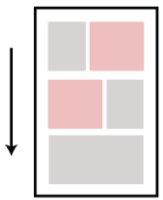
Mikronarration Interaktive Gestaltung



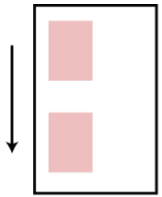
Thematische Kartengestaltung



Storyboarding



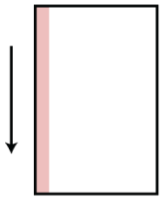
Column
124 stories



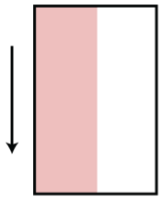
Floating text
28 stories

Scroll
169 stories

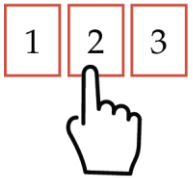
Entry points
28 stories



Fixed sidebar
26 stories



Split screen
6 stories



Pagination
10 stories

Microanimation
8 stories

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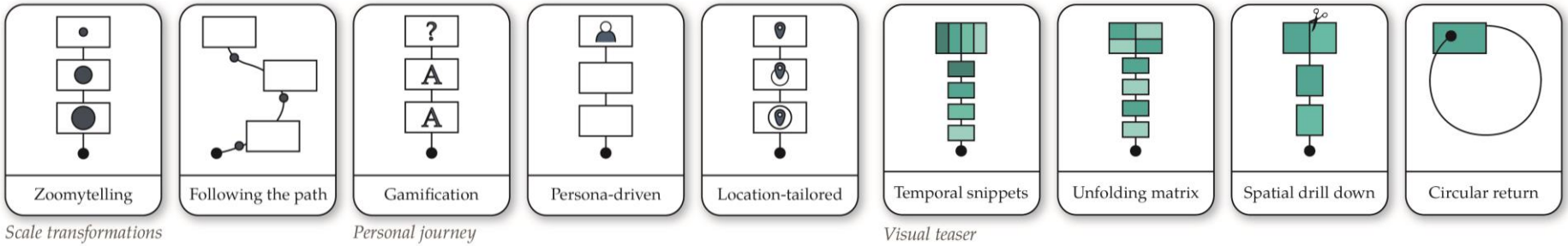
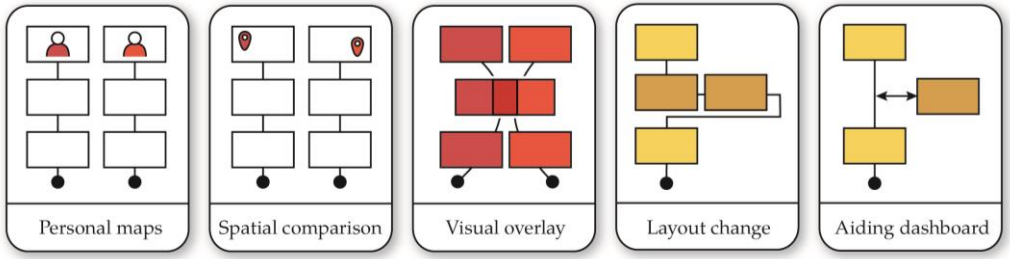
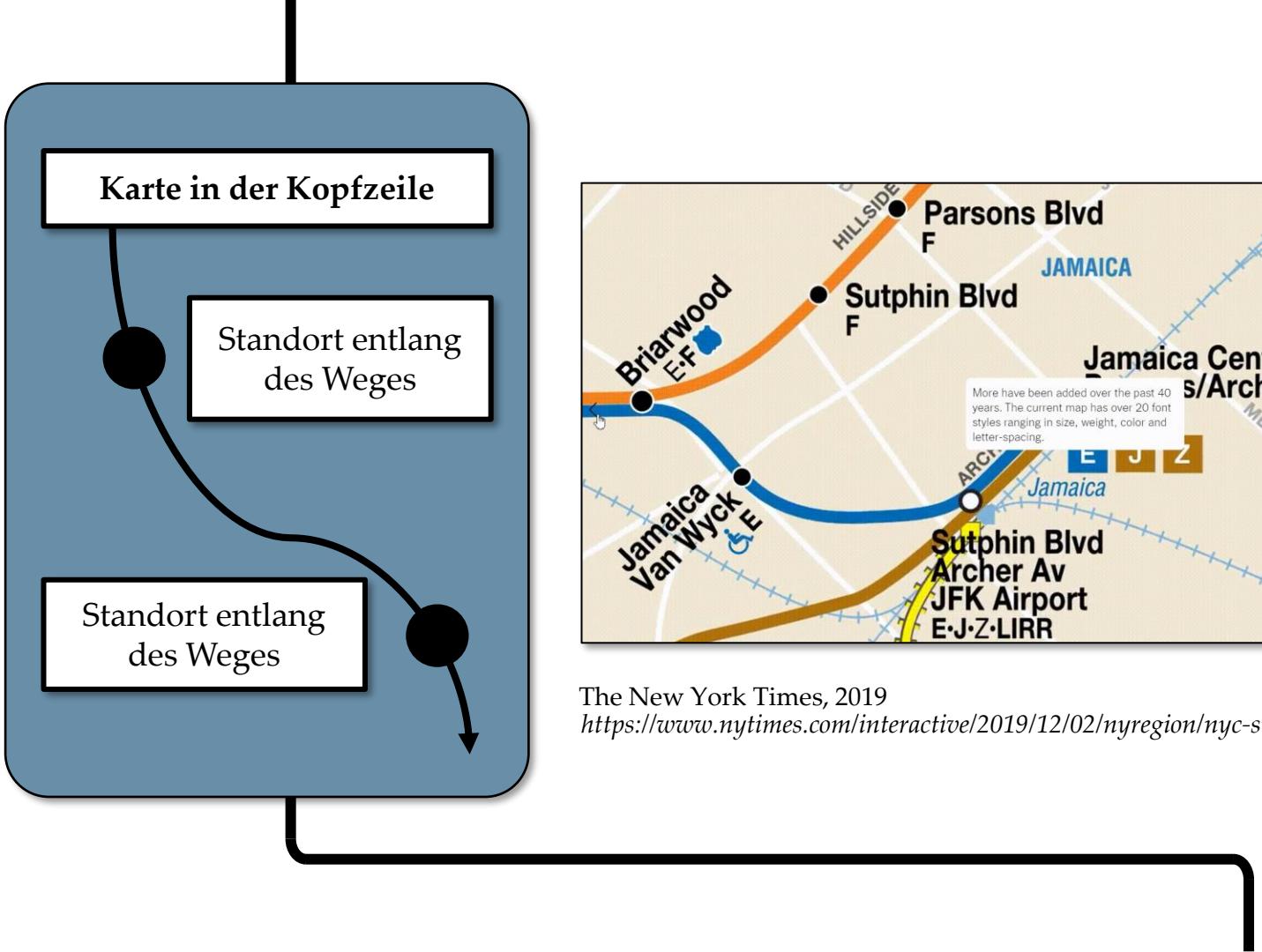
Haupthandlung

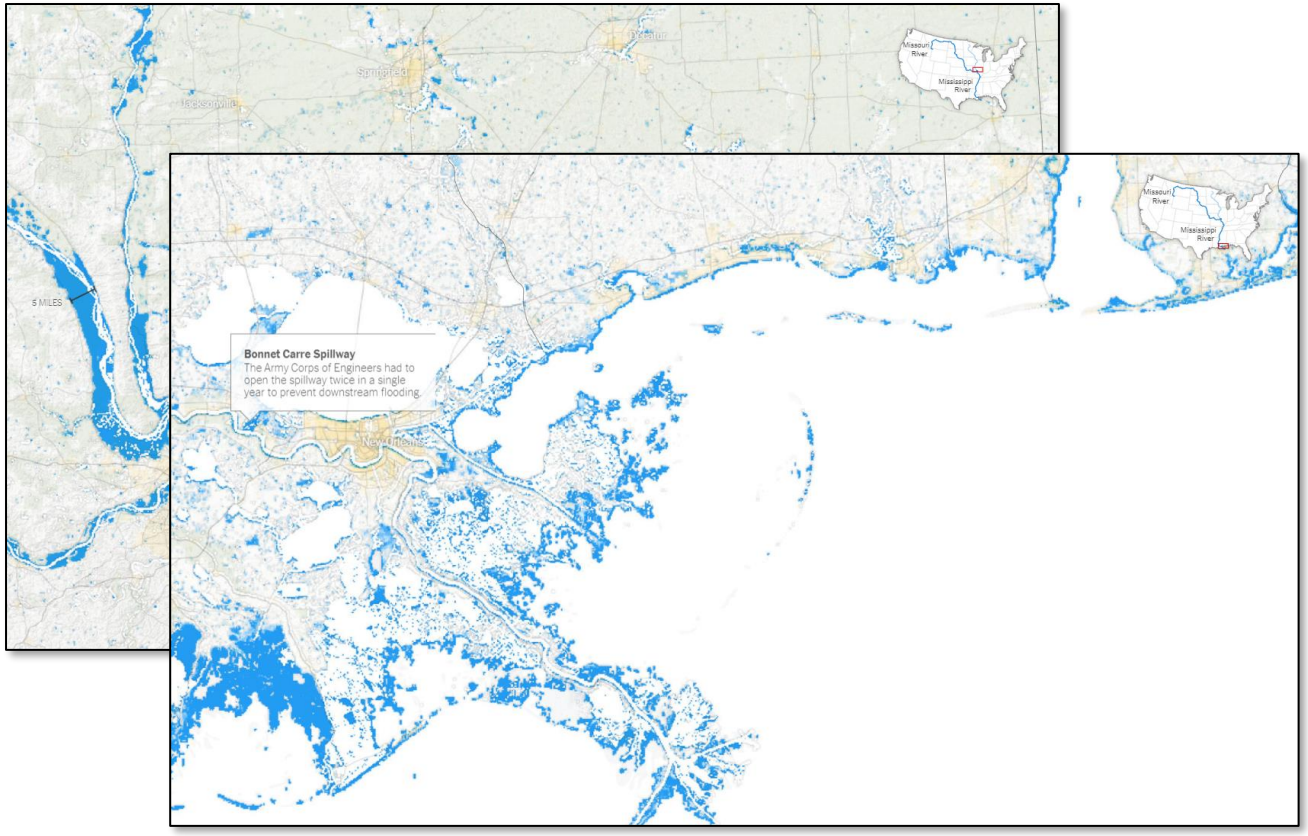


Nebenhandlung

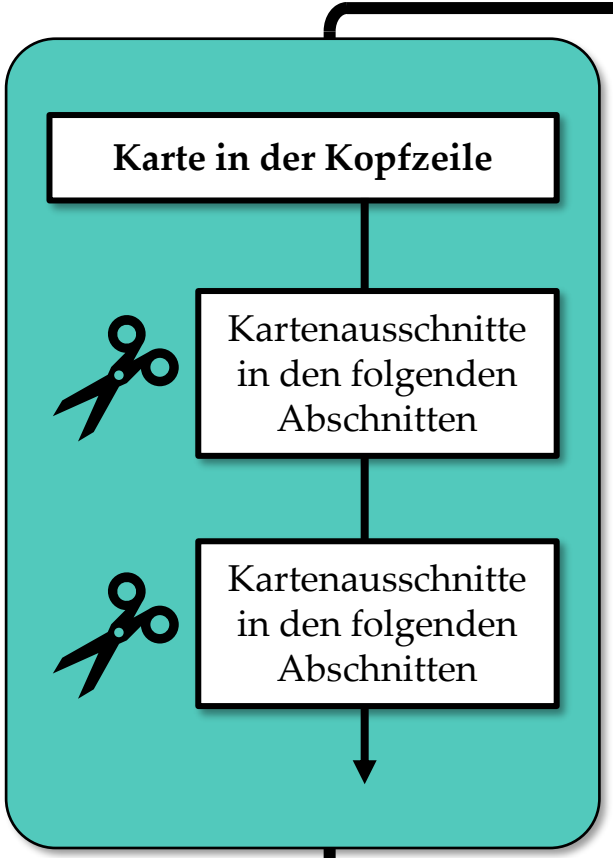


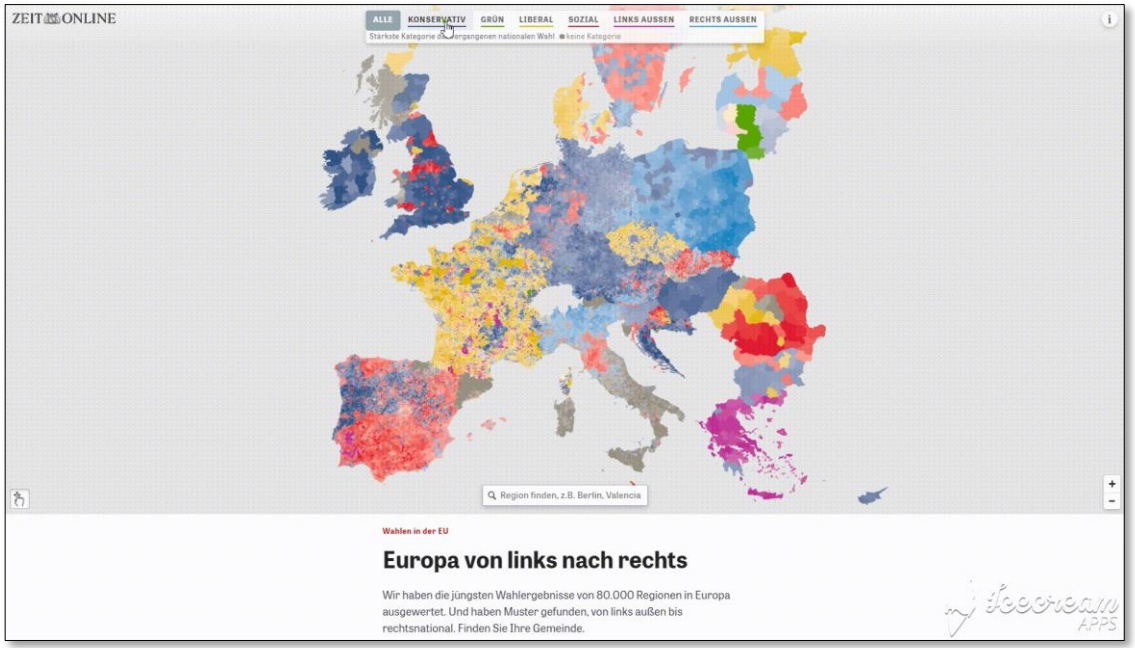


The New York Times, 2019
https://www.nytimes.com/interactive/2019/12/02/nyregion/nyc-subway-map.html

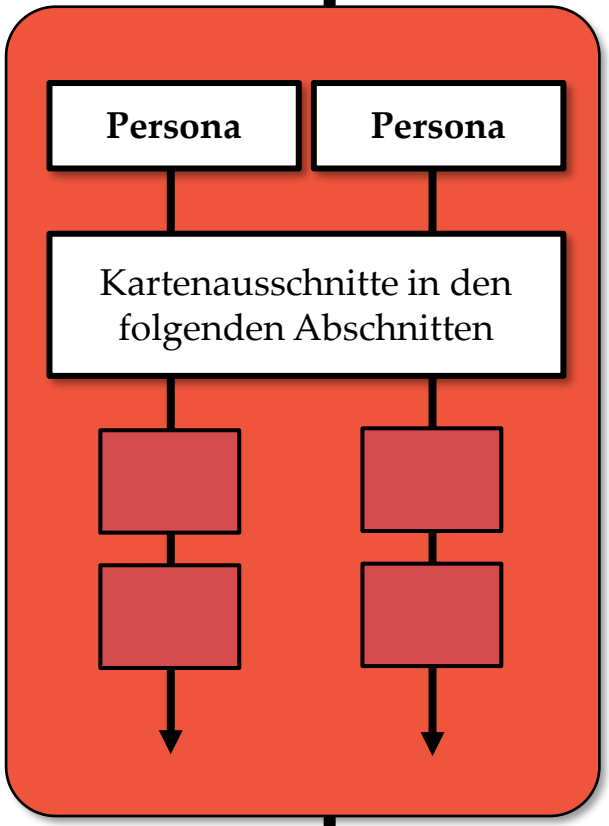


The New York Times, 2019
https://www.nytimes.com/interactive/2019/09/11/us/midwest-flooding.html





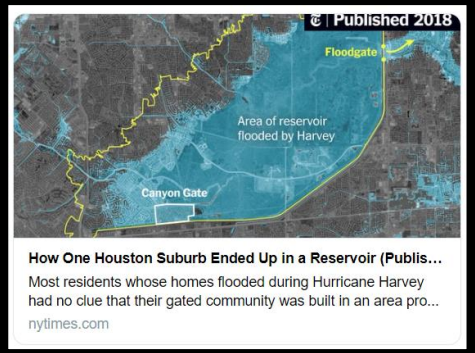
Zeit Online, 2019
https://www.zeit.de/politik/ausland/2019-05/parlamentswahlen-eu-laender-wahlergebnisse-europakarte



The New York Times, 2019
https://www.nytimes.com/interactive/2020/12/17/world/asia/india-pollution-inequality.html

Cartographic UX writing

53% der Geschichten verwendeten eine Karte für die Verbreitung in den sozialen Medien

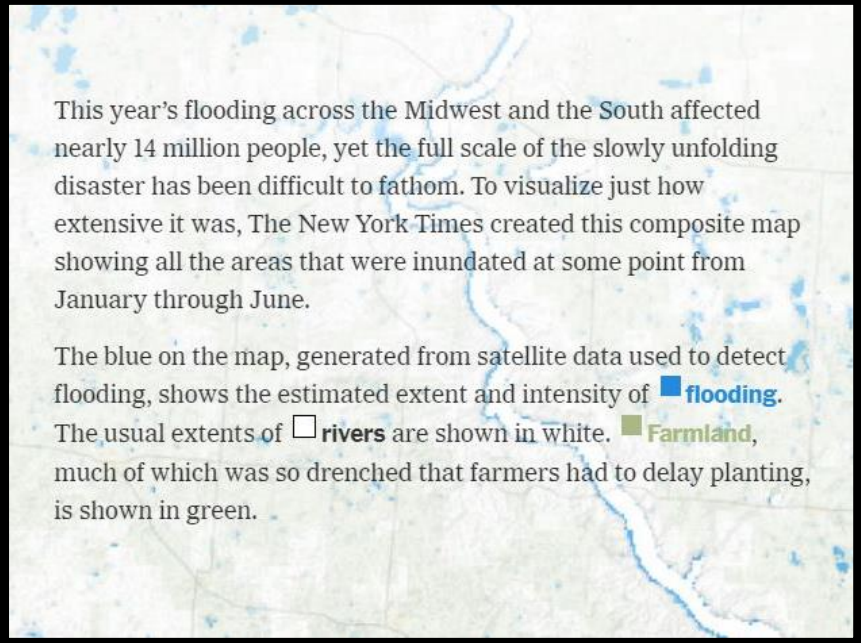


The New York Times, 2018

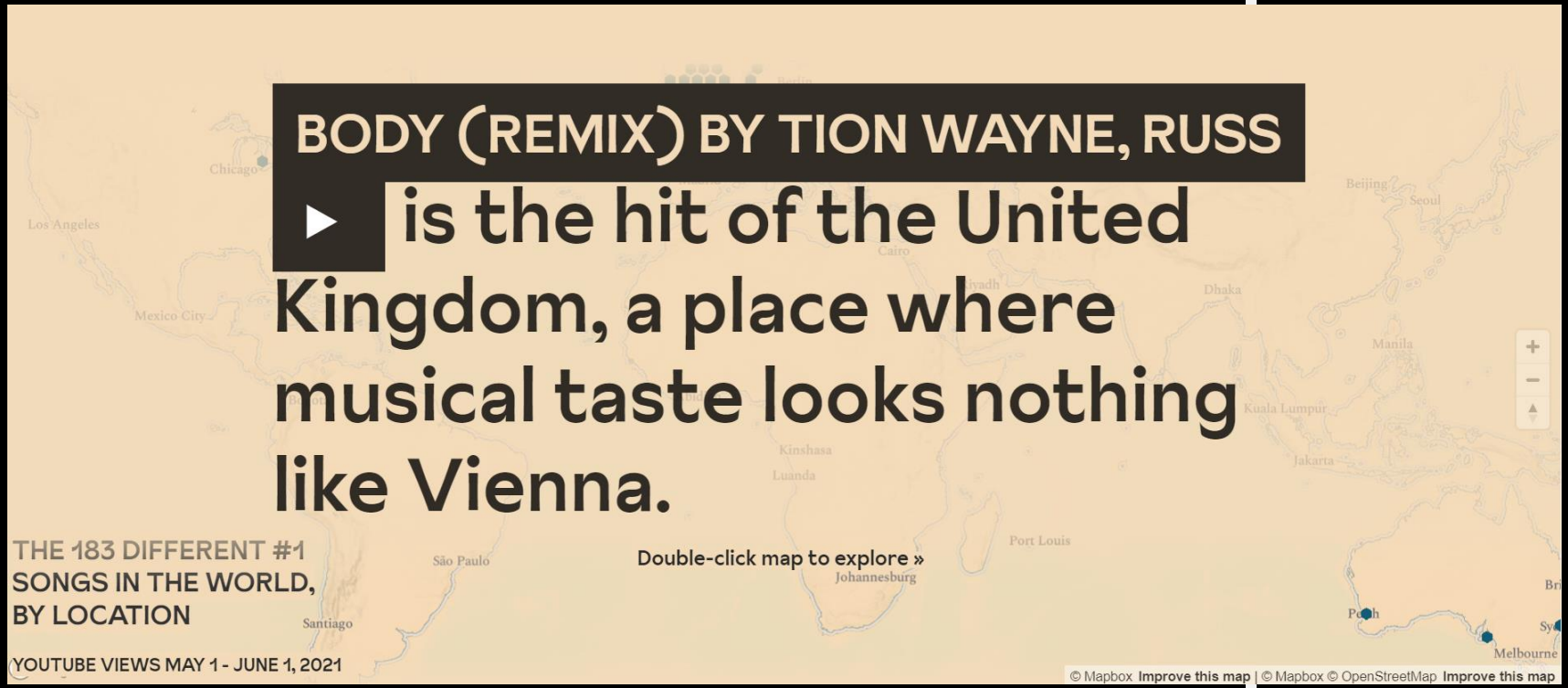
Pudding, 2018

Zeit Online, 2015

Sparklines



The New York Times, 2018



The Pudding, 2021

There are no ebays selling plots for home delivery

Massimo Mariani, 2019

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