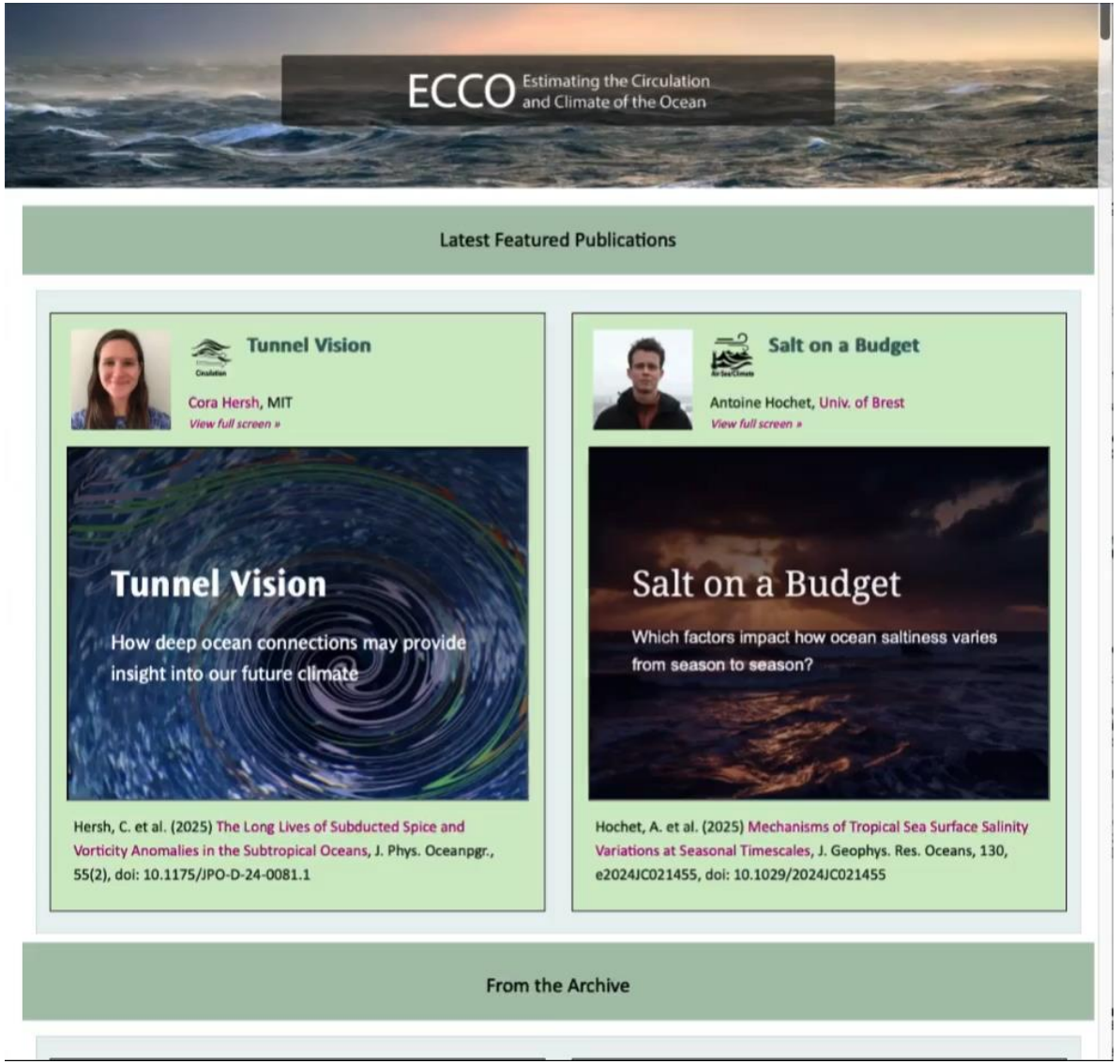
ECCO StoryMap Making

Annette deCharon, ODYSEA LLC

Featured Publications

- 39 StoryMaps
  - Easy to embed
  - Look good at various browser widths
- Over 133,000 views
- Can be filtered by topic:
  - *Polar*
  - *Air-Sea/Climate*
  - *Biology/Carbon*
  - *Circulation*
  - *Other*
- Let's see some examples!



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Featured Publications

- ***A Tale of Two Coastlines***
  - https://ecco-group.org/storymaps.htm?id=96
- ***How Does the Ocean Affect Earth's Wobble?***
  - https://ecco-group.org/storymaps.htm?id=83
- ***Hidden Upwelling Systems Revealed***
  - https://ecco-group.org/storymaps.cgi?id=70
- ***How Low – and Slow – Can Water Go?***
  - https://ecco-group.org/storymaps.cgi?id=60

The Story Behind ECCO StoryMaps

- We contact author(s) of papers we think would be a good addition
- Ask for “take home” messages & if there has been any press
- Within a week or so, we ask for specific images and/or data
- We develop background content to provide context for non-experts
- After a couple of weeks, we share a draft StoryMap for feedback
- Iterate the final content over email
- Ask for a photo and contact URL for “Featured Publications” page
- Put it on the ECCO website
  - Including homepage rotator, *What’s New*, and StoryMaps tier

StoryMap Components Overview

- ✓Images
  - Cannot be copyrighted
  - Need sufficient resolution
  - May need plotted data as separate files (e.g., for sliders)
- ✓Video
  - Cannot be copyrighted
  - Can use new videos that are not included in paper
- ✓Data on interactive globes or maps
  - NetCDF format: latitude / longitude / value

Communicating With Non-Experts (1 of 2)

✓Text

- Use analogies to explain concepts that may be new to readers
- Quotes can add a personal touch

✓Graphics

- People love videos!
- De-construct complicated plots into components
- Replace numeric units with relative description when possible (e.g., *higher*, *lower*)
- Use color coding mindfully… can check with online tools
- Icons can help readers quickly grasp what they're seeing
- Diagrams and infographics can get a lot of information across efficiently

From "Zooming in on Greenland's Ice Loss" based on Mike Wood's 2024 paper

Communicating With Non-Experts (2 of 2)

- ✓Interactivity
  - Is appreciated by users
  - Simpler is better… sliders are nice because they are easy to operate / understand
- ✓Data
  - Provide both metric and English units
  - Relate units to things people may be familiar with (e.g., 300 m is around the height of the Eiffel Tower)
- ✓Science is Serious
  - Make sure to include the societal relevance of your work
  - Try to add a bit of fun to make it more ***memorable***

Any Questions?

Hopefully, we've piqued your interest in contributing to future ECCO

"Featured Publications"!

https://ecco-group.org/publications-featured.htm