Telling a Story with ESRI Story Maps

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Outline

- **What is ESRI Story Map?**
- **How does story map works?**
- **Advantages and disadvantages of ESRI Story Maps**
- **Open source alternatives**
- **Conclusion**

What is ESRI Story Map

- "Esri Story Maps are a simple yet powerful way to inform, engage, and inspire people with any story you want to tell that involves maps, places, locations, or geography. They make it easy for you to harness the power of maps to tell your story."

- "Esri Story Maps are web applications that let authors combine beautiful maps with narrative text, striking images, and multimedia, including video. The applications are designed to be attractive and usable by anyone, which makes them great for education and outreach, either to the general public or to a specific audience."

What is ESRI Story Map

- **Story Maps Gallery**
- **Some more examples:**

http://www.igis.com.tw/index.php?option=com_content&view=category&layout=blog&id=97&Itemid=122

- **How much does it cost?**
  - Esri Story Maps are built into ArcGIS. Anyone with any type of ArcGIS account can create story maps at no extra cost.
  - You can sign up for a free non-commercial ArcGIS public account or sign in with your Facebook or Google credentials.
  - You can also purchase an ArcGIS subscription to access premium datasets, publish your own datasets, perform geo-analysis, set up enterprise-wide use, and more.

How does story map works?

- **How to make a story map**

  - Get ideas and get inspired

  - Choose a Story Map application template

  - Follow the instructions for the app you chose

  - Publish your story map and promote it

- Story map applications templates

  - Story Map Tour, Story Map Journal, Story Map Cascade, Story Map Series, etc.

https://storymaps.arcgis.com/en/app-list/

Advantages and disadvantages of ESRI Story Maps

- **Advantages**
  - Low cost
  - Easy to use
  - No need to acquire software and hardware for the server
  - Abundant map resources
  - Many analysis tools
- **Disadvantages**
  - Limited resources and analysis tools for non-subscribed users
  - No mechanism to duplicate an existing story map

Open source alternatives

- **MapStory**
  - https://mapstory.org/getstarted
  - https://mapstory.org/journal/
- TimeMapper from Open Knowledge Foundation Labs
  - http://timemapper.okfnlabs.org/
  - US City Bankruptcies – Spending Stories
- StoryMaps JS
  - https://storymap.knightlab.com/
  - MAP: How the Islamic State is carving out a new country

Conclusions

- **Integrating maps, narratives, and multimedia, story maps are very good tools for presenting ideas and sharing thoughts.**

- **ESRI Story Map is easy to use and low cost, however, subscription to ArcGIS is required if more datasets and spatial analysis features are needed.**

- **The development of open source story map software are very promising, which may provide good alternatives to ESRI Story Map.**