Show me my future: Data-Driven Storytelling and Pension Communication

"3D data visualisation, storytelling and gamification can support pension choices"

K. Schröder (Zuyd), I. Eberhardt (CEPAR), W. Eberhardt (UT) and A. Henkel (OU)

Inform about pension reform, understand how much they have accumulated, and which choices they can make. However, the traditional approach of using written materials to communicate falls short of the mark. Many people do not read or understand documents like the yearly pension overview, and such material does not appeal people who prefer or are used to visual communication. We therefore showcase and discuss the implications of various visualisation/data-drivenstorytelling applications and interactions through gamification that could improve pensioncommunication.

Principal Findings

- Visual information is more engaging and better remembered than text and three-dimensional visualisations are much clearer than two-dimensional charts.
- However, data visualisation alone is not enough. Narrative elements combined with appropriate metaphors and game-like elements must be included in the communication to help pension participants understand the pension-saving process and the implications of their choices.
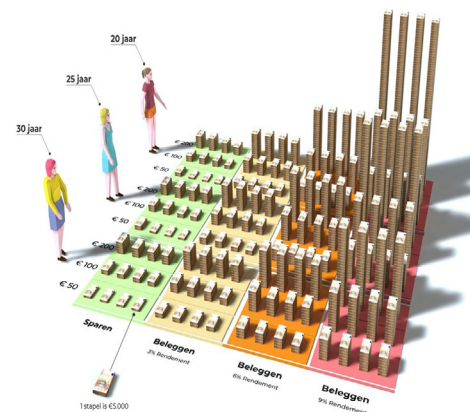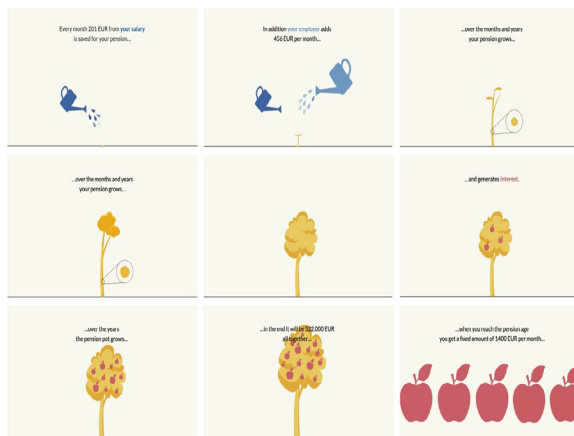
Key Takeaways for the Industry

- Visualisations combined with storytelling can evoke people's interest in their pensions, increase their pension-related knowledge, and eventually activate them to make choices.
- However, more empirical research is needed into the effectiveness of data visualisation, storytelling, and interactive design for real-life pension communication.

Want to know more? Read the paper
'Show me my future: Data-Driven Storytelling and Pension Communication'

As a knowledge network, Netspar facilitates independent, academic research on pensions and aging; www.netspar.nl