The Next Generation Journalists Program

Open Data

Filter

Review

Research

Visualize

Infographics

STORY

Data Analysis

WORKSHOP HANDBOOK

WHAT IS DATA JOURNALISM?

Data Journalism is a new set of skills for searching, understanding and visualizing digital sources. It has a wider approach. At the core the process builds on the growing availability of open data that is freely available online and analyzed with open source-tools. Data-driven journalism strives to reach new levels of service for the public, helping the general public or specific groups or individuals to understand patterns and make decisions based on the findings. As such, data journalism might help to put journalists into a role relevant for society in a new way.

WHY DATA JOURNALISM?

1. **Data makes your argument stronger**

2. **Visualizations attract readers**
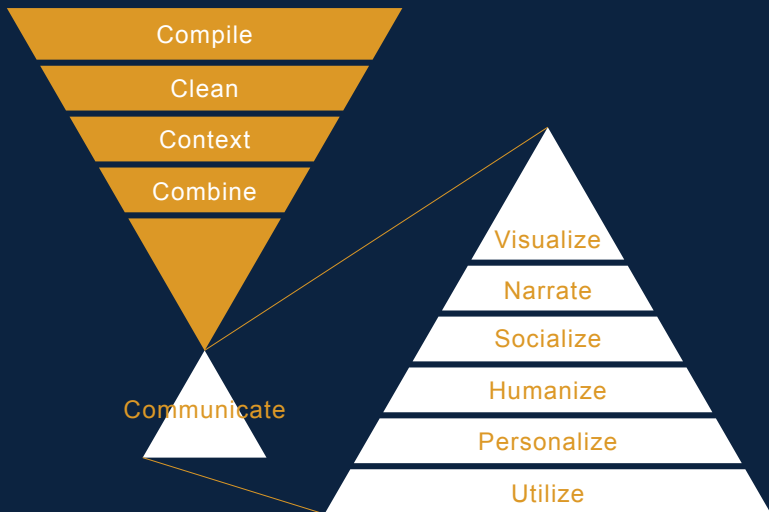
3. **Having dedicated data journalists in a newsroom**

4. An alternative for "he-said-she-said" stories

5. Competitive advantage for reporters

6. Explore the open field of data

HOW DO I START DATA JOURNALISM?

THE INVERTED PYRAMID OF DATA JOURNALISM

Compile
Clean
Context
Combine
Communicate

Visualize
Narrate
Socialize
Humanize
Personalize
Utilize

WHY SHOULD I VISUALIZE MY DATA, AND HOW?

Effective visualization helps users analyze and reason about data and evidence. It makes complex data more accessible, understandable and usable. Because of the way the human brain processes information, using charts or graphs to visualize large amounts of complex data is easier than poring over spreadsheets or reports. Data visualization is a quick, easy way to convey concepts in a universal manner – and you can experiment with different scenarios by making slight adjustments.

DATA VISUALIZATION TOOLS YOU CAN USE FOR FREE

1 +ableau+public

2 OPENHEATMAP

3 Google
Fusion Tables

4 factual™

5 Socrata®

DATA ON DATA JOURNALISM

42% OF REPORTERS USE DATA TO TELL STORIES REGULARLY

51% OF ALL NEWS ORGANIZATIONS IN THE U.S. AND EUROPE NOW HAVE A DEDICATED DATA JOURNALIST

33% OF JOURNALISTS USE DATA FOR POLITICAL STORIES

28% FOR FINANCE

25% FOR INVESTIGATIVE STORIES

COUNTRIES WITH MOST DATA JOURNALISTS IN NEWSROOMS

56%

52%

52%

46%

53% OF THE SAMPLES SAW DATA JOURNALISM AS A SPECIALITY SKILL THAT REQUIRES EXTENSIVE TRAINING, AND NOT EASY

49% OF DATA STORIES ARE CREATED IN A DAY OR LESS

REFERENCES

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