

ENG 208 - INTRO. TO DIGITAL JOURNALISM

- DATA JOURNALISM
- DATA SETS
- WORKING WITH DATA
- VISUALIZATION TOOLS
- TABLEAU PUBLIC

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DATA JOURNALISM

- INVESTIGATING DATA
WITH A JOURNALISTIC EYE
- FIND PROBLEMS / FIND A
STORY IN THE DATA



DATA VISUALIZATIONS

- MODELING DATA
SETS WITH GRAPHICS.
- CAN BE DONE BY
ANY GRAPHICS EXPERT.
- INNOVATIVE /
'INTERACTIVE'
- 100+ EXAMPLES NEXT
TIME

TRADITIONAL JOURNALISM

$n=1$

1 interview

like a case study -

use 1 story

to tell a bigger story (a trend)

FROM SOCIAL SCIENCE
 n = population size

$n=10$ $n=50$
* SMALL SAMPLE SIZES

DATA JOURNALISM

Pro Publica
all Vietnam
vets in VA
hospitals

DATA FIRST - NO INTERVIEWS

SPOT TRENDS - FIND STORY

$n=1000s$ $n=10000s$

FOLLOW UP WITH INTERVIEWS!

AS JOURNALISTS ...
(2)

WE TRUST
THAT A
HONEST
INTERVIEW
CAN REVEAL
TRUTHS ABOUT
THE WORLD!

MORE
SCIENTIFIC

"JOURNALISM IS DEAD."

3

NOPE!

DATA JOURNALISM IS A GROWTH
FIELD!

* THE RESEARCH & VISUALIZATION
SKILLS OF DATA JOURNALISM ARE
IN DEMAND IN MEDIA & BUSINESS!

* NEW MASTER'S PROGRAMS CUNY SPS!
COLUMBIA'S J-SCHOL OFFERS A
\$100K DEGREE! (YIKES!)

DATA SETS FOR DATA JOURNALISM

'PUBLIC' DATA SETS

• PRO PUBLICA

• NOAA

• US CENSUS

• US CENSUS

• GOVERNMENT (FOIA !)

• POLITICAL RECORDS
(E.G. DONOR RECORDS)

• ECONOMIC DATA

• CRIME STATISTICS

• TRANSPORTATION INFO.

(ALL BIKE RIDERS IN
LONDON / ALL THE
PLANES IN THE SKY)

'WEB SCRAPING'

• ANALYZE WEB CONTENT

• TWITTER

• SOCIAL
MEDIA

5

TOOLS FOR DATA JOURNALISM

LIKE ALL OF 'NEW MEDIA', YOU'RE
ALWAYS LEARNING NEW TOOLS

WITH DATA JOURNALISM / DATA
VISUALIZATION

WEB DEVELOPMENT TOOLS - WEB SCRAPING
AUTOMATICALLY
SCRAPE/STORE
WEB CONTENT

EXCEL - SPREADSHEETS

PYTHON - AUTOMATE

R ← NEWER DATA MANIPULATION
LANGUAGE

6

DATA VISUALIZATION TOOLS

- ADOBE ILLUSTRATOR • PHOTOSHOP
- HTML5 / JAVASCRIPT (EVEN FLASH)
- AFTEREFFECTS — ANIMATIONS
PREMIERE PRO

MORE
LIKE AN
ANIMATOR/
GRAPHICS
ARTIST

→ IN TODAY'S TEAMS DATA JOURNALISTS
WOULD COLLABORATE WITH
GRAPHICS DESIGNERS / WEB
DEVELOPERS / ANIMATORS
ON LEADING EDGE
DATA VISUALIZATIONS

INFOGRAPHICS

VS. STATIC /
IN PRINT

— TELLING A STORY
VISUALLY WITH
STATISTICS DATA
HAS A LONG
HISTORY
1960's +

TO DAY'S VISUALIZATIONS

• NEW OPPORTUNITIES ONLINE
FOR INTERACTIVITY

• EXPLORE A DATA SET
VISUALLY

ADVANTAGES/
DISADVANTAGES

COMPREHENSIVE / IMMERSIVE MODE?



BUT DO USERS / VIEWERS GET SOMETHING LIKE THE
'JOURNALISTIC TRUTH' DELIVERED THIS WAY?

* Finally DO FANCY/ADVANCED
VISUALIZATIONS ATTRACT VIEWERS?
WORTH THE INVESTMENT? (?)

* THEY'RE NOT CLICKBAIT
& THEY'RE \$\$\$ TO CREATE

TABLEAU PUBLIC (FREE VERSION) ⁽⁸⁾

- AN EASY-TO-USE VISUALIZATION TOOL USED BY BUSINESS & ACADEMIC USERS - A JOB SKILL TO PUT ON 'YOUR RESUME'
- GOOD STARTING POINT FOR EXPERIMENTING WITH VISUALIZATIONS
- INSTRUCTOR-LED DEMO OF BASIC FEATURES
- BE A 'SELF-STARTER'

... AS THEY SAY AT THE CUNY GRADUATE SCHOOL OF JOURNALISM



DIFFERENT THAN COVERING THE SAME 'BEAT' FOR 40 YEARS!
MORE EXCITING/
CHALLENGING!

BE ENTREPRENEURIAL -

* YOU CAN DO THIS - EXPLORE NEW TOOLS - GET FREE VERSIONS - EXPERIMENT !!!