

# USING DATA TO TELL STORIES







The potential of the data revolution is if this data becomes accessible, understandable, and relevant.

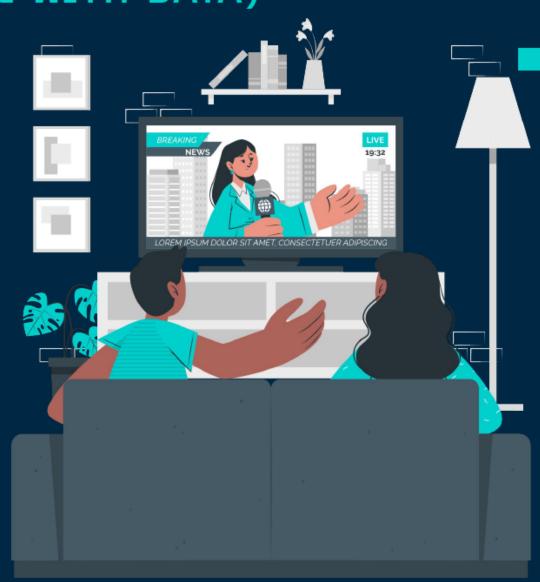
In the absence of open data policies and portals, journalists have to **forge relationships** with those who have data.

- Journalists must acquire new skills, new methods of working.
- Journalists must accept to collaborate with others
- Regular skills training like we undertake at AWJP are essential for journalists to continually upgrade their skills.

## KNOW YOUR AUDIENCE (WORKING WITH DATA)

What makes your audience tick? Use data to **provide audiences** with **information** to see and explore possible opportunities for change.

- What does the data say about them, their lives and their concerns?
- What is the context of the data? Is it selective or inclusive?
- How and what visuals will your audience respond to?



#### HOW TO SELECT DATA FOR YOUR STORIES



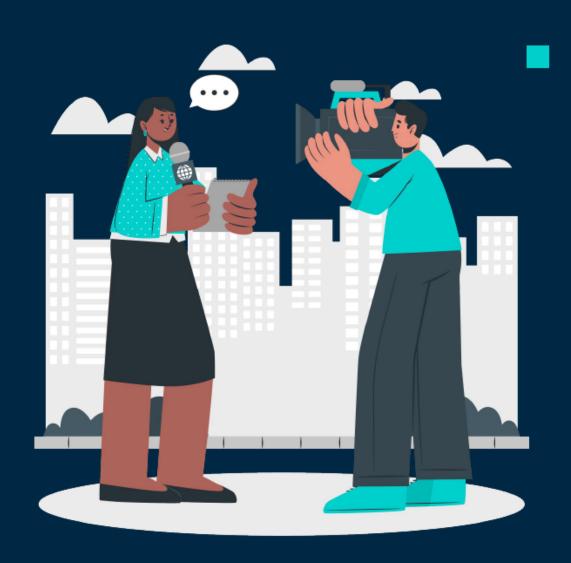
It is important for journalists to identify when politicians, governments and corporations are using data selectively.

- Data Literacy learn how to think critically about the data. Are there any variables or issues that could cause a change that appears to be the result of something else? Read the labels, the scale, the numbers, and the context. Are there uncertainties in the data?
- How was the data collected?
- Who collected the data and why?

### DATA IS FOR ALL FORMS OF JOURNALISM

Data isn't just for business or NGO and Government reports. It can be used to enhance different genres of journalism. Evidence based Journalism fosters trust and accountability.

- Solutions Journalism
- Investigative Journalism
- Advocacy Journalism
- Environmental Journalism
- Fact-checking and Verification



#### DATA JOURNALISM STORIES

- 1. http://bit.ly/Covid-19openmarkets
- 2. http://bit.ly/protestingduringapandemic
- 3. http://bit.ly/findingacureforafricans
- 4. http://bit.ly/Covid19DataJourn
- 5. http://bit.ly/saludaconlupadatacenter

Any questions?

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