



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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THANKS