

# Augmenting data trust to foster a healthy data journalism ecosystem

Dr Eddy Borges-Rey

*Workshop on Data Visualization for Better Decision-Making - June 5th-6th, 2023*

Northwestern | QATAR





# What is Data journalism

- Computational journalism, database journalism, data-driven journalism, data journalism?
- Journalism is an evidential practice
- interviews
- facts and figures
- reports
- data

# The beginnings

- CAR – or the pre-data journalism period:
- It starts in 1952 when the Remington Rand UNIVAC was used by CBS to predict the outcome of the presidential race between Eisenhower and Stevenson



# What counts as data for DDJ?

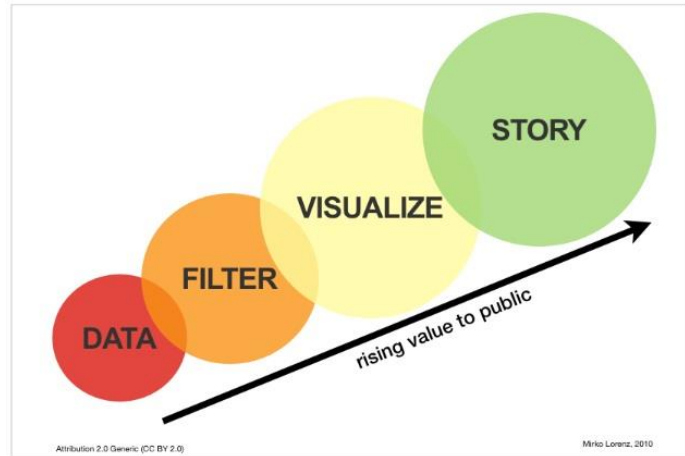
- Statistical releases (National and International)  
<https://www.psa.gov.qa/en/Pages/default.aspx>
- Open data portals (<https://www.data.gov.qa/pages/home/>)
- Libraries, trusts, and NGOs
- FOIA
- Web-Scrapers
- Third-party data (data-feeds)
- Crowdsourced data
- Libraries, trusts, and NGOs
- Sensor Journalism
- Algorithms

# Data Journalism cornerstone ideals



**Mirko Lorenz (2010) Data-Driven Journalism Process**

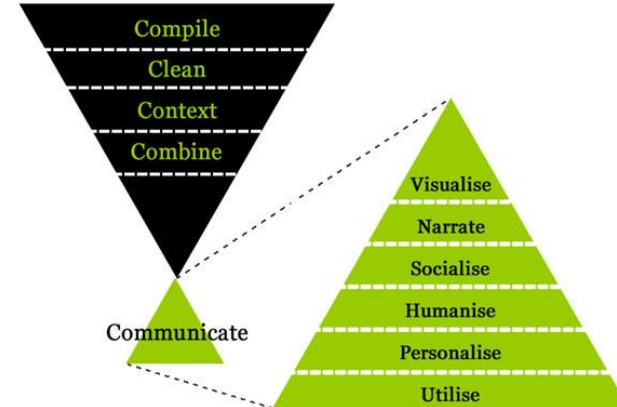
## DATA-DRIVEN JOURNALISM = PROCESS



**Paul Bradshaw (2011) Inverted Pyramid of Data Journalism**

## The Inverted Pyramid of Data Journalism (complete)

Paul Bradshaw, [OnlineJournalismBlog.com](http://OnlineJournalismBlog.com)



id	size of data stores	Data access data	Gains insight from data	Gains financial value from data	Generates data	Influence	Gatekeeps data	Understands data power	Mean DP
Facebook	10	10	10	10	10	8	10	10	9.75
Google	10	10	10	10	10	8	10	10	9.75
Amazon	10	10	10	10	10	8	9	10	9.62
Fitbit	8	10	10	10	10	3	10	10	8.87
Acxiom	9	10	10	10	4	6	10	10	8.62
Datalogix	9	10	10	10	4	6	10	10	8.62
Epsilon	9	10	10	10	4	6	10	10	8.62
Experian	10	10	10	10	10	10	8	10	9.75
Intelius	10	10	10	10	10	10	8	10	9.75
GCHQ	10	10	10	3	10	10	10	10	9.12
Parliament of the United Kingdom	7	10	9	7	10	10	3	6	7.75
Scottish Parliament	5	9	9	5	10	8	3	4	6.62
National Assembly for Wales	5	9	9	5	10	8	3	4	6.62
The Northern Ireland Assembly	5	9	9	5	10	8	3	4	6.62
Local Authorities	4	7	5	5	10	6	4	3	5.5
NHS	10	10	3	0	10	3	5	3	5.5
NAO	10	10	9	0	10	7	0	4	6.25
Research Councils	6	6	5	3	7	5	0	6	4.75
Environment Agency	10	10	10	3	10	5	0	6	6.75
Third Sector Organisations	8	8	7	5	10	6	5	7	7
Private companies	10	10	10	10	8	8	0	10	8.25
Citizens	0	3	2	0	10	6	0	1	2.75
Advertisers	2	10	10	10	3	10	10	10	8.12
Grassroots initiatives	0	5	5	5	4	6	0	6	3.87
Academia	4	5	7	4	10	6	0	8	5.5
Media	2	5	10	10	5	10	5	9	7





A	
<a href="#">Abbott, Ms Diane</a> (Labour)	Hackney North and Stoke Newington
<a href="#">Abrahams, Debbie</a> (Labour)	Oldham East and Saddleworth
<a href="#">Adams, Nigel</a> (Conservative)	Selby and Ainsty
<a href="#">Afolami, Bim</a> (Conservative)	Hitchin and Harpenden
<a href="#">Afriyie, Adam</a> (Conservative)	Windsor
<a href="#">Aldous, Peter</a> (Conservative)	Waveney
<a href="#">Alexander, Heidi</a> (Labour)	Lewisham East
<a href="#">Ali, Rushanara</a> (Labour)	Bethnal Green and Bow
<a href="#">Allan, Lucy</a> (Conservative)	Telford
<a href="#">Allen, Heidi</a> (Conservative)	South Cambridgeshire
<a href="#">Ali-Khan, Dr Deema</a> (Labour)	Tottenham

10am-12 midday and 2pm-4pm (Monday to Friday).

Browser interface showing the developer console with HTML code for a table of MPs.

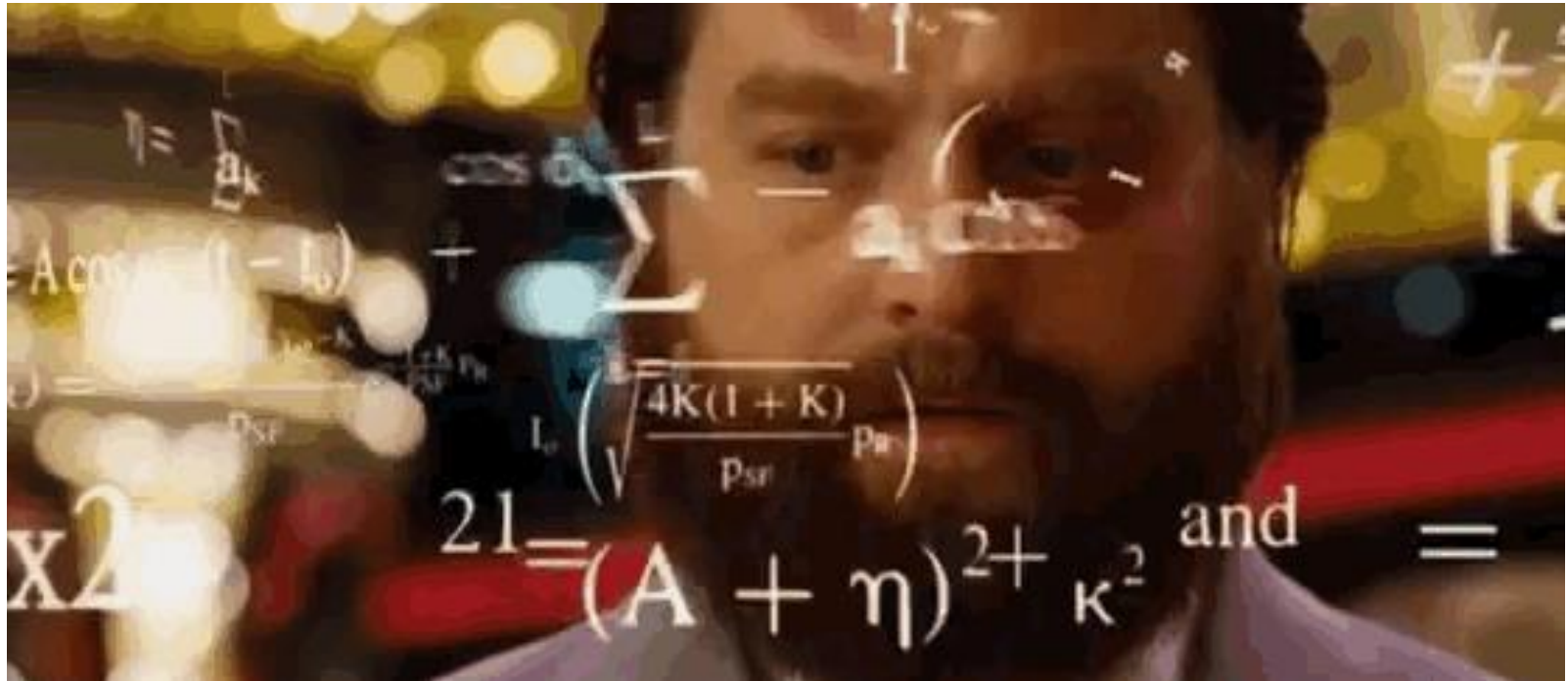
Browser tabs: mps

Developer Tools: Elements, Network, Resources, Timelines, Debugger, Storage, Console

```

1096
1097
1098     <tr class='first'>
1099         <th id='nav-A' class='subheading'>A</th>
1100         <td class="subheading"><a href="#top">back to top</a></td>
1101     </tr>
1102
1103     <tr id="ctl00_ctl00_FormContent_SiteSpecificPlaceholder_PageContent_rptMembers_ctl01_trItemRow" class="first">
1104         <td id="ctl00_ctl00_FormContent_SiteSpecificPlaceholder_PageContent_rptMembers_ctl01_tdNameCellLeft">
1105             <a id="ctl00_ctl00_FormContent_SiteSpecificPlaceholder_PageContent_rptMembers_ctl01_hypName" href="http://www.parliament.uk/biographies/commons/
1106                 (Labour)
1107             </td>
1108         <td>Hackney North and Stoke Newington</td>
1109     </tr>
1110
1111
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1113     <tr id="ctl00_ctl00_FormContent_SiteSpecificPlaceholder_PageContent_rptMembers_ctl02_trItemRow">
1114         <td id="ctl00_ctl00_FormContent_SiteSpecificPlaceholder_PageContent_rptMembers_ctl02_tdNameCellLeft">
1115             <a id="ctl00_ctl00_FormContent_SiteSpecificPlaceholder_PageContent_rptMembers_ctl02_hypName" href="http://www.parliament.uk/biographies/commons/
1116                 (Labour)
1117             </td>
1118         <td>Oldham East and Saddleworth</td>
1119     </tr>

```





**Nate Silver**  @NateSilver538 · Oct 6

A few times a year, I get asked to be a judge of student statistical projects in politics or sports. While the students are very bright, they spend WAY too much time using fancy statistical methods and not enough time framing the right questions and contextualizing their answers.

 129

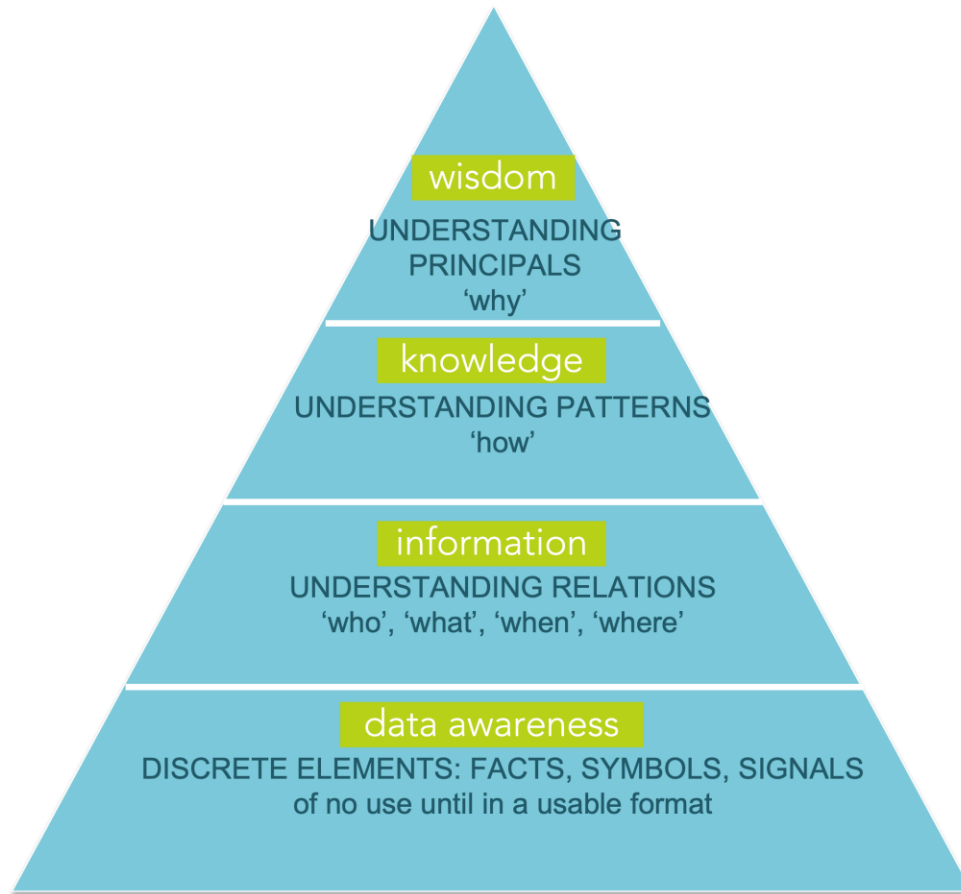
 661

 4.7K



**Nate Silver**  @NateSilver538

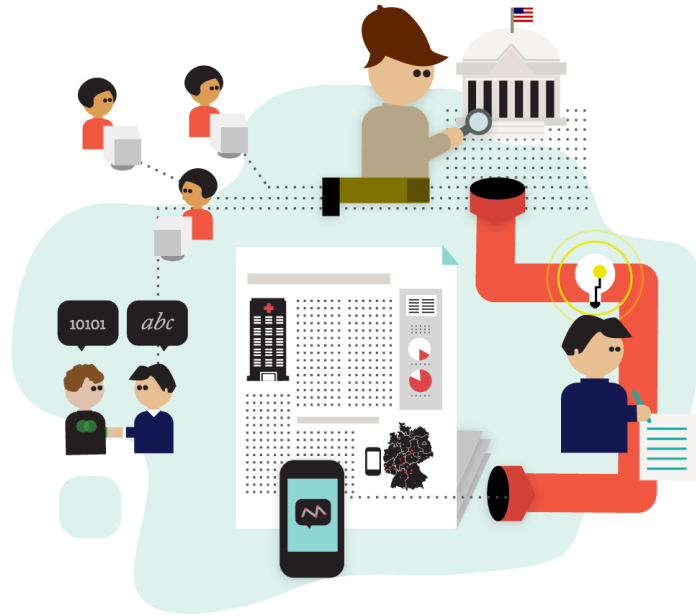
If you want to be a good data scientist, you should spend ~49% of your time developing your statistical intuition (i.e. how to ask good questions of the data), and ~49% of your time on domain knowledge (improving overall understanding of your field). Only ~2% on methods per se.



# Points data journalists keep in mind

- Account for the levels of data literacy of the public
- Question who gathered the dataset and how they did it
- Disclose their methods and procedures
- The story should be at the centre and not the numbers/data visualization

# Examples of Data Journalism projects



# News

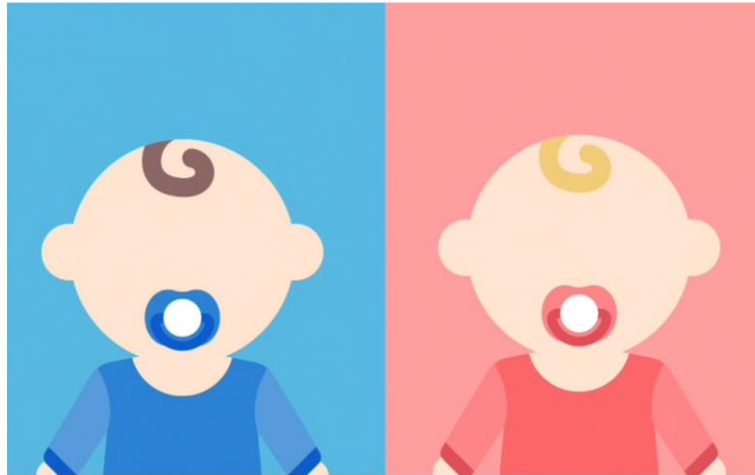
UK | World | Politics | Science | Education | Health | Brexit | Royals | Investigations

Home > News

## Top baby names in England and Wales revealed: Is your name in or out of fashion?



93



### MORE STORIES

- 1** British man plunges to death in India during 'middle-aged gap year'
- 2** Liz Dawn's final words revealed: Coronation Street Vera Duckworth actress told husband 'you don't...'
- 3** I was looking forward to a lazy retirement, until a trip to India changed my life
- 4** Three dead after 'horrific' skydiving incident in Australia
- 5** Six reasons why Harvey Weinstein's victims didn't report him

### FOLLOW TELEGRAPH NEWS

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# How much is Harry Potter's JK Rowling worth, per word?

Posted 12:06 10 July 2014 by [Sophie Gadd](#) in [ENTERTAINMENT](#) [Share](#) [Tweet](#)



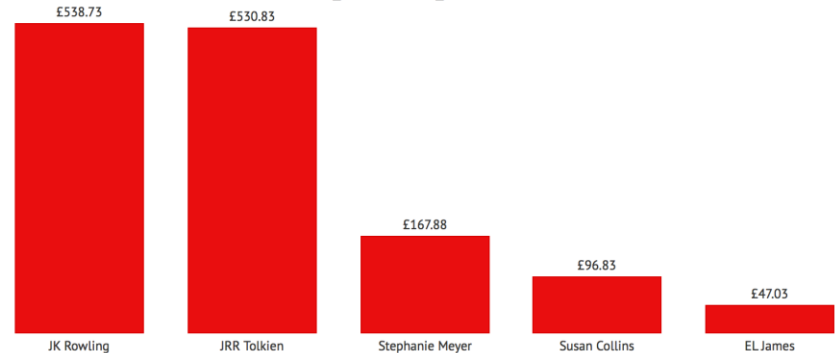
Photo: [Sonia Belviso/Flickr](#)

How much does the Harry Potter author make every time she writes a word?

## Here's what we've found...

While Rowling might be worth **twice as much as JRR Tolkien**, she wrote almost twice as many words and twice the number of books, for roughly the same value per word.

### Value in pounds per word written



Source: [Amp3d](#) [Datawrapper](#)



**You**

Coloured wedges represent your details, select icons to find out more.

### What is your annual household income after taxes?

Total income for you/spouse/significant other

- Under £10k  £10-25k  £25-50k  £50-100k  Over £100k

### Do you own or rent a property?

Value of all property owned/mortgaged by you/spouse/significant other

- Own  Rent

- Under £125k  £125-250k  £250-500k  Over £500k

### Do you have any savings?

Pensions, shares, ISAs etc

- None  £0-10k  £10-25k  £25-50k  £50-100k  Over £100k

**You**

£

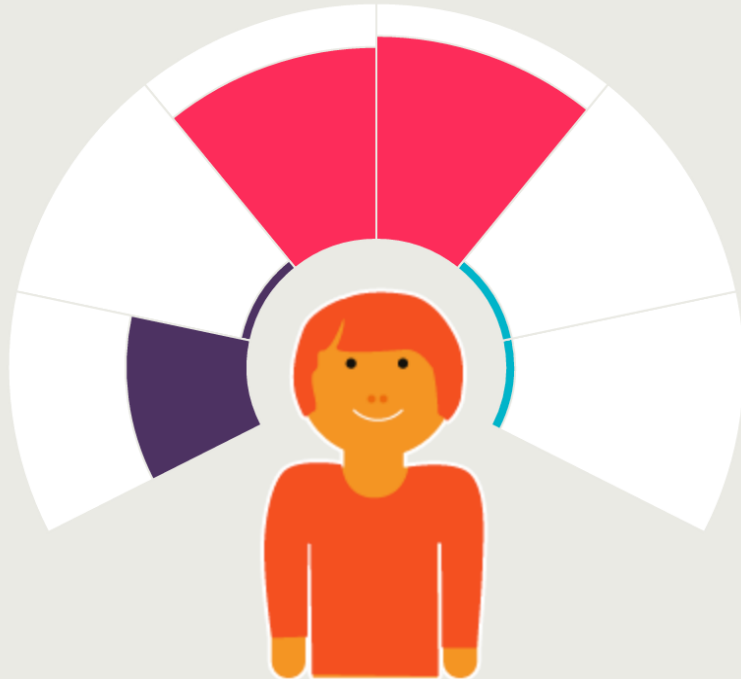


Coloured wedges represent your details, select icons to find out more.

### Which of these people do you know socially?

Select all the people who you know

- |  |   |
|--|---|
| <input type="checkbox"/> Secretary           | <input type="checkbox"/> Farm worker        |
| <input type="checkbox"/> Nurse               | <input type="checkbox"/> Chief executive    |
| <input type="checkbox"/> Teacher             | <input type="checkbox"/> Software designer  |
| <input type="checkbox"/> Cleaner             | <input type="checkbox"/> Call centre worker |
| <input type="checkbox"/> University lecturer | <input type="checkbox"/> Postal worker      |
| <input type="checkbox"/> Artist              | <input type="checkbox"/> Scientist          |
| <input type="checkbox"/> Electrician         | <input type="checkbox"/> Lorry driver       |
| <input type="checkbox"/> Office manager      | <input type="checkbox"/> Accountant         |
| <input type="checkbox"/> Solicitor           | <input type="checkbox"/> Shop assistant     |

**You**

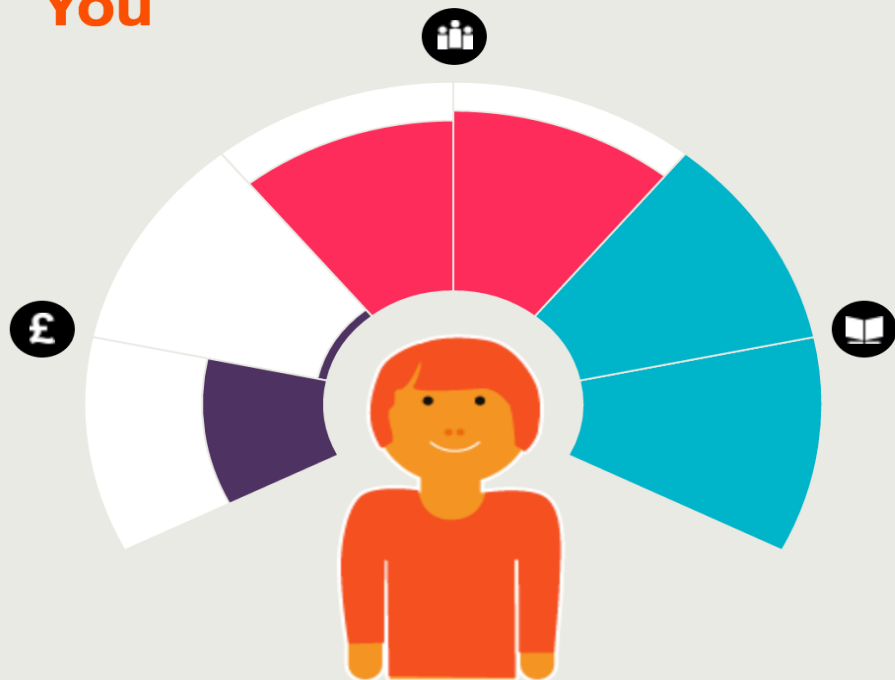
Coloured wedges represent your details, select icons to find out more.

### Which of these cultural activities do you take part in

Select all of the activities you do sometimes or often

- |   |  |
|---|--|
| <input type="checkbox"/> Go to stately homes  | <input type="checkbox"/> Exercise/go to gym        |
| <input type="checkbox"/> Go to the opera      | <input type="checkbox"/> Use Facebook/Twitter      |
| <input type="checkbox"/> Listen to jazz       | <input type="checkbox"/> Socialise at home         |
| <input type="checkbox"/> Listen to rock/indie | <input type="checkbox"/> Go to museums/galleries   |
| <input type="checkbox"/> Go to gigs           | <input type="checkbox"/> Listen to classical music |
| <input type="checkbox"/> Play video games     | <input type="checkbox"/> Do arts and crafts        |
| <input type="checkbox"/> Watch sports         | <input type="checkbox"/> Watch dance or ballet     |
| <input type="checkbox"/> Go to the theatre    | <input type="checkbox"/> Listen to hip-hop/rap     |

You



Coloured wedges represent your details, select icons to find out more.

**Result:** the class group you most closely match is:

## Emergent service workers

**This class group is financially insecure, scoring low for savings and house value, but high for social and cultural factors. According to the Great British Class Survey results, lots of people in this group:**

- Are young
- Enjoy a cultured social life
- Rent their home - almost 90%

Reset

Share your result [Share](#)  

Select the categories below to explore the class groups



You



Elite



Established middle class



Technical middle class



New affluent workers



Traditional working class



Emergent service workers



Precariat

The background image for the Panama Papers cover shows a man in a dark suit seen from behind, sitting on a boat. He is surrounded by stacks of papers and documents. The scene is set against a dark, stormy sea with a grey, overcast sky. Numerous papers, including banknotes and official documents, are shown floating in the air around him, as if caught in a breeze or falling from the sky. The overall mood is one of mystery and investigation.

# THE PANAMA PAPERS

Politicians, Criminals and the Rogue Industry That Hides Their Cash

<https://panamapapers.icij.org>

Uncover corruption

## The scale of the leak

Volume of data compared to previous leaks

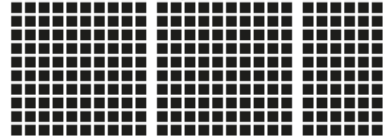
**1,7 GB**

Cablegate/Wikileaks (2010)



**260 GB**

Offshore Leaks/ICIJ (2013)



**4 GB**

Luxemburg Leaks/ICIJ (2014)



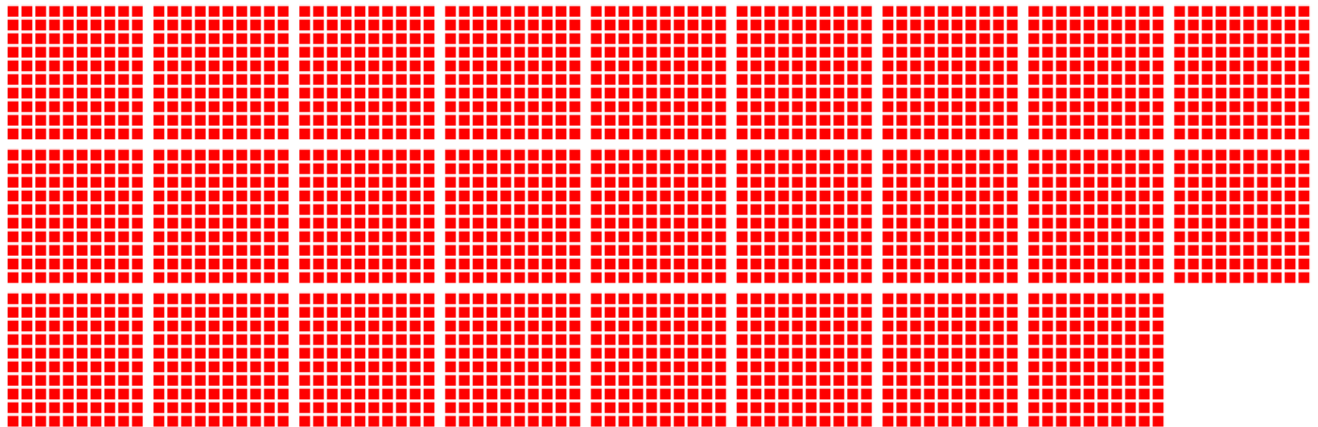
**3,3 GB**

Swiss Leaks/ICIJ (2015)



**≈ 2,6 TB**

Panama Papers/ICIJ (2016)



<https://panamapapers.icij.org>

Uncover corruption



# THE UBER GAME

CAN YOU MAKE IT IN THE GIG ECONOMY?

Let's ride

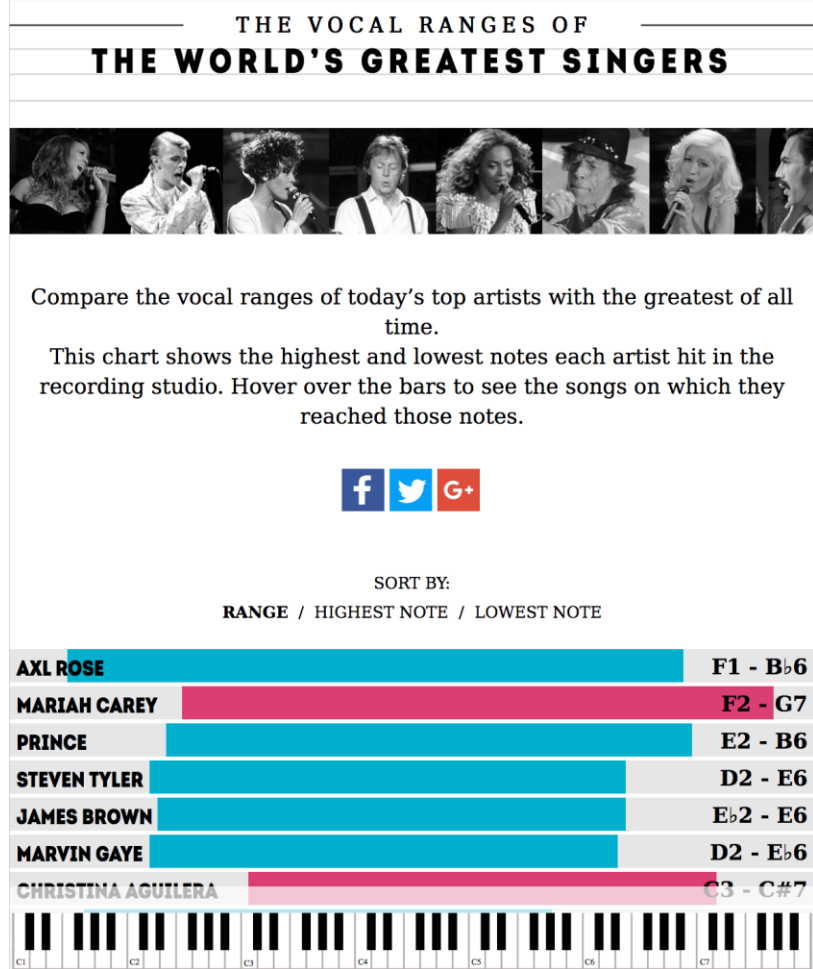
[Copyright](#) The Financial Times Limited 2017. All rights reserved. [Terms & Conditions](#)

<https://ig.ft.com/uber-game/?mhq5j=e7>

Engaging audiences in participatory experiences

# Experimenting

- Single data journalists
- Data editors + data journalist
- Small Data Units
- Several desks working together
- Centralised data journalism units
  
- **Alternative sources of data**
- Graphic designers and data scientists as part of the news process
- Fact Checking + Fake News



Latest on UK energy



UK's reliance on gas for heating exposed by cold snap



US gas cargo turns towards UK as Russia spat intensifies



Russia gains gas foothold in UK as relations deteriorate



'Electric shock' when I switched energy provider

UK energy [+ Add to myFT](#)

# Confusing tariffs deter UK energy customers from switching

Shopping around among suppliers for better deal rare in retail market

- 
- 
- 
- Save



# The car garage analogy



*"I started repairing my car myself when it became quite clear that I should let you guys handle it."*

- Facilitating access to the ability of extracting insight from data
- Data champions: Facilitators, translators, ambassadors.
- Bridging the gap.

The screenshot shows the data.gov.au website interface. At the top, there are navigation links for 'Log in', 'Register', 'Datasets', 'Organisations', 'About', 'Site Statistics', 'Request Data', 'Use Cases', 'National Map', and 'Toolkit'. A search bar is also present. The main content area is titled 'List of Data Champions' and includes a description of data champions, a 'Data and Resources' section with an 'Explore' button, and an 'Additional Info' table.

**List of Data Champions**

Data Champions are senior officials within Government agencies tasked with promoting data use, sharing and reuse within their organisations.

**Data and Resources**

List of Data Champions [Explore](#)

data champions government open data

**Additional Info**

Field	Value
Title	List of Data Champions
Type	Dataset
Language	English
Licence	Creative Commons Attribution 4.0 International
Data Status	active
Update Frequency	infrequently
Landing Page	<a href="https://data.gov.au/dataset/dh137a27-af36-4686-">https://data.gov.au/dataset/dh137a27-af36-4686-</a>

# OUR DATA CHAMPIONS



## Marieme Jamme | Founder of Accur8Africa & Senegal Data Champion

A regular speaker of Women of the World (WOW) at the South Bank in London, recently named as one of the 100 most influential Africans by the Africa Business Magazine, and Forbes Magazine, Marieme Jamme is a Senegalese born-British businesswoman, who ran a technology consultancy business in London. Her company Spotone Global Solutions helps Internationaltech companies selling enterprise software solutions, to set a foothold in Africa, Middle East and Asia. Marieme is best known for her role in promoting technology, good governance, transparency and a better education standard in Africa.

Honoured as a young global leader in 2013 by the World Economic Forum, Marieme is also the Founder of **Jjiguene Tech Hub** in Senegal: the first women Tech Innovation Networks supporting young women in Science, Technology, Engineering and Math's (STEM).

Twitter: @mjamme



## ABOUT

Data Zetu aims to empower communities to make better, more evidence-based decisions to improve their lives. Click below to learn more.

[Read More](#)

## CONNECT

We hope to contribute to a growing community of people using data to tackle local challenges. Click below to learn more about ways to connect.

[Read More](#)

## BLOG

The Data Zetu blog highlights news, updates, impact stories, and examples of local data use. Click below to see how Data Zetu is amplifying data use.

[Read More](#)

# Naija Data Ladies: The rise of a network of women data journalists in Nigeria

by IRENE WANGUI · Sep 27 in DATA JOURNALISM







Press Release



## Productive and healthy forests are crucial for meeting sustainable development, climate, land and biodiversity goals

Maintaining productive, diverse and healthy forests is crucial for achieving the Sustainable Development Goals. However, this can only be accomplished through political will and concerted action across sectors, stakeholders and institutions at all levels. This is the key takeaway message from the international conference on halting deforestation and increasing forest area, held by the Collaborative Partnership on Forests and hosted by FAO, in Rome (20-22 February).

[READ MORE](#)



Occasional Paper 26

Video

Agroforestry in landscape restoration for livelihoods, climate and ecosystem services

Project

Developing and Promoting Market-based Agroforestry and Forest Rehabilitation Options for



A COMPREHENSIVE APPROACH TO GOVERNING, MEASURING AND  
REPORTING ON INVESTMENTS IN FIRST NATIONS WELL-BEING

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THE GLOBAL IMPACT OF OPEN DATA

# URUGUAY'S A TU SERVICIO EMPOWERING CITIZENS TO MAKE DATA-DRIVEN DECISIONS ON HEALTH CARE

by David Sangokoya, Ali Clare, Stefaan Verhulst and Andrew Young

IMPACT CITIZENS  
SECTOR HEALTH  
LOCATION URUGUAY

READ TIME  
BRIEF VIEW 5 MINS  
FULL STORY 16 MINS

DOWNLOAD THE REPORT 

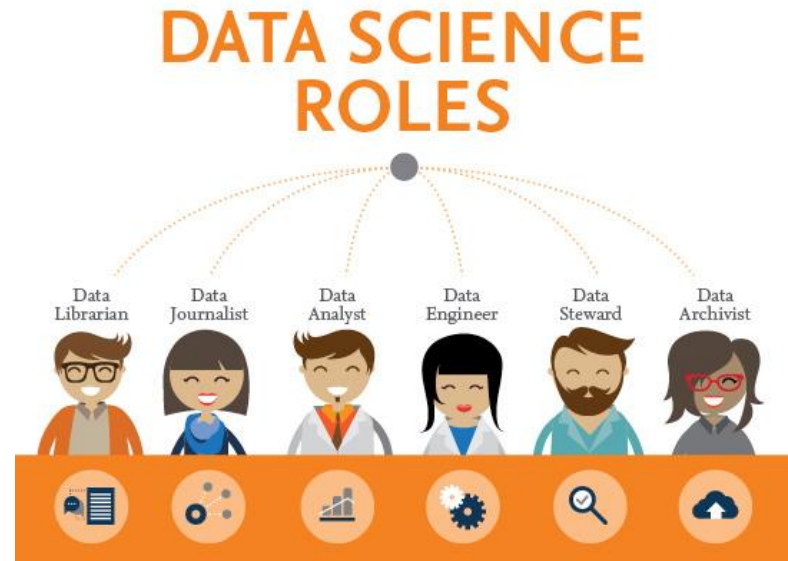
## SUMMARY

Every February, Uruguayan citizens are given the opportunity to choose whether to change or stay with their existing health care provider. In the country's mixed public-private health care system, several factors come into play when making this decision: the location of the health provider, number of doctors and pediatricians available, hours open, etc. How can



# How to improve data trust?

- Standardising open data policies and governance (both internally and externally).
- Fostering a healthy data journalism ecosystem.
- Transparency on methods and sampling.
- Developing and implementing educational strategies and policies.
- Nurturing civil initiatives (hackathons and workshops)
- Awareness on data brokers and internet giants



Lyon, 2014

# Thanks!

- **Eddy Borges-Rey**  
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Twitter: @eborgesrey