

A person's profile is shown in a futuristic, blue-lit environment. The person's face is illuminated with a grid of light patterns, suggesting a digital or data-driven theme. The background is dark, and the overall aesthetic is high-tech and modern.

BR Next

AI + Automation Lab

Data Journalism as Hub For Interdisciplinary Teams

DATAHARVEST 2020 – ULI KÖPPEN

Inhalt

- 1 Interdisciplinary Teams – How To Collaborate
- 2 Data Teams – What To Learn From Them
- 3 Potential – Where To Get Better

My Journey

Industry

- > Digital Format Development
- > BR Data

Academia

- Nieman Fellowship
- > Automation
- > Algorithmic Accountability
- > Interdisciplinary
Newsroom Management

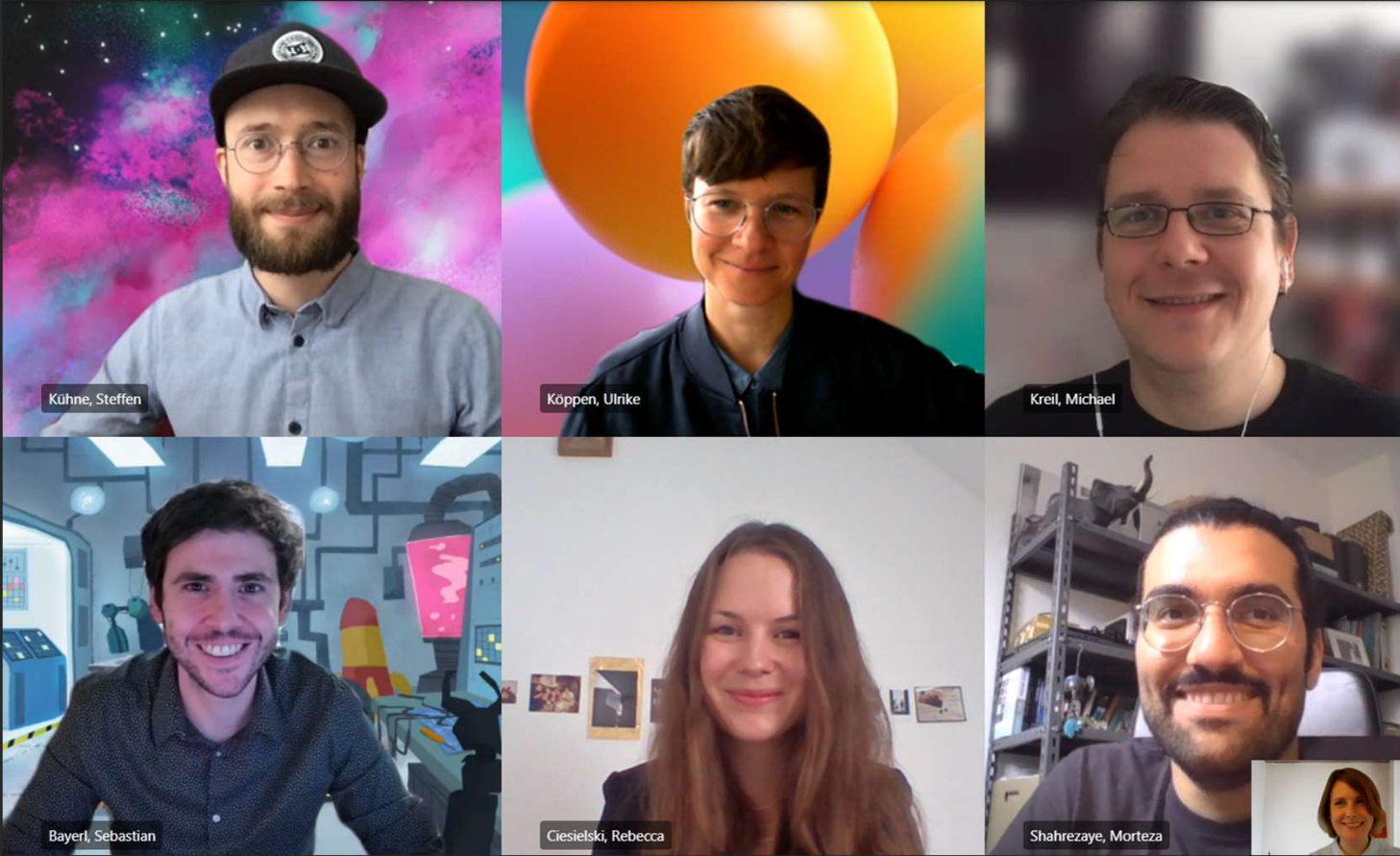
Industry

- > AI + Automation Lab
- > BR Data
- > BR Recherche

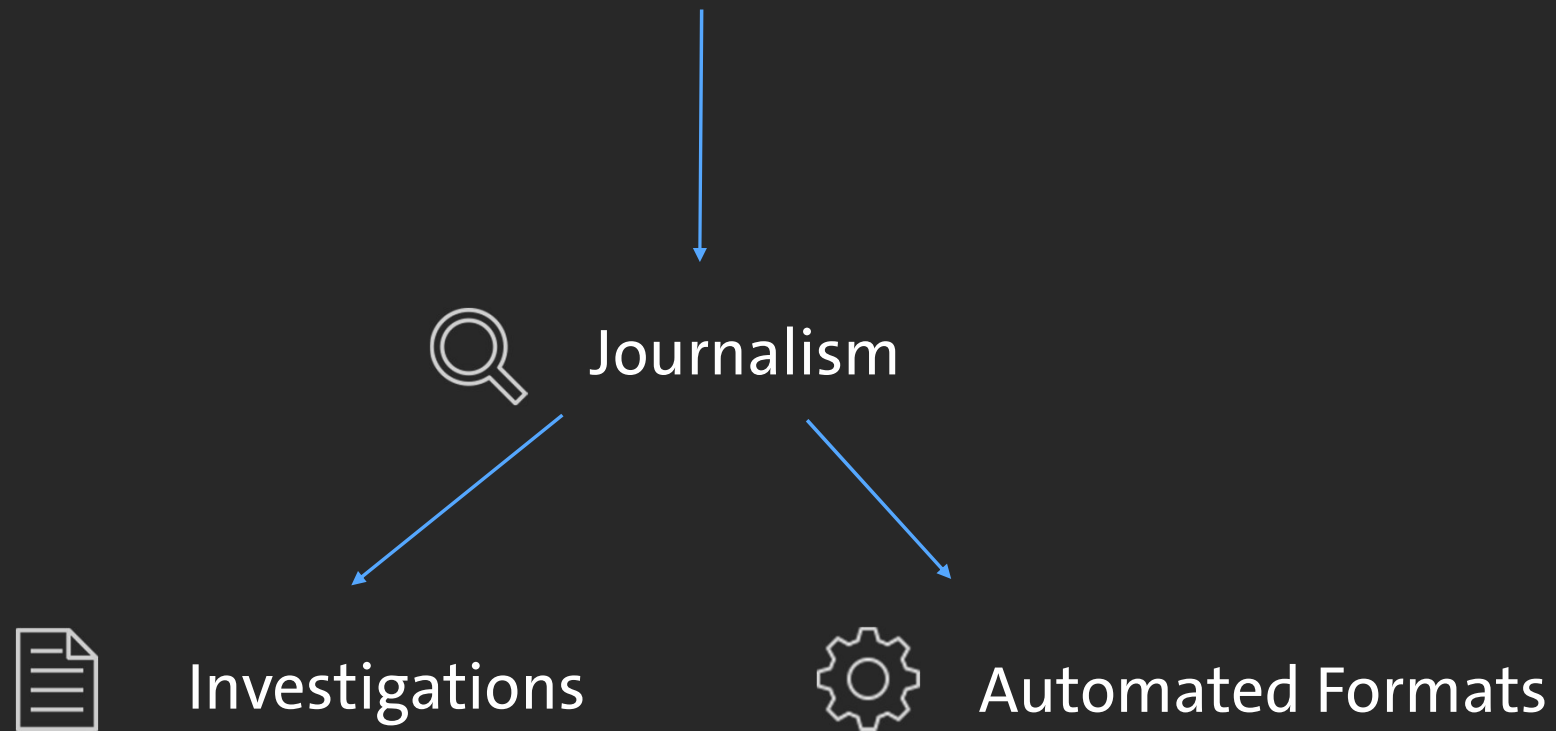
Data + AI + Recherche



AI + Automation Lab

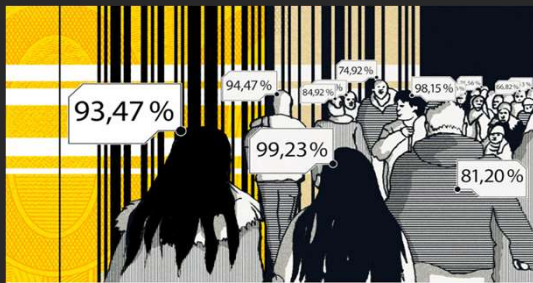


Algorithms + Automation

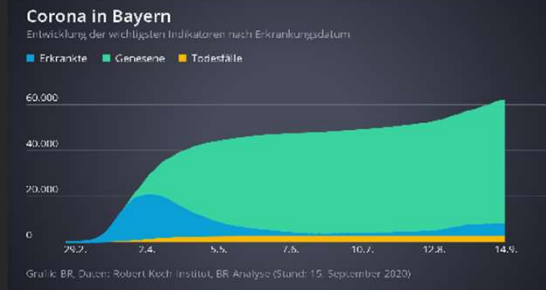


Portfolio

Algorithmic Accountability

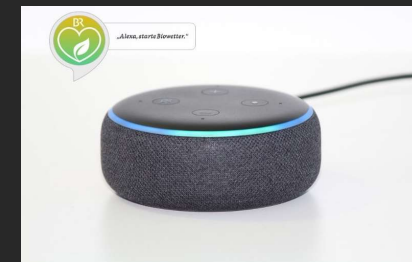


Automated Formats



Die folgende Tabelle zeigt die Fallzahlen und die Entwicklung in den einzelnen Regierungsbezirken Bayerns:

Regierungsbezirk	Fälle pro 100.000 Einwohner (7 Tage)	Fälle	Todesfälle
Oberbayern	↗ 21,6	↗ 28.608 (+122)	– 1.030 (0)
Mittelfranken	↗ 18,5	↗ 6.380 (+79)	– 291 (0)
Niederbayern	↗ 17	↗ 6.502 (+49)	– 300 (0)
Unterfranken	↑ 16,2	↑ 4.427 (+43)	– 192 (0)
Schwaben	↗ 15,8	↗ 5.881 (+57)	– 214 (+1)
Oberpfalz	↗ 12,5	↗ 6.130 (+36)	– 375 (0)
Oberfranken	↗ 10,5	↗ 4.462 (+41)	– 245 (+1)



Inhalt

1 Interdisciplinary Teams – How To Collaborate



Define Your Mission

“People in an interdisciplinary team need to fit together like puzzle pieces”



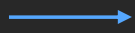
Cameron Hickey

Team Lead
“Information Disorder Lab”
Harvard’s Shorenstein Center

Mission



Roles



Team



Work



Grow Your Team Organically

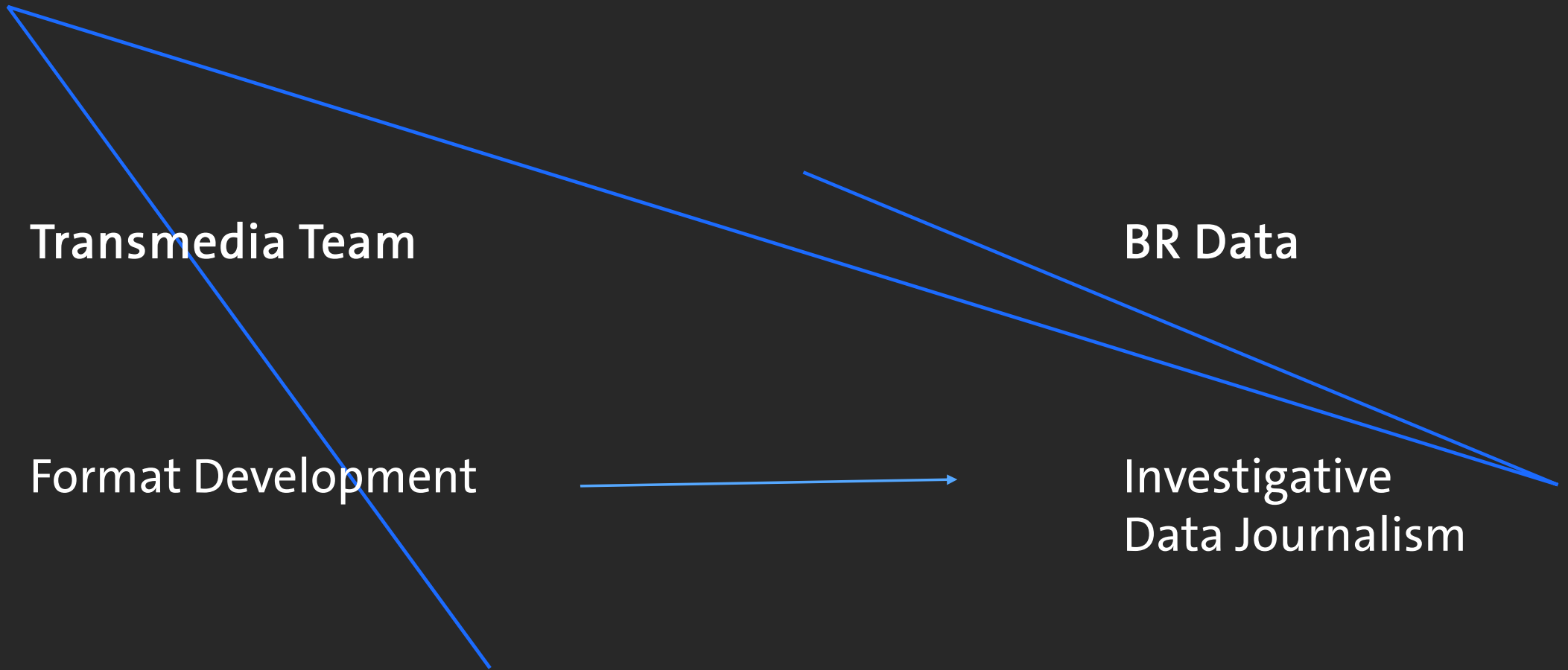
“Your mission and your team have to grow together.”



Cameron Hickey

Team Lead
“Information Disorder Lab”
Harvard’s Shorenstein Center

Mission = Moving Target





Overlapping Skillsets

specialists

generalists

complementary

EXPLOSION



Ines Montani

Start-Up Founder +
Machine Learning Expert

specialists

generalists

complementary

EXPLOSION



Ines Montani

Start-Up Founder +
Machine Learning Expert



Fit Your Team In The Newsroom: Find The Right Newsroom Model

“How far along is the company in shifting the values from the traditional to the digital product?”

“Is the digital product at least valued as much as the non-digital product?”



Aron Pilhofer

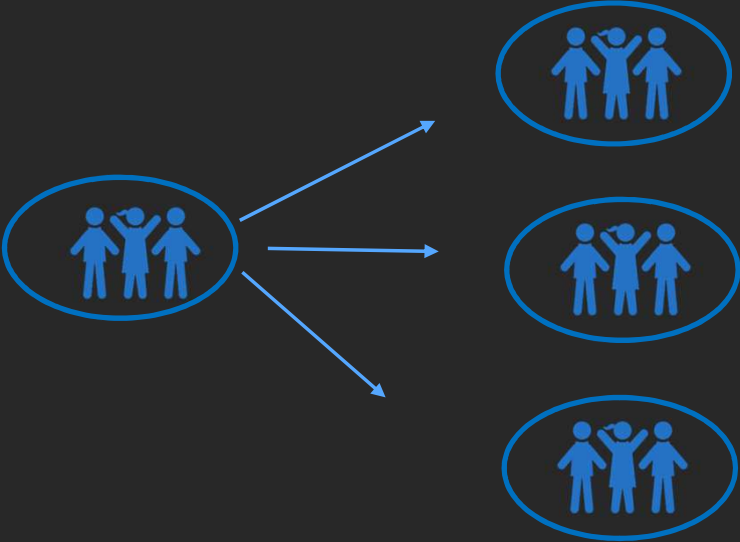
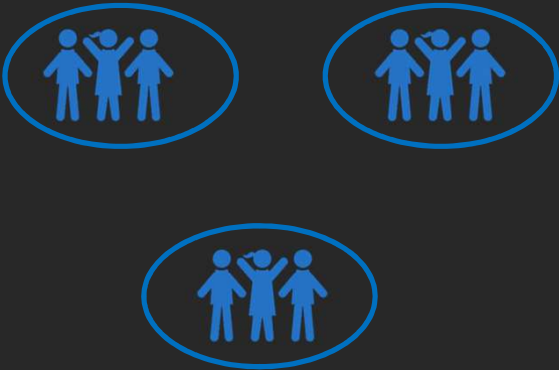
James B. Steele Chair in
Journalism

Former Digital Strategist
NYT + Guardian

Centralized



Embedded



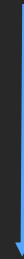
Digital Product Valued?

Well ...



Centralized

YES



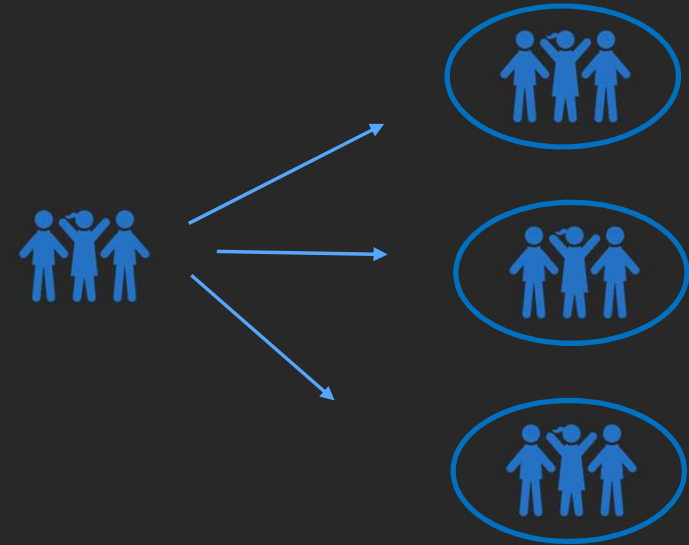
Embedded



Centralized



Embedded



Pro Publica

Washington Post

New York Times



„Hone Your Digital Mindset“

The background features several thin, bright blue lines that intersect and form a large, abstract triangular shape on the left side of the slide. The lines extend across the dark grey background, creating a sense of movement and structure.

In The Meantime Centralize Your Team

July 9, 2019

Working Across Disciplines: A Manifesto for Happy Newsrooms

For news outlets to successfully innovate, interdisciplinary teams are essential. Here's how to make them work

Inhalt

2 Data Teams – What To Learn From Them

Flexible Teams: Ad-Hoc-Teams

“Breaking up silos”

“Challenging the dominant organizational values and norms”



Felix Irmer

PhD Candidate at Leipzig University, researching data-driven reporting

The background features several thin, bright blue lines that intersect and create a sense of movement and structure. One line starts from the top left and extends towards the bottom right. Another line starts from the top left and extends towards the right edge. A third line starts from the top left and extends towards the bottom center. A fourth line starts from the top right and extends towards the bottom center. These lines intersect to form various geometric shapes, including triangles and quadrilaterals, against the dark grey background.

Prioritizing Infrastructure



Prototyping Culture Project → Strategy

Content = Product

“Singularity of purpose is an internal equilibrium when product and content work so well together, pulling towards the same goals, that a company stops talking about such a divide.

Data/Visual teams are perfect examples for that and should be seen as an ideal model.”



Dmitry Shishkin

Digital Consultant
Formerly at BBC

Working Collaboratively— Methods + Culture

“Interdisciplinary Teams bring a mindset of collaboration & learn new approaches”



Federica Cherubini

Head of Leadership
Development at Reuters
Institute for the Study of
Journalism



Interpreting Technology

Inhalt

3 Potential – Where To Get Better



The background features several thin, bright blue lines that intersect to form a large, abstract triangular shape. The lines are set against a dark, almost black, background.

Publishing And Discussing Ethical Data Guidelines

More Translators between Disciplines

“You can see the light bulbs going off as each team understands the motivation and goals of the other – and the overall project is strengthened.”

“Strong communication skills, emotional intelligence. A brain that’s more strategic than tactical.”



Lisa Gibbs

Director of News Partnerships for the Associated Press (AP)

An abstract graphic consisting of several blue lines of varying lengths and orientations. One line starts from the top left and extends towards the bottom right. Another line starts from the top left and extends towards the bottom left. A third line starts from the top right and extends towards the bottom left. A fourth line starts from the top right and extends towards the bottom right. The word "Diversity!" is centered in the middle of the graphic.

Diversity!



Germany: 27% Women in Top Editorial Positions

USA: 41%

South Africa: 47%

Andi, Selva and Nielsen 2020

*Diversity in British, Swedish,
and German Newsrooms:
Problem Awareness,
Measures, and Achievements*



Germany: 2-5% are themselves immigrants or have come from immigrant families

Geißler and Pöttker
2009

Pöttker, Kiesewetter, Lofink
2017

*Diversity in British, Swedish,
and German Newsrooms:
Problem Awareness,
Measures, and Achievements*



Career Paths For News Nerds

Changing Newsrooms 2020 – Oxford

Confidence in attracting and retaining talent

Showing proportion that are very or extremely confident

Editorial talent

53%

Product, audience and design

23%

Data and insights

21%

Technology

18%

Q12. How confident are you that your organisation can attract and train the talent you need in the following areas? Base: 122.



[Get the data](#) • [Embed](#)





Thank you!

@zehnzehen
ulrike.koeppen@br.de