

Why are journalists
having a **hard time**
working with **data**?

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Some remarks before we start

_small, private school, **financed by fees for courses**

_**very expensive** (500 Euro/day)

_**Beginner: 2-year-Diploma** course for starting journalists (80 % on the job, 20% school, paid for by employer), **90 days at school**

_**Mid-career**: average budget for paid for training by the employer: **2-5 days a year.**

Journalists and Data (so far) **are like ...**



Are **missing competencies**
the problem?

Yes...

What competencies Journalists need



2.5 be able to identify newsworthy issues on the basis of in-depth research

3.1 be able to make a realistic work plan

5.3 be able to select information on the basis of relevance for the audience

5.5 be able to interpret the selected information

6.3 have an outstanding audio-visual competence

8.5 show insight into roles and relations within a team

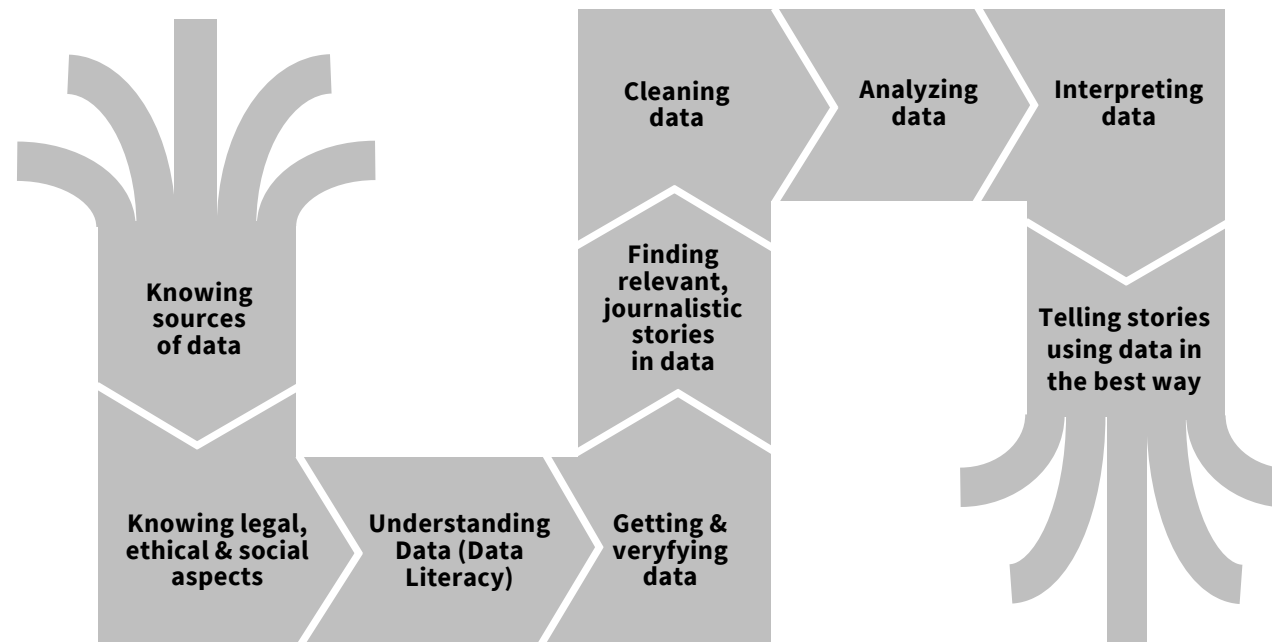
10.2 be able to define a relevant research question

10.3 be able to use current methods of data collection

10.4 be able to use current methods of analyzing and processing data

10.5 be able to provide workable solutions for complex practical issues

What we will have to teach future datajournalists



Work in Progress, 2021-05-12

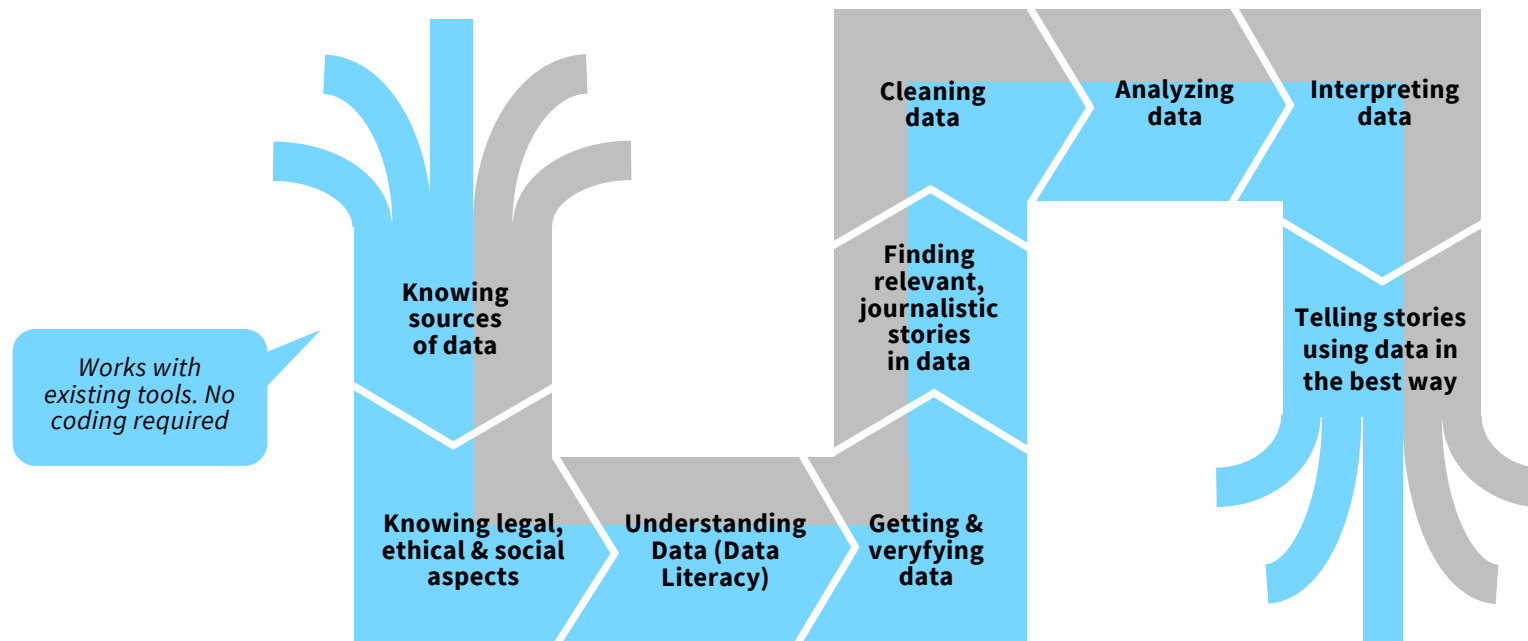
Proposed by Alexandra Stark.

Inspired by the Data Journalism Handbook.

Improved with help/feedback from Brigitte Alfter, Sandra Foresti, Helena Löfving, Barnaby Skinner, Daniela van Geenen, Elvira van Noort, Xavier Ramon Vegas, Andreas Veglis.

Feedback / ideas are more than welcome:
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What we will have to teach future datajournalists



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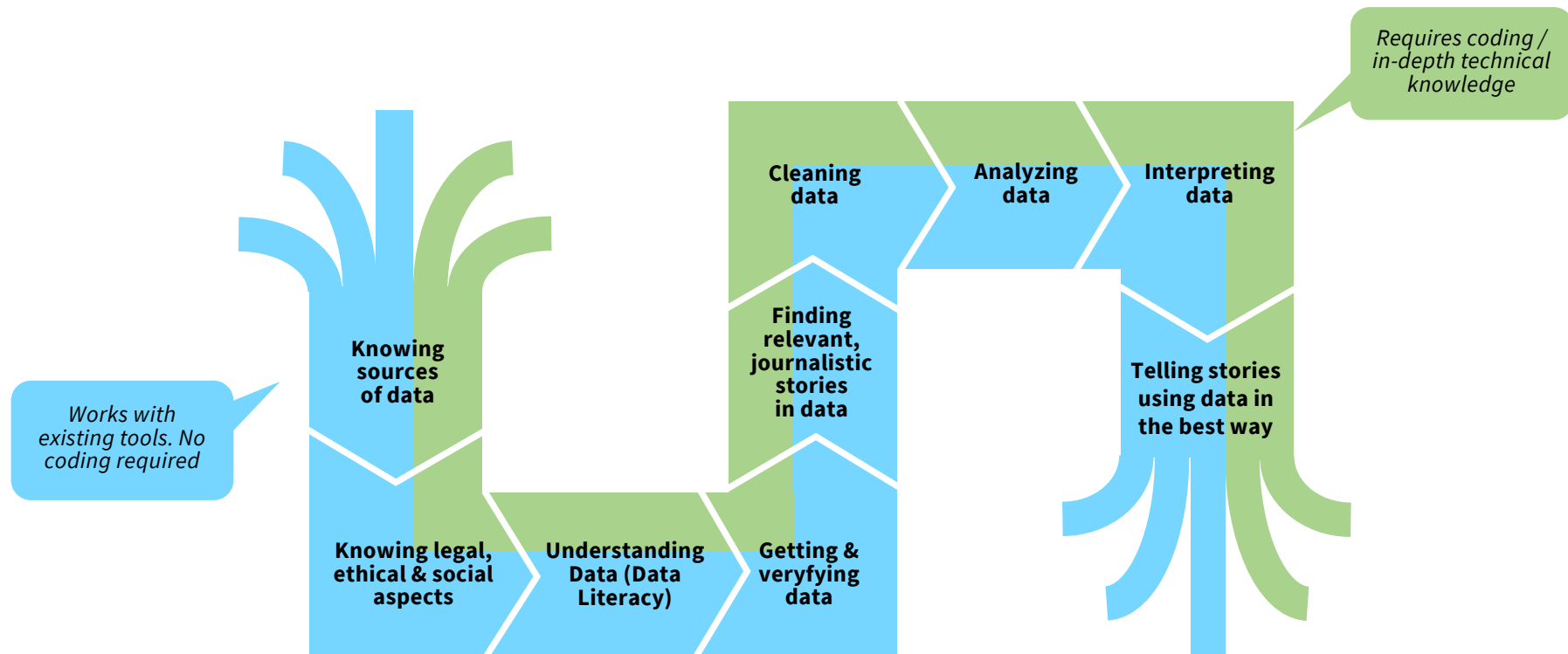
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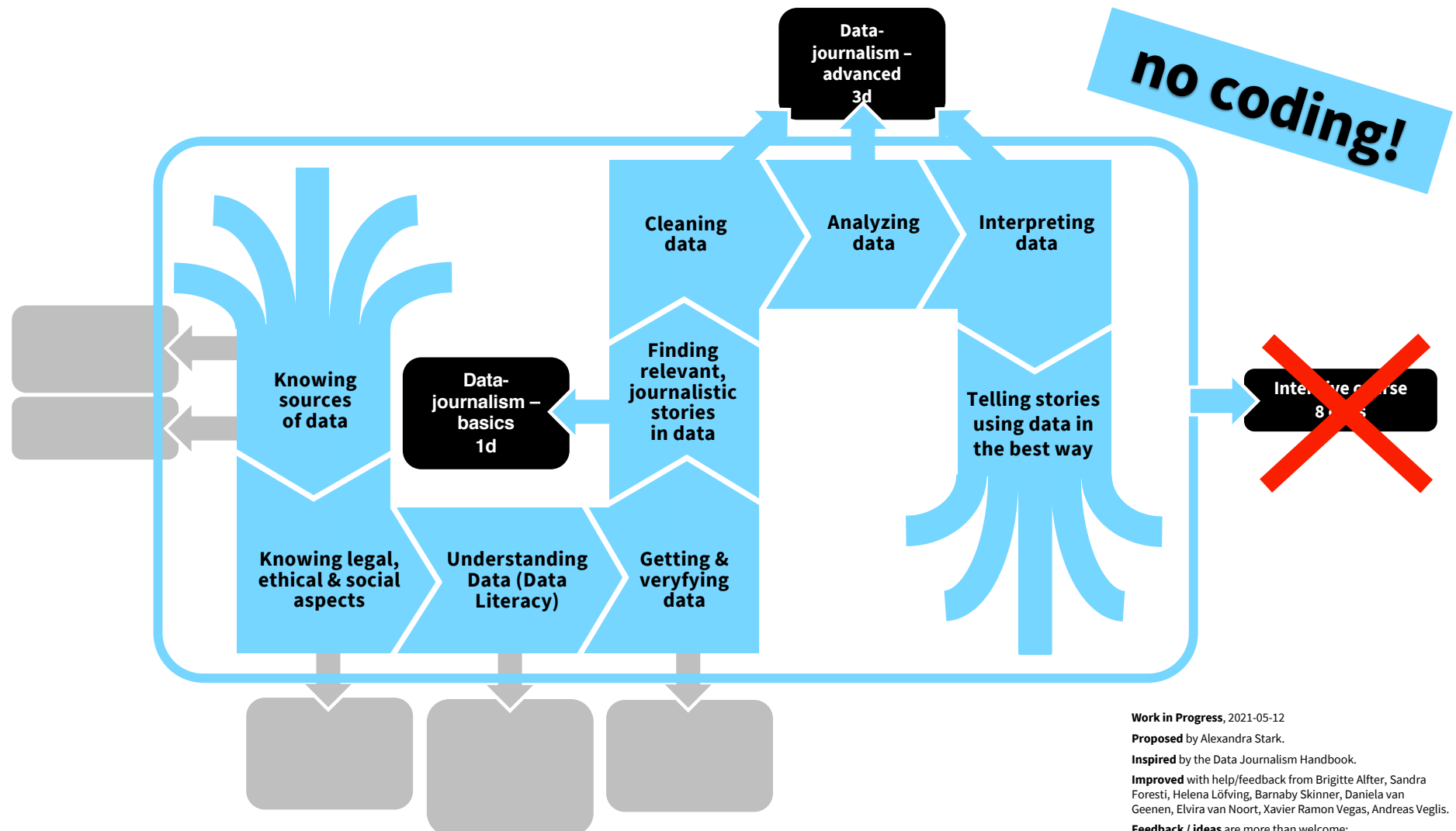
What we will have to teach future datajournalists



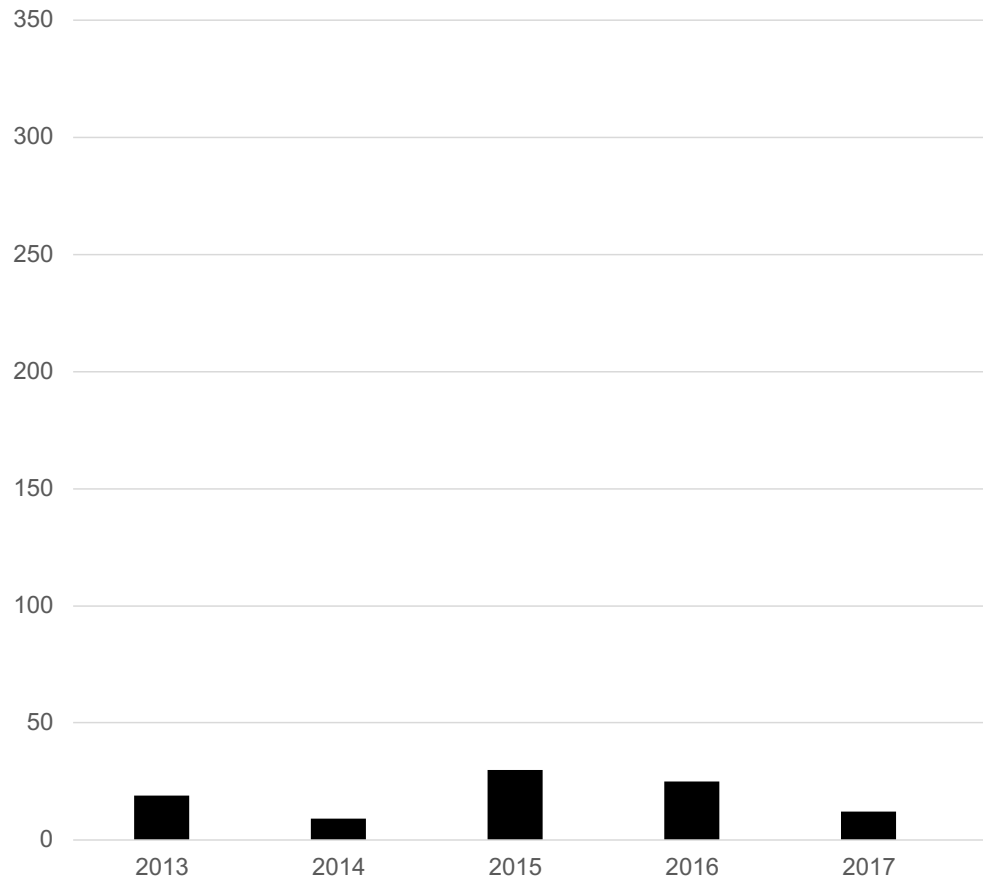
Are **missing competencies**
the problem?

We can teach them!

Our initial offer for training in Datajournalism (2013-2017)



Low demand for our datajournalism courses



Should we make it
mandatory?

Our answer is: no!

Is it a problem of
attitude?

YES!

Journalists, as they (mostly) **see themselves** (so far)

=

language / thoughts
words
explaining
creative chaos
lonely wolf
knows everything

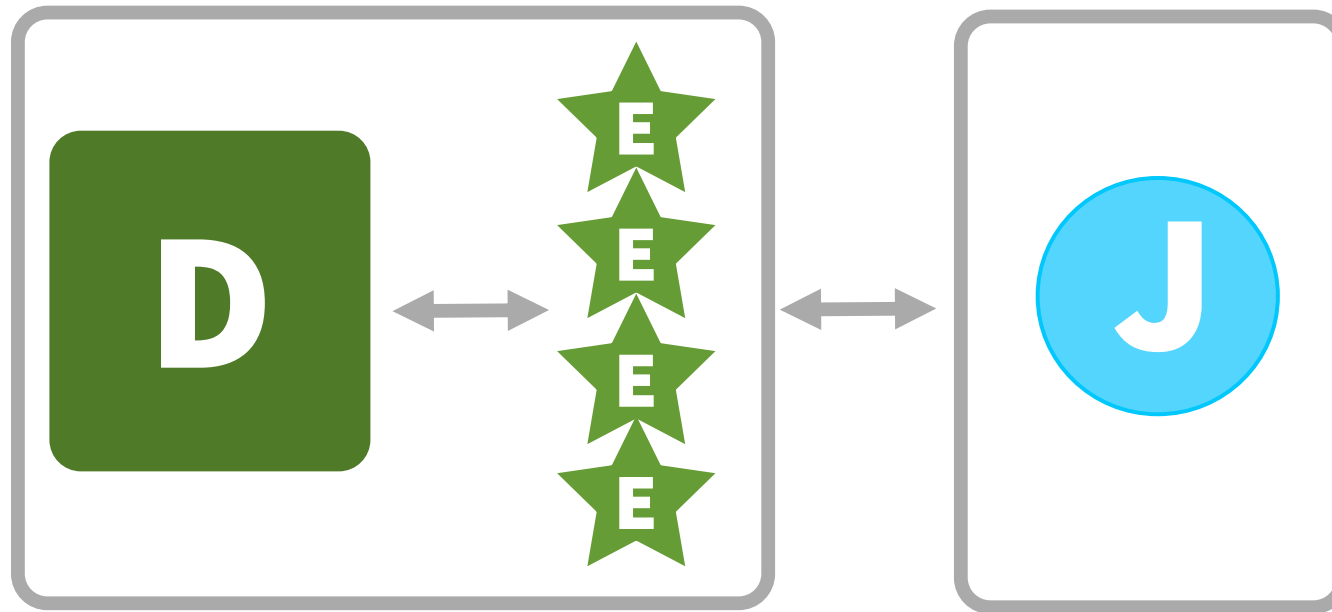
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figures / stats / tools
visuals
experiencing
technical (rigid) stuff
teampayer
cooperation

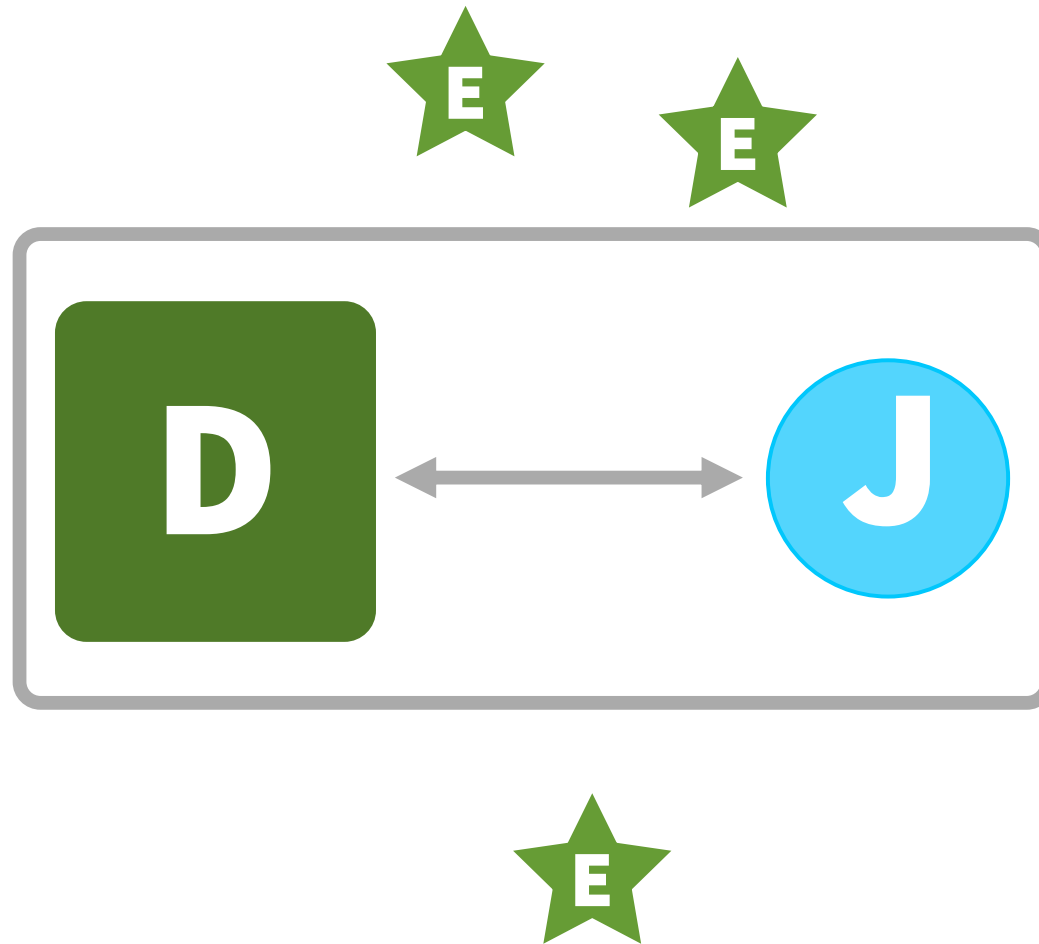
Insight #1 – reframing can help

Datajournalism
= the **individual** journalists' **key**
to unique stories

Journalism as it **works** (so far)



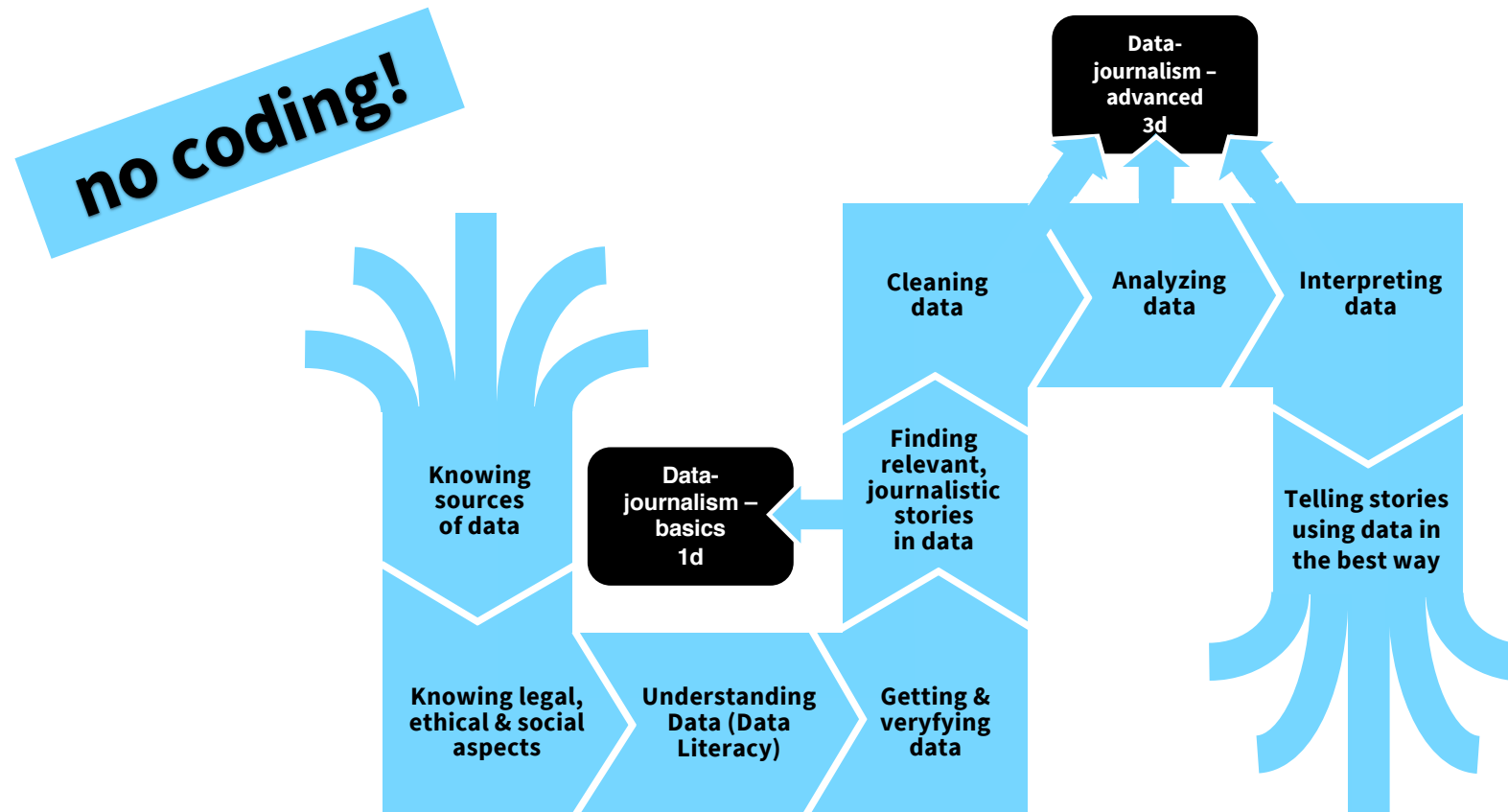
Journalism as it should work (from now)



Insight #2 – big is better

«**A little**» datajournalism is
not enough!

Our actual offer for training in Datajournalism (since 2018)



Work in Progress, 2021-05-12

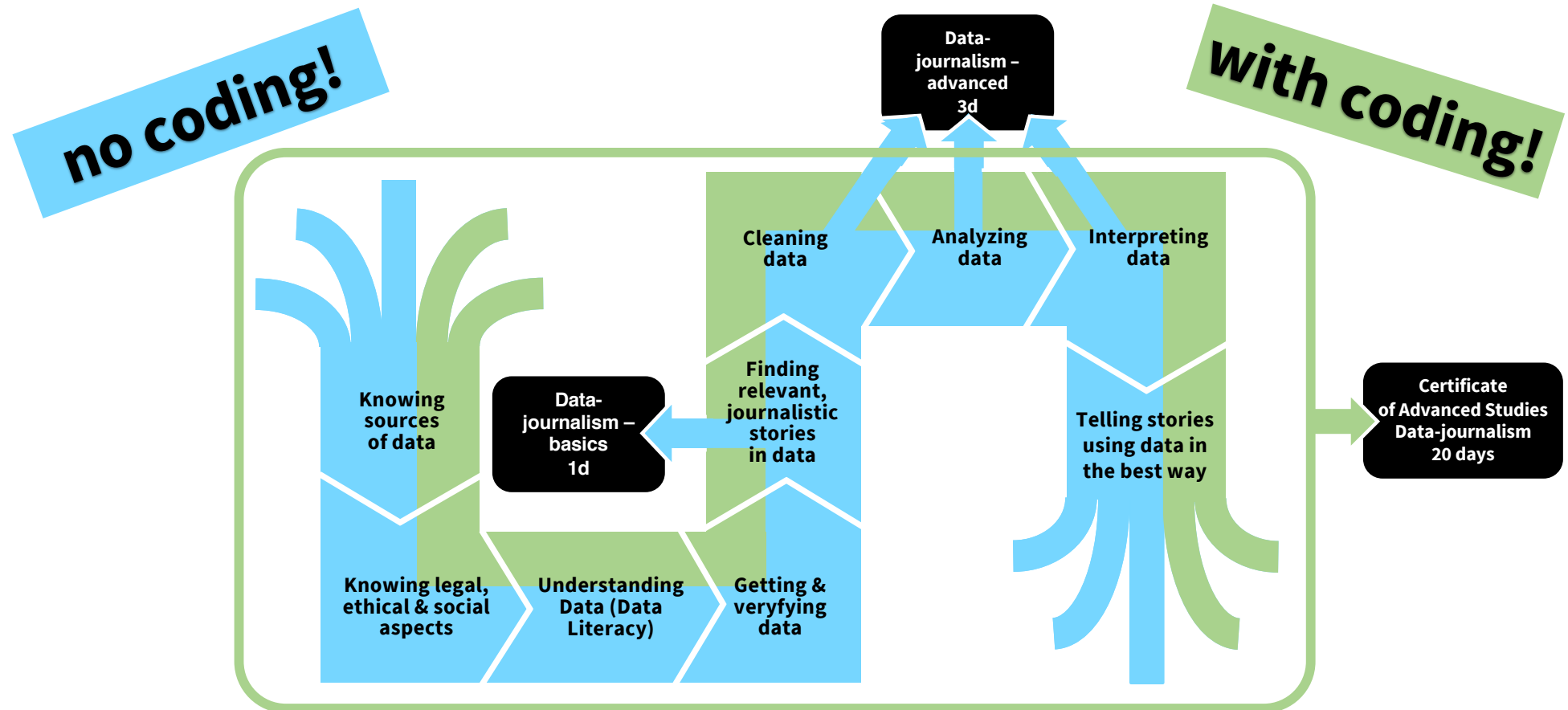
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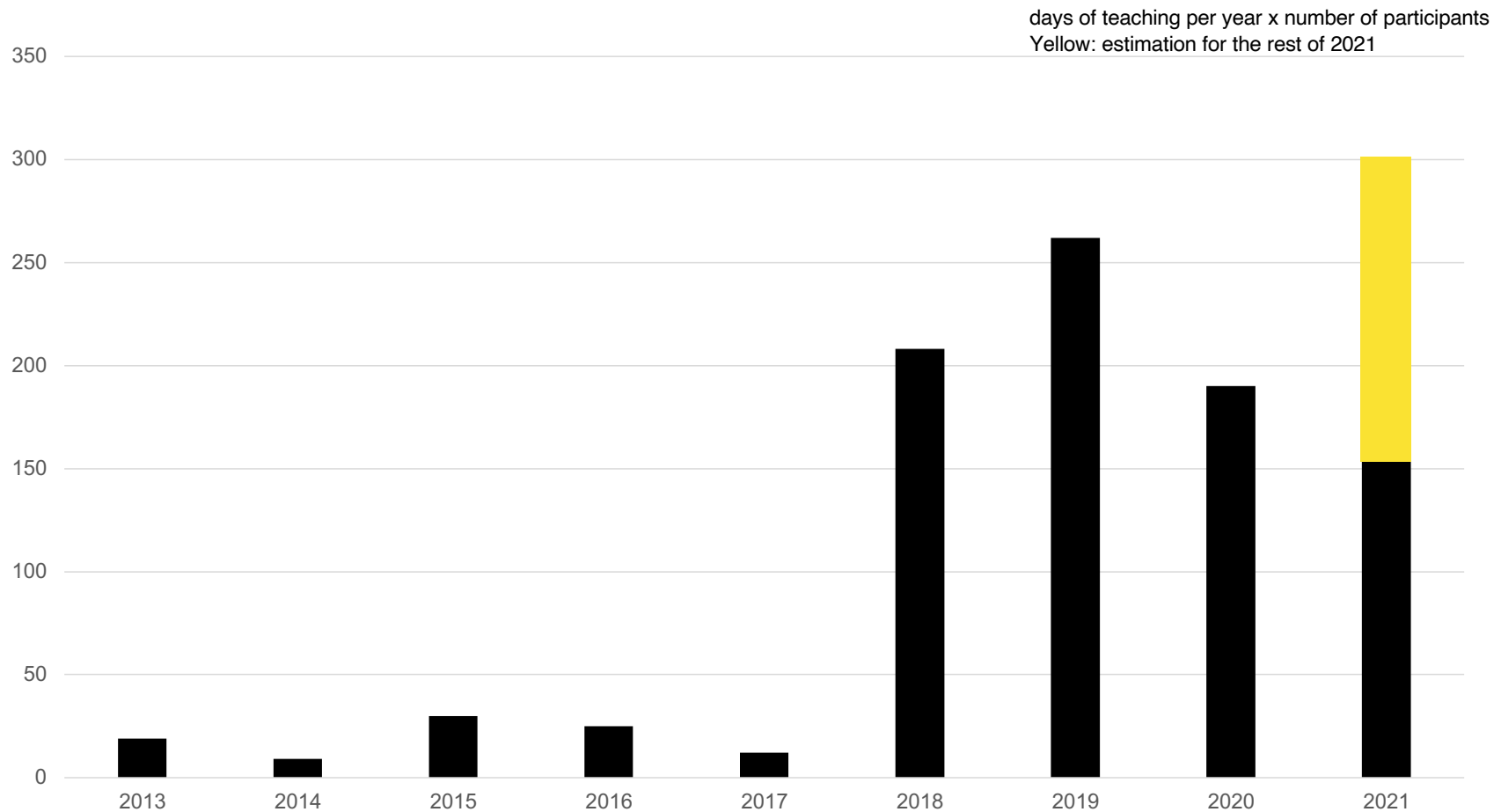
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High demand for our datajournalism courses



Learning #1

Make it **BIG!**

But give the possibility to have **first, motivating insights.**

Learning #2

Make it personal and give journalists **good reasons** to learn datajournalism skills:

- _more (investigative) **power**

- _more **impact**

- _more **independence**

- _more **interesting jobs**

- _more/better **perspectives**

- _better **pay**

- _ ...

Learning #3

Use the **network-effect** (to create critical mass)

_helps with **Motivation**: «if he can do it, I can too»

_helps with **Marketing**: Word of mouth

_ ...

Enjoy!

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