

# Teach #ddj in a Virtual Inverted Classroom

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**STUDY REAL  
BUSINESS.**

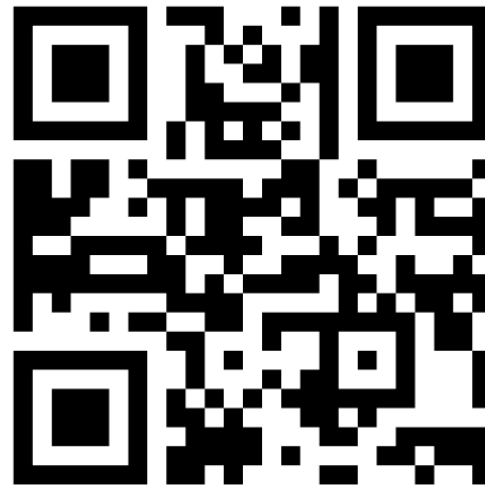
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# Data journalism is about ...

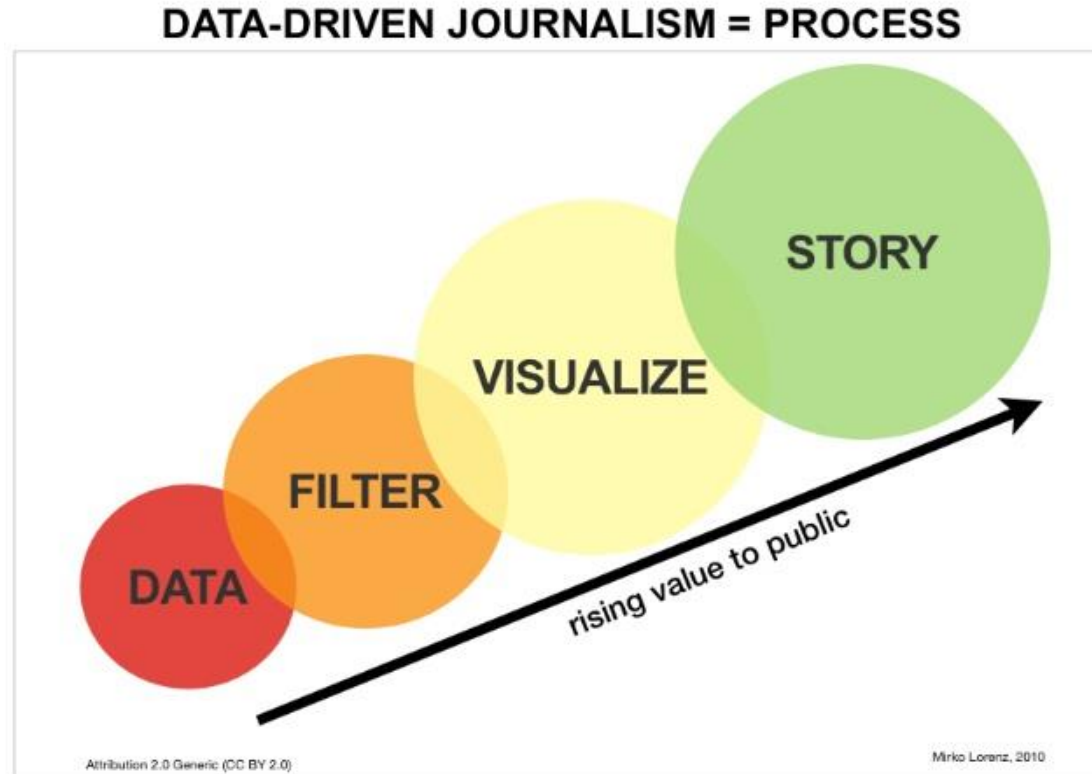


- Go to [www.menti.com](http://www.menti.com) and use the code 3763 0793



# Data journalism is about ...


- a set of skills every (digital) journalist should have




By Mirko Lorenz on [wikimedia](#)


# Mapping the #ddj process


- Students should work through the whole process
- Main assessment: 1 data-driven article
- Topics:
  1. Introduction
  2. Planning data stories
  3. Data research
  4. Data analysis
  5. Data visualization
  6. Storytelling with data
- Corresponding learning outcomes


 Teilnehmer/innen

 Badges


 Bewertungen


 Download Center

1.  Datenjournalismus - Einführung

2.  Datenprojekt: Planung

3.  Datenrecherche

4.  Datenanalyse

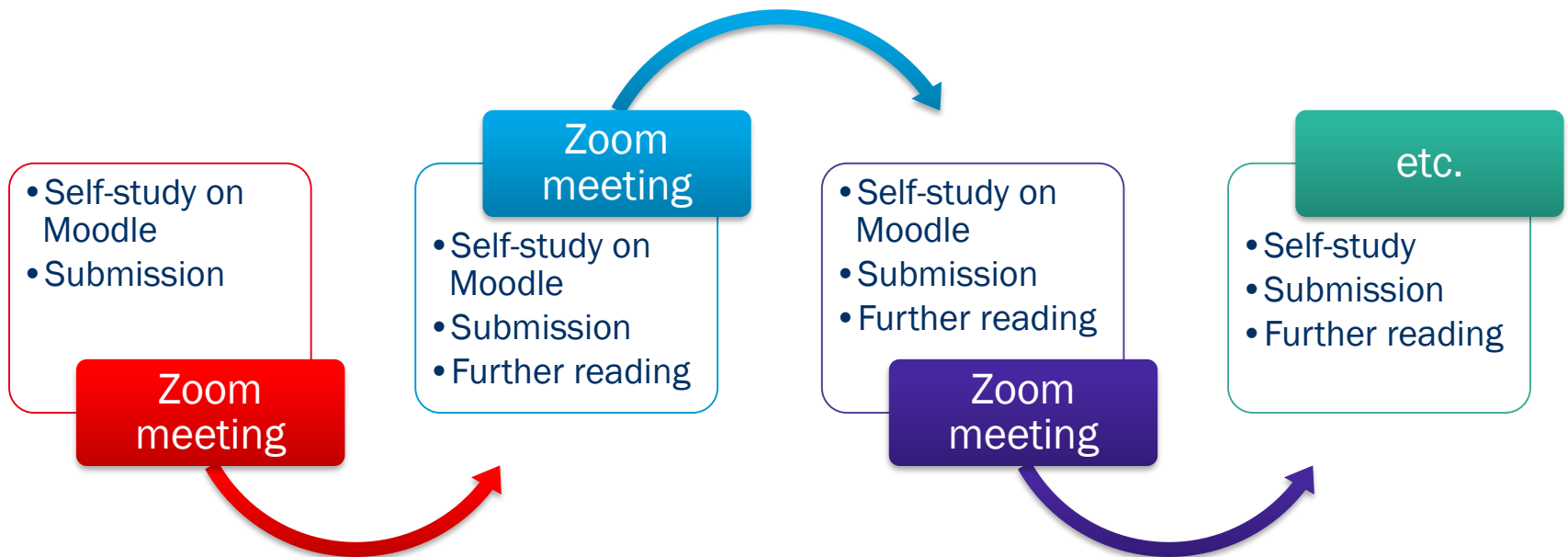
5.  Datenaufbereitung

6.  Storytelling

 Literatur

# Virtual inverted classroom

- Put the theory ('lecture') into self-study phase
  - self-timed, self-paced, based upon individual previous knowledge
- Have practice, exercises and discussions in class



# Examples



Photo by [T. Q.](#) on [Unsplash](#)

# 1. Introduction



**“What is data journalism? If you ask me, it’s just journalism.”**  
(Simon Rogers, 2013)

Photo from <https://simonrogers.net/about/>

- YouTube video
- Task: Bring a data journalistic example from media you use!

**Presentations  
of examples**

- Range of data journalistic stories



# 3. Data research

“You can only get [reliable] data through one of the most important foundations of journalism: thorough, neat and persistent research.”  
(Christian Jakubetz, 2016; translated)

- Articles from Austrian media on challenges
- List of data resources and methods

Individual coaching  
(checklist)



Ö1 CORONA-PODCAST

**Fehlende Zahlen gehen uns alle an**

Screenshot from <https://oe1.orf.at/coronapodcast>



# 4. Data analysis

„Bad news: Mathematical mistakes harm your credibility. Good news: Newsroom math is easy: add, subtract, multiply, and divide are all you need.“  
(Steve Doig, 2019)

- Self-check of formulas and calculations
- Videos and tutorials

Cheat sheet for newsroom math

➤ Exercises



Photo by [Scott Graham](#) on [Unsplash](#)

# 6. Storytelling with data



**“It’s not all about numbers”**  
(Paul Bradshaw, 2020)

Photo by Dawood Hilmandi on  
<https://onlinejournalismblog.com/about/>

- Reading & video of P. Bradshaw
- Task: Write a lead paragraph for your story!

Peer feedback  
on story drafts

**Cinema in Crisis**

**Missing Data on Sexual  
Violence Against Women**

**Tired of Life? Euthanasia in Austria**

**Green and Grey Places in Vienna**

# Limitations



- Not scalable (individual feedback)
- Ambitious self-study phases
- Only small data projects
- It's just the beginning ...



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# References



- Bradshaw, P. (2020-02-05). It's not all about numbers: 6 ways that data can give you a story lead. Retrieved from <https://onlinejournalismblog.com/2020/02/05/its-not-all-about-numbers-6-ways-that-data-can-give-you-a-story-lead/>
- Doig, S. (2019-04-10). Newsroom math and statistics [video]. Retrieved from <https://datajournalism.com/watch/doing-journalism-with-data-first-steps-skills-and-tools/finding-story-ideas-with-data-analysis/newsroom-math-and-statistics>
- Jakubetz, Ch. (2016). Universalcode 2020. Content + Kontext + Endgeraet. Konstanz/Muenchen: UVK.
- The Guardian (2013-04-08). What is data journalism at The Guardian? [video]. Retrieved from <https://www.youtube.com/watch?v=IBOhZn28TsE>

# Appendix: Course “Data Journalism”



## BA Content Production & Digital Media Management

### Module „Visual Journalism“

- Data Journalism
- Information Design & Visualization
- User Interface Design

### Specialization

- Data Journalism Practice

5<sup>th</sup> semester  
18 teaching units  
2 ECTS  
15-18 students (part-time)