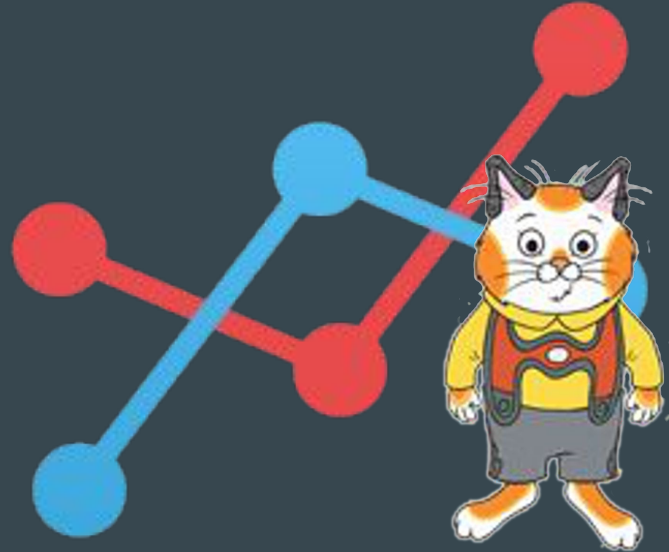


# Anyone can be a data journalist

@smfrogers  
simonrogers.net

trends.google.com  
newslab.withgoogle.com



# the guard.



The Guardian  
The Observer  
25.01.1999  
[Register](#)



The Fiver.  
free from **football** Unlimited

click

Guardian sites Useful stuff

## Guardian Unlimited

[News](#) | [Football](#) | [Cricket](#) | [Film](#) | [Work](#) | [Jobs](#)

**News**  
**Going for gold**  
Bribes scandal forces  
Olympics shake-up



**G2**  
Women of the  
Millennium:  
who did you  
nominate?



**Media**  
'I earn £2m  
a year, so  
why do I feel  
wretched?'

**Football**  
United's  
late escape  
to victory

Please note that  
you have to register  
for our sites once  
you go past the  
homepage. This  
should only take a  
couple of minutes  
and will allow you  
permanent, free  
access to all our  
sites.

[Register now](#)

### Network sites

[News](#) | [Football](#) | [Cricket](#) | [Film](#) | [Work](#) |  
[Jobs](#)

### The Guardian

[Front page](#) | [Media](#) | [Education](#) | [Society](#) |  
[Online](#) | [Friday Review](#) | [Weekend](#)

### The Observer

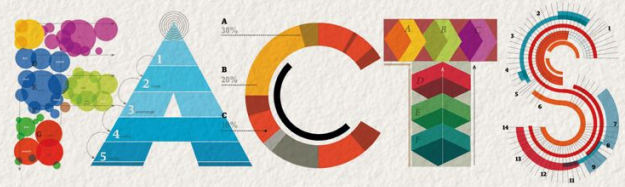
[Front page](#) | [Business](#) | [Review](#) | [Life](#) |  
[Screen](#) | [Cash](#)

### Useful stuff

[About the network](#) | [Get the Net](#) |  
[Network guide](#) | [Events and offers](#)



Simon Rogers



ARE **SACRED**

"Irreplaceable and irresistible"

**David McCandless**

author of **Information is Beautiful**



# Google News Lab





We are a global team within the Google News Initiative that empowers the advancement of reporting & storytelling around the world.

# Getting started



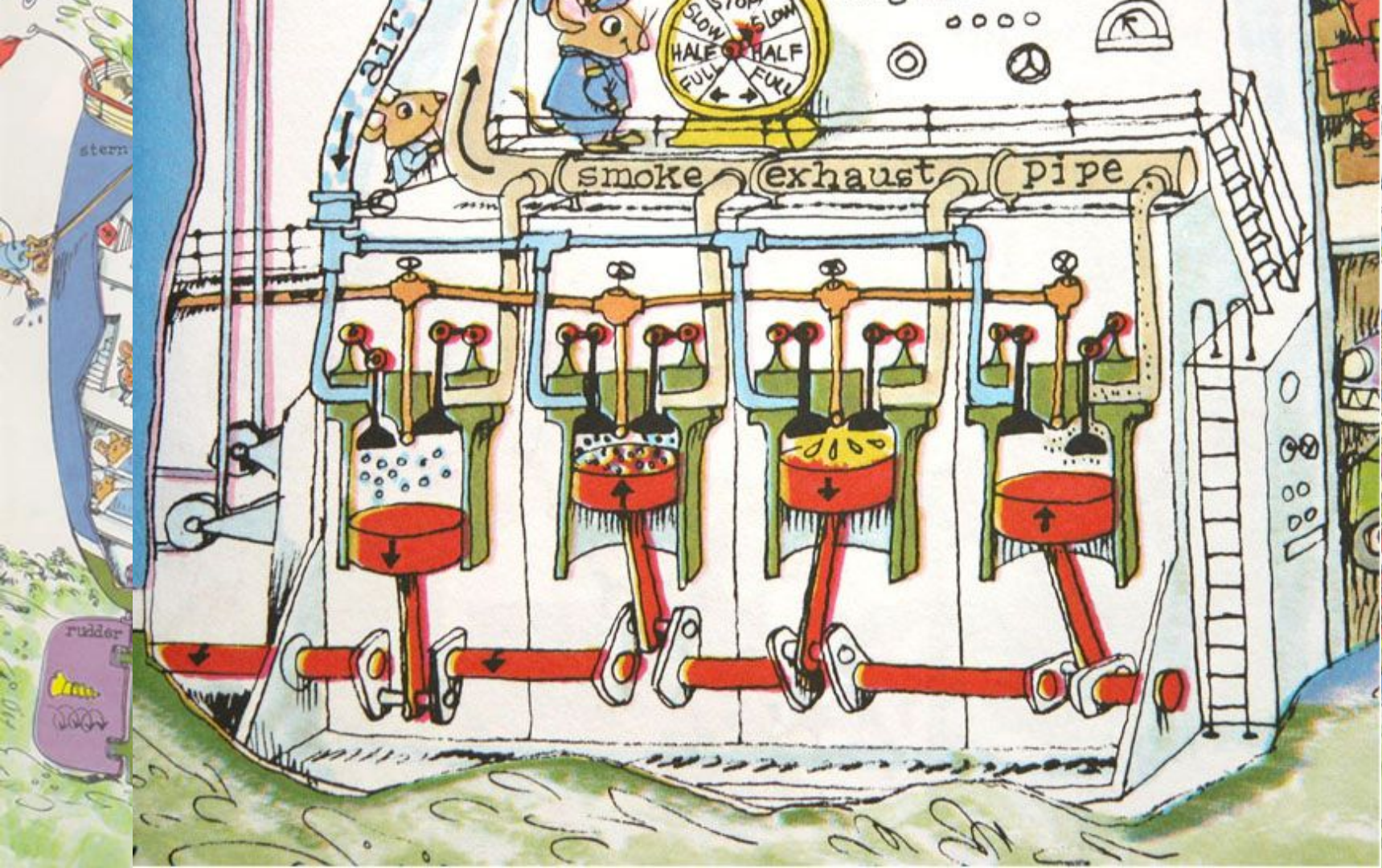
Richard Scarry  
1919-1994





*Illustration by [unclear]*  
a newspaper reporter



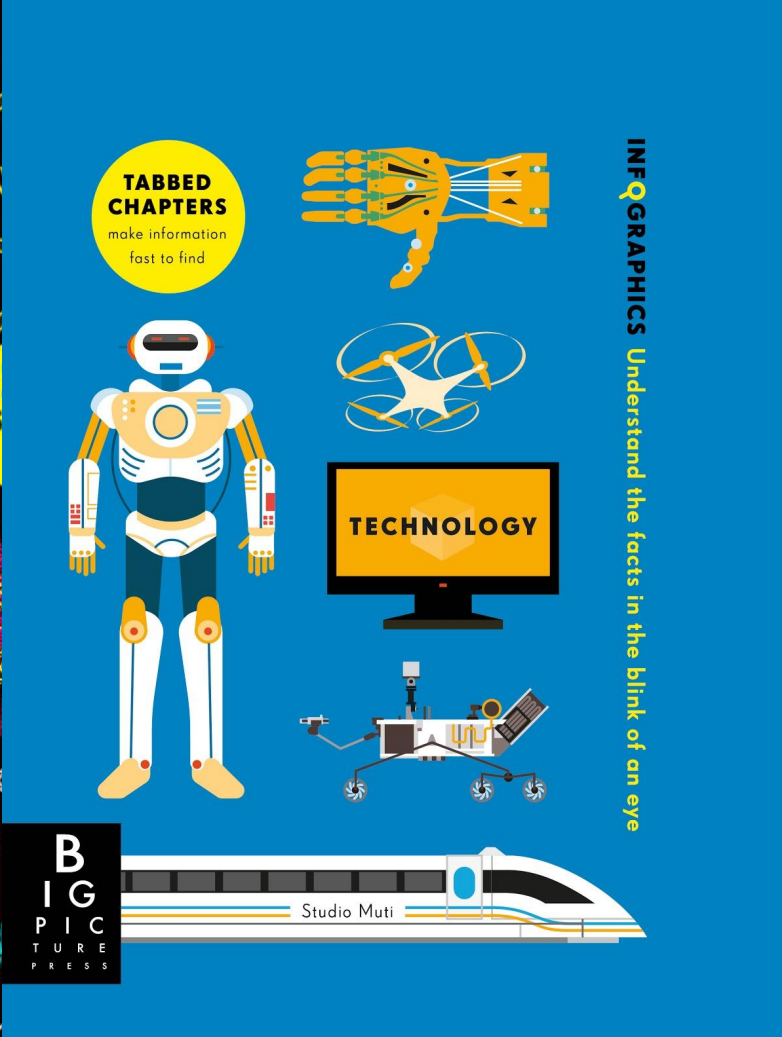


...n steers the ship  
...he wheelhouse.



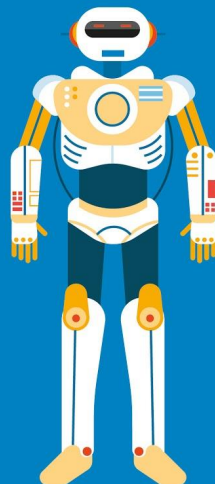
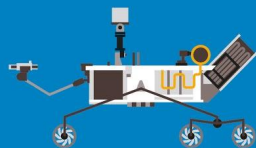
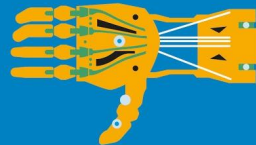
...e crow's nest shout  
...DS AHEAD!"





**INFOGRAPHICS** Understand the facts in the blink of an eye

**TABBED  
CHAPTERS**  
make information  
fast to find



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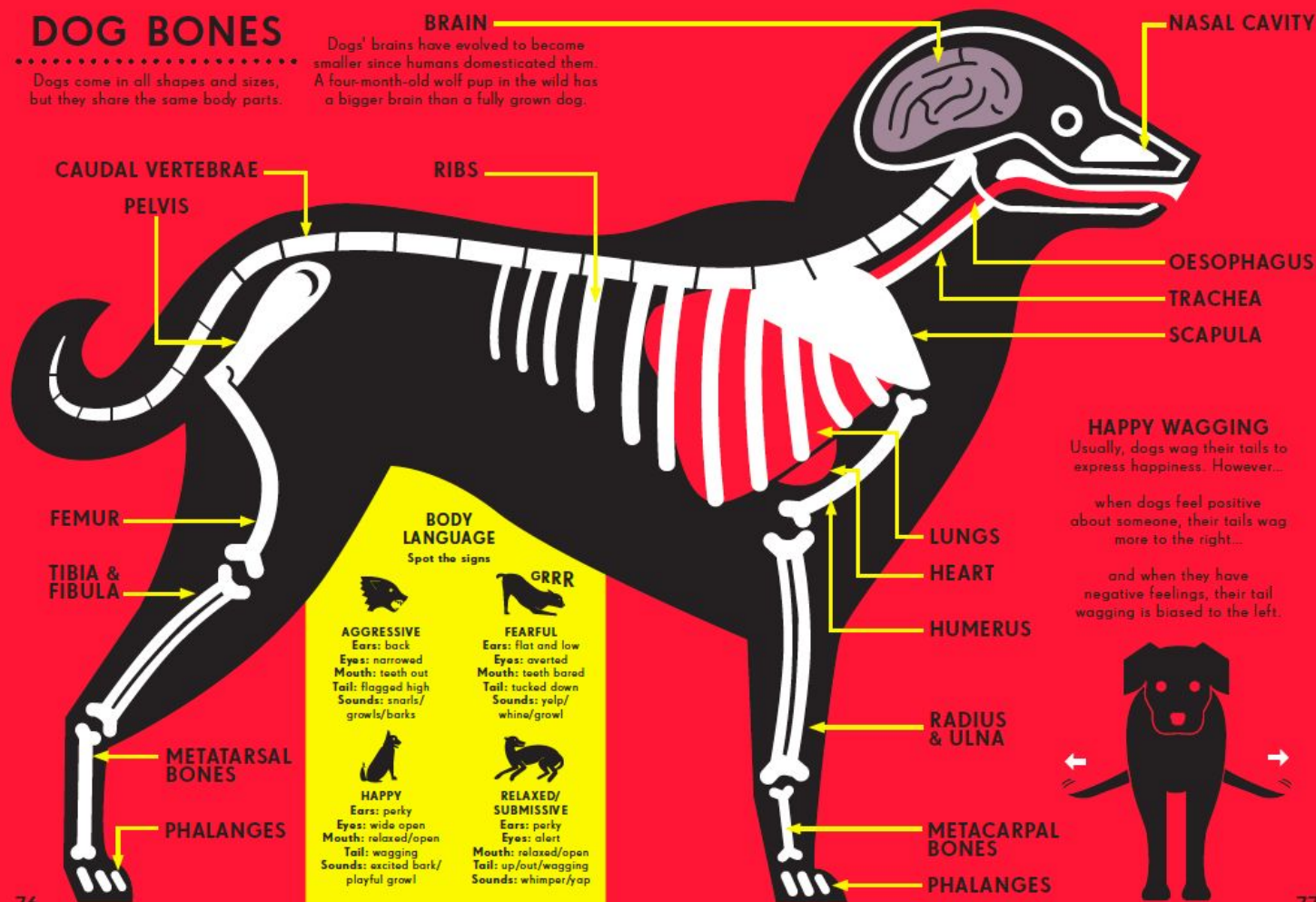
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**B  
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S**

# DOG BONES

Dogs come in all shapes and sizes, but they share the same body parts.

**BRAIN**  
Dogs' brains have evolved to become smaller since humans domesticated them. A four-month-old wolf pup in the wild has a bigger brain than a fully grown dog.



## HAPPY WAGGING

Usually, dogs wag their tails to express happiness. However...

when dogs feel positive about someone, their tails wag more to the right...

and when they have negative feelings, their tail wagging is biased to the left.

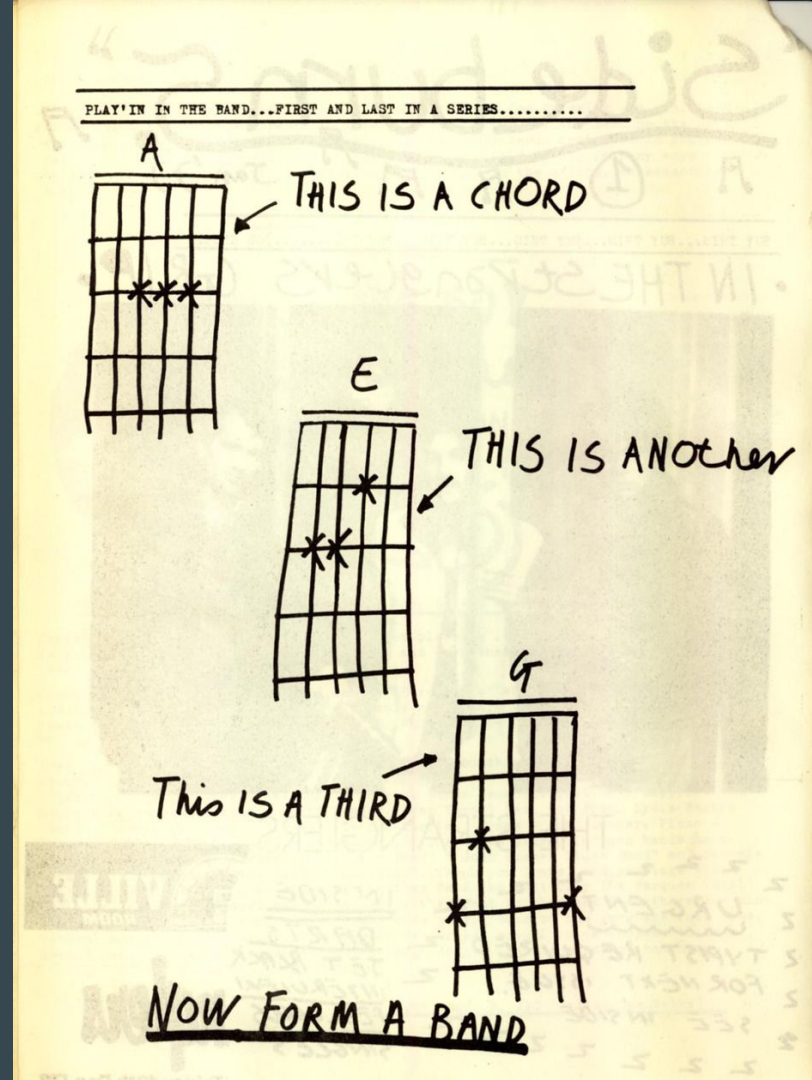


We are engaged by pictures long before we  
learn to read

Anyone can do it

1. This is a dataset
2. This is another
3. There are some free tools

NOW BE A DATA BAND JOURNALIST



A photograph of three people at a conference, overlaid with a blue tint. On the left, a man in a suit and tie holds a circular award. In the center, a woman with glasses and a lanyard smiles. On the right, a man in a suit raises his fist in celebration. In the background, a poster for 'ECONOMIST VIENNA 2017' is visible, featuring the text 'Hofburg Palace'.

# Data journalism is mainstream

51% of all newsrooms have a dedicated data  
journalist  
(News Lab study, 2017)



And it's global

60% of all digital newsrooms have a dedicated  
data journalist  
(News Lab study, 2017)



## Data Journalism Awards 2018

630

Entries

330

News organisations

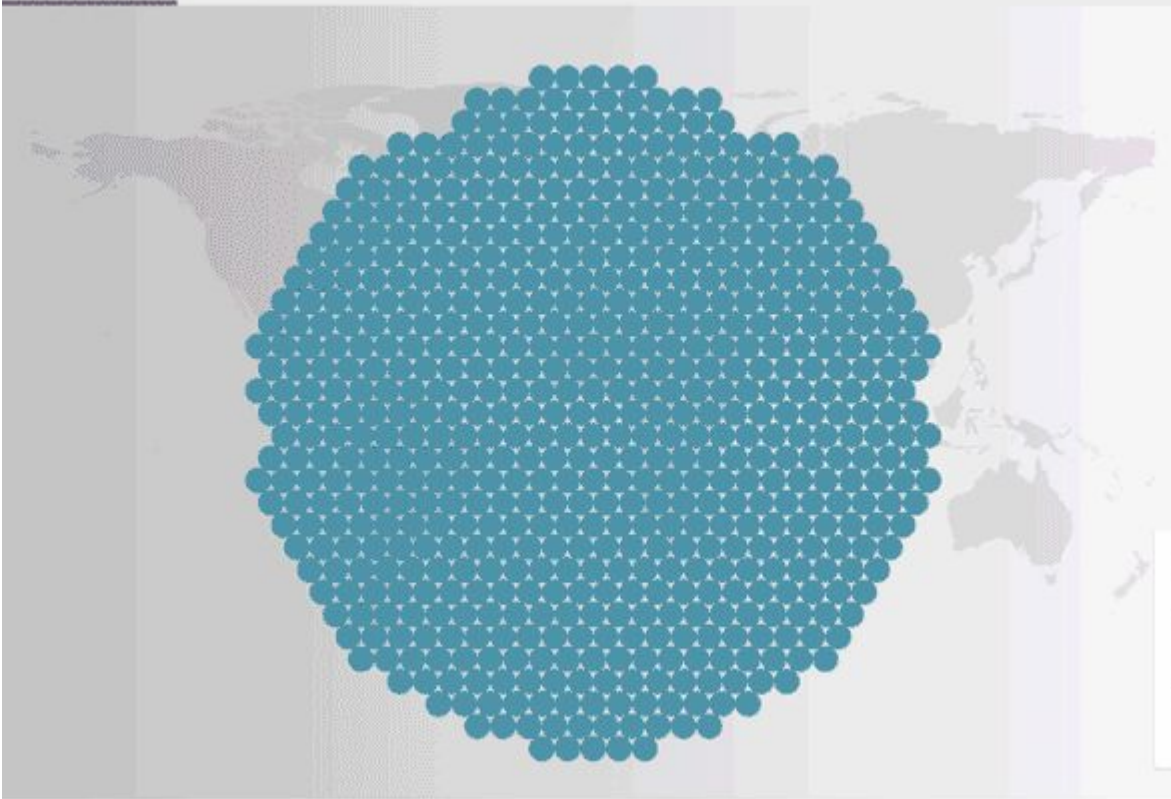
57

Countries

51%

Small newsrooms

2/9 The 2018 Data Journalism Awards have had a record 630 entries.



RUTA  
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CONF

Baza imov

om  
Profi  
aktuelnih  
koji politič  
podaci o p

Descarga la app  
en tu SmartPhone

YO SOB



nominad  
del año'.

//premioggm.org/edicio

ABRAJI | CTRL+X

INFOGRÁFICO

NOTÍCIAS

QUEM SOMOS

CONTATO

REPRESENTAÇÕES  
E OFÍCIOS

Ajuda

## CTRL+X

GERAL

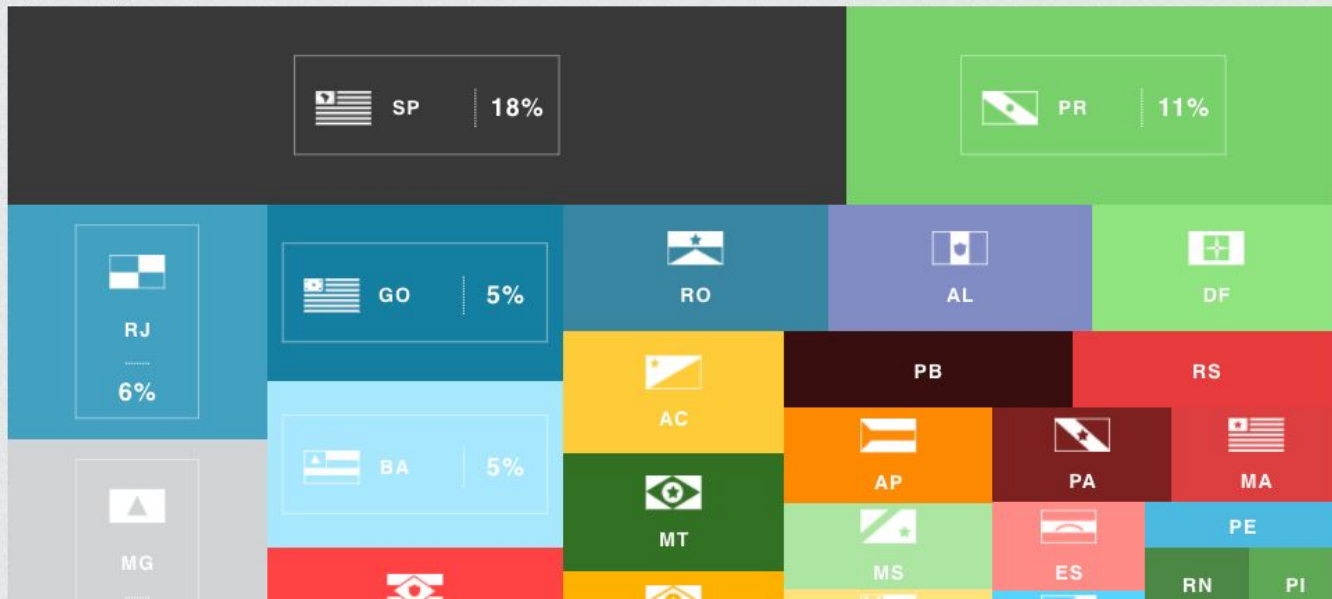
ELEITORAL

FORAM REGISTRADAS 1778 AÇÕES ELEITORAIS NA JUSTIÇA LUTANDO CONTRA A DIVULGAÇÃO DE INFORMAÇÕES.  
NAVEGUE NOS DADOS USANDO O INFOGRÁFICO INTERATIVO ABAIXO OU VEJA OS **RANKINGS** DE QUEM MAIS ACIONOU A JUSTIÇA

VISUALIZAÇÃO POR: UF

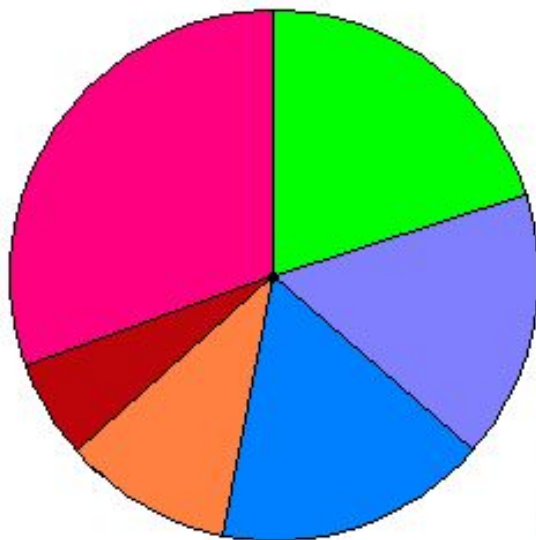
UF	PARTIDO	CARGO	CANDIDATO	ALEGAÇÃO	FORMATO	EMPRESA RÉ	DATA	X LIMPAR
----	---------	-------	-----------	----------	---------	------------	------	----------

Ações: 1778 (Por: UF)



The tools are  
getting better

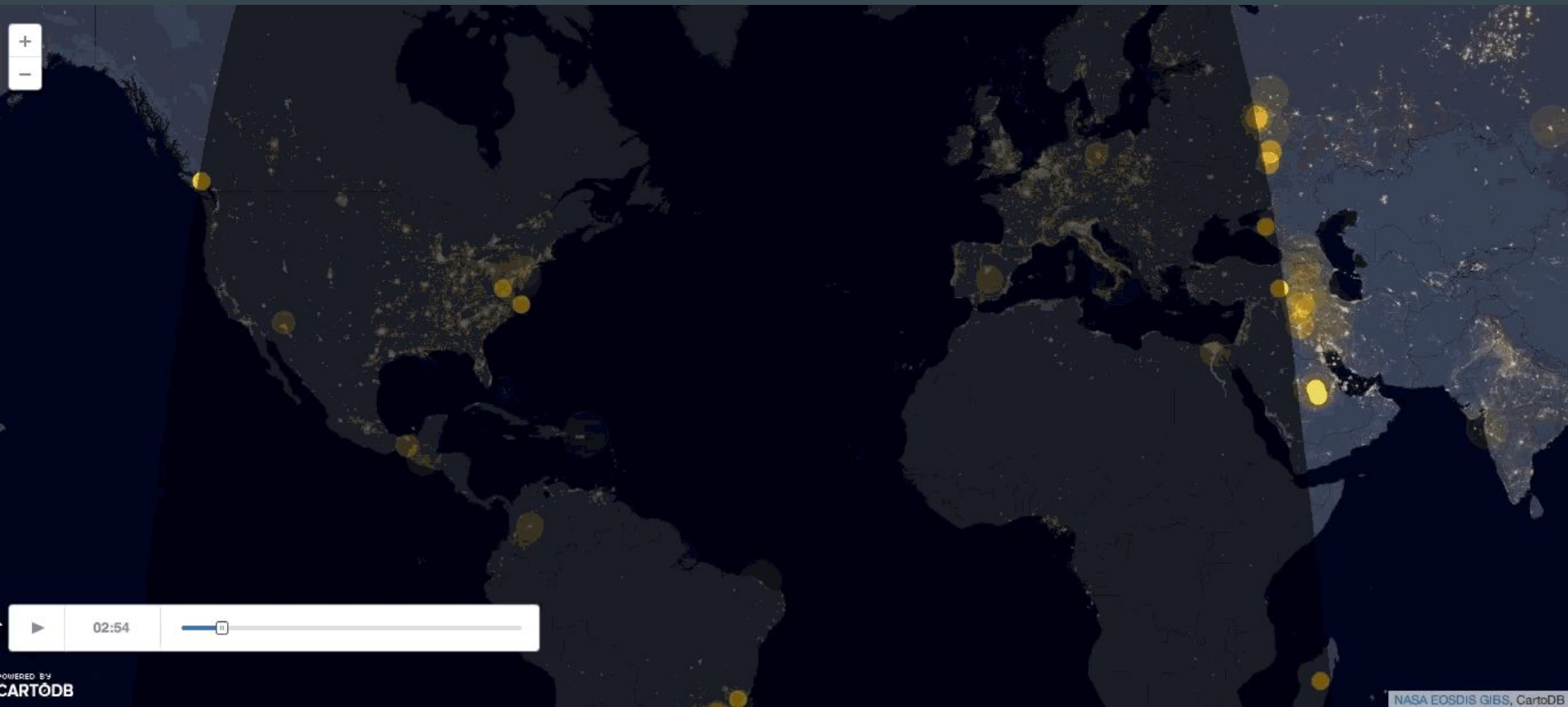
## Rick Astley Would Never:

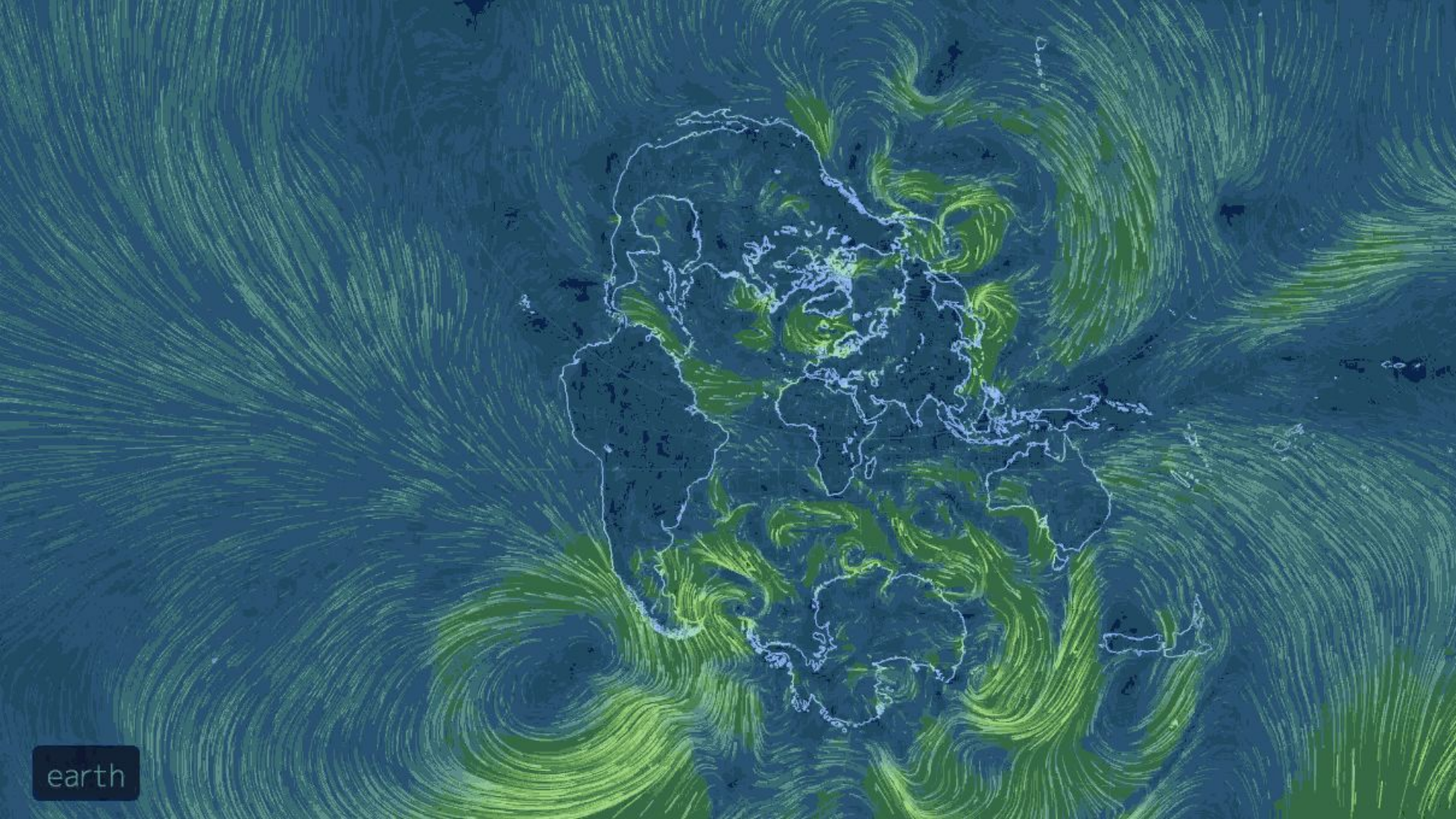


- Give You Up
- Let You Down
- Run Around and Desert You
- Make You Cry
- Say Goodbye
- Tell a Lie and Hurt You







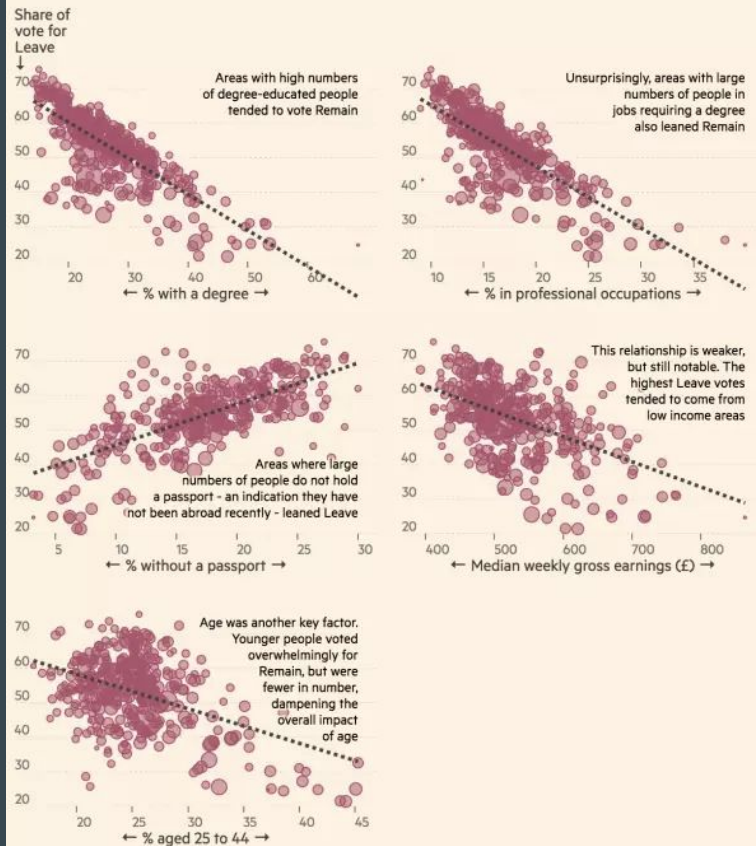




# John Burn-Murdoch

## The demographics that drove Brexit

Britain has voted to leave the EU, a decision that has left millions of Remain voters asking how this happened, and who were the 17.4m people who voted Leave. The five characteristics below were among the most strongly correlated with the share of the vote for Leave, when measured across the 382 voting areas. Every circle below represents one voting area



L

I

DISORDER

# Data Journalism Handbook

*How journalists can use data to improve the news*



## The Data Journalism Handbook

Edited by Liliana Bounegru, Lucy Chambers  
and Jonathan Gray

Not about being a coder  
(but it can help)

# This is the title

The subtitle goes here and explains what the user is looking at

Text above menu

United States ▼

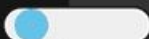
text after menu:

- 1 Ghana
- 2 Nigeria
- 3 Jamaica
- 4 Morocco
- 5 Sri Lanka

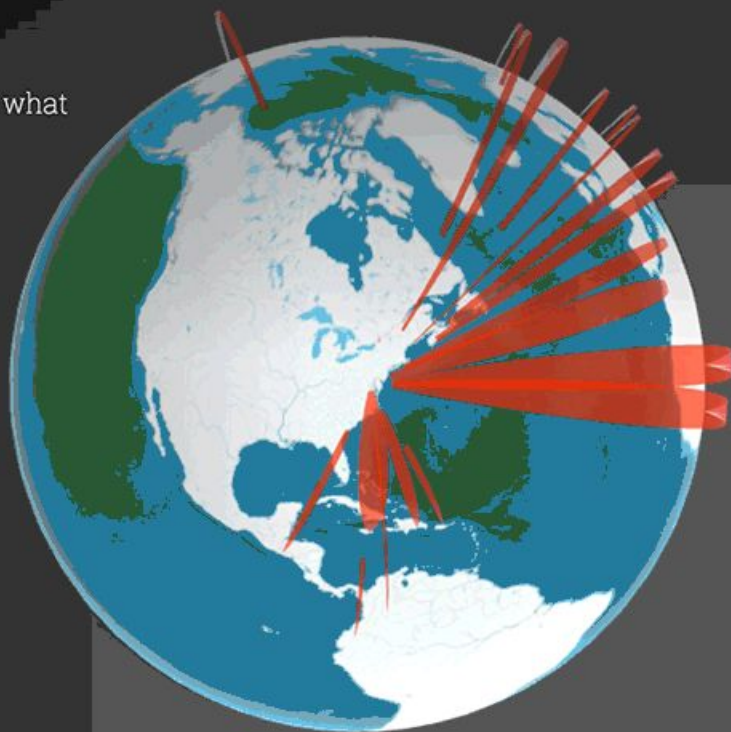
2005



2004



2015



Selected template  
**Connections globe**

Title & subtitle

Globe & arrows

County menu

Leaderboard

Page design

Controls

Initial view



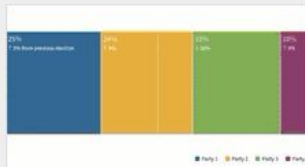
# Choose a template

Showing Featured Favourites Mine Company All by Flourish



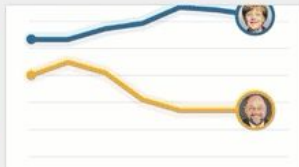
**Connections globe**

Made by Flourish team



**Election results chart**

Made by Flourish team



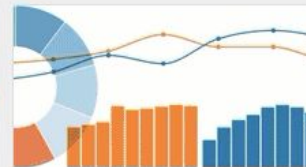
**Horserace chart**

Made by Flourish & Google News  
Lab teams



**Icon map**

Made by Flourish team



**Line, bar and pie charts**

Made by Flourish team



**Map: the world**

Made by Flourish team



**Map: UK constituencies**

Made by Flourish team



**Map: US counties**

Made by Flourish team



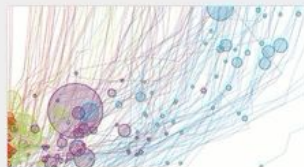
**Network graph**

Made by Flourish team



**Sankey diagram**

Made by Flourish team



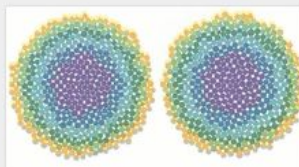
**Scatter**

Made by Flourish team



**Slope chart**

Made by Flourish team



**Survey**

Made by Flourish team



**Time map: the world**

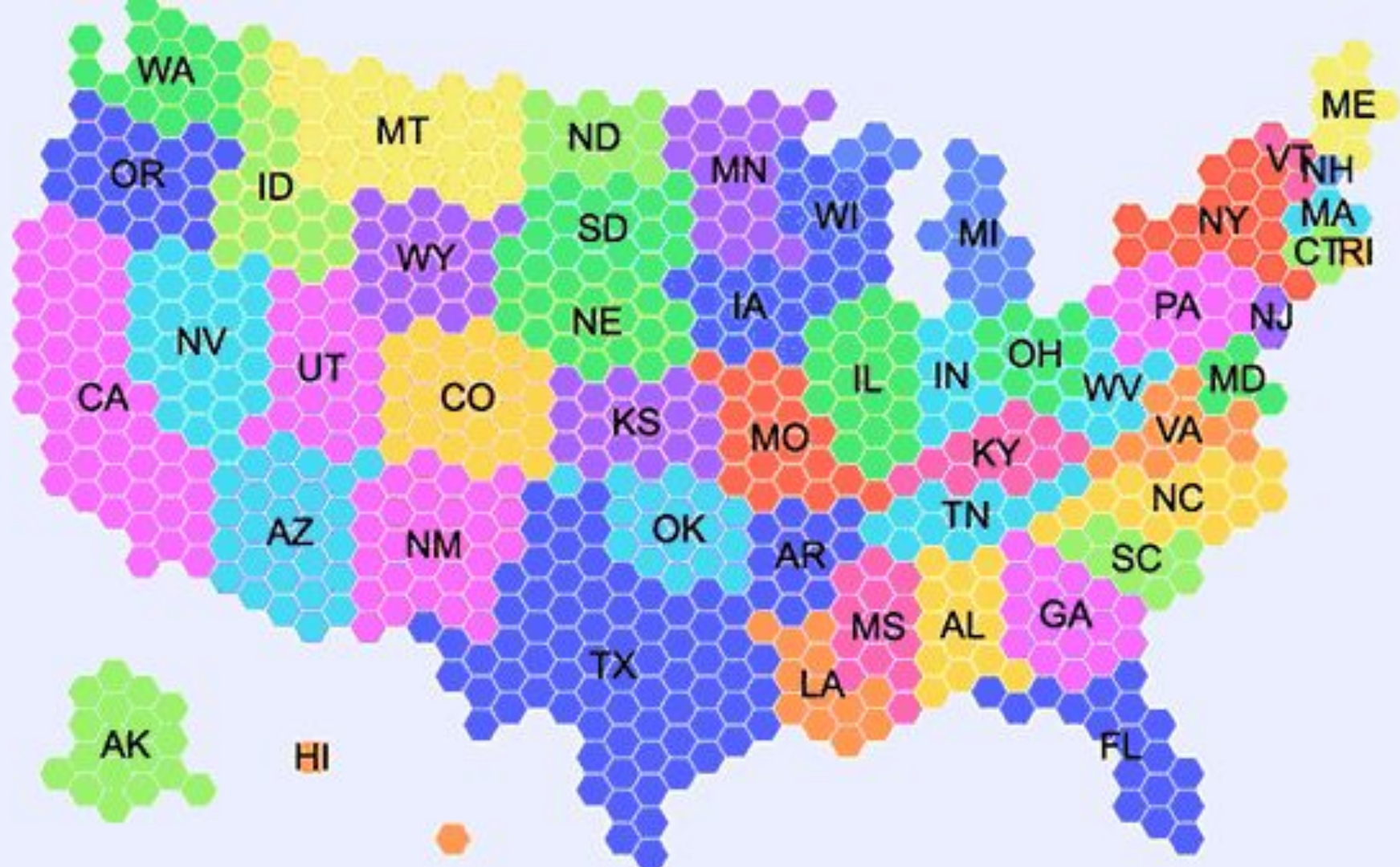
Made by Flourish team



**Time map: UK**

Made by Flourish team





Size *\*is\** everything

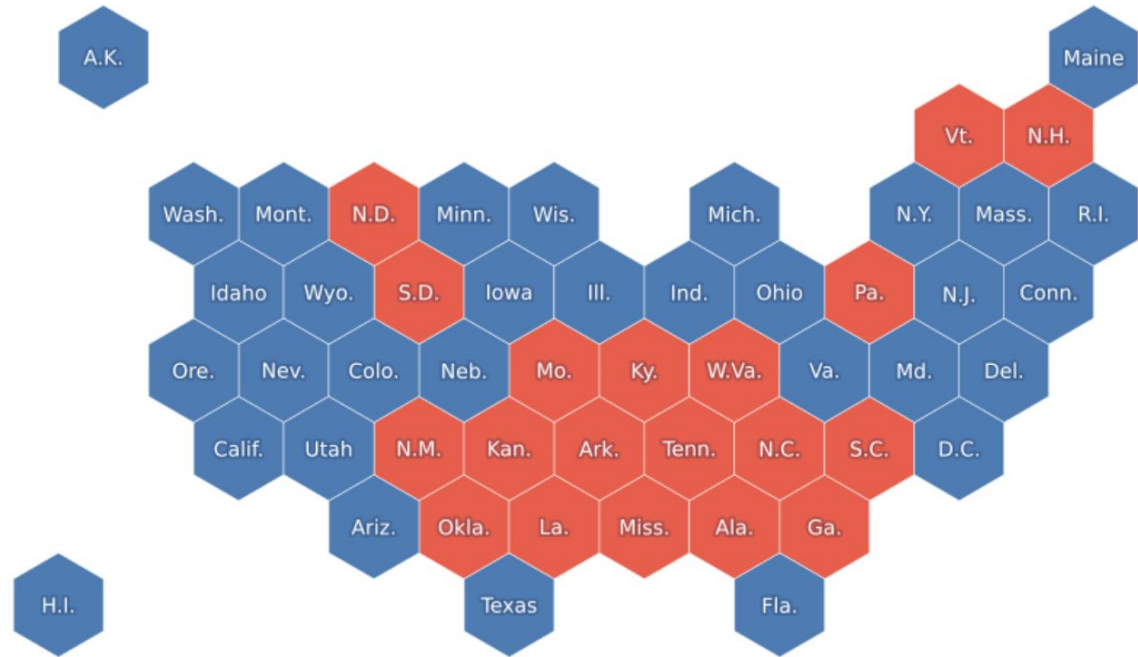






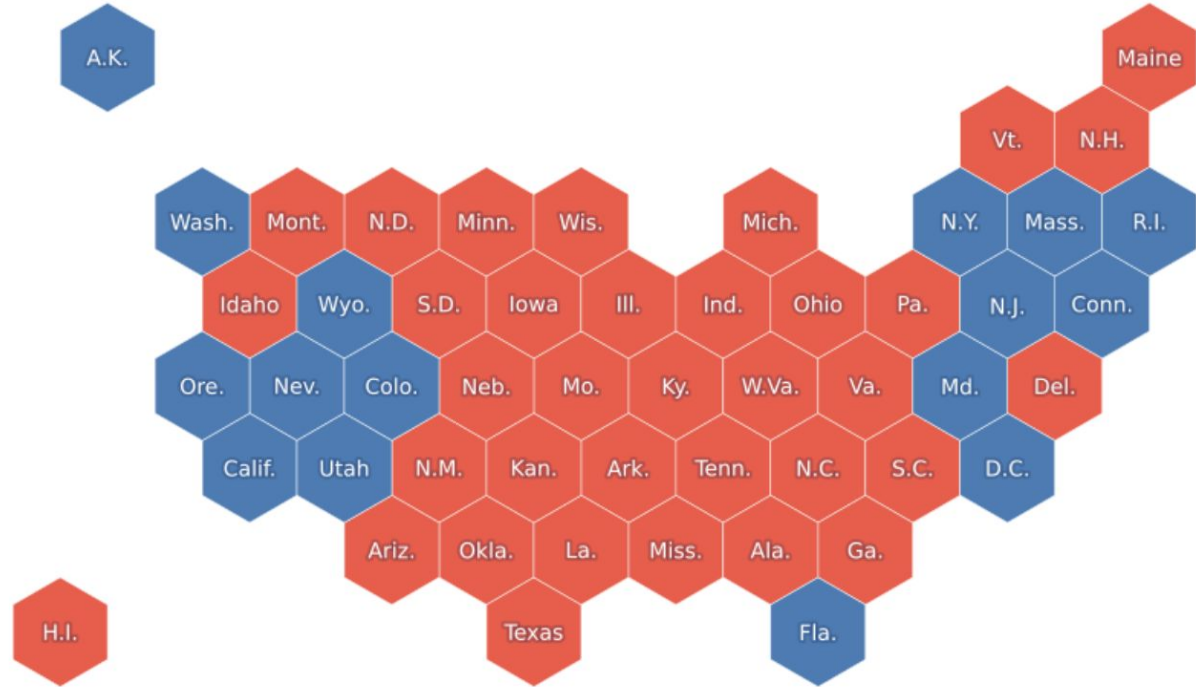
# Honest

2018:  
Gun control  
VS  
Gun shop



# Honest

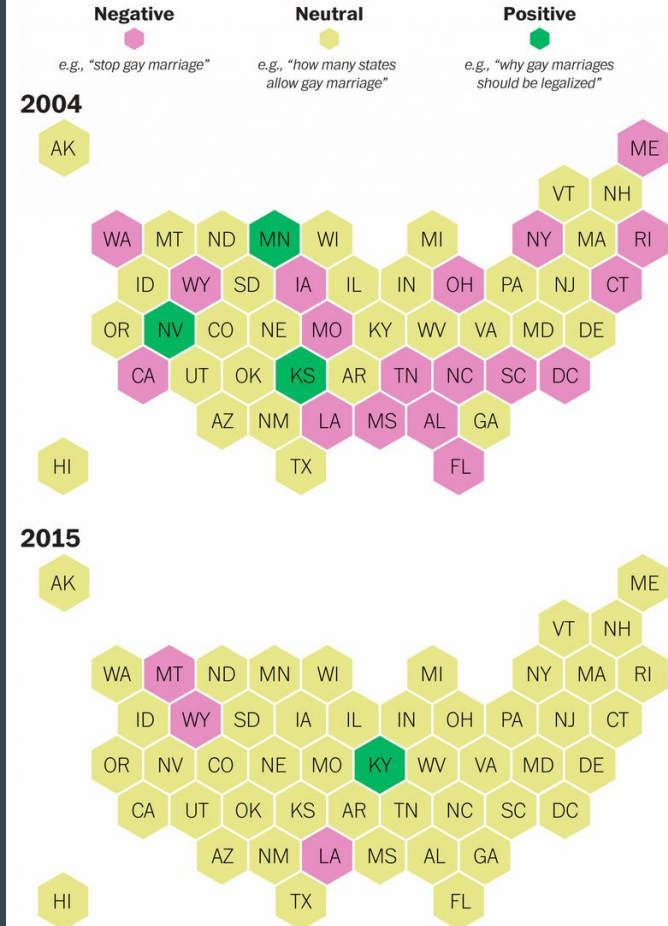
After Philly  
Gun control  
VS  
Gun shop



# Changing attitudes

## America chills out about gay marriage

Sentiment of top gay marriage-related Google search, by state



# trends.google.com

Explore what the world  
is searching



Or start with an example ▾

## Latest Stories and Insights

Explore how Google data can be used to tell stories.

### Visualizing Google data

Welcome to our data visualization project: where we tell stories with data and design.

● Donut ● Doughnut

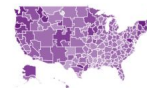


How do you spell it?

[READ MORE →](#)

### 2020 Democratic Primaries

See how the US is searching for the 20+ candidates running to be Democratic Party nominee.



Search interest in "Democratic Debate", past week

[READ MORE →](#)

[SHOW MORE ▾](#)

## Recently trending

Keep up with the latest trending searches

Whitney Cummings 100K+ searches

Ninja 20K+ searches

Dak Prescott 50K+ searches

Kaare Vedvik 20K+ searches

Tate Martell 50K+ searches

Olivia Jade 20K+ searches

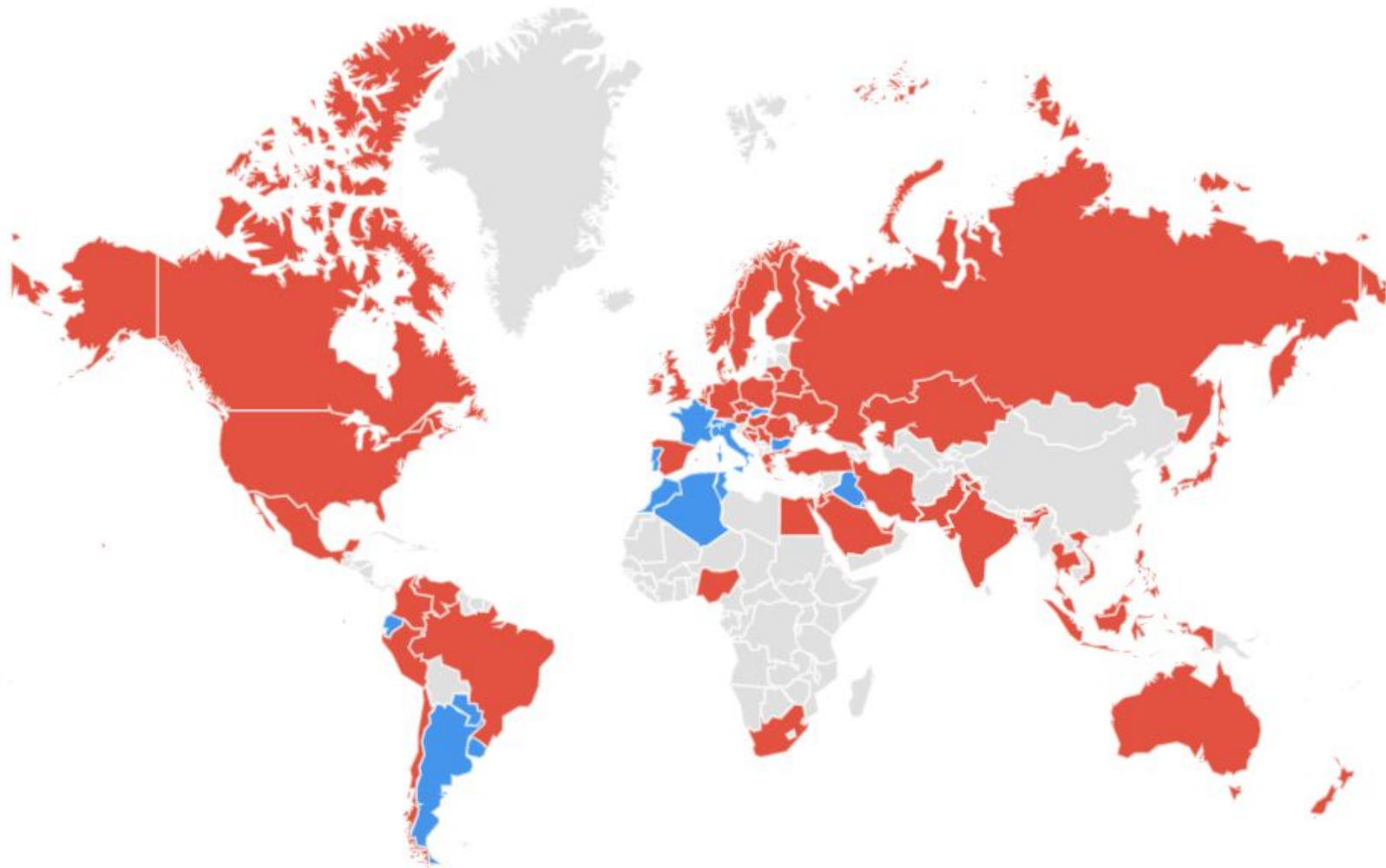
Hong Kong protest 20K+ searches

DJ Ararat 20K+ searches

Blue-green algae 20K+ searches

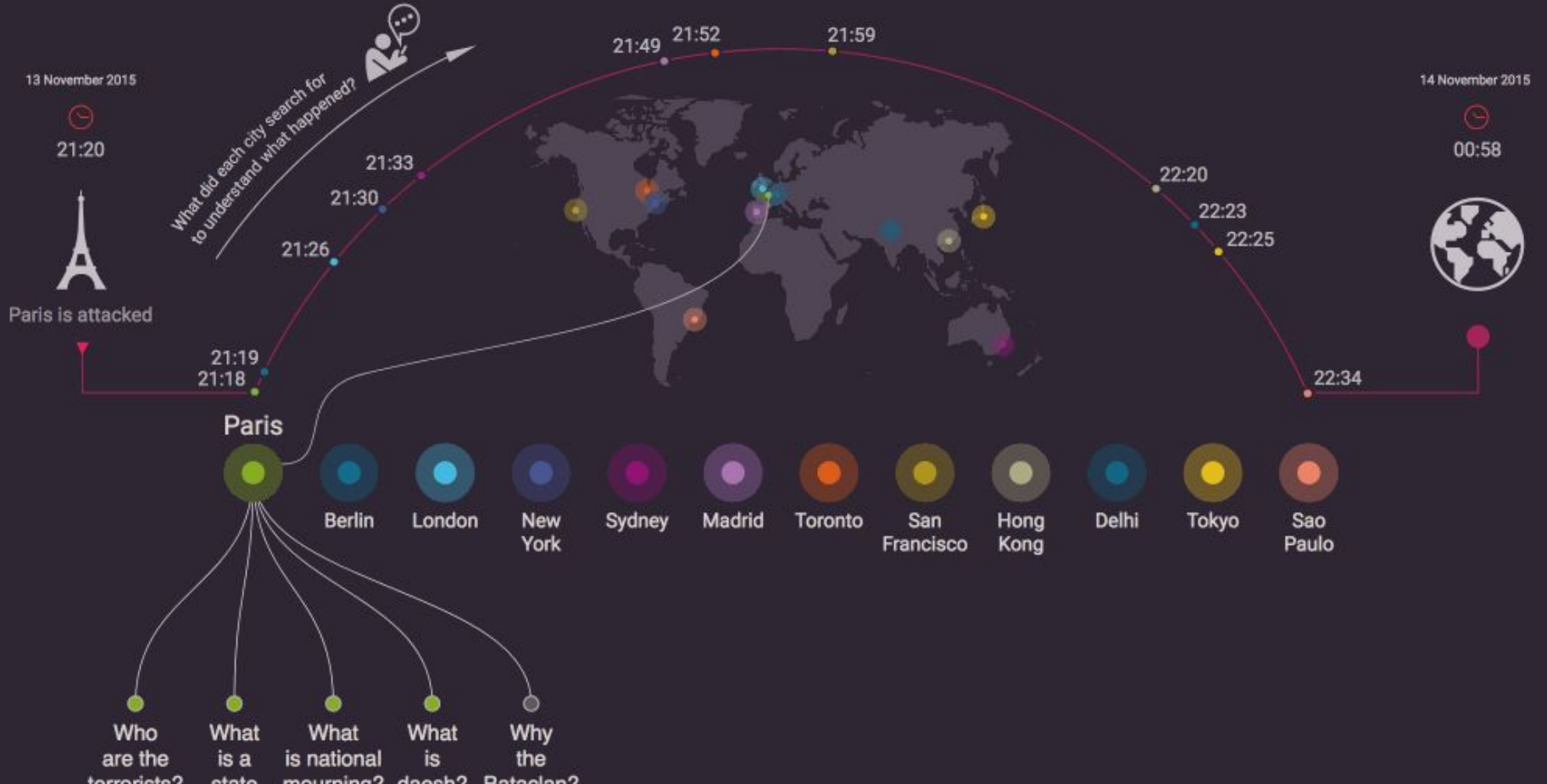
SummerSlam 2019 500K+ searches





# How the world searched for the PARIS ATTACKS

# Immediate

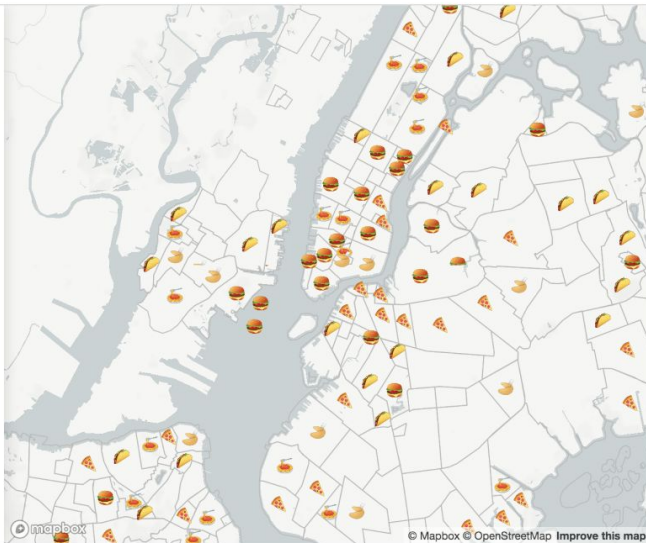


## The Most Visited Restaurant Type

By Neighborhood

SELECT A CITY

<b>New York</b>	Seattle
Philadelphia	Portland
Boston	San Francisco
Baltimore	Los Angeles
DC	Denver
Miami	San Diego
Atlanta	Phoenix
Austin	San Antonio
Dallas	San Jose
Houston	Nashville
Chicago	Jacksonville
Charlotte	Columbus
St Louis	Memphis
Orlando	Pittsburgh
Indianapolis	Las Vegas

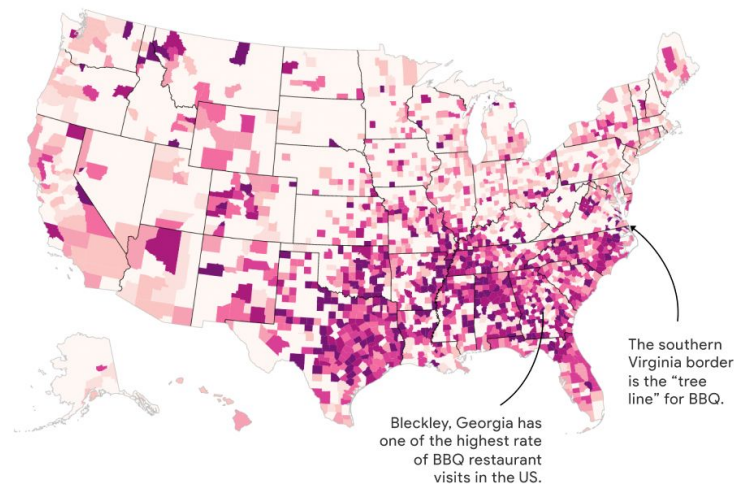


Share of BBQ restaurant visits vs. all restaurant visits, by county

## The Popularity of BBQ Restaurants

Google News Lab

Less Popular More Popular



 Pizza



( CLICK TO EMBIGGEN )

 Coffee



( CLICK TO EMBIGGEN )

 Mexican



( CLICK TO EMBIGGEN )

 Seafood



( CLICK TO EMBIGGEN )

 Italian



( CLICK TO EMBIGGEN )

 Sandwich



( CLICK TO EMBIGGEN )

Being open



## LOOKUP BY CITY / STATE / LOCALITY

State

All

City

Select

Locality

Select

## LOOKUP BY PINCODE

Pincode

Select

## CHANGE DURATION

Pollution levels in the last

24 hrs

☒ Cluster View

## SENSOR INFORMATION

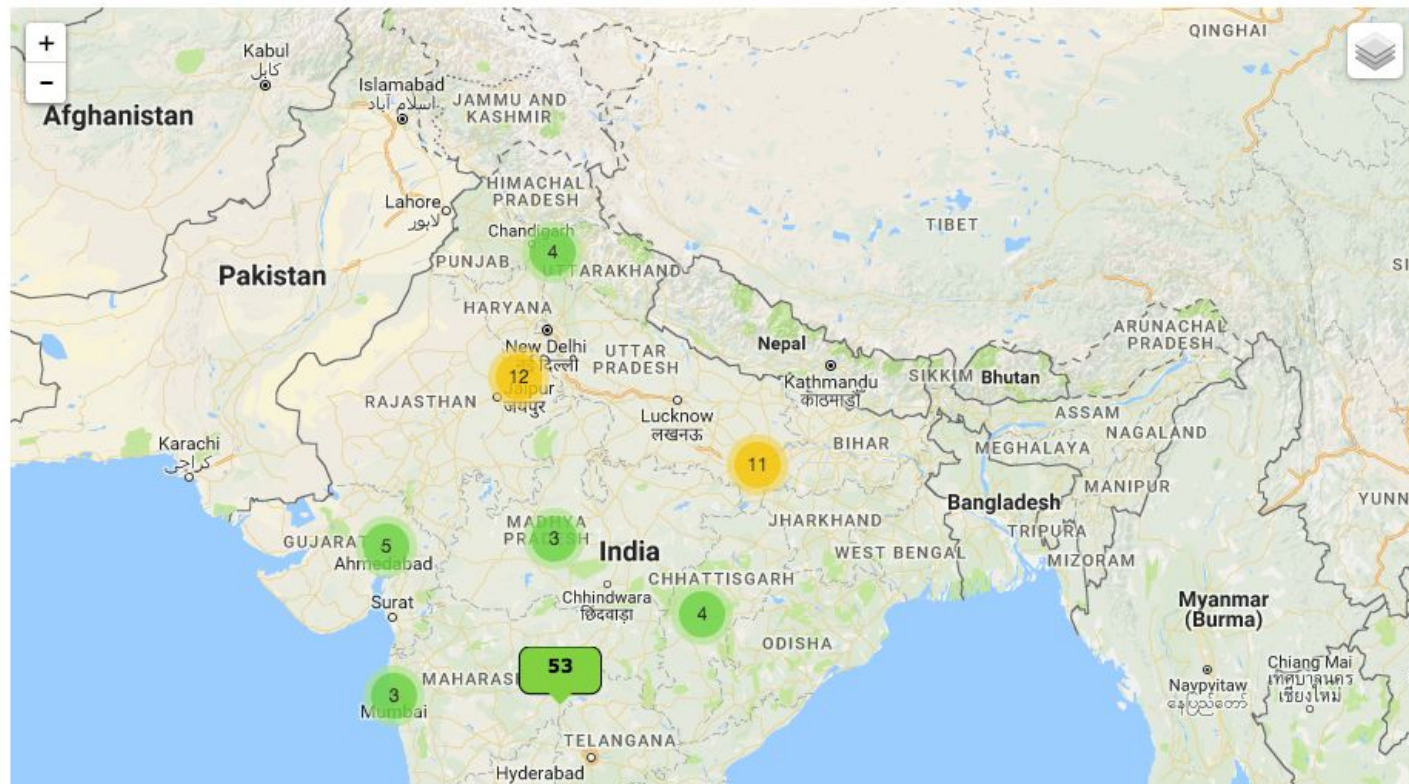
Device:


PM10:

PM2.5:

AQI:

History



fivethirtyeight / data


<> Code

Issues 2

Data and code behind the stories

704 commits

Branch: masterNew pull request

dmil update index

ahca-polls

airline-safety

alcohol-consumption

antiquities-act

avengers

bad-drivers

bechdel

biopics

births

bob-ross

buster-posey-mvp

classic-rock

college-majors

BuzzFeedNews / every


<> Code

Issues 0

An index of all our open-source projects

77 commits

Branch: masterNew pull request

jsvine committed on GitHub

README.md

README.md

Table of Contents

- Data and Analysis
- Standalone Datasets
- Libraries and Tools
- Guides

Data and Analysis

Date	
2017-05-24	R code to reproduce 4 Shocking
2017-04-04	Data and Analysis
2017-01-31	R code to reproduce Immigration

HuffPost Data

Huffington Post

United States

http://

Repositories

People 0

Search repositories...

google-docs-markup

Let journalists use Google Docs. End up with

HTML 11 1 Updated on May 9

decision-2016

CSS Updated on Apr 26

we-the-tweeple

CSS 1 Updated on Apr 24

fech-search

This version of Fech-Search is deprecated. [https://github.com/bycoffe/fech-search/]

Ruby 8 2 Updated on Apr 20

hpd-project-skeleton

A HuffPostData production

CSS Updated on Mar 31

hpd-asset-pipeline

Yet Another Asset Pipeline

The Upshot

A New York Times website with analysis and data visualizations about politics, policy and everyday life.

New York, NY

http://www.nytimes.com/upshot/

Repositories

People 1

Search repositories...

2016-upshot-siena-polls

Data from the 2016 NYT Upshot/Siena voter file polls

http://www.nytimes.com/2016/09/19/upshot/introducing-the-new-york-times-upshot-siena-college-poll.html

R 5 6 Updated 28 days ago

4thdownbot-model

The model behind @NYT4thDownBot

Python 97 14 Updated on Oct 15, 2016

prison-admissions

U.S. state prison admissions by county

R 11 4 Updated on Sep 13, 2016

2004-2012-presidential-election-model

R 17 2 Updated on Jan 19, 2016

statement

A Ruby gem that extracts press releases and statements by members of Congress.

HTML 69 10 Updated on Dec 15, 2015

Top languages


R

Python

Ruby

HTML

People

jeremyjbowers

Jeremy Bowers

1 >

Recalculate if needed

Interactive

Free visual tools

Social media

Output

Publish

Story or video

Free visual tools

Social media

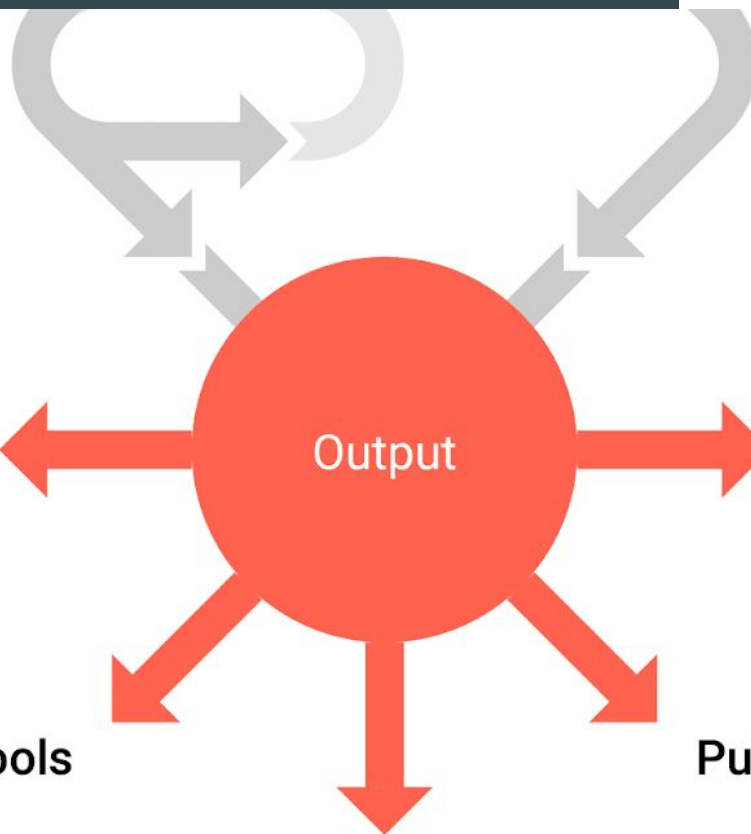
Publish

Sent data

Data

Breaking news

Sanity check the results



# googletrends.github.io/data

Google  
News Lab



## Google Trends Datastore

Download and play with key datasets from Google Trends, curated by the **News Lab** at Google team.  
Click on a CSV name to download it — and let us know what you do with it by emailing us.

[View on GitHub](#)[Google Trends](#)[@GoogleTrends](#)[What is the News Lab?](#)[Email us](#)

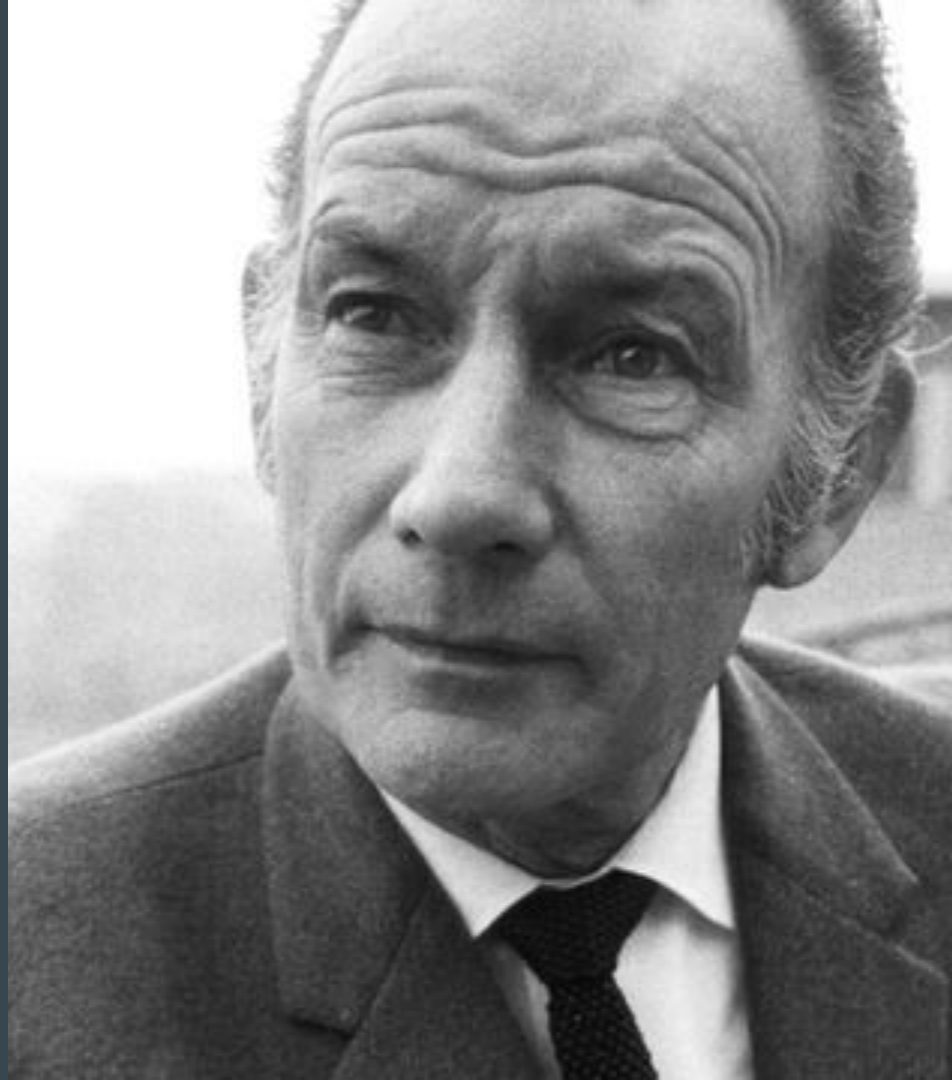
Subject:  Coverage:  From:  To:

title	date	coverage	subject	link
Champions League final: Search interest in Real Madrid and Juventus by country	5/31/2017	World	Champions League, Sports, Football, Soccer	<a href="#">Download</a>
Champions League final Real Madrid-Juventus: Search interest in every player	5/31/2017	World	Champions League, Sports, Football, Soccer	<a href="#">Download</a>
Premier League: Top searched team by country	5/23/2017	GB	Premier League, Sports, Football, Soccer	<a href="#">Download</a>
Bundesliga: Search interest in all Bundesliga players season 2016/17	5/20/2017	DE	Bundesliga, Sports, Soccer	<a href="#">Download</a>
Eurovision: Top countries searching for Salvador Sobral since his win	5/15/2017	World	Eurovision, Music, Europe	<a href="#">Download</a>
Search interest in STEM in Ontario, Canada	5/9/2017	Canada	STEM, Computer Science, Ontario, Canada, Science, Math	<a href="#">Download</a>
Health care searches by Metropolitan Area in the US	5/8/2017	US	Health Care, US, Senate, Congress, Vote	<a href="#">Download</a>
Top 30 countries searching for French elections since April 10	5/4/2017	FR	Election, Politics	<a href="#">Download</a>
Top searched Champions League semi final team by country	5/3/2017	World	Sports, Football, Champions League, Soccer	<a href="#">Download</a>
French elections : Most searched candidate by city	5/3/2017	FR	Election, Politics	<a href="#">Download</a>



“The new world will be a place of answers and no questions, because the only questions left will be answered by computers, because only computers will know what to ask.”

James Cameron, 1969



All about telling stories...  
...in the best way possible

smf.rogers@gmail.com  
@smfrogers  
simonrogers.net

trends.google.com  
newslab.withgoogle.com

