Anyone can be a data journalist

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"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
Virginity on immigration at Heathrow

MP to query gynaecological disease tests on brick workers

Transplant man dies

Malta warning

The Forgotten Prisoners

ON BOTH SIDES of the Iron Curtain, thousands of men and women are being held in gaol without trial because their political or religious views differ from those of their Governments. Peter Benenson, a London lawyer, conceived the idea of a world campaign, APPEAL FOR AMNESTY, 1961, to urge Governments to release these people or at least give them a fair trial. The campaign opens to-day, and "The Observer" is glad to offer it a platform.
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.

BODY LANGUAGE

Spot the signs:

AGGRESSIVE

Ears back
Eyes narrowed
Mouth: teeth out
Tails: flapped high
Sounds: snarls/snarls/narrows/snarls

FEARFUL

Ears flat and low
Eyes: rolled
Mouth: teeth in
Tails: tucked down
Sounds: yelp/yip/yip/yip

HAPPY

Ears down
Eyes: wide open
Mouth: relieves
Tails: wagging
Sounds: excited bark/playful growl

RELAXED/SUBMISSIVE

Ears: only
Pant: down
Mouth: relaxed
Tails: up, out, wagging
Sounds: whimpers/whimpers

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. Here are some free tools

Now be a data journalist

Now form a band
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)
The 2018 Data Journalism Awards have had a record 630 entries.

630 Entries

330 News organisations

57 Countries

51% Small newsrooms
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.
The tools are getting better
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 392 voting areas. Every circle below represents one voting area.

- Areas with high numbers of degree-educated people tended to vote Remain.
- Unsurprisingly, areas with large numbers of people in jobs requiring a degree also leaned Remain.
- Areas where large numbers of people do not hold a passport— an indication they have not been abroad recently—tended to vote Leave.
- This relationship is weaker, but still notable. The highest Leave votes tended to come from low income areas.
- Age was another key factor: Younger people voted overwhelmingly for Remain, but were fewer in number, dampening the overall impact of age.

Referendum results: Press Association
Demographic data: UK Census, Office for National Statistics
Graphic by John Burn-Murdoch / @burnmurdoch
Life as a data journalist can be like…
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

United States

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

2005
2004 2015

Text above menu

Text after menu:
Choose a template

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
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Sankey diagram
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Scatter
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Slope chart
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Survey
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Time map: the world
Made by Flourish team

Time map: UK
Made by Flourish team
Size *is* everything
2018: Gun control vs Gun shop
After Philly
Gun control
vs
Gun shop
Changing attitudes
How the world searched for the PARIS ATTACKS

Paris is attacked

13 November 2015
21:18
21:19
21:20
21:26
21:30
21:33
21:49
21:52
21:59
22:20
22:23
22:25
22:34
14 November 2015
00:58
The Popularity of BBQ Restaurants

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

Blackley, Georgia has one of the highest rate of BBQ restaurant visits in the US.

The southern Virginia border is the "tree line" for BBQ.

The Most Visited Restaurant Type

By Neighborhood

SELECT A CITY

New York  Philadelphia  Seattle  Portland
Boston  Baltimore  Los Angeles  San Francisco
DC  Miami  Denver  San Diego
Atlanta  Austin  Phoenix  San Antonio
Dallas  Houston  Nashville  San Jose
Chicago  Charlotte  Columbus  Memphis
St Louis  Orlando  Pittsburgh  Las Vegas
Being open
Recalculate if needed

Output

Interactive

Free visual tools

Social media

Story or video

Publish

Sanity check the results
<table>
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<th>link</th>
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<td>Canada</td>
<td>STEM, Computer Science, Ontario, Canada</td>
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<td>US</td>
<td>Health Care, US, Senate, Congress, Vote</td>
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<td>FR</td>
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<td>French elections: Most searched candidate by city</td>
<td>5/3/2017</td>
<td>FR</td>
<td>Election, Politics</td>
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</tbody>
</table>
“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