

FOUNDATION COURSE IN DATA JOURNALISM

Training outcomes

- Understand the importance, impacts and latest trends of data journalism.
- Able to execute the processes of a data-driven journalism project from start to finish.
- Acquire basic skills to find, collect, extract, clean and analyse data.
- Learn different ways to present data effectively including visualisation and interactive application.
- Able to use different online tools to create data visualisations including chart and map.

Syllabus

1. Introduction to data journalism

- The importance of data in journalism.
- Different forms of data journalism
- Impacts of storytelling with data
- What makes a good data journalism project?
- What are the latest trends? Who is doing what today in your region and others?

2. Starting your data-driven project

- Benchmark your project: Identify who are your competitors and how they tackled the same topic in the past.
- Editorial set-up for your data journalism project: What is your topic? Why is it important? What's your angle? What impact do you want to achieve? What do you hope to find? What data do you need? Who will you interview to correlate your data? What does your story need to be successful?

3. Working with data

- Data journalism workflow
- Where to find data? Advanced use of Google Search, international data portals, find data using Twitter.
- How to extract data? Scraping data from websites, extracting data from PDF.
- Data integrity: questions to ask your data
- Data cleaning: cleaning messy data with OpenRefine
- Find stories from data: Statistics 101 for journalists, data analysis with Google Sheets, visualisation to find insights.
- Bulletproof your data.

4. Communicating data

- What makes a good visualisation?
- Which chart for what data
- Personalise and humanise data
- Other creative ways to present data
- Basic chart making
- Basic map making
- Usability study

How will the course be conducted?

We believe learning by doing is the best way to gain new skills. That is why our course is highly interactive and hands-on. It is conducted through a series of engaging sessions including quiz game, design workshop, group discussion, step-by-step hands-on exercise on participants' own laptops using real datasets. Each session is followed by a practical exercise. The course details including level of each session, tools and datasets used, topics chosen are customised based on a pre-course survey sent to all participants and interviews with newsroom managers/editors to meet the real demands of the newsroom/journalists.

Newsrooms/organizations that have taken different versions of this course include:

1. BBC World Service
2. Mediacorp & Channel News Asia (Singapore)
3. New. Now. Next Media Conference (N3Con) by the Asian-American Journalists Association
4. Centre for Investigative Journalism, Nepal
5. 4M-Asia by CFI (Southeast Asia region)
6. Malaysiakini (Malaysia)
7. SEGi University and Colleges (Malaysia)
8. NK News (Seoul)
9. Merdeka Center (Malaysia)
10. KDU University College (Malaysia)
11. BFM radio (Malaysia)
12. School of Film & Media Studies, Ngee Ann Polytechnic

Trainer profile:

Kuek Ser Kuang Keng is an award-winning digital journalist based in Kuala Lumpur, Malaysia. He is the founder of Data-N, a training program that lowers the barrier for newsrooms with limited resources to integrate data journalism and visual presentation into daily reporting.

Keng is also the competition officer of Data Journalism Awards, the first international awards recognising outstanding work in the field of data journalism worldwide. Started in 2012, the competition is organised by the Global Editors Network, with support from the Google News Lab, the John S. and James L. Knight Foundation, and in partnership with Chartbeat and Microsoft.

Keng has more than 10 years of experience in digital journalism. He was a journalist with Malaysiakini for 8 years specializing in investigative and political reporting. In 2013, he was awarded a Fulbright scholarship to further his study at New York University's Studio 20, a journalism M.A. program that focuses on new media and digital innovation. In 2015, Keng was selected as a Google Journalism Fellow and a Tow-Knight Fellow.

He has worked in several US newsrooms including NBC, Foreign Policy, PRI.org and the International Business Times. Besides conducting workshops for newsrooms and journalists, Keng also consults and produces data and interactive stories for media organizations.

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