

Building engaging stories with data

Pamela Duncan

@porcelinad



What is data journalism?

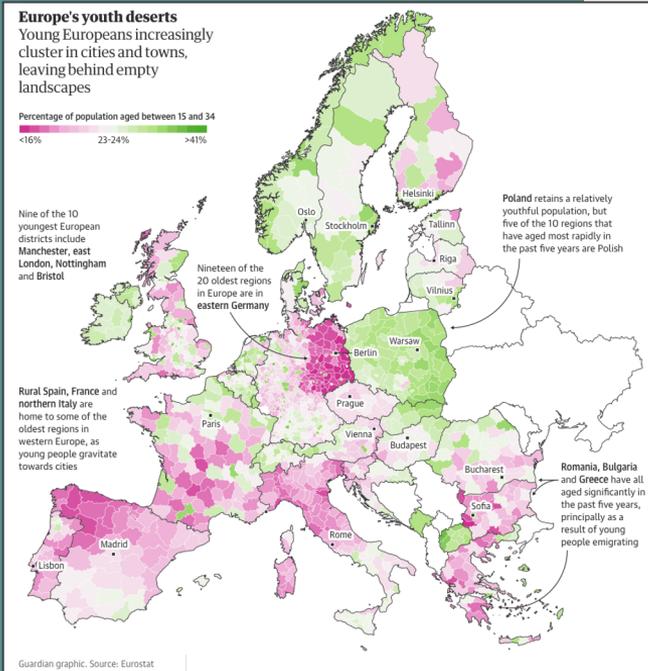
- Finding stories in structured information
- Data is used to find trends, outliers and leads for further reporting
- Provides an empirical spine to a story
- Use data to inform storytelling (e.g. where to send reporters)
- Data analysis + reporting delivers hard-hitting stories
- “Aggressive collaboration” with specialist reporters
- Cross border collaborations

Steps to data journalism

1. Straight data (e.g. analysis of official statistical releases)

Straight data

EU youth deserts



Germany and Spain scramble to reverse the flight of youth

EU vows action as free movement and ageing create 'youth deserts' in eastern and southern parts of Europe

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by Philip Oltermann in Berlin, Sam Jones in Madrid, Jennifer Rankin in Brussels and Pamela Duncan

European powers are adopting urgent measures to tackle a stark demographic shift that is leaving some eastern and southern parts of the continent facing terminal decline.

While Boris Johnson seeks steep cuts in the number of unskilled workers arriving in Britain, a number of European nations including Spain, Germany and south-east European countries are desperately seeking to level up societies upended by emigration and ageing.

Steps to data journalism

1. Straight data (e.g. analysis of official statistical releases)
2. Merging data (for example asylum seekers vs local population)

Merging Asylum disparities

Labour councils house eight times as many asylum seekers as Tory areas, analysis finds

Only about a third of councils have volunteered to house families recently evacuated from Afghanistan

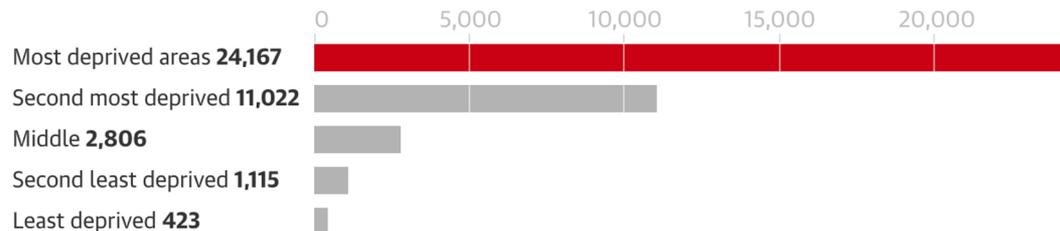
- **A tale of two towns: Rochdale and Braintree expose UK's uneven asylum system**

Pamela Duncan,
Josh Halliday
and Tobi Thomas

Fri 3 Sep 2021 14:19 BST



Nine out of 10 people supported in England under the UK's asylum and refugee schemes live in the poorest two-fifths of the country by council area



<https://bit.ly/3p5cesA>

Steps to data journalism

1. Straight data (e.g. analysis of official statistical releases)
2. Merging data (for example asylum seekers vs local population)
3. Request data (e.g. through FOIs)

Build your own Former MPs' passes

Revealed: ex-MPs use parliament access passes over 2,500 times in a year

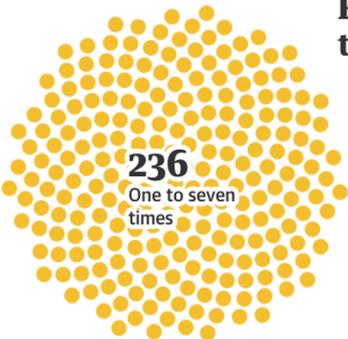
Exclusive: FOI victory uncovers scale of grace and favour access enjoyed by 324 former MPs

David Pegg and Pamela Duncan

Sun 13 Sep 2020 15.28 BST



Five former MPs used their passes more than 60 times in the year to July 2019



Eight to 14 times



15 to 28 times



29 to 60 times



More than 60 times

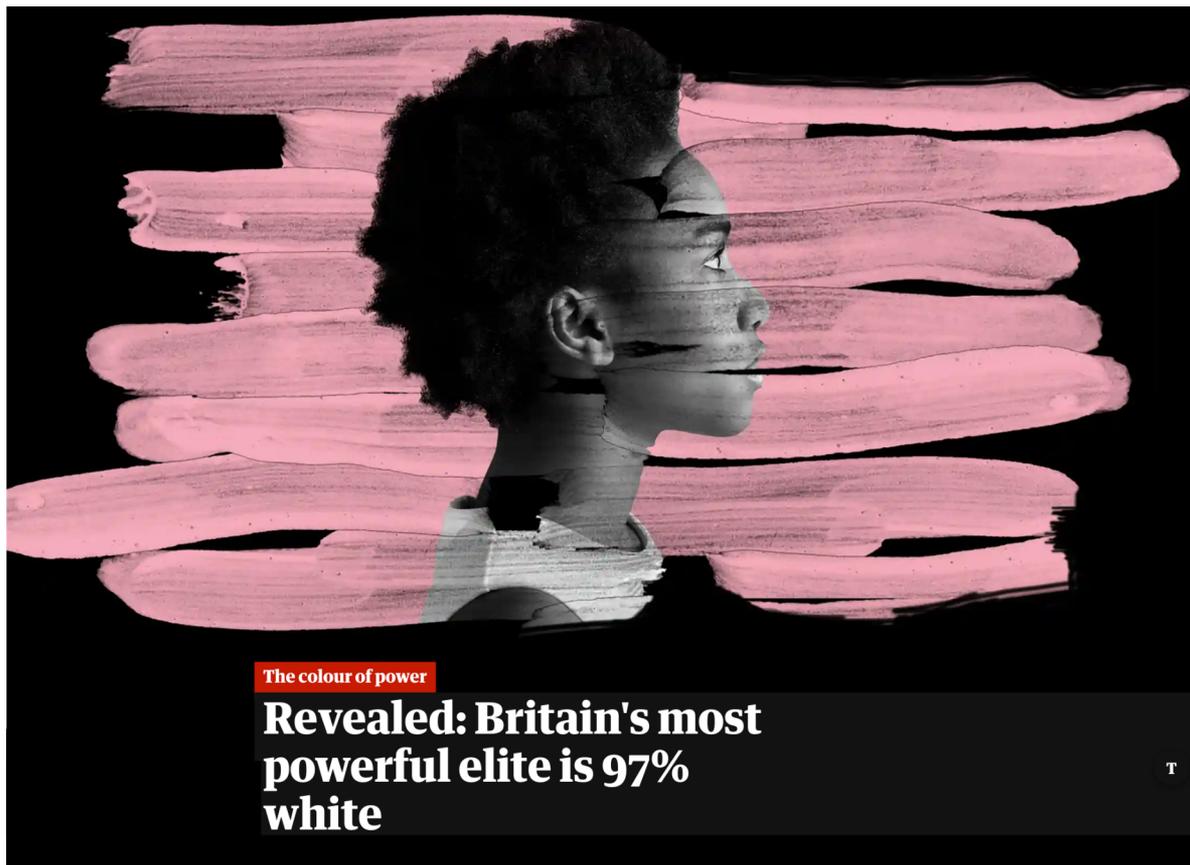
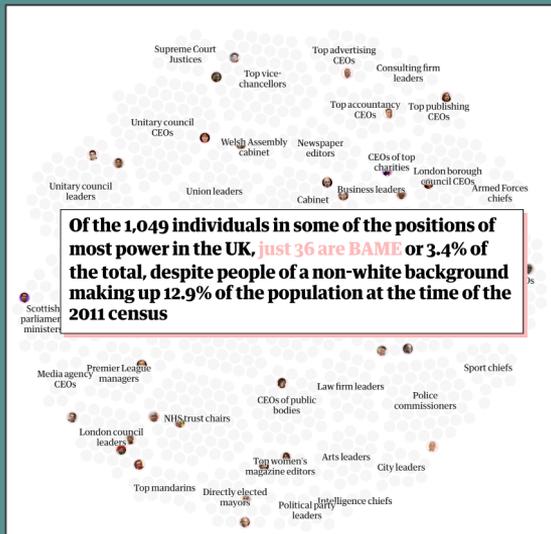
bit.ly/3o2brtm

Steps to data journalism

1. Straight data (e.g. analysis of official statistical releases)
2. Merging data (for example asylum seekers vs local population)
3. Request data (e.g. through FOIs)
4. Build your own (e.g. Bias in Britain; World Cup betting ads)

Colour of Power

Build your own



The colour of power

Revealed: Britain's most powerful elite is 97% white

bit.ly/3d1zRgf

Steps to data journalism

1. Straight data (e.g. analysis of official statistical releases)
2. Merging data (for example asylum seekers vs local population)
3. Request data (e.g. through FOIs)
4. Build your own (e.g. World Cup ads/Bias in Britain)
5. Scraping/coding

Cleaning (not a technique in itself but a necessary part of data journalism)

#polluters

Making data
meaningfully
accessible

Guardian climate score: how did your MP do?

Guardian climate score: how did your MP vote?

Boris Johnson

Boris Johnson

Jeremy Corbyn

Jo Swinson

Caroline Lucas

Cabinet

Shadow Cabinet

Weaker voting record

Stronger voting record



Boris Johnson Conservative

Uxbridge and South Ruislip

Boris Johnson was present for 5
votes and voted positively in 0

Votes

✗ ✗ ✗ ✗ ✗

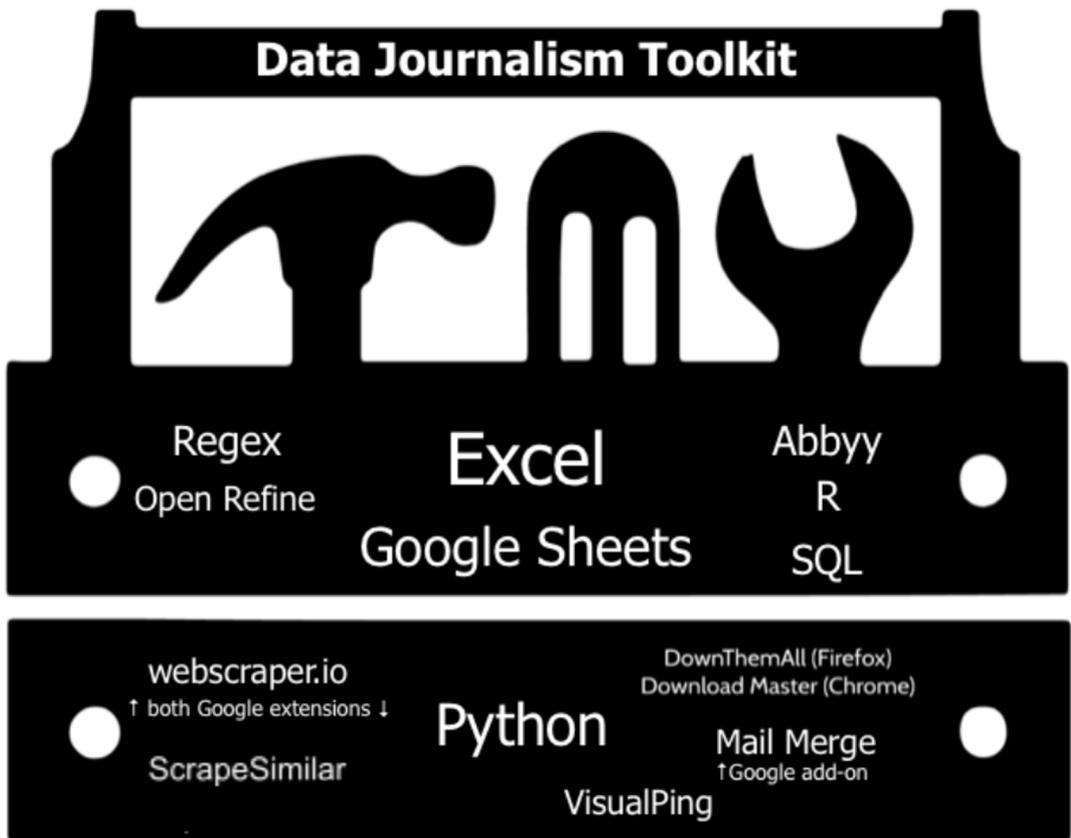
Guardian climate score (%)

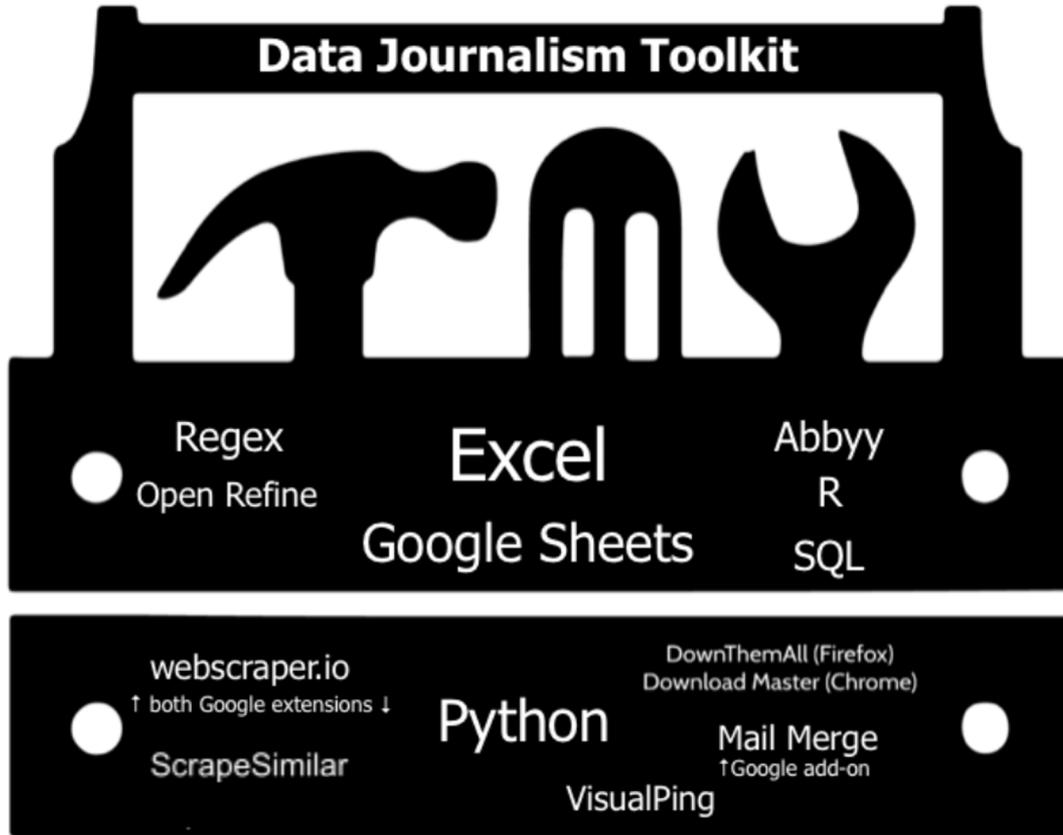
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Relevant recorded interests

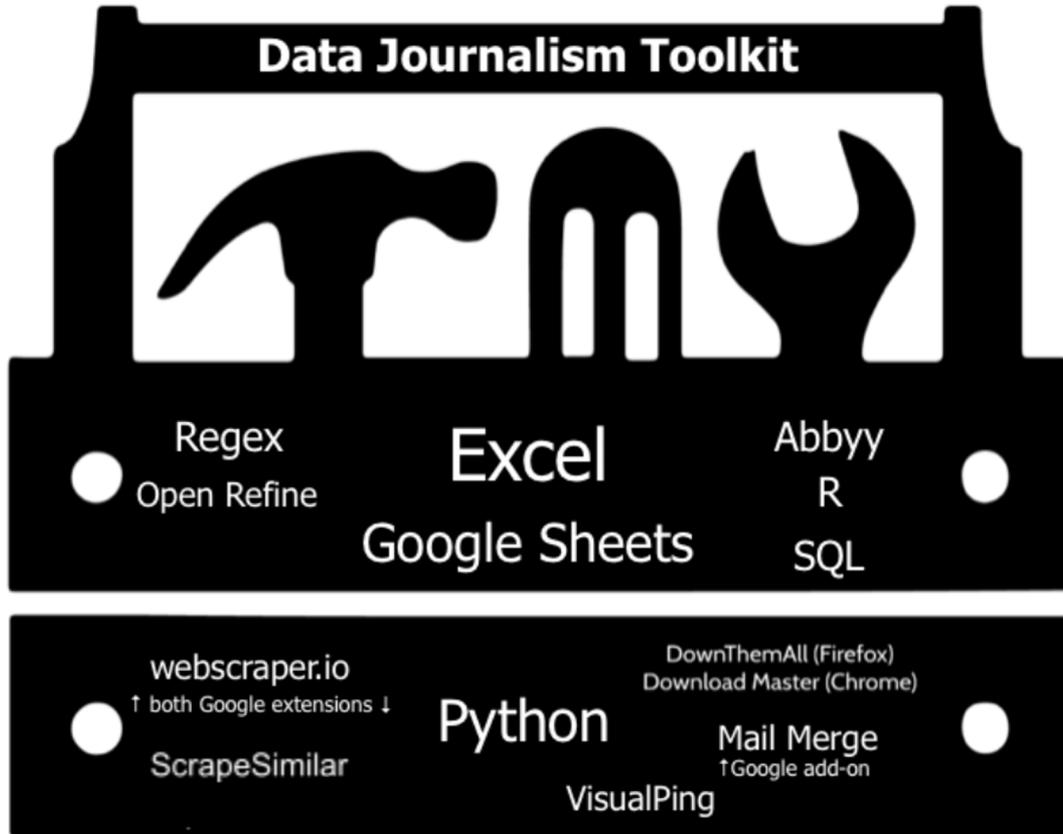
Boris Johnson received donations of £5,000 from Michael Hintze and £25,000 from Terence Mordaunt (via First Corporate Shipping) who fund the climate science sceptic Global Warming Policy Foundation. In 2018 he travelled to the US funded by the American Enterprise Institute, a thinktank funded by oil firms and climate science sceptics.

<http://bit.ly/2KJS0RU>

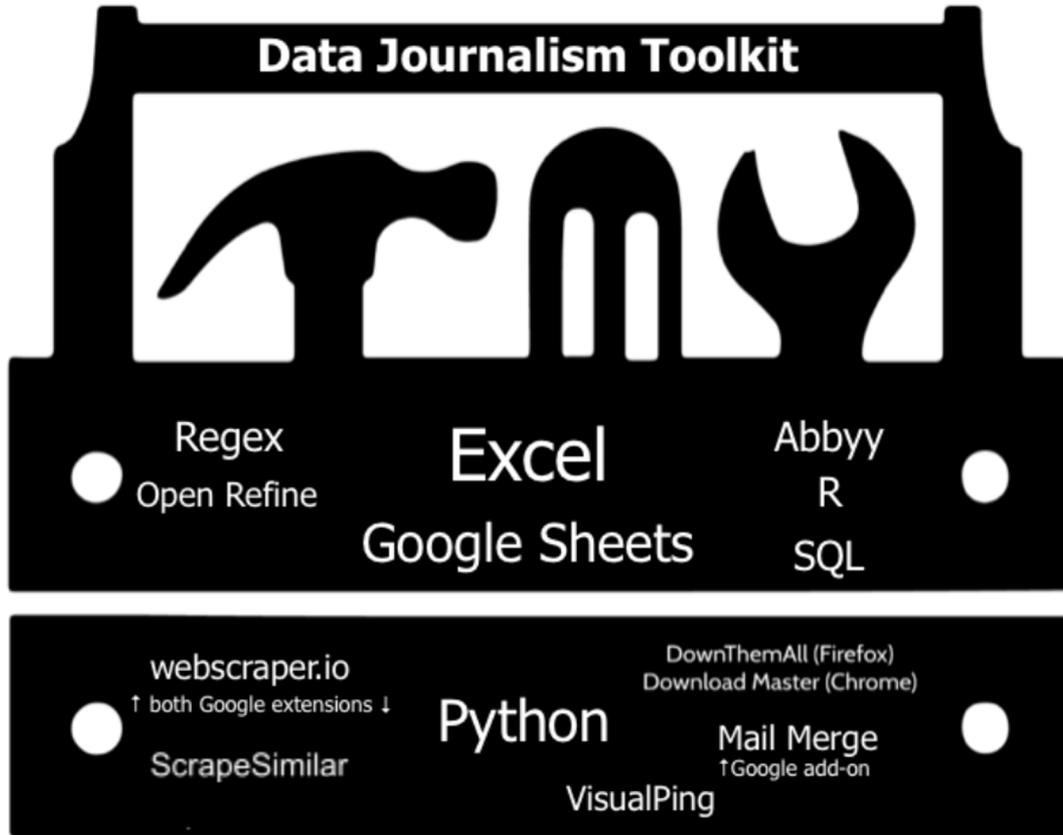




1. Attention to detail



1. Attention to detail
1. Collaborative



1. Attention to detail
1. Collaborative
1. Hungry/nose for news

Questions?

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