

As we have heard many say before, it is out with the old and in with the new! I use this phrase when talking about the advancement of journalism because we have reached a technological era where you can access the news from anywhere. It is important for journalists to keep the people informed and holding those in power accountable for any action they take. Now that the world has reached an age of technology being the main source it is important to keep track of everything going on. It is extremely important to be credible with the sources released to the public. In order to maintain a high demand for news and keeping up with this age of technology, data journalism was formed. Data journalism is more than just numbers, but more so a description of events that are explained with numbers. It saves time for journalists to just use the numbers instead of a full description of a certain event. It gives the journalist the opportunity to tell a compelling story with a sheer scale and range of digital information. So much of the data is generated, recorded, and accessible. Data can be the source of data journalism, or it can be the tool with which the story is told. Data journalism serves two important purposes for news organizations: finding unique stories, not from news wires, and execute your watchdog function. In an age of big data, the growing importance of data journalism lies in the ability of its practitioners to provide context, clarity, and, perhaps most important, find truth in the expanding amount of digital content in the world.

When it comes to storytelling in modern media and organizations, data journalism plays an especially important role. Data storytelling is a methodology for communicating information, tailored to a specific audience, with a compelling narrative. Data storytelling is about communicating your insights effectively, giving your data a voice. This plays a major role in modern media because with the various statistics today it's almost impossible to try and keep up with it using traditional journalism methods. For example, a music app called Spotify shows the statistics of the overall amount of people who have streamed on their platform. Instead of typing out an entire article on why music lovers should download their app, they let the numbers do the talking. In other terms, it's short, sweet and to the point. It's convenient for journalists to gather data and display it on various charts such as pie charts, bar graphs, etc. It allows the audience to examine our version of the facts. Most of the information in news comes from small data. Data journalism is about collecting, cleaning, analyzing, and presenting the data effectively. It's also about the context of the story, data is more reliable when it is qualitative, not quantitative. Data storytelling's main advantage is connecting people and their stories with others all over the world. Another advantage of data storytelling is it gives the reader a narrative story rather than just presenting the facts. Facts simply present data: whereas, a story's narrative provides context, which augments our understanding and drives valuable insights. It allows the reader to connect to the journalist's point of view while getting a visual understanding of the data presented with the statistics provided in the article. In the traditional forms journalist only presented the facts which made articles longer than necessary and they were not able to include all evidence. Data journalism is truly remarkable because it gives readers a visual representation of the data presented so they can better understand the topic.

Crystal Tysinger
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Data Driven Journalism