

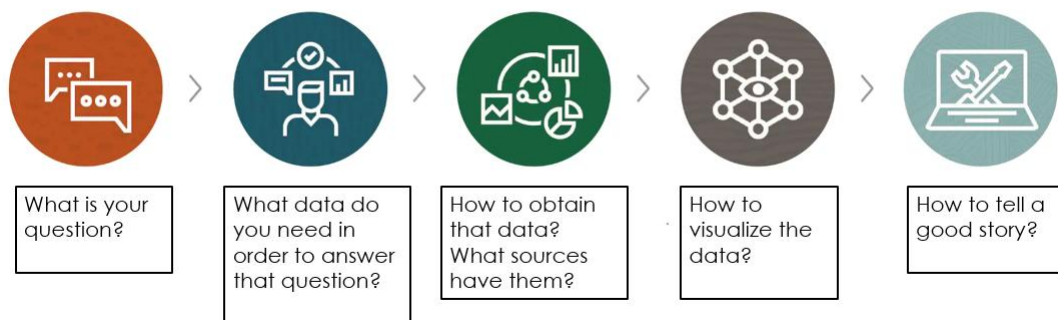
Workshop report: Workshop on Data Visualization for more Accessible Investigations and Storytelling (2 hours)

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- Covid changed the paradigm of journalism – it was probably the first time since WW2 that one topic was covered by every single media outlet in the world. Similarly for data and visualization journalists it was a wonderful time because of the amount of data present in the public discourse (on health, disease spreading etc). Because of this, the profession and public both gained more appreciation of quality visualization in media.
 - ➔ Case study from Australia ([Covid Base Australia](#)), where several teenagers with basic Python knowledge comprised a database on par with governmental sites about Covid situation = here is the potential of AI, bypassing limited knowledge while obtaining the same results
- Data visualization as a very valid topic for Prague Media Point because it is a good meeting point for various media professional backgrounds, they tell stories which are based on „boring“ numbers and stats, but incredibly meaningful → and through strong research and strong visualization we can get the best stories
 - ➔ [Novak Djoković \(tennis player\) case study](#) – how a visualization helped to trace back and establish a pattern based on which a very likely forge of the tennis player's Covid test was brought to the public debate -> eventually prevented him from participating in a championship
- War in Ukraine, coinciding with the nascent of publicly available AI, was then another important milestone for visualisation use → it spurred journalists' skills in satellite and face recognition technology, used recently for e.g. tracking climate change (or related government policy) consequences (https://www.nrk.no/dokumentar/xl/nrk-avsloer_-44.000-inngrep-i-norsk-natur-pa-fem-ar-1.16573560) or identifying criminals at a distance even from e.g. conflicts in Gaza (<https://www.aftenposten.no/verden/i/76v3xV/politimann-fra-gaza-kan-ha-deltatt-i-terroren-mot-festival-i-israel>).
- Visualization journalism is best for using in:
 - ➔ maps, statistics, prices etc. (generally comparisons or composition over a geography)
 - ➔ parliamentary/governing body composition, election results

- cataclysms and other tragic (war) stories (invocation of the topic while being able to avoid being too graphic)
- climate and urban journalism
- The best go-to tool is [Flourish](#). It is ideal for beginners, with a very successful learning curve due to its easy adaptability and variability. But it is equally useful for most of the professional task (save the most advanced), even in the free version. BBC uses mostly Flourish as well. Another good tool, though more difficult to get acquainted with, is [Tableau](#).
- Journalism has changed - before there wasn't enough information and journalists were supposed to find it, now we have so much data and journalists' job is to see through the data, identify patterns, and subsequently a story within or related to this data. That requires different tools, but also different skills, than before.
- The journalist process should ideally be, particularly for data journalists:



And for the visual component:



- Choosing a chart type is an essential step in this (and also one where most errors are made). With a wrong type, you can in the better scenario miss out on the “punch” of a story, in worse completely misdirect the data and thus likely misinform the reader.

- There is a difference between visualization and telling a story, in a sense that visualization is the pre-step for telling a story and it should simultaneously be an integral part of the narrative which clarifies and makes more approachable something complex. But visualization cannot tell the whole story.
 - We analyse to give structure and meaning to something, but we visualize to both clarify and show importance.
 - The biggest obstacle for journalists wishing to get better at visualizations is not the lack of skills, these are relatively easy to attain. The difficulty lies in changing an established creator mindset → visualization has to become an integral part of your thinking about and approach to a story/investigation. Already at the outset and with every breakthrough, one should consider how to portray such findings visually.
 - A case study of traffic incidents interactive map in Serbia:
<https://www.bbc.com/serbian/lat/extra/poxtgmu6fo/srbija-saobracaj-nesrece>

Testing Flourish visualization tool

- Flourish has two integral parts: preview part (for setting up what the visualization will actually look like), and data part (where you import the data for the visualization). You can input the data any way you wish, but you have to indicate to the tool where exactly (which column in a table etc.) it can find the data you want it to work with in a given step of creation.
- You need not know coding like HTML or CSS to use Flourish at all, but if you know at least the basics, it will help you understand the logic and get forward faster.
- For a change visualization style, you don't have to make it from scratch again, you just use option for changing the visualization type and it will rewrite itself
- Flourish also offers an array of templates. Go to Flourish website and log in → click new visualization → it will start with a set of templates.
- For a safe go-to visualization type, use the bar chart. It is slightly boring or straightforward, but there's little place for error.

What follows are a few testing data sets and visualizations which you can duplicate to your account and use for practicing or as default visualizations that you can rework for your purposes.

