		Scoring Key (1 = lowest, 5 = highest score)					
ID	**Assessment criteria**	**1 = Very poor (Fails to meet quality standards)**	**2 = Poor (Below quality standards)**	**3 = Fair (solid performance with room for growth) Meets Internews' minimum quality standards**	**4 = Good (Above quality standards)**	**5 = Excellent (Meets international standards)**	**Comments**
Short-form data story 500-1000 words							
1	**Lead**	The lead (first sentence) of the story fails to convey the essential findings of the data.	The lead mentions some aspect of data findings but doesn't convey the importance.	The lead conveys the basic findings.	The lead clearly states what is newsworthy and surprising about the findings.	The lead expresses what is newsworthy and surprising and how it impacts people's lives.	
	Example of lead	Child malnutrition is a problem in Pakistan	Child malnutrition is a bigger problem in some parts of Pakistan than others	Child malnutrition kills children in the poorest, driest regions of Pakistan.	Child malnutrition kills children in the poorest, driest regions of Pakistan despite donor funded feeding program.	Donor funded feeding program fails to reduce child malnutrition deaths in poor parts of Pakistan.	
2	**Data Context (nut graph)**	Story provides no background information to enable audience to understand importance and source of new developments described.	Story provides only cursory background information but fails to explain where the data came from and what it measures.	Story provides adequate background information to explain context and source of data is described.	Story provides background information to explain context of findings, the source of the data, the importance of what is being measured and its potential impact.	Story fully explains background of findings and data, complete source of data, sketch of relevant history or technical background, clearly setting data findings described in context and stating why new findings are significant.	
2	*Examples of context*	According to official data, child malnutrition is a major health challenge in Pakistan.	Data was provided by the World Bank and Pakistan Ministry of Health.	Demographic Health Survey data was provided by the World Bank and Pakistan Ministry of Health and included child deaths attributed to malnutrition over the last 10 years.	Demographic Health Survey data was provided by the World Bank and Pakistan Ministry of Health and included child deaths attributed to malnutrition over the last 10 years. Donor data to measure the influence of feeding programs in combatting child malnutrition rates was provided by the Organization for Economic Organisation for Co-operation and Development's statistica database.	Demographic Health Survey data was provided by the World Bank and Pakistan Ministry of Health and included child deaths attributed to malnutrition over the last 10 years. Donor data to measure the influence of feeding programs in combatting child malnutrition rates was provided by the Organization for Economic Organisation for Co-operation and Development's statistica database. This data shows that child deaths in the poorest areas of Pakistan continue to decline slowly despite a pledge by donors to cut the overall child death rate due to malnutrition by half in five years.	
3	**Accessibility: numbers expressed in ratios, rates or fractions**	Story does not simplify any numbers, leaving large figures unrounded and percentages as they were found in the analysis.	Use of at least one simplifying technique: rounding (rounding to a whole or easily understandable number) rates (how many people out of a total group are affected), ratios (how many people in one group are affected compared to how many in another group) and explains why the number matters. Fewer than half the numbers in the story are simplified.	Use of at least two simplifying techniques: rounding (rounding to a whole or easily understandable number) rates (how many people out of a total group are affected), ratios (how many people in one group are affected compared to how many in another group) and explains why the number matters. At least half the numbers in the story are simplified.	Use of at least three simplifying techniques: rounding (rounding to a whole or easily understandable number) rates (how many people out of a total group are affected), ratios (how many people in one group are affected compared to how many in another group) and explains why the number matters. At leaest three quarters of the numbers in the story are simplified.	Uses all simplifying techniques: rounding (rounding to a whole or easily understandable number) rates (how many people out of a total group are affected), ratios (how many people in one group are affected compared to how many in another group) and explains why the number matters. Nearly all the numbers are simplified.	
	Exampe: Accessibility	40.2% of children under five are under weight. 49.7% of children are stunted. 9.6% of children under five also wasted.	40% of children under five are under weight. 50% of children are stunted. 10% of children under five also wasted.	4 in 10 children under five are under weight, 5 in 10 are stunted and 1 in 10 are wasted.	4 in 10 children under five are under weight, 5 in 10 are stunted and 1 in 10 are wasted. That means a child is four times more likely to be underweight than wasted.	4 in 10 children under five are under weight, 5 in 10 are stunted and 1 in 10 are wasted. That means that almost half of children in Pakistan either weigh too little for their age and/or are too short for their age while a small fraction are wasted, or too light for their height, which indicated starvation or chronic malnutrition.	
4	**Data comparison among groups**	The story does not provide data for different groups.	The story mentions two data findings in conjunction but does not explore how they are related.	The story makes an incomplete comparison between at least two datasets.	The story clearly states the relationship between two data sets and how they may be influencing each other.	The story uses data analysis to explain the interplay among at least three datasets and their impact on the topic being covered.	

	Example: data comparisons	Rates of education and employment among women in South Asia are low.	Women in Sri Lanka and India have high rates of girls' education while women in Pakistan and Afghanistan have low rates of girls' education. Women in Sri Lanka and India have medium rates of employment while women in Pakistan and Afghanistan have low rates of employment.	Women in Afghanistan and Pakistan have low rates of girls' education and low rates of employment for women. Girls in Sri Lanka and India have high rates of education and high rates of employment among women.	Countries with more educated girls, such as Sri Lanka and India have more employed women while countries with low rates of girls' education, such as Pakistan and Afghanistan, have low rates of women's employment.	Countries with more educated girls, such as Sri Lanka and India have more employed women while countries with low rates of girls' education, such as Pakistan and Afghanistan, have low rates of women's employment. Girls' access to healthcare and basic education is associated with higher levels of employment and financial stability among women in South Asia.
5	**Evolution of the issues over time**	The story makes no attempt to explain if this is a new or old issue or only anecdotal evidence is used.	The story uses data to compare findings in at least two points of time.	The story includes data to explain the general evolution of the issue.	The story includes data to explore how the issue has evolved for different groups over time.	The story includes data to explore how the issue has evolved for different groups over time and why this is a key moment for the issue.
	Example: Evolution	Maternal mortality is high in Pakistan.	Maternal mortality has declined in Pakistan over the last 10 years.	While maternal mortality has declined in Pakistan over the last five years, it has decreased faster in the majority of South Asia countries.	While maternal mortality has declined in Pakistan over the last five years, it has decreased faster in the majority of South Asia countries because many Pakistani women in rural areas continue to die during childbirth.	While maternal mortality has declined in Pakistan over the last five years, it has decreased faster in the majority of South Asia countries because many Pakistani women in rural areas continue to die during childbirth. National funding for rural healthcare centres is currently being debated in Parliament.
6	**Clarity: language that is easily read or understood**	Story is dominated by vague or ambiguous words and language whose meaning is not immediately obvious; use of jargon or technical terms which are not explained.	Substantial sections of story are overly complex, it uses vague or ambiguous words, imprecise phrases, jargon, unexplained technical terms, making it difficult for average reader to understand overall.	Story is generally easy to follow and understand, but with some vague or ambiguous wording and use of specialist terms which are not properly explained.	Story is easy to understand, does not contain ambiguous wording or jargon, and all specialist or technical terms are explained.	Story reads well (radio/TV: is easy to follow), contains straightforward explanations and descriptions to aid understanding, avoids ambiguous wording and jargon, and explains all specialist terms accurately.
	Examples of clarity	"Subsequent to planning and training of all stakeholders, Phase II was conducted on Wednesday, encompassing practical oil containment exercise near Ruritanian Anchorage area at sea. Oil spill equipment was practically deployed and response procedure was rehearsed. The simulated oil spill was recovered successfully."	The Committee strongly urged the authorities in the meantime to guarantee **his physical integrity**. [meaning: "his safety."] The Ministry of Defence said that its previous restrained behaviour **had not borne fruit**.[meaning: "had had no result."]			"After training of personnel, the second phase of the oil spill exercise took place on Wednesday, with a practical exercise to simulate containing an oil spill at sea near Ruritania Anchorage. The oil spill equipment was deployed and the simulated oil spill was recovered successfully."
7	**Data visualization.**	Data visualization meets none of these standards: graph type matches data type, visualization headline clearly states what is newsworthy about the data, source of the data is listed, colors are simple and complementary, information from the visualization is easy to understand.	Data visualization meets two of these standards: graph type matches data type, headline clearly states what is newsworthy about the data, source of the data is listed, colors are simple and complementary, information from the visualization is easy to understand.	Data visualization meets three of these standards: graph type matches data type, headline clearly states what is newsworthy about the data, source of the data is listed, colors are simple and complementary, information from the visualization is easy to understand.	Data visualization meets four of these standards: graph type matches data type, headline clearly states what is newsworthy about the data, source of the data is listed, colors are simple and complementary, information from the visualization is easy to understand.	Data visualization meets all of these standards: graph type matches data type, headline clearly states what is newsworthy about the data, source of the data is listed, colors are simple and complementary, information from the visualization is easy to understand.

Long-form data story 1000+ words						
8	**Human Interest**	The story does not introduce a human character, put the person in the subject of the sentence or use data to explain the impact on those most impacted by the issue.	The story does one of the following: introduce a human character, put the person in the subject of the sentence, use data to explain the impact on those most impacted by the issue.	The story does two of the following: The story does one of the following: introduce a human character, put the person in the subject of the sentence, use data to explain the impact on those most effected by the issue.	The story does three of the following: The story does one of the following: introduce a human character, put the person in the subject of the sentence, use data to explain the impact on those most impacted by the issue.	The story does all of the following: The story does one of the following: introduce a human character, put the person in the subject of the sentence, use data to explain the impact on those most impacted by the issue. In addition, the human narrator was chosen based on who the data showed was most emblematic of the issue.

	Human interest: example	Contraceptive use in Pakistan is 38%.	Fewer than half of Pakistani women use contraceptives.	Amina, a farm worker in Northern Pakisan, has three children but is wary of using contraceptives.	Amina, a farm worker in Northern Pakisan, has three children but is wary of using contraceptives even though her body is beginning to fail her.	Amina, a farm worker in Northern Pakisan, has three children but is wary of using contraceptives even though her body is beginning to fail her and she can't send all her children to school. She is typical of a poor, rural woman over the age of 30 who would most benefit physically and economically from using contraceptives.
9	**Data analysis of issue and impact: the consequences among different populations**	The data analysis makes no attempt to explain how many people were affected by the issue and how.	The data analysis explains generally how many people were effected and how.	The data analysis explains basic demographic information about those effected and the consequences through impact data.	The data analysis explains how different subgroups were effected and to what degree through impact data.	The data analysis explains how different subgroups were effected and to what degree through impact data and explains the importance.
	Example: impact	The contraceptive rate in Pakistan is only 38%, meaning only four in ten women of childbearing age use modern contraceptives.	Lack of birth control access among over half of women in Pakistan result in an uncontrolled fertility rate for women. If birth control use is low, women have more children than they planned for.	As only four in ten women of childbearing age use modern contraceptives in Pakistan, women are having on average four children each.	As only four in ten women of childbearing age use modern contraceptives in Pakistan, women are having on average four children each. In Sri Lanka, where nearly seven out of 10 women have access to birth control, women only have about two children each.	Lack of birth control access among over half of women in Pakistan result in an uncontrolled fertility rate for women, with only half as many women accessing birth control and twice as many babies born to Pakistani women as to Sri Lanan women. In Pakistan, the annual growth rate is four higher than neighboring countries with better birth control coverage. In addition, Pakistani women who have many children close together are more likely to die during childbirth.
10	**Cause analysis: use of data to explain the causes of the issue.**	No attempt is made to use data to identify the cause of the issue or only anecdotal evidence is used.	Some inconclusive data is mentioned as a potential cause of the issue.	The story identifies at least one data factor that could be causing the issue.	The story explores several data-driven factors that could be influencing the issue.	The story uses data to evaluate the respective causes of the issue by importance.
	Example: causes	Contraceptive use in Pakistan is low.	Access and attitudes may contribute to low use of contraceptives.	For women who have decided not to use contraceptives, three in 10 want to become pregnant, two in 10 women avoid contraceptives measure because they are scared of its side effects and almost as many believe they don't work.	Data from several sources identifies several reasons for not using contraceptives: social attitudes including the desire for more children and fear of side affects, lack of accessible health clinics and family disapproval.	Data from several sources suggest three main reasons for lack of use of contraceptives: first, social attitudes including the desire for more children and fear of side affects, second societal disapproval and third lack of accessible health clinics.
11	**Solution analysis: use of data to explore potential solutions to the issue.**	No attempt is made to use data to identify potential solutions or only anecdotal evidence is used.	The story mentions some data that could be potentially used to identify solutions but doesn't explore it.	The story explores at least one data set that could point to a solution.	The story explores several data sets that could point to a solution.	The story evaluates several datasets for potential solutions and evaluates their viability.
	Example: solution	Pakistan faces major challenges in increasing the use of contraceptives.	Data from other countries suggest education campaigns could increase use of contraceptives.	Data from a recent family planning campaign suggests that young, recently married couples are the most receptive towards economic arguments for using contraceptives.	Data from a recent family planning campaign suggests that young, recently married couples are the most receptive towards economic arguments for using contraceptives and that parents of young couples are most persuaded by health arguments.	Data from a recent family planning campaign suggests that young, recently married couples are the most receptive towards economic arguments for using contraceptives and can be convinced through community health workers. Parents of young couples are most persuaded by health arguments that protect the lives of both mother and child, which can be incorporated into antenatal care programs.
12	**Data-driven interviews**	Data findings are not mentioned in any of the interviews.	Data findings are mentioned but those interviewed don't provide explanations of the findings.	Data findings are explained by experts in the topic.	Data findings on general trends, causes and solutions are explained by experts.	Data findings on the cause, trend, effected groups, causes or solutions are explained by experts.

Example: data driven interview	A reproductive expert says that women in Pakistan are reluctant to use contraceptives.	A reproductive expert says that women in Pakistan are reluctant to use contraceptives and data shows fewer than half of women use them.	A reproductive expert who has worked with thousands of women said that women fear that if they have fewer children, their families will be regarded as failures, which is why this is still the top reason for women refusing contraceptives.	A reproductive expert explains that while a pilot to make contraceptives more available in clinics failed, an education program on family planning led to a 20% increase in contraceptive use among participating women.	A reproductive expert explains that while a pilot to make contraceptives more available in clinics failed, an education program on family planning led to a 20% increase in contraceptive use among participating women and the program will be expanded according to the highly successful Sri Lanka model to incorporate the education of young women.