



# **Understand the current media environment and potential for data journalism inclusion**

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**Policy Issues: civil society, donors and government**

- What policy issues are currently being debated in your country and could potentially be influenced by more data-driven analysis of the issue?
- What audience or audiences would have to be reached in order to affect that change? (politicians, donors, citizens, etc.)
- What policy issues are most mired in political debate without concrete data to make informed decisions and pursue accountability?
- Do you know of whether that data is available or who owns it?
- What organizations are producing data that would be valuable for the public and policy makers to have access to in order to understand the country's development challenges?
- What barriers are there for those organizations to partner with media to produce regular data-driven content from their database?

**Media Infrastructure Issues: media owners, publishers and editors**

- What kind of content and on what platforms do you want to be known for in five years?
- What is the most important impact that your media house has had on society?
- What do you want people to be able to do as a result of the information you give them?
- Do you distinguish between content for influencers and policymakers and for citizens?
- What digital initiatives have you piloted in your media house and how did it go?
- How many stories are your journalists expected to write in a week?
- What financial support would be required to lower the number to accommodate more data stories?
- Which of the following programs would you consider signing up for?
  - A part-time fellowship for journalists from my media house to attend a 200-hour data journalism training and production program (what would be best, five weeks all at once or spread out over a year?)
  - Dedicating a section of my website, print, tv or radio outlet to data-driven reporting
  - Partnering with a civil society group to create a portal to track issues such as legislation, budgets and crime.
- What would be the biggest obstacle to beginning a data journalism initiative in your media?
- How could data help you fill your public service role or strengthen your business model?

**Technical Platform Issues: for developers within newsrooms and civic hackers**

- What are current priorities for production of data visualization and digital content?
- What measurements do you use for online traffic?
- What are your current online and offline audience demographics?
- Does your current CMS support:
  - Embed code
  - APIs
  - News Apps
  - Sub-domains that do not adhere to a CMS template
- What programming languages does your online team use?

- Which type of multimedia content would enrich offline content?
  - Maps
  - Infographics
  - Animated infographics for television
  - Multimedia video
  - New forms of digital storytelling
- What kind of data does your civic hacking group collect?
- What are challenges to liberating that data?
- What kind of tools have you developed with that data?

### **Journalist Capacity Issues**

- What does your reporting cycle look like?
- Do you have a beat?
- What are current limitations to reporting stories that you want to report? (Editorial policy, time, travel costs, etc.)
- What kind of data would you like to include in your reporting but are too difficult, complicated or time consuming to access? About which issues?
- How do you currently keep track of data about a specific person, business or other entity? What kind of organization tool would be useful to keep track of them?
- How do you find out about new sources of data for reporting?
- Do you have any security concerns for sharing data?
- What data skills would you like to acquire?
- Do you currently work with a graphic designer and developer on any stories?
- If you were to work in a team with a developer, graphic designer and statistician, would they have to be part of your media house or could they be external?