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?