

## Data Journalism : Introduction

### Course Description

Data-driven journalism is the increasingly popular process of analysing and filtering data to find new stories or different angles on existing stories. This is a one day course that will teach journalists to how use the powerful data-analysis tools in Microsoft Excel to assess data from different sources and look for stories within the facts.

This course assumes a working knowledge of Excel, if you do not have that, we can run a tailored course for you. Please call to discuss this option. This is not a course that will teach you to write a story, if you wish to hone your writing skills, you should consider taking our Introduction to Feature Writing or Introduction to News Writing courses as well.

### Pre-Course Requirements

To attend this course you need a working knowledge of Excel. You should be able to create and format your own spreadsheets and workbooks and create formulas. If you don't know Excel, we can run a tailored course for you. Please call to discuss this option.

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### Pricing & Availability

<b>Course Duration:</b>	One Day
<b>Public Scheduled Course:</b>	£325.00 plus VAT
<b>Public Scheduled Dates:</b>	21-12-2017 at London Bridge 01-02-2018 at London Bridge 26-02-2018 at London Bridge 28-03-2018 at London Bridge 23-04-2018 at London Bridge
<b>Private Course:</b>	£545.00 plus VAT for individual tuition.  Call for prices for private groups of two or more.
<b>Follow-on Courses:</b>	Not Applicable
<b>Post-Course Support:</b>	The cost of the course includes lunch, course notes to take away, a certificate and six months telephone Helpline support.

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### Introduction

- What is Data Journalism?
- Why is there such an increase in Data Journalism?
- Examples of good Data Journalism
- Merging technical knowledge and journalism

### Mission critical Excel skills

- How to use Excel to find stories
- Conditional formatting
- IF and LOOKUP
- Sorting
- Auto-filtering data
- Constructing a drop-down menu
- Turning records into a table

### Pivot tables and journalism

- Why journalists need pivot tables
- Creating a pivot table
- Auto-filtering data
- Constructing a table
- Moving fields around
- Various ways of displaying values
- Manoeuvring fields around the table
- Creating different results and tables from the same spreadsheet

### Finding data online

- Turning online text into a spreadsheet
- Finding data journalism sources online
- Preparing third-party spreadsheets for your analysis
- Recognising data entry errors and how to repair them
- When to add your own data columns to a spreadsheet – and how to use them to analyse data

### Finding Stories in the Data

- Asking the right questions
- Analysing the data in different ways
- Finding new story ideas
- Looking for the hidden story

### Questions and answers