

GENERATIVE JOURNALISM

Using _____, _____ and _____
noun noun noun

to tell _____ data-based stories
adjective

GENERATIVE JOURNALISM

Using HTML, JQUERY and DATA
noun noun noun

to tell PERSONALIZED data-based stories
adjective



Tyson Bird

@tysonbird

Digital Product Strategist

GateHouse Media



Code + slides at

github.com/gatehousemedia/moodyhacks

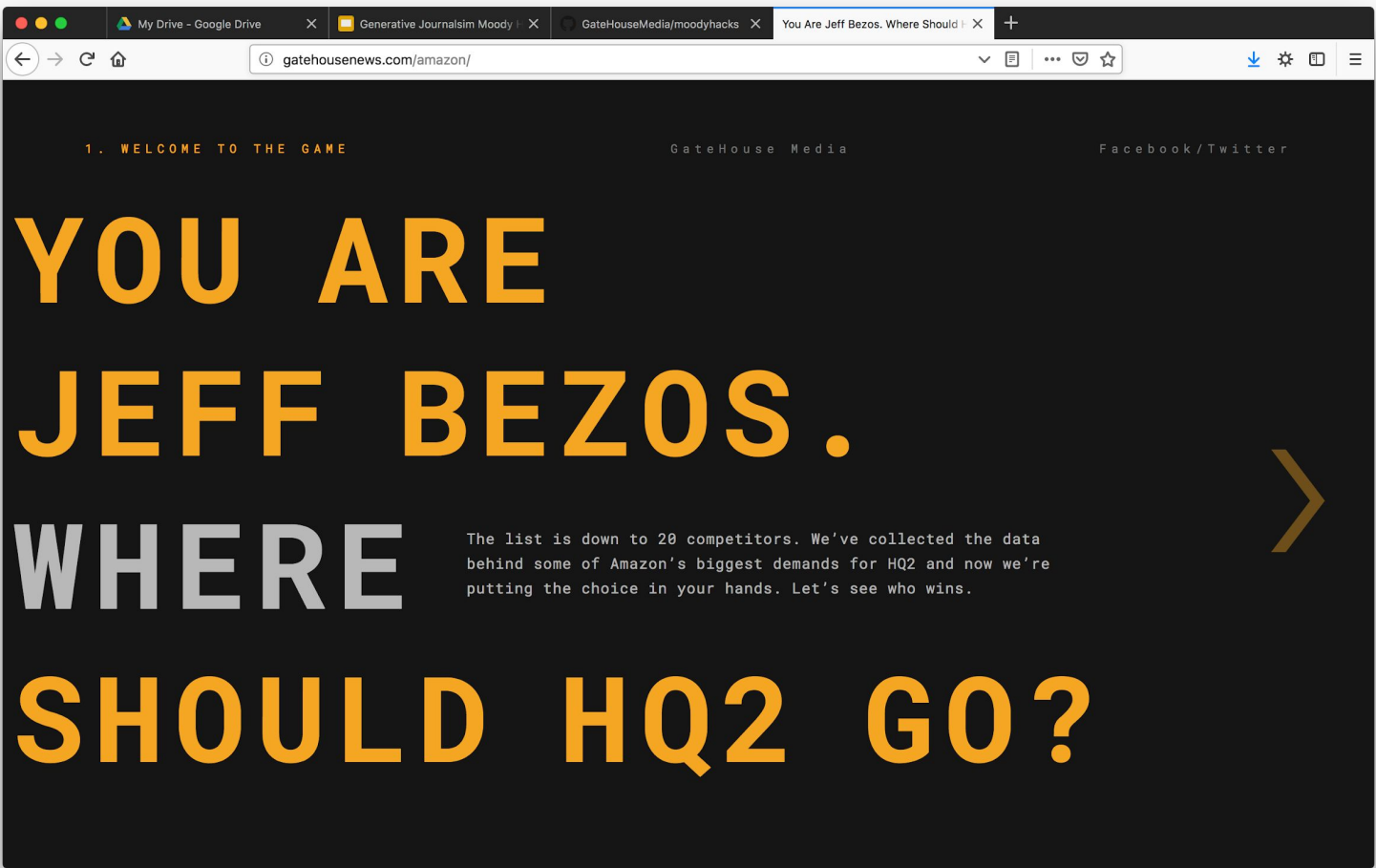
A code editor is helpful

Sublime Text and VSCode are pretty 

Problem:

How do you make people care about data?

How do you present a large amount of data
in a way that is easy to find what a reader cares about?



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Generative Journalism Moody |

GateHouseMedia/moodyhacks

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gatehousenews.com/amazon/

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10. YOUR WINNER

GateHouse Media

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NEW YORK, NY

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RANKING: 🏆New York 🏆Washington DC 🏆Boston










Congratulations! You're locating Amazon's second headquarters in New York.

1104 other players also ended up with New York.

On the subject of connectivity: New York's metro area has a cell phone coverage rate of approximately 95.98¹ percent. Its upload/download speed averages a high of 62.11² mbps. And 59.1³ percent of its home state of New York is covered by fiber.

As far as sustainability: 8.87³ percent of New York is green space and parkland for its residents to enjoy. Its home county of New York County has an average, annual carbon footprint of 32.6⁵ tCO2e per household. And its home state of New York has the capacity to generate 3,005⁶ megawatts of wind and solar energy.

Looking at its labor force: New York's metro area of New York-Jersey City-White Plains, NY-NJ M.D. has an unemployment rate of 4.3⁷ percent, and 45.76⁸ percent of its adult population has a bachelor's degree or higher. Of them, 45.76⁸ percent have a degree in science or engineering.



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+

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B A C K G R O U N D

(this is a workshop for everyone!)

JSON

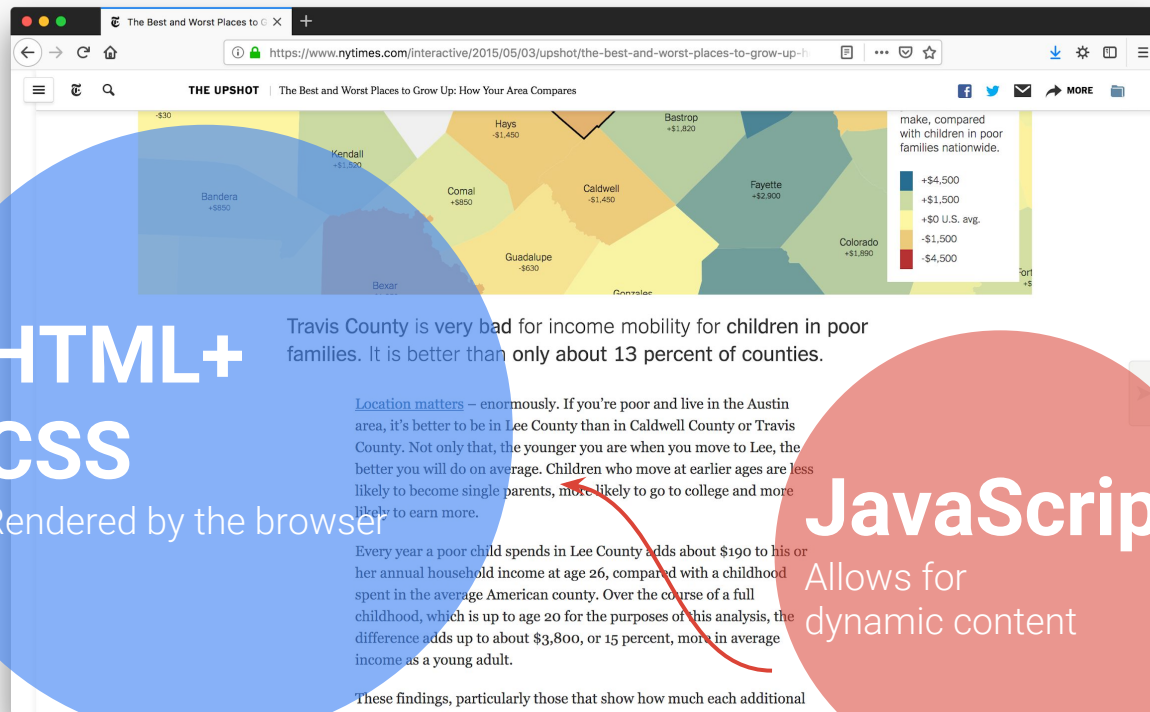
or XML or CSV, etc.
A raw data source

HTML+ CSS

Rendered by the browser

JavaScript

Allows for
dynamic content



ACT I: HTML (and CSS)

<p>The goal here is to write your story in a way that you leave room for dynamic content to be filled in by the structured data (like a MadLib).</p>

<p>In <select id="countySelector" value="Travis County">Travis County</select>, elections are run by the County Clerk. The Travis County County Clerk is Dana DeBeauvoir who can be reached at (512) 854-4996.</p>

ACT II: JSON (though you can use other things, but I'm going to focus on JSON)

```
var electionData = [  
  {  
    "County": "ANDERSON COUNTY",  
    "Postion": "Elections Administrator",  
    "Name": "Casey Brown",  
    "Address": "703 N. Mallard St., Ste 116 Palestine 75801",  
    "Phone": "(903) 723-7438",  
    "Fax": "(903) 723-1223",  
    "Primary Email": "Submit your Application for Ballot By Mail or  
Federal Postcard Application via email",  
    "Secondary Email": "",  
    "": ""  
  },  
  etc...  
]
```

electionData[0].County = ANDERSON COUNTY

ACT III: JavaScript

```
document.getElementById("countySelector").addEventListener("change", function() {  
    var selector = document.getElementById("countySelector");  
    var countySelection= selector.options[selector.selectedIndex].text;  
  
    for (var i = electionData.length - 1; i >= 0; i--) {  
        if (electionData[i].County == countySelection) {  
            document.getElementById('name').innerHTML = "It's " + electionData[i].Name;  
        }  
    }  
});
```

Resources

- Data resources on moodyhacks.org
- JSFiddle.com for easy testing
- Csvtojson.com to structure data
- github.com/gatehousemedia/moodyhacks

Basic outline:

1. Find a data source and structure it as JSON -- save it as a variable name
2. Write your HTML with `s` where the data should go
3. Add a `<select>` element with `<options>` that line up with a data column
4. Write the JavaScript to connect the data values from the JSON to the elements in the HTML page
5. Make sure to wrap the js in an event handler so it fires at the right time