Analysis Basics

A word about math: You are not bad at math.

The secret to this class: Stop. Think. Ask.

The beginner's mind

The very basics: Terminology

1. A data file

2. Records

3. Rows

4. Columns

5. Field/Cells/Objects

Things you can do with data

- View it

- Sort it

- Select things from it

- Exclude things from it

- Group like things together

- Calculate things.

Things you can do with data: Calculate things edition

- Count things (usually have to group them first)

- Measure the middle (averages and medians)

- Measure change (percent change)

- Calculate rates (compare NYC to Lincoln)

Count things

- Raw data versus summary data

- Normalized data

- Demo with Mountain Lions

Measure the middle

- The difference between average and median

- Demo with NU salaries

- When to use medians vs when to use averages

Measure change

- The sad state of newsroom math skills

- Numeric change vs percent change

- Repeat after me: New - Old / Old

- Orders of operations: PEMDAS.

- So repeat after me: (New - Old) / Old.

- Demo of UCR data

Calculate rates

- Rates: Make big numbers comprehensible and disparate things comparable

- Choose a base.

- (Number/Total) = Proportion

- Proportion x Z where Z is the number of people you want to calculate the rate for. 1,000? 100,000?

For next time

- Read Herzog Chapter 8

- Read Numbers in the Newsroom 1 and 2

- Bring your laptop. We get hands on next time.