




Lessons from a Year in Silicon Valley: Why Should Communicators Learn to Code?

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32,936,847
have tried an
HOURLY of CODE™
Anybody can learn.

[Start](#)

Beyond an HOUR OF CODE >

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*“Learning these skills isn’t just
important for your future, it’s
important for our country’s future.”*
Barack Obama

*“Everyone should learn a computer
language because it teaches you
how to think.”*
Steve Jobs



Why learn to code?

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After SXSW

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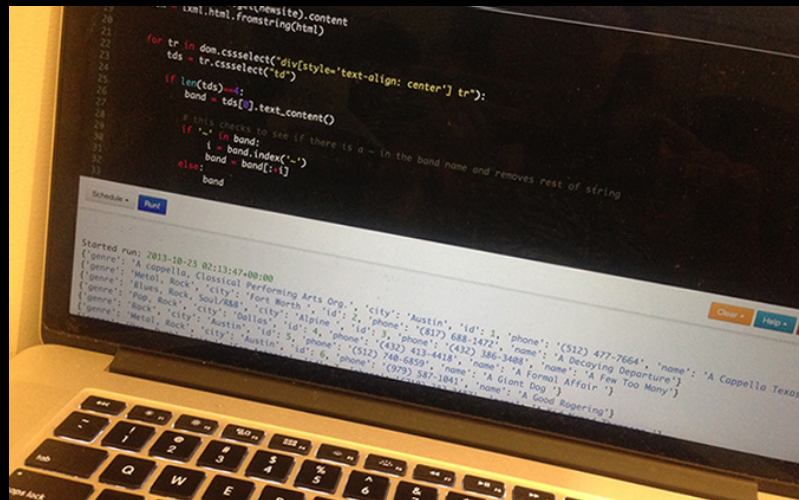
b [i](#) [Link](#) [b-quote](#) [del](#) [img](#) [ul](#) [ol](#) [li](#) [code](#) [more](#) [lookup](#) [close tags](#) [fullscreen](#)

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<p style="text-align: left;"><a href="http://sxproject.cindyroyal.net/after-sxsw/prez/" rel="attachment wp-att-185"></a>After the event, we are exhausted and invigorated. It's hard to imagine being both at the same time, but it happens. While students are tired from the constant coverage and exposure to new ideas, they emerge invigorated to explore new topics and directions. For the project, there is a little recovery time. The final two requirements for students after SXSW is to contribute to a presentation that covers our participation and to each develop their own panel proposals for SXSW 2014.</p>
<p style="text-align: left;">The presentation was given to faculty on April 26, and can be found below. View to see how we discussed design, coverage, our Ushahidi project and analytics.</p>
<p style="text-align: left;"><iframe src="http://www.slideshare.net/slideshow/embed_code/20658303" height="400" width="476" frameborder="0" marginwidth="0" marginheight="0" scrolling="no"></iframe></p>
<p style="text-align: left;">Students submitted their own panel proposals, as the final project. We discussed via Google Hangout, provided suggestions for improvement. We've had graduates of the project submit their own proposals and been speakers at SXSW in subsequent semesters, but this is the first time that doing so was a requirement of the class. I hope to see several of them on the SXSW 2014 schedule. When the panel picker opens in June, I hope you will vote and comment!</p>
<p style="text-align: left;">I am very pleased with the progression of this project over the years, and I am particularly satisfied with the new incarnation of it as its own class. We tackled and accomplished a lot this year.</p>
<p style="text-align: left;">Please review the items at <a href="http://sxtxstate.com" target="_blank">sxtxstate.com</a> and <a href="http://sxtxstories.com" target="_blank">sxtxstories.com</a> Our files for the Ushahidi project are posted on <a href="http://sxtxstories.com" target="_blank">sxtxstories.com</a>
```

Word count: 255 Last edited by Cindy Royal on May 13, 2013 at 5:50 pm

Tweak code in a Content Management System

Why learn to code?



Scrape data from a website

Why learn to code?

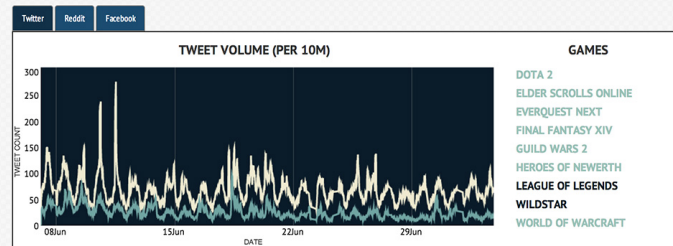
```
1. <?php
2. require_once('TwitterAPIExchange.php');
3. /** Set access tokens here - see: https://dev.twitter.com/apps/ */
4. $settings = array(
5.     'oauth_access_token' => "YOUR_OAUTH_ACCESS_TOKEN",
6.     'oauth_access_token_secret' => "YOUR_OAUTH_ACCESS_TOKEN_SECRET",
7.     'consumer_key' => "YOUR_CONSUMER_KEY",
8.     'consumer_secret' => "YOUR_CONSUMER_SECRET"
9. );
10. $url = "https://api.twitter.com/1.1/statuses/user_timeline.json";
11. $requestMethod = "GET";
12. $getfield = '?screen_name=lagdotme&count=20';
13. $twitter = new TwitterAPIExchange($settings);
14. $string = json_decode($twitter->setGetfield($getfield));
15. ->buildOauth($url, $requestMethod);
16. ->performRequest($url, $assoc = TRUE);
17. if ($string['errors'][0]['message'] != "") {echo "<h3>Sorry, there was a problem.</h3><p>Twitter returned the following error message:</p><p><em>".$string['errors'][0]['message']. "</em></p>";exit();}
18. echo "<pre>";
19. print_r($string);
20. echo "</pre>";
21. ?>
```

Work with an Application Programming Interface (API)

Why learn to code?

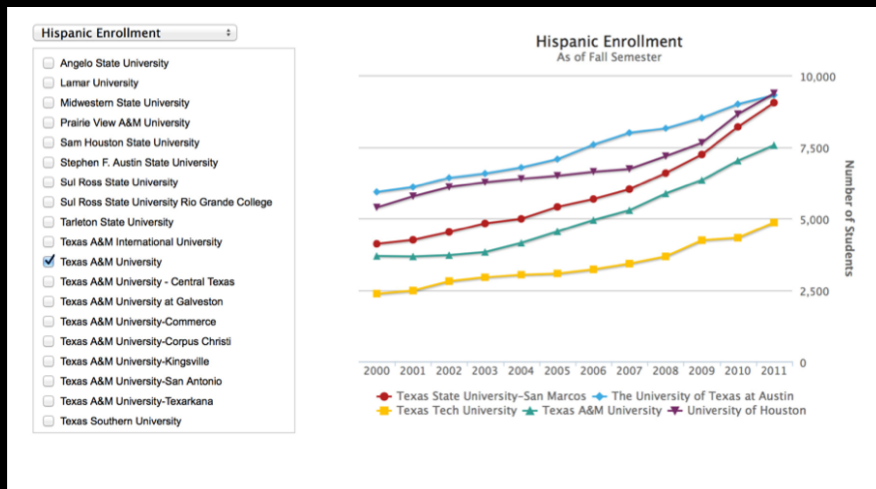
```
1. <?php
2. require_once('Twitter
3. /** Set access token
4. $settings = array(
5. 'oauth_access_token'
6. 'oauth_access_token_secret'
7. 'consumer_key' => '
8. 'consumer_secret' =>
9. );
10. $url = "https://api
11. $requestMethod = "GET
12. $getfield = 'statuses
13. $twitter = new Twitt
14. $string = json_decod
15. ->buildOAuth($url, $
16. ->performRequest(), $
17. if($string["errors"])
18.     error_message:</p>
19. echo "<pre>";
20. print_r($string);
21. echo "</pre>";
22. ?>
```

Coffee, Homework, and..
#FinalFantasyXIV



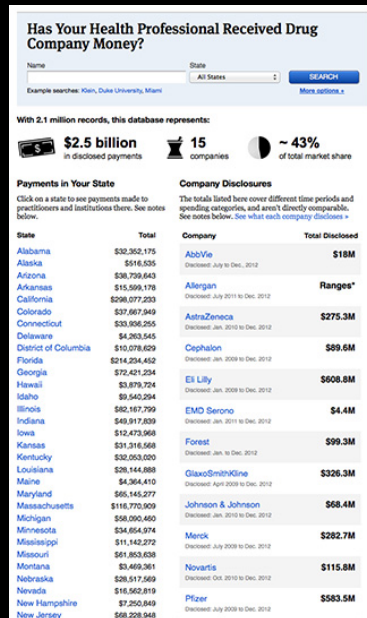
Work with an Application Programming Interface (API)

Why learn to code?



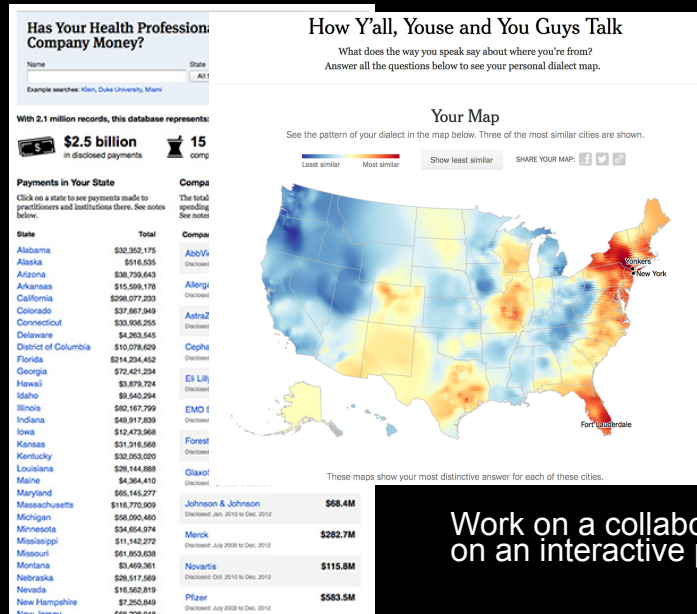
Create an interactive chart

Why learn to code?



Work on a collaborative team on an interactive project

Why learn to code?



Work on a collaborative team on an interactive project

Why learn to code?

Has Your Health Profession Company Money?

Name State

Example searches: [Klein, Duke University, Miami](#)

With 2.1 million records, this database represents:

\$2.5 billion in disclosed payments **15** comp

Payments in Your State

Click on a state to see payments made to practitioners and institutions there. See notes below.

State	Total
Alabama	\$32,362,175
Alaska	\$14,625
Arizona	\$38,759,643
Arkansas	\$15,589,178
California	\$298,077,233
Colorado	\$37,667,949
Connecticut	\$33,806,255
Delaware	\$4,263,545
District of Columbia	\$10,078,629
Florida	\$214,234,432
Georgia	\$72,421,234
Hawaii	\$3,879,724
Idaho	\$9,540,294
Illinois	\$62,167,799
Indiana	\$49,917,839
Iowa	\$12,473,968
Kansas	\$31,316,568
Kentucky	\$32,053,020
Louisiana	\$26,144,888
Maine	\$4,364,410
Maryland	\$65,145,277
Massachusetts	\$116,770,909
Michigan	\$58,090,460
Minnesota	\$34,654,974
Mississippi	\$11,142,272
Missouri	\$61,863,638
Montana	\$3,469,361
Nebraska	\$28,517,569
Nevada	\$16,562,819
New Hampshire	\$7,290,849
New Jersey	\$59,228,948

Compas

The total spending. See notes below.

Compas	Total
AbbV	\$116,770,909
Allerg	\$34,654,974
AstraZ	\$11,142,272
Cepha	\$61,863,638
Eli L	\$3,469,361
EMD	\$28,517,569
Forest	\$16,562,819
Glaxo	\$7,290,849

How Y'all, Youse and You Guys Talk

What does the way you speak say about whom you're from?

Dogs of NYC

Map Top 10 Dog Names Name Game Make a T-Shirt

Dogs of NYC | Map

Explore New York City's dog names and breeds by area, down to the zip code. Label size roughly corresponds with number of dogs with name in that area.

most common breeds
most common names

These maps show your most distinctive answer for each of these cities.

Johnson & Johnson	\$68.4M
Merck	\$282.7M
Novartis	\$115.8M
Pfizer	\$583.5M

Work on a collaborative team on an interactive project

code{actually}

- HTML/CSS
- JavaScript
- Charting Exercise
- Charting Tools
 - Chart.js
 - HighCharts
 - D3
- Spreadsheets
- Web Scraping
- PHP/MySQL
- News Apps with Web Frameworks
- Website, tutorials, video, code repository

Our concept of a journalist is changing



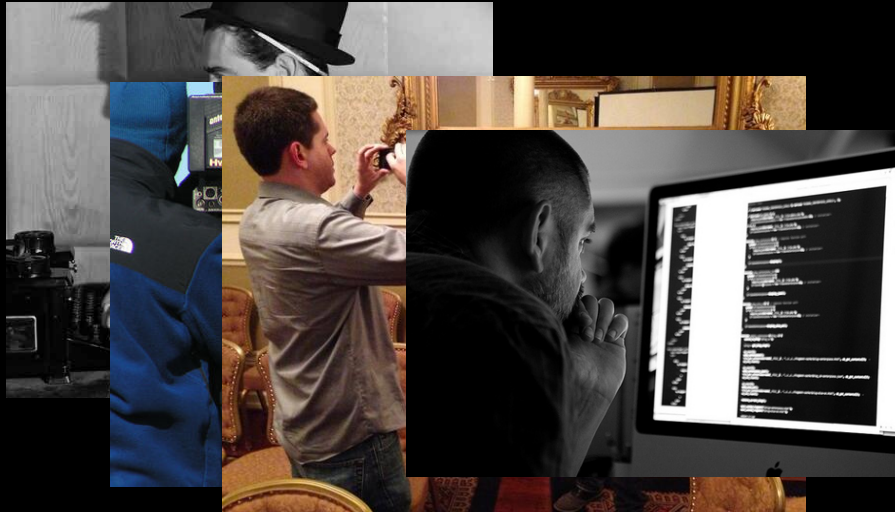
Our concept of a journalist is changing



Our concept of a journalist is changing



Our concept of a journalist is changing





Technology is Communication and Communication is Technology

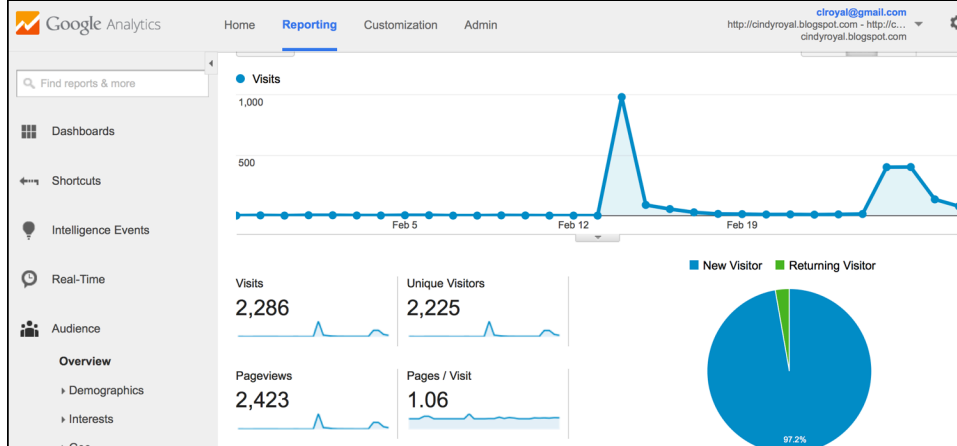
- All media now digital media
- Social and mobile
- This is what we do as communication educators and scholars

It's All About the Platform



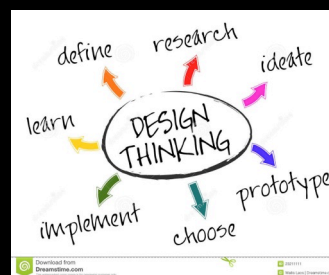
Data, Data, Data

- Storytelling, data visualization
- Location-based features and services
- Web scraping and APIs
- Analytics



Innovation

- Digital changes scale, scope, economics, participation
- Introduces new competition
- Interactive presentation of data as a story
- Seek inspiration outside immediate purview
- Collaborate and share
- Apply Design Thinking/Make Things



Innovation

- Wearables
- Virtual reality
- Drones/sensors
- Second-screen engagement
- Pay attention, encourage colleagues to as well
- Sharing economy
- Focus on the future



21st Century Careers

- Advanced technology/social/community roles in media companies
- Media roles in technology companies like Twitter, Facebook or Google, but also local tech-focused companies
- Start-ups



ONA Grant TexasMusicViz

- Grant to tell stories about music with data
- Traditionally, music journalism has been band profiles or cd/concert reviews.
- What new stories can we tell?
- What are the data resources?
- How can we engage the public?

