



# Harnessing data for storytelling

How Internews data journalism training  
makes meaning of complex data

# What is data journalism?

“ Data journalism is the art and practice of finding stories in data... and then retelling them.”

“Data journalism unearths new sources of data using digital and social media tools to analyze and produce new stories .”

- *School of Data & The Data Journalism Handbook*

# Why now?

Open data culture

The dynamic nature of digital and data tools has transformed the media.



# #Westgate – social media siege

The social media immediately broke the news.

Victims and their families called for help through Facebook & Twitter.

Police and government officials responded on official Twitter accounts.

And even Al-shabaab was tweeting.



HSM Press Office @HSM\_PR

Here are 2 of the Mujahideen inside #Westgate mall, unruffled and strolling around the mall in such sangfroid manner  
[pic.twitter.com/bMG87AQOo](http://pic.twitter.com/bMG87AQOo)

[View photo](#)

3h



ΣK3 Kamal Kaur ΣK3

@kamz26



Been a long day for my children & me. We are trying to hold ourselves together. Thank you for your love & support. I remain humbled. Xx

[Reply](#) [Retweet](#) [Favorite](#) [More](#)



Disaster OpCentre KE

@NDOCKenya



Follow

Reports of gunfire and explosions by #KoT at Westgate Mall in Westlands. @policeke informed, Westlands area police responding.

[Reply](#) [Retweet](#) [Favorite](#) [Buffer](#) [Storify](#) [More](#)

# #Westgate – The role of the media

Lack of sound bites for radio and TV in initial stage.

Task for journalist became to verify.

Kenyan blogger, Robert Alai praised by Kenyans in diaspora.

(100,000 followers)



# #Westgate – The social media campaign

#WeAreOne (by Red Cross & Safaricom)

Drive for blood donation

Fundraising

But the hashtag got a life of its own...



MeLiss☆ @Codekanyi

This is not political/Religiously motivated! This is a selfish attack aimed to divide. We shall overcome #westgate #peacekeepers

#WeAreOne

22 Sep



#WeAreOne @ElijahMiano

A Muslim man wrote a prayer on a paper for a Christian & helped him memorize it in case terrorists asked him to recite the Quran.

#WeAreOne

9h

Safaricom Limited @SafaricomLtd

#WeAreOne Kes 56,911,215 raised as at noon on M-PESA towards #Westgate humanitarian initiatives. Can we hit 80M @KenyaRedCross target today?

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

57 RETWEETS

5 FAVORITES



Julie Gichuru  
@juliegichuru

[Follow](#)

How can you help?

1. Pray
2. Donate blood if eligible
3. Provide food/drink at various centers
4. Contribute via MpesaPaybill 848484
5. Pray

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

314 RETWEETS

21 FAVORITES



1:37 PM - 22 Sep 13

# Why it matters

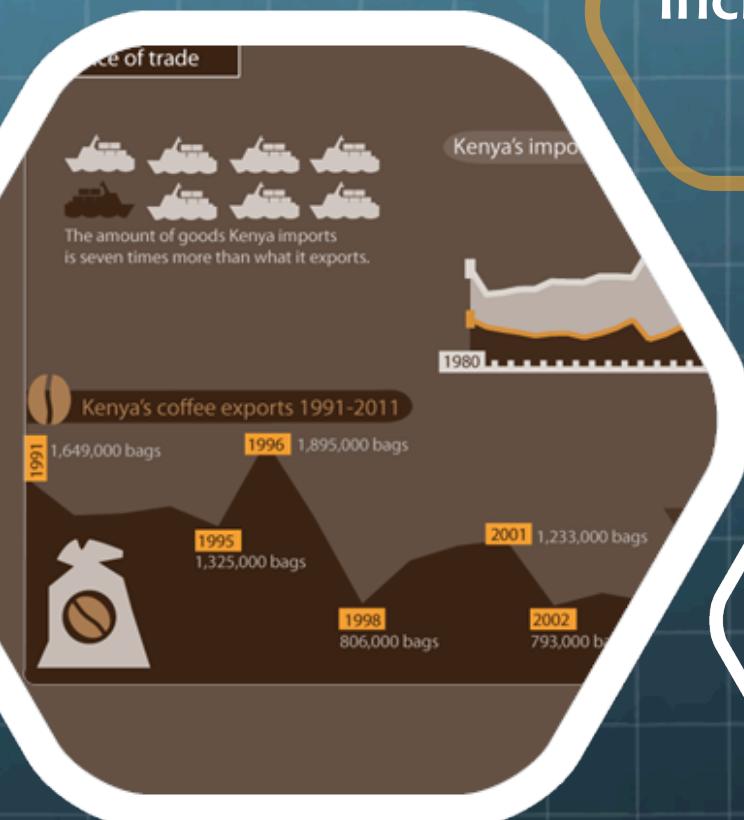
It analyses complex dynamics that cause political and development initiatives to succeed or fail, people to become sick or well and inequality to grow or shrink.

Data journalism cuts across sectors.

It transforms journalism into a powerful tool for accountability and constructive engagement.



# Our approach



## Inclusivity

- brings together media, civil society organisations, government bodies and experts.

## Innovation

- fosters creative solutions and collaboration through trainings, travel grants fellowships and awards.

# Our approach

Data literacy

- ensures that audiences are able to understand and make more informed decisions based on presented data.

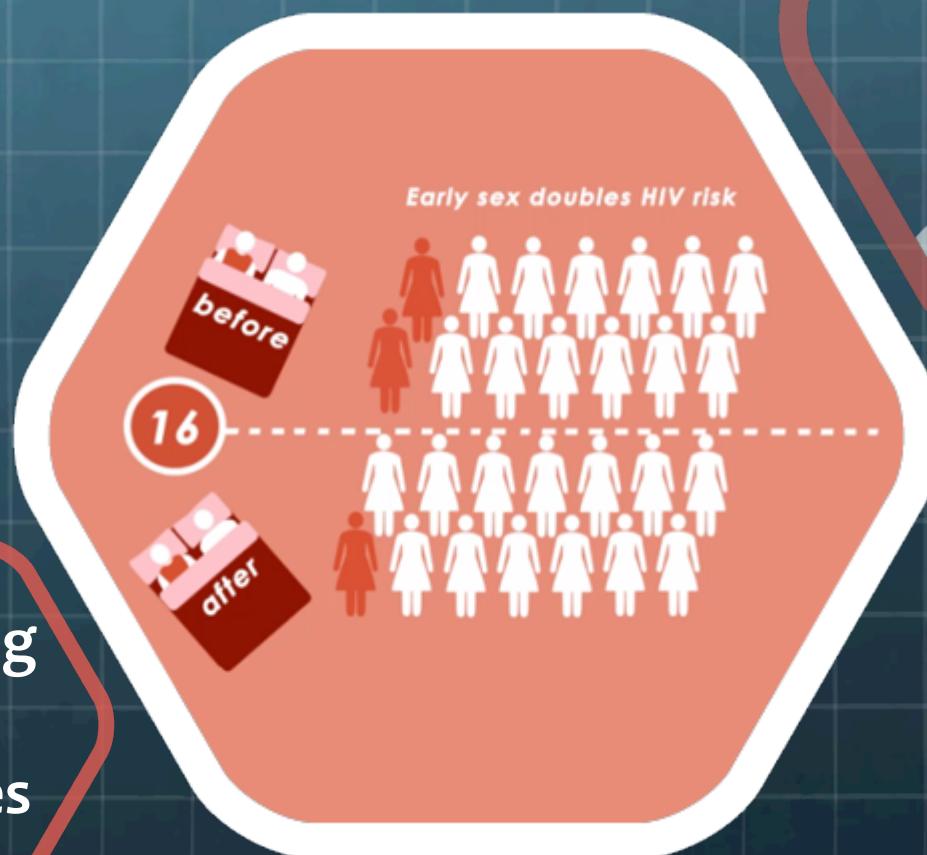
Adaptability

- recognises that learning data skills is a long-term process that requires sustained training and support.



# Mentorship

Exploring  
data  
exercises



# Data Dredger



To advance more data journalism in Kenya  
Internews created Data Dredger.

Here journalists can download data sets as  
well as visualisations to help them tell  
their stories.

It is considered Africa's leading data  
journalism tool site.

Recognised  
by the Global Editors  
Network.

# Politics of health

An audit of health sector data and the election promises by political parties and presidential candidates to enable journalists to fact-check the promises and to track post-election performance.



# Fellowship

“Data has shaped the way I look at facts, in the pursuit of truth in the stories I tell.”

**Paul Wafula**

Internews data journalism fellow and winner of the 2014 David Astor journalism award.



# Award winning work

Among the topics the fellows explored were:



County  
health  
financing

Corruption  
in safety net  
program

Cost of low  
contraception  
use

Underlying  
causes of  
malnutrition  
in Turkana

The project has been recognized for its contribution to the open data movement by the Open Knowledge Foundation's Partnership for Open Data.



# Impact & policy change

Took the health funding debate to the county level by providing access to data on health spending by the public sector in 2013.



Made the minister order an audit and the Labor Cabinet Secretary reveal that Sh600 million were handed out to ghost recipients. Enlisted Safaricom, to help distribute the funding.

**When will Kenya have enough to feed all its citizens?**

For years the government has depended on relief food when famine strikes. Attempts to find a lasting solution to the seasonal drought have not found a long-term answer because

Set the news agenda. Main character got assistance and a relief fund for Turkana County was set up jointly with Red Cross.

# Data

A perfect springboard  
to tackle public health topics,  
and to track spending and  
social development.

Simple fixes  
to newborn deaths



# Inspiring storytelling



The data set created interest in newborn health among journalists. Many stories were published between October and December.

**Shortage of incubators a health crisis**

**The Daily Nation**

**Kangaroo care crucial for survival of premature babies.**

**The Star**

**Doctors raise a red flag on incubator shortage** K24

# Do no harm

A two-year investigation by Las Vegas Sun reporters Marshall Allen and Alex Richards revealing thousands of cases of injury, death and deadly infection caused by negligence during hospital stays.

Includes interviews with more than 150 patients and health care insiders, and records of every Nevada hospital inpatient visit going back a decade — 2.9 million in all.

The image shows a partial view of a newspaper clipping from the Las Vegas Sun. The visible text includes "Las Vegas Hospital" and "Instances of preventable hospital..." followed by a table of data. Below the table, it says "...from the fourth quarter of 2008 and..." and lists categories like "FALL-ACQUIRED INJURIES", "INCUTURES", "LACERATIONS", "T FOUR", and "EMIC RE". To the right is a thumbnail of a news article titled "A HIDDEN EPIDEMIC" featuring a woman with a tracheotomy tube.

Falls and Trauma	Manifestations of Poor Glycemic Control	Catheter-Associated Urinary Tract Infection	Vascul. Catheter-Associated Infection
(per 10,000)	(per 10,000)	(per 10,000)	(per 10,000)
10 (5.95)	0	2 (1.19)	6 (3.57)
10 (3.96)	0	2 (0.79)	27 (10.70) 0
32 (9.47)	3 (0.89)	1 (0.30)	36 (10.66) 1 (0.38)
19 (10.19)	1 (0.54)	1 (0.54)	17 (9.12) 0
12 (6.15)	0	2 (1.03)	36 (18.46) 0
12 (9.86)	0	5 (2.86)	35 (20.01) 0
23 (5.80)	2 (0.50)	8 (2.02)	106 (26.74) 0
18 (12.47)	0	3 (2.08)	9 (3.46) 0
13 (4.04)	0	1 (0.31)	20 (6.22)
19 (4.43)	0	12 (2.86)	15 (3.56)
52 (7.00)	4 (0.58)	5 (0.73)	71 (10.38)
19 (3.71)	2 (0.39)	5 (0.98)	66 (1.71)
9 (2.00)	1 (0.22)	10 (2.22)	7 (1.86)

E IN LAS VEGAS

A HIDDEN EPIDEMIC

Las Vegas hospital officials say they are doing enough to protect patients from becoming infected with deadly bacteria. But hospitals are failing.

[READ MORE »](#)

# Homework

- Find the award winning stories by Internews fellows on Data Dredger and read/view them.
- Go through the Do no harm article ahead of a review session on Thursday.