STUDIO 20

THE OPEN STUDIO

From Sheet to Story

Manyu Jiang | HUFFPOST

The only one on the data desk
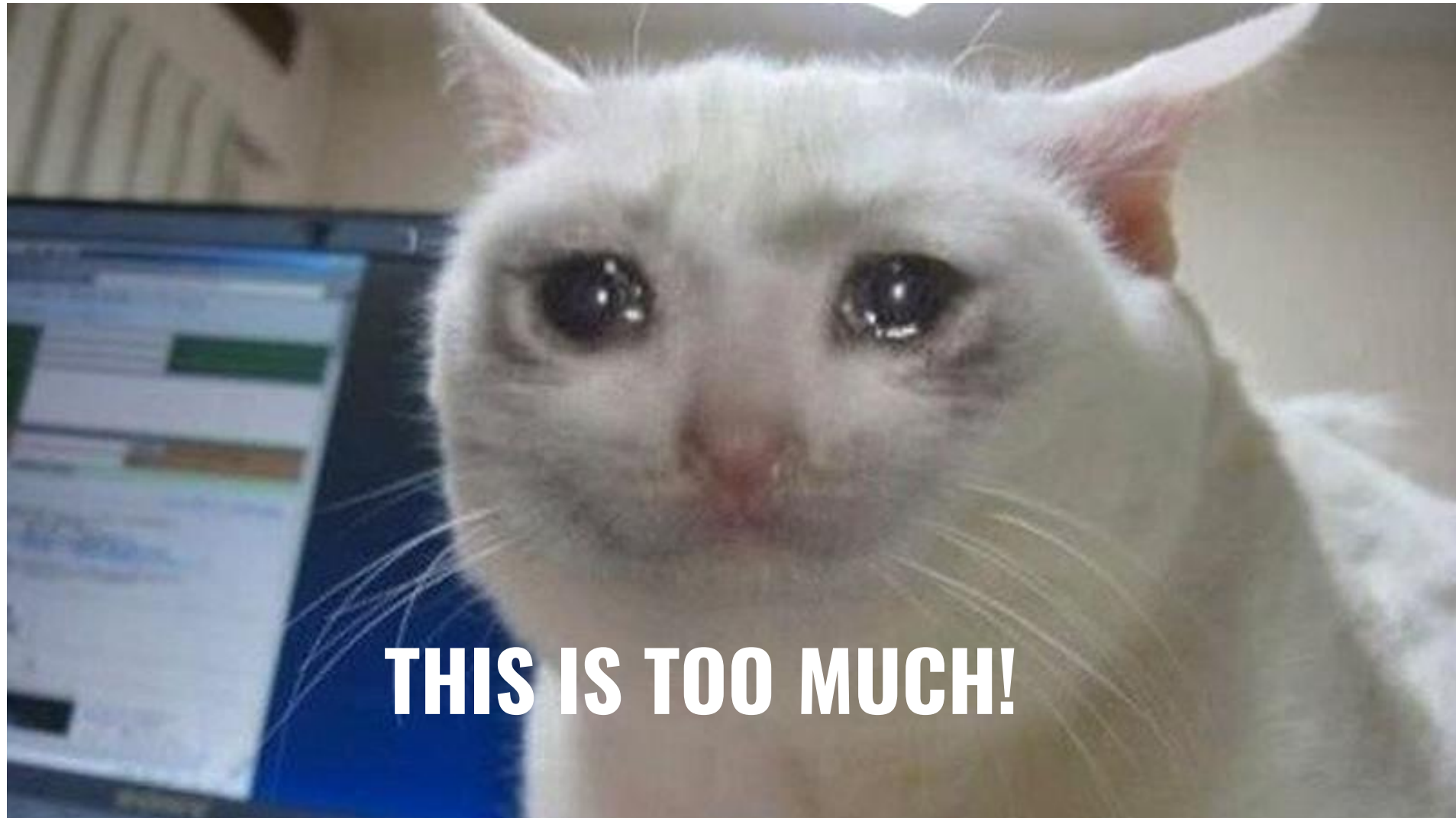
THIS IS TOO MUCH!

?   **?**   **?**

How to overcome the obstacles for individual journalists with limited experience to integrate data journalism into their beat reporting and ambitious projects?
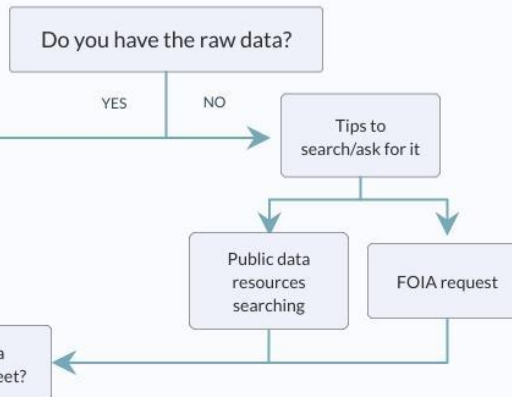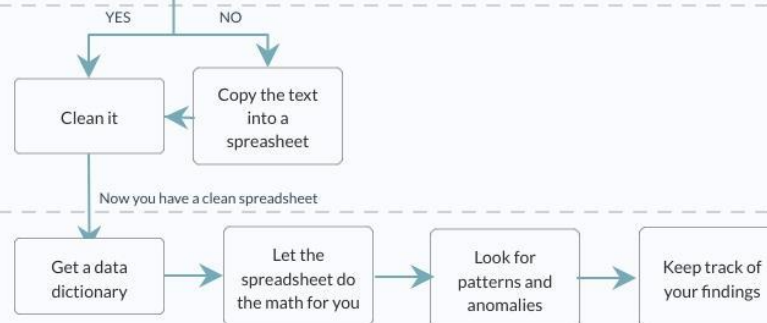
from Sheet to Story

WORKFLOW

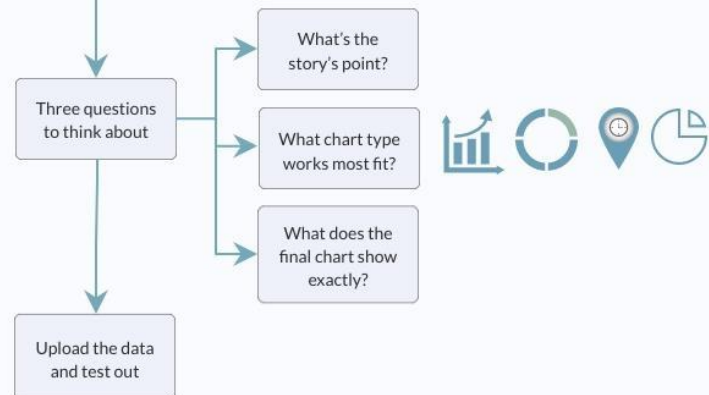*of Creating Data Component*

BY MANYU JIANG

FINDING THE RAW DATA

Do you have the raw data?

YES / NO

Tips to search/ask for it

Public data resources searching

FOIA request

Is it in a spreadsheet?

ANALYZE THE DATA

YES / NO

Clean it

Copy the text into a spreadsheet

Now you have a clean spreadsheet

Get a data dictionary → **Let the spreadsheet do the math for you** → **Look for patterns and anomalies** → **Keep track of your findings**

VISUALIZE IT

Three questions to think about

- **What's the story's point?**
- **What chart type works most fit?**
- **What does the final chart show exactly?**
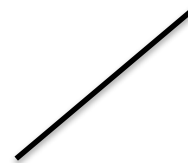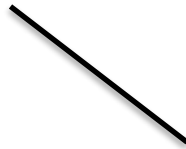
Upload the data and test out

First round of user testing

Workshops

Tools

HUFFPOST

FROM SHEET TO STORY 101

2019

NY-770 Broadway-4C.C03 Bleecker (18)

AGENDA

Defining Data

What is Data Journalism

What is Data Visualization

Examples

Available Tools + Resources

Best Practices

Working with Visuals

From Sheet to Story 101

Slide 1: HUFFPOST — FROM SHEET TO STORY 101
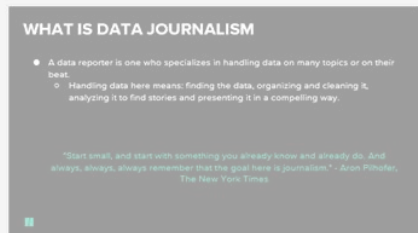
Slide 2: Use data and data viz to improve your stories!
Michael Dramstad ★ Leader · 1d → Bruce Hunter
Can't argue with Statistics. Good post!
Reply · Share · 43 Likes · 👍 👎
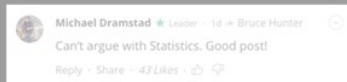
Slide 3: AGENDA
- Defining Data
- What is Data Journalism
- What is Data Visualization
- Examples
- Available Tools + Resources
- Best Practices
- Working with Visuals

Slide 4: DEFINING DATA
- Count of documents
- Yes/No answers to a question
- Demographics
- Analysis from studies
- Poll numbers, statistics
- Efficiency rates
- Dates and times
- Finances
- Votes

Most everything can be converted into data somehow!

Slide 5: WHAT IS DATA JOURNALISM
- A data reporter is one who specializes in handling data on many topics or on their beat.
  - Handling data here means: finding the data, organizing and cleaning it, analyzing it to find stories and presenting it in a compelling way.

"Start small, and start with something you already know and already do. And always, always, always remember that the goal here is journalism." - Aron Pilhofer, The New York Times

Slide 8: WHICH DATAVIZ IS RIGHT FOR MY STORY?
Visual Vocabulary
Designing with data

Slide 9: TERMINOLOGY
DATA SOURCE | RAW DATA | CLEAN DATA

Slide (History): History of Nominal Minimum Wage Rates Under the Fair Labor Standards Act, 1938 - 2019
Source: U.S. Department of Labor
Charts

Slide 17: Best And Worst States To Retire (2019)
Mapping

Slide 20: This Map Shows The Best And Worst States For Retirement In 2019
Find out the overall rank in New York
Affordability rank:
Crime rank:
Culture rank:
Weather rank:
Wellness rank:
Relocating In Retirement... Personal Decision
Widgets

Bottom slides:
Predicted Spend | Actual Spend | Predicted Spend | $110

Want more data-driven story ideas?
Here are a few inspirations:

INSPIRATION ON DATA-DRIVEN STORY FORM
Based on public records

U.S. Refineries Currently Operating With Hydrofluoric Acid, By Company
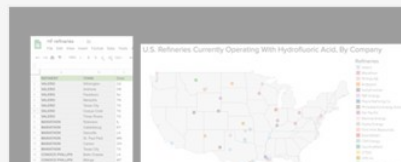
HUFFPOST 8 teams | 67 journalists

☑ Enterprise

☑ Politics

☑ Breaking

☑ Trends

☑ Life

☑ Video

☑ Audience

☑ Copy Desk

Is it possible to do more one-on-one consultation?

Second round of user testing

Workshops

Tools

[DataViz Collab Form](#)

HUFFPOST

HUFFPOST

Visual Collaboration Form

This form will kick off a conversation with visuals team. Someone from the team will connect with you via slack. (*Data Viz ONLY: If you need Data Viz help, please fill out the last three sections of the form)

Type of Data (*Data Viz Only)

Select your answer ⌄

Type of Data (*Data Viz Only)

Select your answer ⌄

Mapping

Quantitative/Statistical Infographic

Qualitative Infographic

Pre-designed widget

Existing Data Visual

Title of Graphic (*Data Viz Only)

Data Source (*Data Viz Only)

Provide a data source url/google sheets url (if available)

What do you think are the challenges of producing data components?

Find the raw data	9
Analyze it and come up with story ideas	8
Find easy-to-use tools	6
Lack of time due to a tight deadline	5
No one to consult	5
Visualize the data	4

The second round of user interviews among 15 international journalists.

Source: Manyu Jiang • Get the data

Tools

Workshops

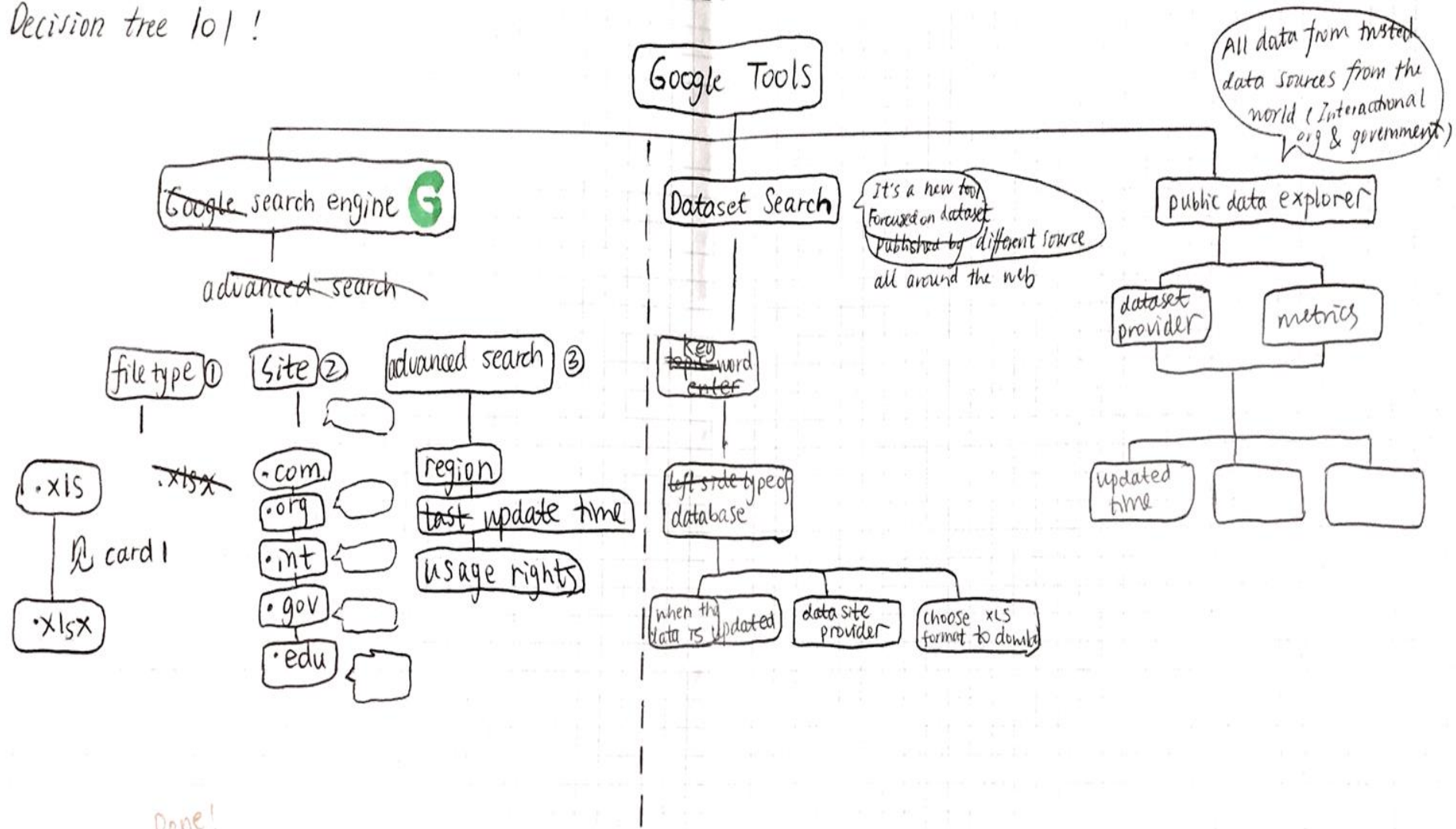sheet-to-story.com

Work in progress

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Decision tree 101 !

Google Tools

All data from trusted data sources from the world (International org & government)

Google search engine G

advanced search

file type ①   Site ②   advanced search ③

·xls   .xlsx   ·com   region
                 ·org   last update time
& card l   ·int   usage rights
                 ·gov
·xlsx   ·edu

Dataset Search

It's a new tool focused on dataset published by different source all around the web

key word enter

left side type of database

when the data is updated   data site provider   choose xls format to donwl

public data explorer

dataset provider   metrics

updated time

Done!

FROM SHEET TO STORY

How to overcome the obstacles for individual journalists with limited experience to integrate data journalism into their beat reporting and ambitious projects? From sheet to story comes to rescue.

EXPLORE

DATA TRIP STARTS HERE

An end-to-end data collection, analysis and visualization pipeline.

*From Sheet to Story offers you an immersive data experience.*

Data Finding

You have a general story idea and you are looking for some data points to test whether your idea is right or not. Where can you start to find the data you need? Follow the decision tree model in the details button and get what you want.

Details

Data Analyzing

Data is the basis for analysis, visualization and most importantly storytelling. But how can we possibly find hidden stories and move the needle? Here are some tricks that help you do effective analysis.

Details
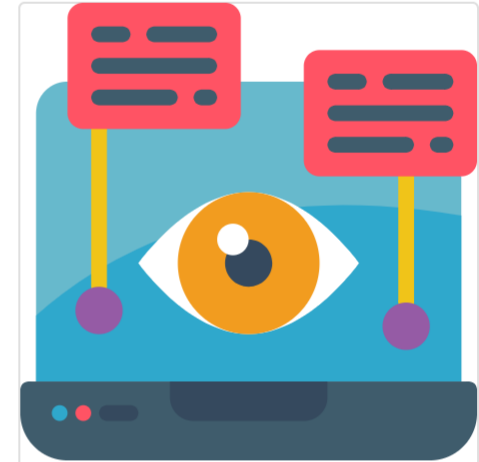
Data Visualizing

Once you have the raw data with a clean format, and a perspective to use the data, we can start visualizing them! Nowadays it's easy to generate dynamic and easily-digestible charts using many free online tools. Start from here.

Details

DATA FINDING

Wondering how to find data? Pick one type using the buttons below. Then let the decision tree guide you toward your graphic possibilities.

Google Search   Dataset Explorer   Public Data Search

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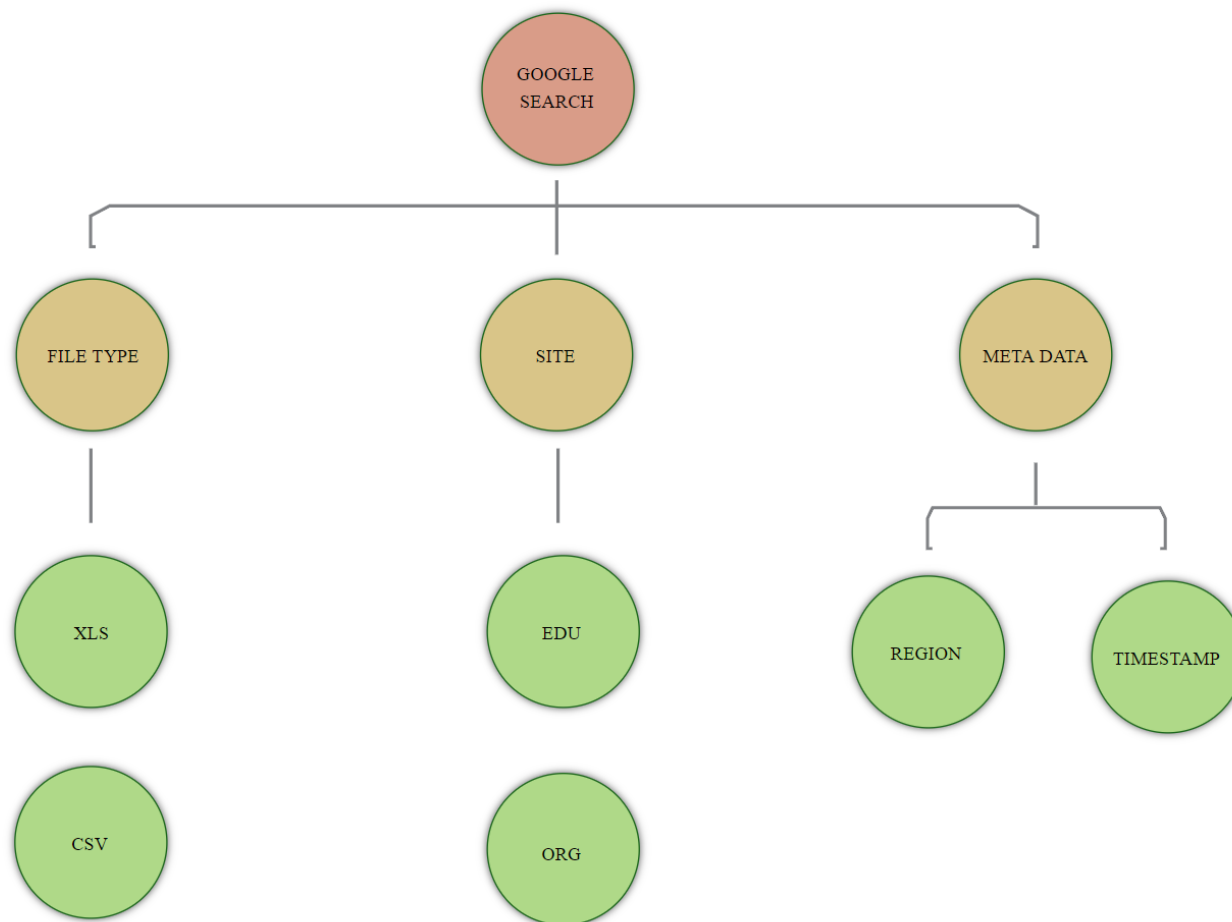
FILE TYPE

The extension of your dataset file. It defines how the data items are encoded and arranged in the file.

About

This command helps you find the spreadsheet format files that might be useful for your data journalism work stream.

Demo

More Demo

Read More

Finding_Getting_Data_Advanced_Search_with_Google.pdf

GOOGLE SEARCH

SITE

META DATA

EDU

REGION

TIMESTAMP

ORG
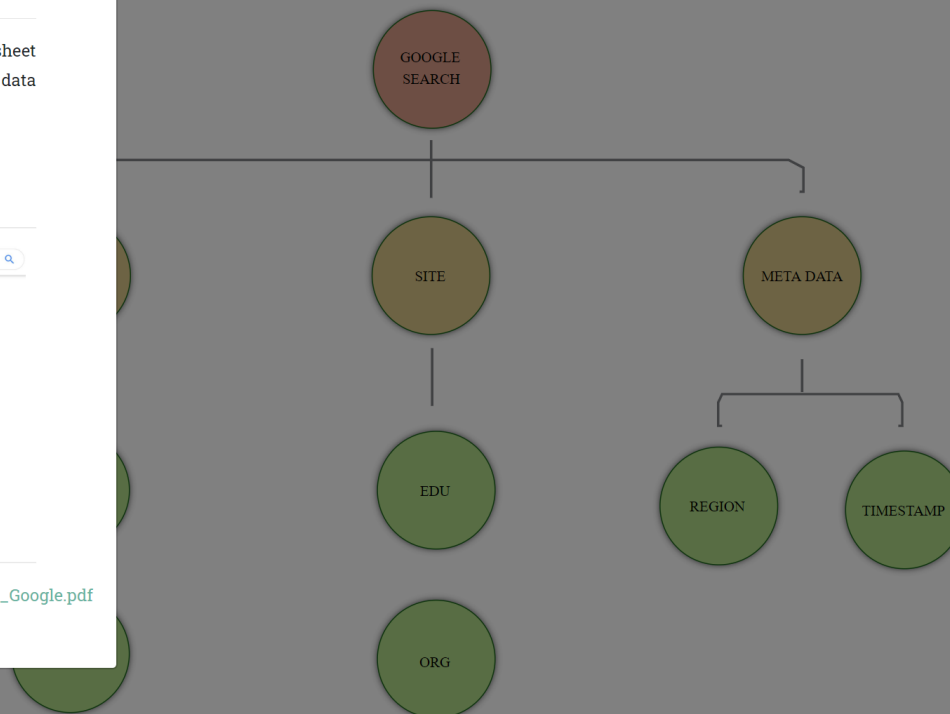
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EXPLORE

Many thanks to

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STUDIO
20
#studio20