

Data- and Document-Driven Journalism at Swiss Public Broadcaster SRF

@SRFData
@SylkeGruhnwald

My Team



Data Journalism is a Team Sport!



Julian Schmidli
Reporter SRF Data



Timo Grossenbacher
Reporter SRF Data



Sylke Gruhnwald
Lead SRF Data

Sources: Julian Schmidli, Timo Grossenbacher, GEN.

What is #ddj?

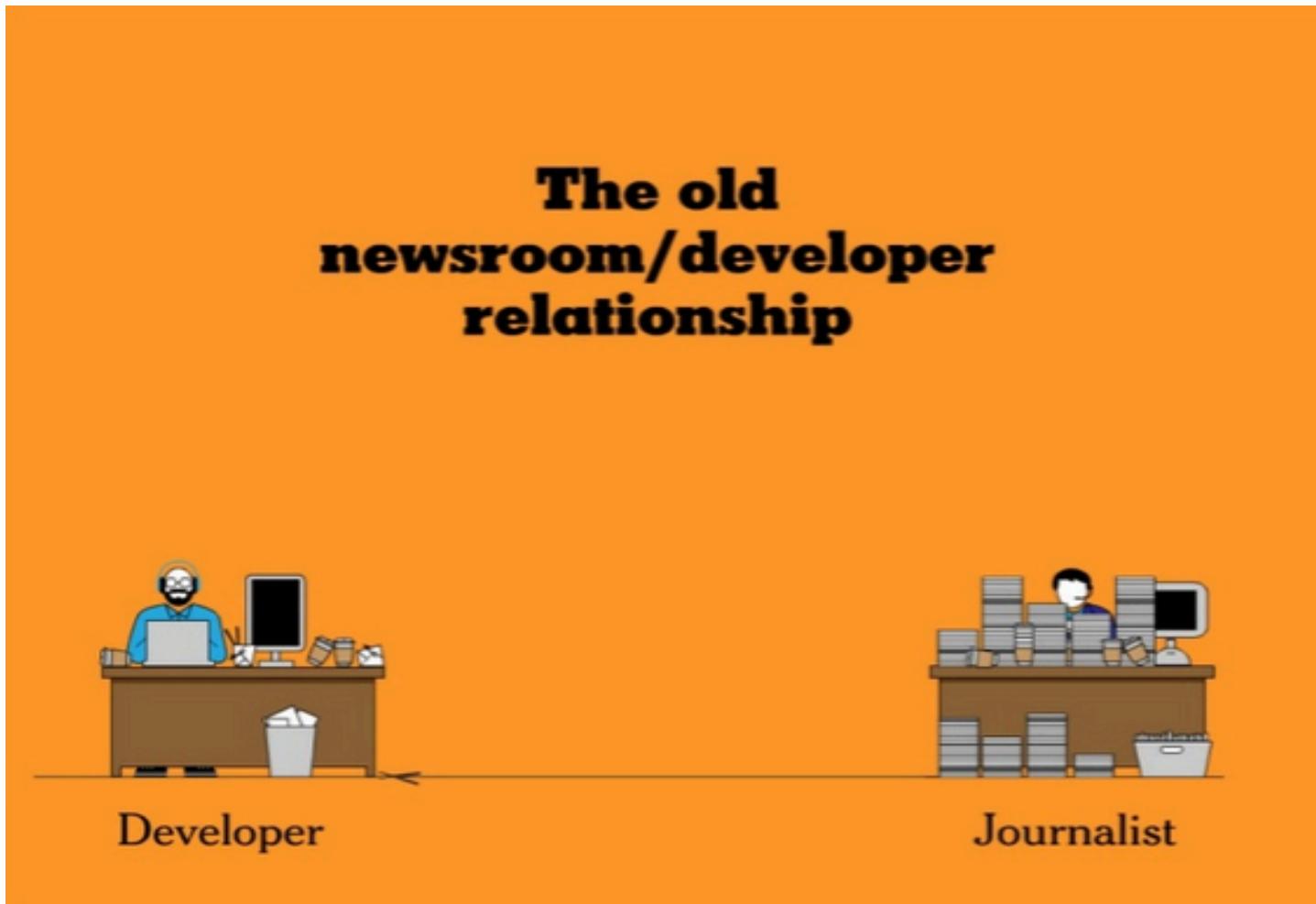
Data- and document-driven journalism, often shortened to «ddj», is a term in use since 2009/2010, to describe a journalistic process based on analyzing and filtering large data sets for the purpose of creating a news story. Main drivers for this process are newly available resources such as «open source» software and «open data». This approach to journalism builds on older practices, most notably on **CAR («computer-assisted reporting»)**. Other labels for partially similar approaches are «precision journalism», based on a book by Philipp Meyer, published in 1972, where he advocated the use of techniques from social sciences in researching stories.

Data-driven journalism strives to reach new levels of service for the public, helping to understand patterns and make decisions based on the findings. As such, data driven journalism might help to put journalists into a role relevant for society in a new way.

Even more important, data-driven journalism assumes an investigative role, dealing with secret data from various sources.

Source: https://en.wikipedia.org/wiki/Data-driven_journalism; adapted by SRF Data.

The Past



Sources: Mirko Lorenz via <http://www.slideshare.net/mirkolorenz/datenjournalismus-lohnt-der-aufwand>.

Today and the Future



Sources: Mirko Lorenz via <http://www.slideshare.net/mirkolorenz/datenjournalismus-lohnt-der-aufwand>.

Our Challenge



Spot the Story!



What we do

1. (1) Publication of middle to large scale investigations
2. (2) Publication of data analysis and reporting
3. (3) Development of internal tools to simplify reporting
4. (4) Development of innovative ways of storytelling
5. (5) Internal and external training

Our portfolio

srf.ch/data

srfdata.github.io

Cherry picking!

(1) In the News

e.g. Financial Crisis in Greece

(2) Not in the News / Agenda setting

e.g. Lobbyism in Switzerland

(3) Stack of Data and / or Documents

e.g. Swiss Jihadis

Tools are important but ...

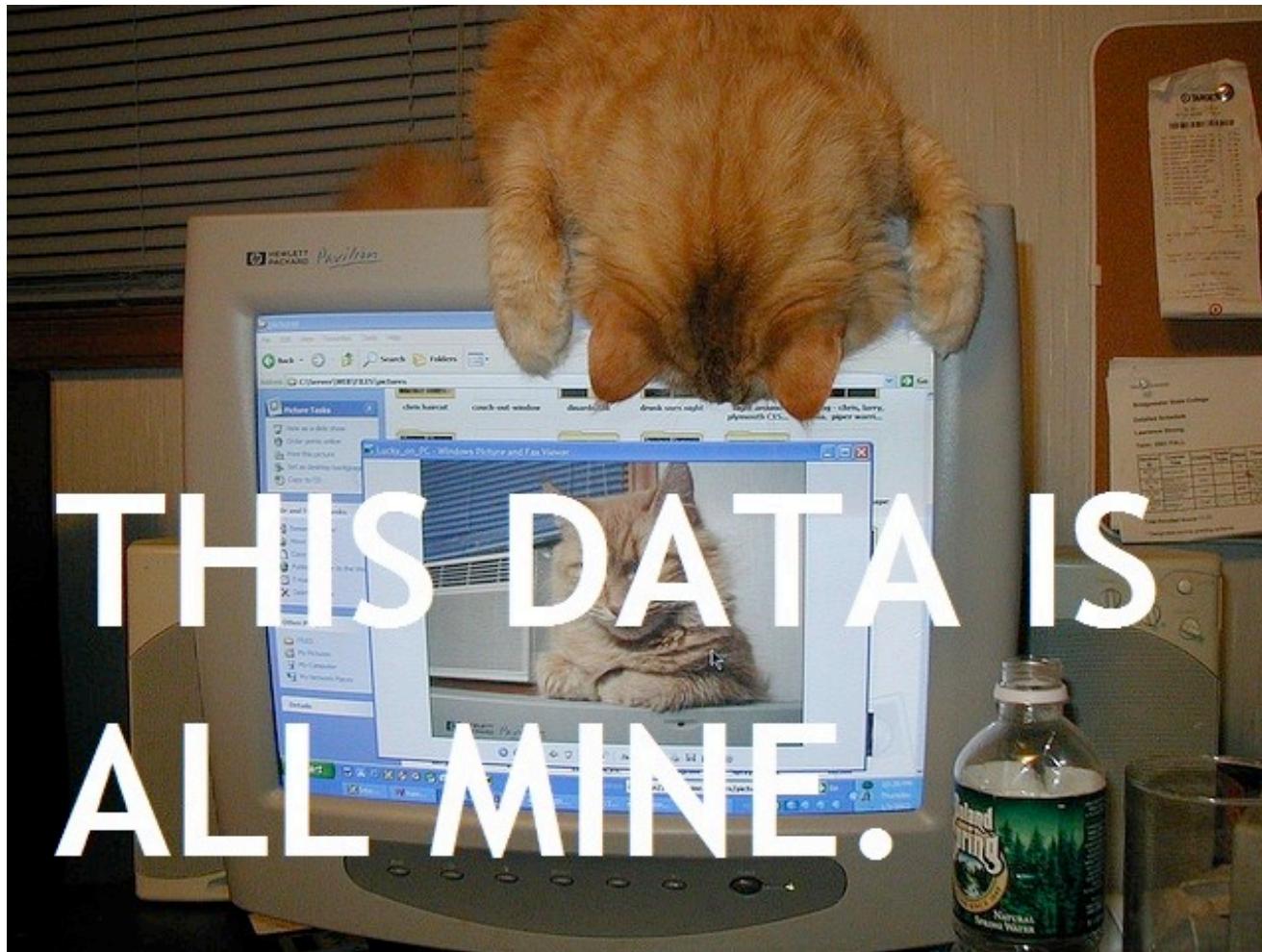
«We use these tools to find and tell
stories.

We use them like we use a telephone.

The story is still the thing.»

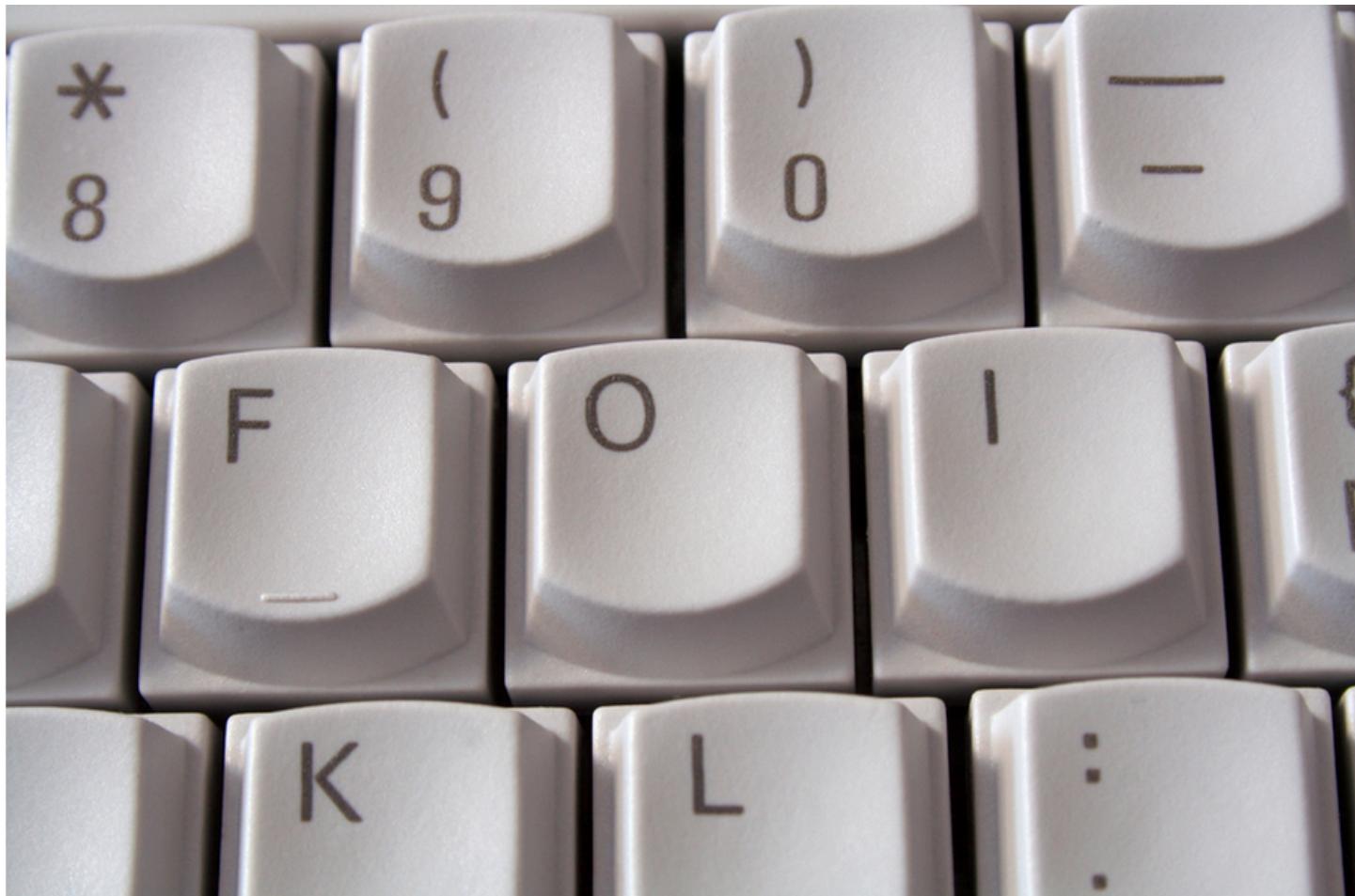
Quelle: Anthony DeBarros, USA Today.

Starting point is Data!



Sources: https://www.google.ch/search?biw=1425&bih=772&tbo=isch&sa=1&q=data+cat&oq=data+cat&gs_l=img..0I10.11868.12220.0.12471.4.4.0.0.0.0.97.371.4.4.0....0...1c.1.64.img..0.4.368.yKzQ_-5R4aU#imgrc=QaGhnWjqWbvQbM%3A

Data = Figures + Documents + Images
+ ... + Anything computer-processable

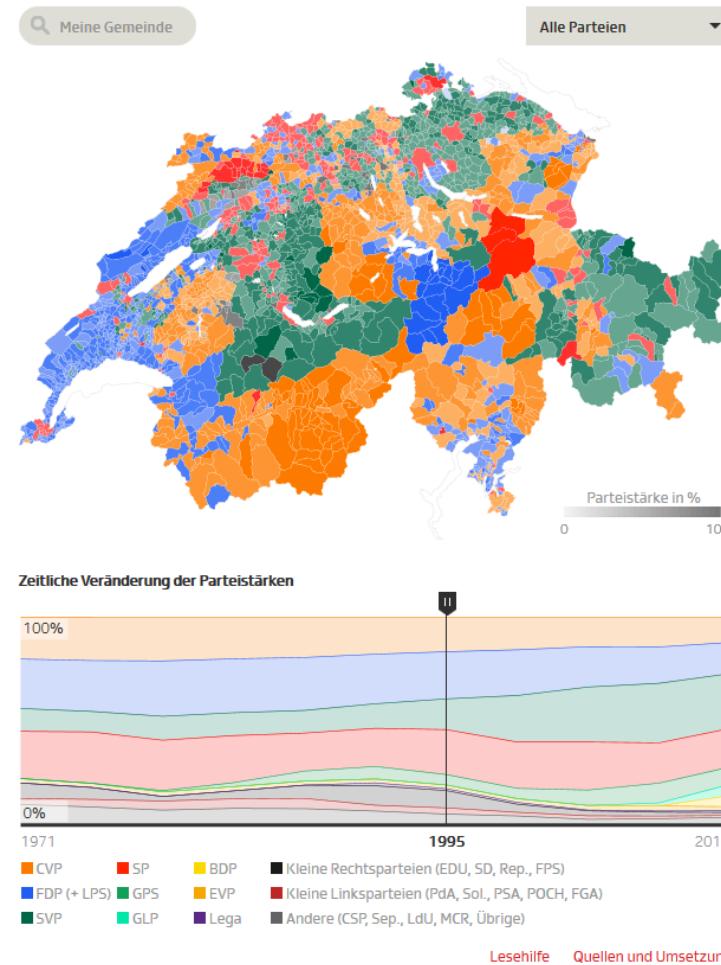


Sources: https://www.google.ch/search?q=computer+data+sherlock&biw=1438&bih=802&source=lnms&tbo=isch&sa=X&ved=0CAYQ_AUoAWoVChMlx4jf7r3ZyAlVhFsUCh24rgk0#tbo=isch&q=computer+assisted+reporting&imgrc=DN_fdqxS9-eJHM%3A.

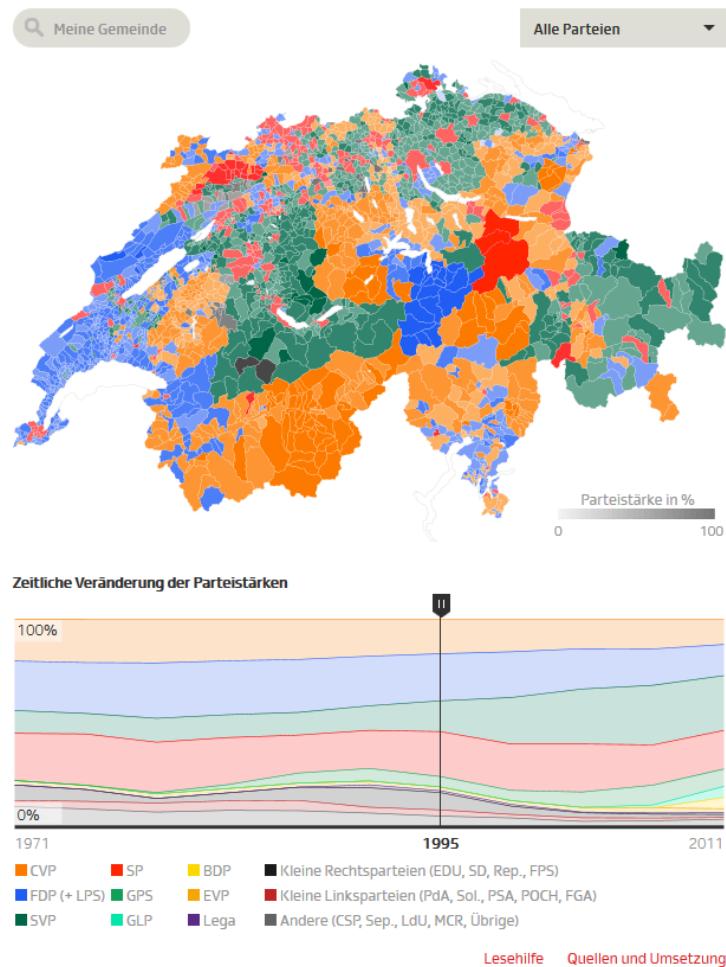
Data Sources

Open / Semi-Open Data	Closed Data
<ul style="list-style-type: none">- Municipality Level- Cantonal Level- National Level- EU / European Level- International Organisations, e.g. OECD, IMF, ...- Companies, e.g. Tracking Ships	<ul style="list-style-type: none">- Scraping- FOIA- Whistleblowing- ...

Open / Semi-Open Databases



Explanatory Reporting: Swiss Elections



Open / Semi-Open Databases: How-to

(1) Research Data

→ Find the Database

(2) Clean Data

→ Get rid of unnecessary formatations

(3) Analyze Data

→ Tool Alarm!

(4) Verify Data

→ Pro Publica: A Guide to Bulletproofing your Data

OR: Create your own Database!



Crossborder Investigation: The Migrants' Files



Open Source Intelligence: How-to (1/2)

(1) Choose Topic

→ No Data available

(2) Put Team together

→ Technical Skills, Local Knowledge and Language Skills

(3) Decide on Methodology

→ Tool Alarm!

(4) Kick-off Team Work

→ If possible: Meet in Person

Open Source Intelligence: How-to (2/2)

(5) Research Data

→ Possible Sources: Websites, Press Releases, ...

(6) Clean Data

→ Get rid of unnecessary formatations

(7) Analyze Data

→ Tool Alarm: R, Python, ...

(8) Verify Data

→ Pro Publica: A Guide to Bulletproofing your Data

Closed Data: FOIA



FOIA: How-to

(1) Now your Rights!

→ Asktheeu.org, fragdenstaat.de, oeffentlichkeitsgesetz.ch, ..

(2) Know how to put the FOIA request right

→ Get legal Support

(3) Wait, wait, wait, ...

(4) In Case of Data Delivery: Analyze and verify Data!

Whistleblowing: ... and then there is a name

Die verlorenen Kinder

Mittwoch, 4. März 2015, 20:54 Uhr, aktualisiert um 22:40 Uhr

R. Feuerstein, F. Feyder, S. Gruhnwald, G. Häslar Sansano, B. Kartheuser und I. Seferi

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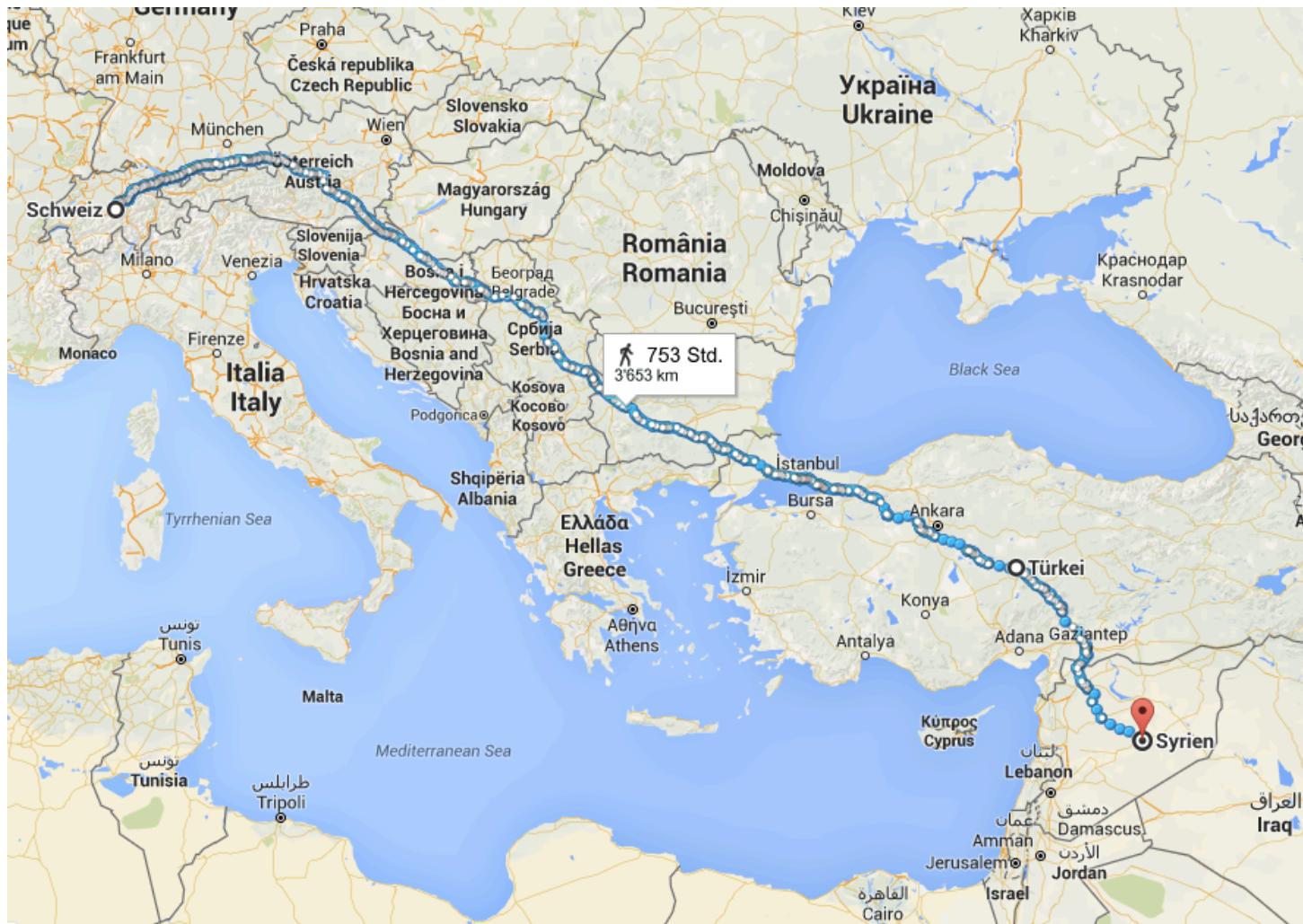
Ein junges Paar aus Arbon packt die Koffer und zieht nach Syrien. Getrieben von der Suche nach Liebe und Halt laufen sie in die Arme der syrischen Terrororganisation Jabhat al-Nusra. Der Ostschweizer Onur hält seine deutsche Frau gegen ihren Willen im Kriegsgebiet fest. Die Behörden sind alarmiert.



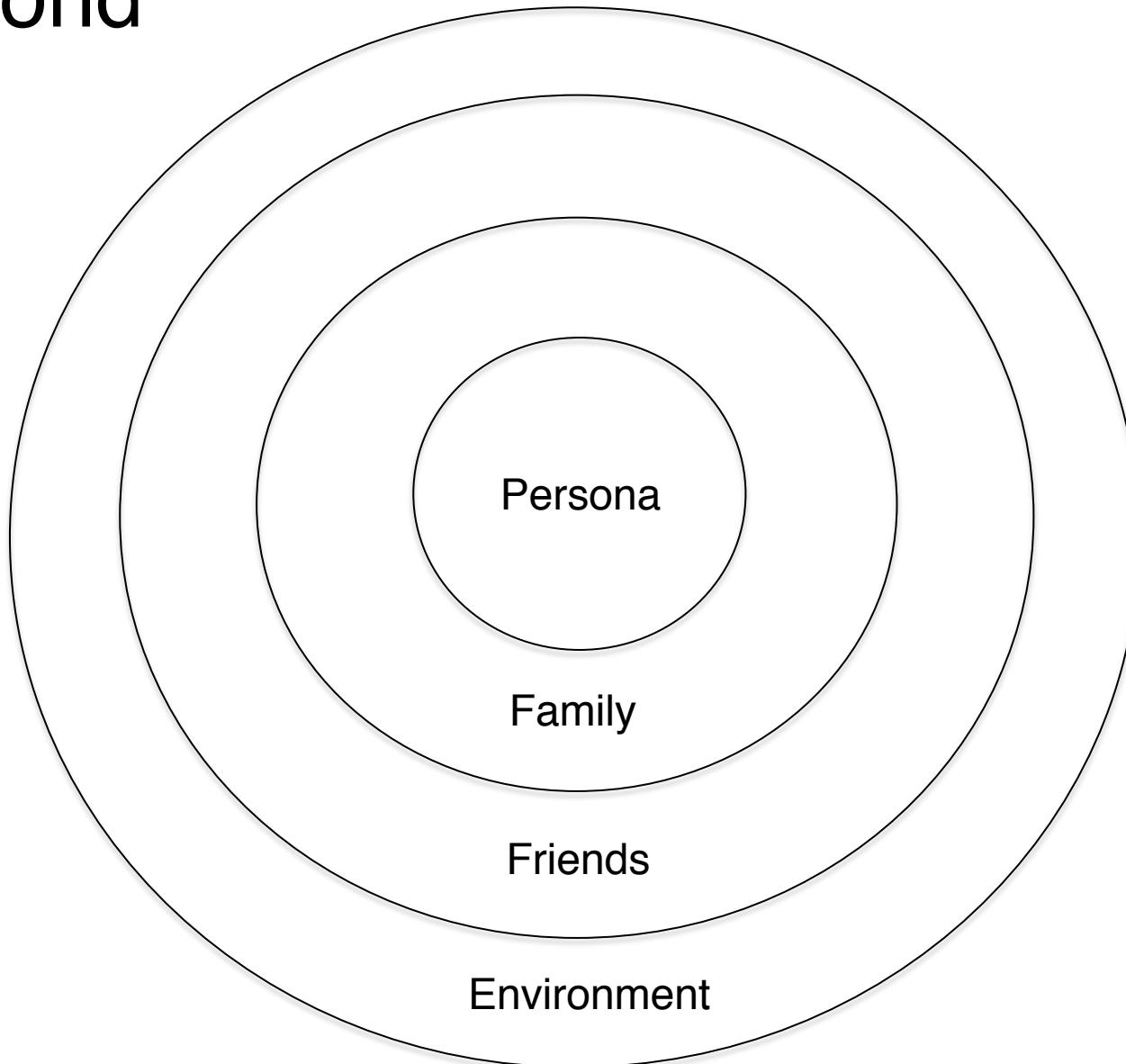
13 min, aus **Rundschau** vom 4.3.2015

«Das Flugzeug kommt zurück! Hört ihr das?», flüstert die junge Frau. Ihre Worte werden begleitet von Triebwerksgeräuschen, im Hintergrund ist eine Explosion zu hören. «Das ist mein Dorf!» Am Ende überschlägt sich ihre Stimme. Es ist eine Sprachnachricht, aufgenommen am Samstag vor zwei Wochen. Ton- und Wortfetzen, wie die 22-jährige Frau sie immer wieder über Whatsapp versendet, als Lebenszeichen aus dem Krieg.

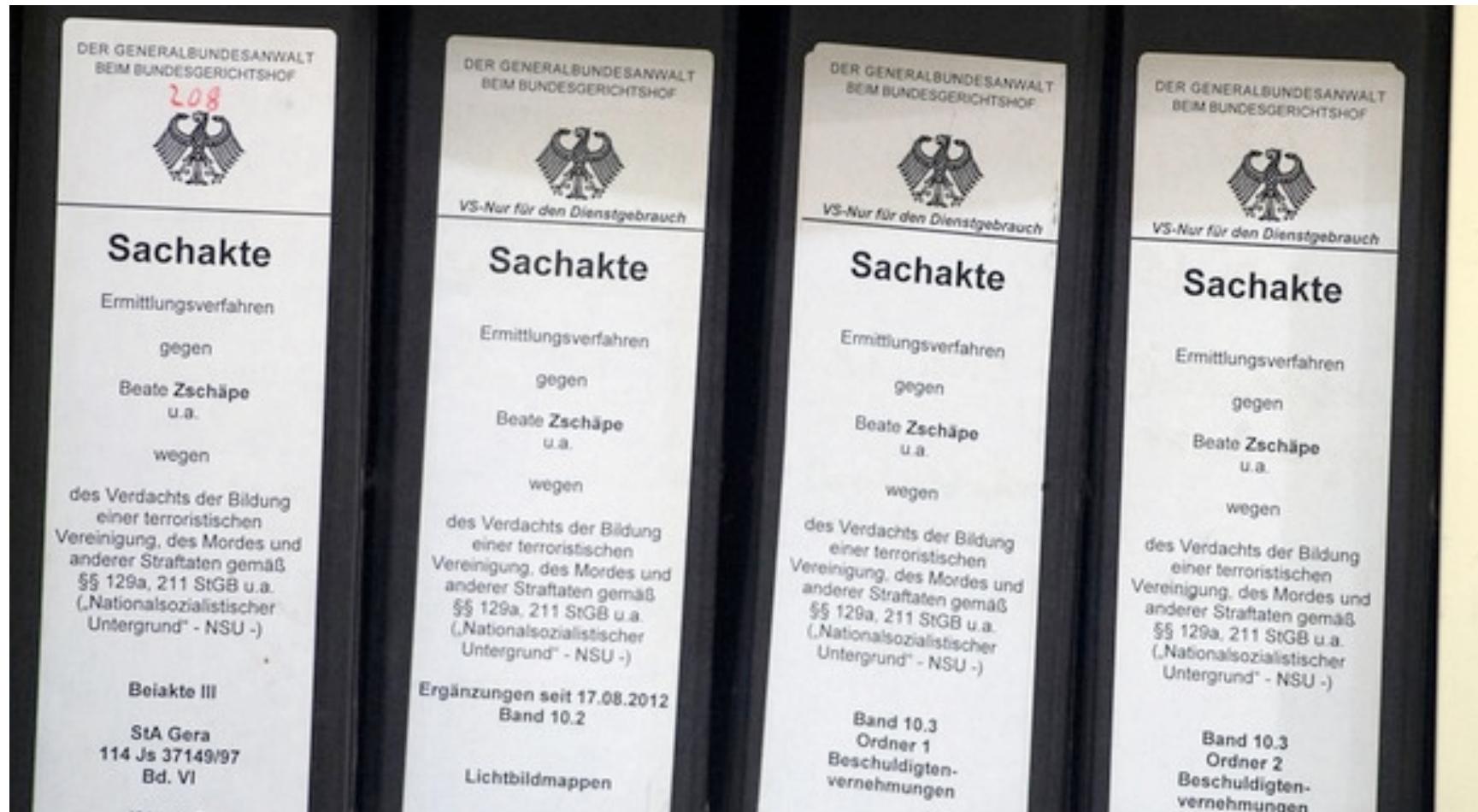
Digital Footprint, Desktop Research & beyond



Digital Footprint, Desktop Research & beyond



Document Investigation



Sources: https://www.google.es/search?q=documents&biw=1425&bih=772&source=lnms&tbo=isch&sa=X&ved=0CAYQ_AUoAWoVChMlo-Gd3MPayAIVRPEUCh3ReAnq#tbo=isch&q=gericht+aktenordner&imgdii=6_rixORwuBxUJM%3A%3B6_rixORwuBxUJM%3A%3By0fQbaMCsT8IFM%3A&imgrc=6_rixORwuBxUJM%3A

Document Investigation: How-to

(1) Get Access to Data

→ Overview Project, Document Cloud, Proof Finder

(2) Search Data

→ Set up List of Search Terms, e.g. Switzerland, Swiss, ...

(3) Analyze Data

→ Again: Tool Alarm!

(4) Verify Results with Stakeholders and Experts

→ Talk to People!

|Don't panic
&
keep on going!

¡Muchas gracias!

@SRFData
@SylkeGruhnwald