Why do we care about models for our team?

* Helps us understand we are not alone. We aren’t creating things from scratch
  + Learn from the challenges those models are facing
* Helps to provide a roadmap to success
  + Helps others to also understand how we see ourselves.

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**Data team As Journalism**

>> Thoughts from an interview Jon Stewart did with a BBC reporter… about that reporter’s work on QAnon..

Made me think about analytics as a “news” provider…

… “All the news that’s fit to print”

… should be seen as a fair and impartial … removed from

>> Distribution matters

>> We have a paper that’s put out (ie like a dashboard, report)

>> what is “above the fold” vs what is in section D

>> But we also do investigative journalism (ie a study… deeper analytical work)

>> There is an editorial process, our work must be vetted and … sometimes we will get it wrong, and will need to correct

>> We care about the story… it’s can’t just be a boring wall of numbers… it also can’t be too verbose

Gaining control of the national/ enterprise conversation

How to get people to not go down data conspiracy...

Jon: “The bad actors are always more agile”

Fact checkers .. kinda like data governance

Data literacy … needing to teach and educate our users of what is good or not.