Best show cases from Yle



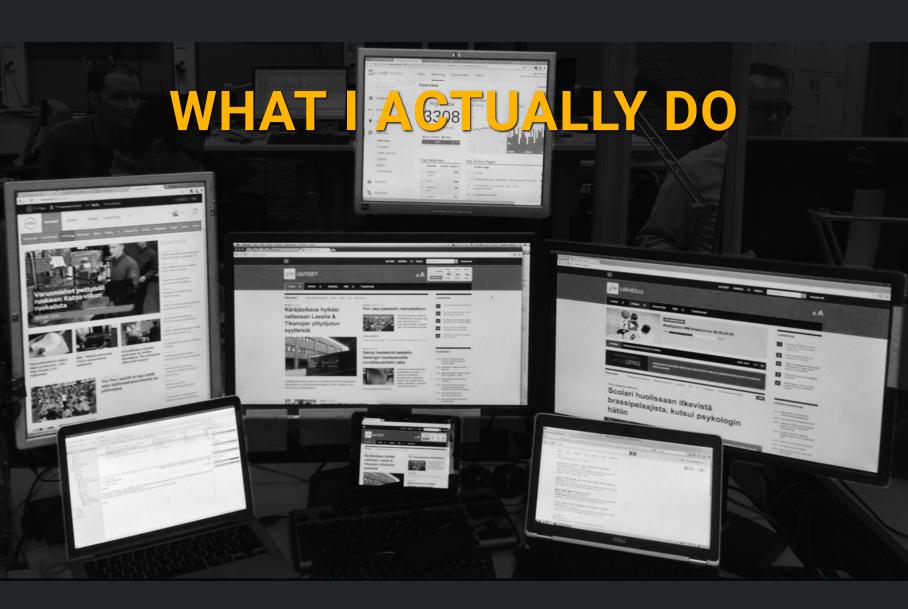
Teemo Tebest, @teelmo

Teemo Tebest, Yle

- Data Journalist
- Background in web development and information visualization
- Founding member of Yle's datadesk since 2013

```
require('JS, HTML5, PHP, Python, full-stack, MongoDB, GIS, network analysis');
```

- Twitter: @teelmo
- Homepage: teelmo.info



Yle Plus Desk Team









2 Producers

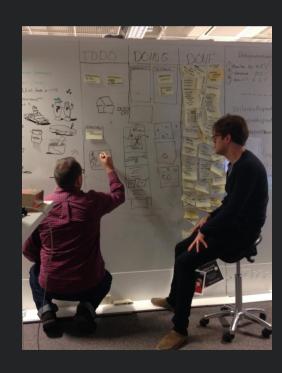
3 Coders

3 Graphic Designers



Plus Desk at Yle News

- Interactives, data journalism, features
- We make online stories in co-operation with other teams
- More bigger and investigative projects, less fast-ones
- 350 stories in 2013, 140 in 2017
- Half of the most read stories at Yle come from Plus Desk



Successful data story: 3 examples

- 1. Retirement age Calculator
- 2. Municipality Radar
- 3. Cab 1080 Trick

```
if (Motivation === true) {
   if (Implemention === true) {
     return Outcome
   }
}
```

How many threes?

```
      7
      2
      5
      2
      8
      3
      1
      7
      4
      0
      9
      7
      9
      3
      5
      2
      1
      7
      2
      5
      6
      6
      4

      4
      3
      2
      6
      1
      6
      8
      1
      9
      1
      4
      2
      5
      7
      2
      1
      6
      1
      4
      6
      9

      3
      6
      2
      6
      3
      6
      5
      2
      1
      8
      3
      6
      2
      6
      3
      6

      8
      4
      7
      2
      2
      6
      8
      2
      1
      9
      6
      4
      5
      3
      2
      9
      6
      0
      4
      0
      4
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      3

      7
      5
      2
      4
      1
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      3
      4
      6
      8
      3
      9
      2
      4
      9
      6
      4
      2
      8
      5
      2
      1
      8

      2
      8
      3
      6
      9
      5
      7
      <td
```

20

```
7 2 5 2 8 3 1 7 4 0 9 7 9 3 5 2 1 7 2 5 6 6 4
4 3 2 6 1 6 8 1 9 1 4 2 5 7 2 1 6 1 4 6 1 6 9
3 6 2 6 3 8 0 5 9 2 6 3 6 5 2 1 8 3 6 2 6 3 6
8 4 7 2 2 6 8 2 1 9 6 4 5 3 2 9 6 0 4 0 4 5 3
7 5 2 4 1 7 3 4 6 8 3 9 2 4 9 6 4 2 8 5 2 1 8
2 8 3 6 1 3 8 0 9 5 7 4 2 4 7 2 9 7 3 6 3 6 3
6 8 3 4 1 8 5 8 5 8 6 3 9 4 7 5 9 2 5 8 4 6 8
5 8 4 2 8 9 5 0 7 8 2 6 4 7 3 6 9 5 8 5 2 4 7
```

Story When Can You Retire And For How Long

Motivation Retirement system reform

Implementation Embedded calculator

Outcome One of the most read stories in 2016

» data » story » numbers

One of most read stories in 2016, Why?

- Calculator placed on top of the article
- Had a default result
- Easy to use
- Simple yet "Suprising" message
- Shareable result, over 80,000 FB actions
- Funny → Memorable

Challenges / Obstacles

- From Excel to story
- Two datasets → pick more relevant
- Use of understandable language and terms
- Getting the small details just right
- KISS or KTMSS (keep the message simple stupid)

Story What is the status of your municipality

Motivation Upcoming elections

Implementation Municipality Radar

Outcome Noda Awards '17 nominee

» data » story » numbers

Noda Awards '17 nominee, Why?

- Quick Overview → Details on Demand
- Personalized and Familiar feel
 - Municipality arms, Subtitle, Background map, Street view, Municipality text
- Was adopted by municipalities and by public
 - 0 1, 2, 3, 4, 5, 6, 7
- Data and process was opened

Challenges / Obstacles

- Getting data for current municipalities
- Merging various data sources and formats into one sheet
- Learning statistical analysis and standard deviation
- Getting unified texts for municipality and handling updates
- Finishing and polishing
- Google Maps Api usage limitations
- Lack of HTTPS → No automated location

Story Dream Of A Single Trick

Motivation Olympic games

Implementation Single view story

Outcome Unique story

» manuscript» story» numbers

Unique story, Why?

- Less text, more visual
- Infographic video, really showed what happens
- Very focused view, one single trick
- Found new audiences, not tradionally interested in sports
- Got positive feedback

Challenges / Obstacles

- First time we tried this kind of single view story
- How to navigate in the story
- Relation between text and photos
- Manuscripting
- Smooth usage on all devices, mobile and desktop
- Narroving the length of the content to fit it into screen



Thank you! Questions?



Teemo Tebest, @teelmo