

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**

WHAT I ACTUALLY DO



Yle Plus Desk Team



2 Producers



3 Coders



3 Graphic Designers

Yle News



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 (Implementation === 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	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

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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
 - 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 traditionally 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
- Narrowing the length of the content to fit it into screen



Thank you! **Questions?**



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