

Getting
Journalists
Ready
for the **Data**
Challenge

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Journalist and Data (so far) are like ...



Are **missing skill sets**
the problem?

Yes ...

Demand for (mid-career) ddj-training @MAZ

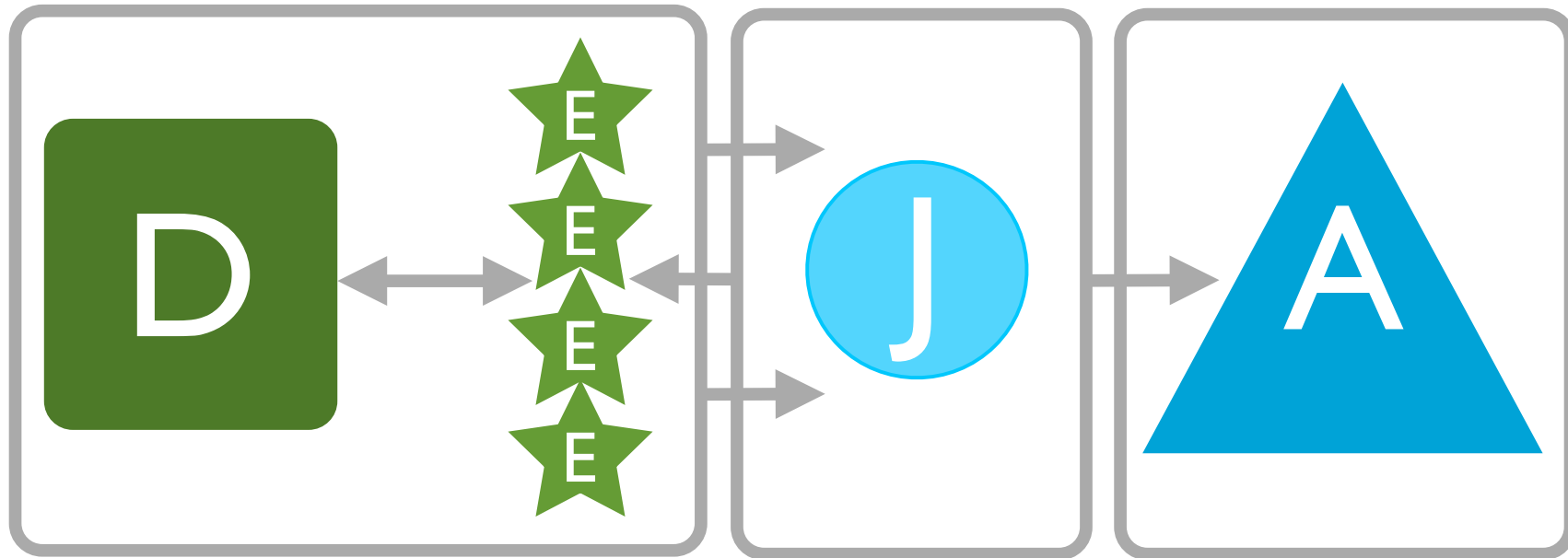
<u>Year</u>	<u>Participants</u>	<u>Capacity (max. 16 Participants)</u>															
2011	8	x	x														
2011	0																
2011	0																
2012	0																
2012	0																
2012	0																
2013	0																
2013	6	x	x														
2013*	4																
2014*	2																

Participants / not used training capacity
 *did not yet take place
 x = Participant working as journalist
 earning money

Is it a problem of
mindset?

YES!

Journalism as it works (so far)



1. Journalist (J) thinks about what the audience (A) needs to **know** (Gatekeeper)?
2. Journalist searches for sources: Experts (E), they provide (processed) data (D)
3. Present findings: mostly as written article

Journalist, as he sees himself (so far)

=

language / thoughts
words
explaining
creative chaos
lonely wolf
knows everything

≠

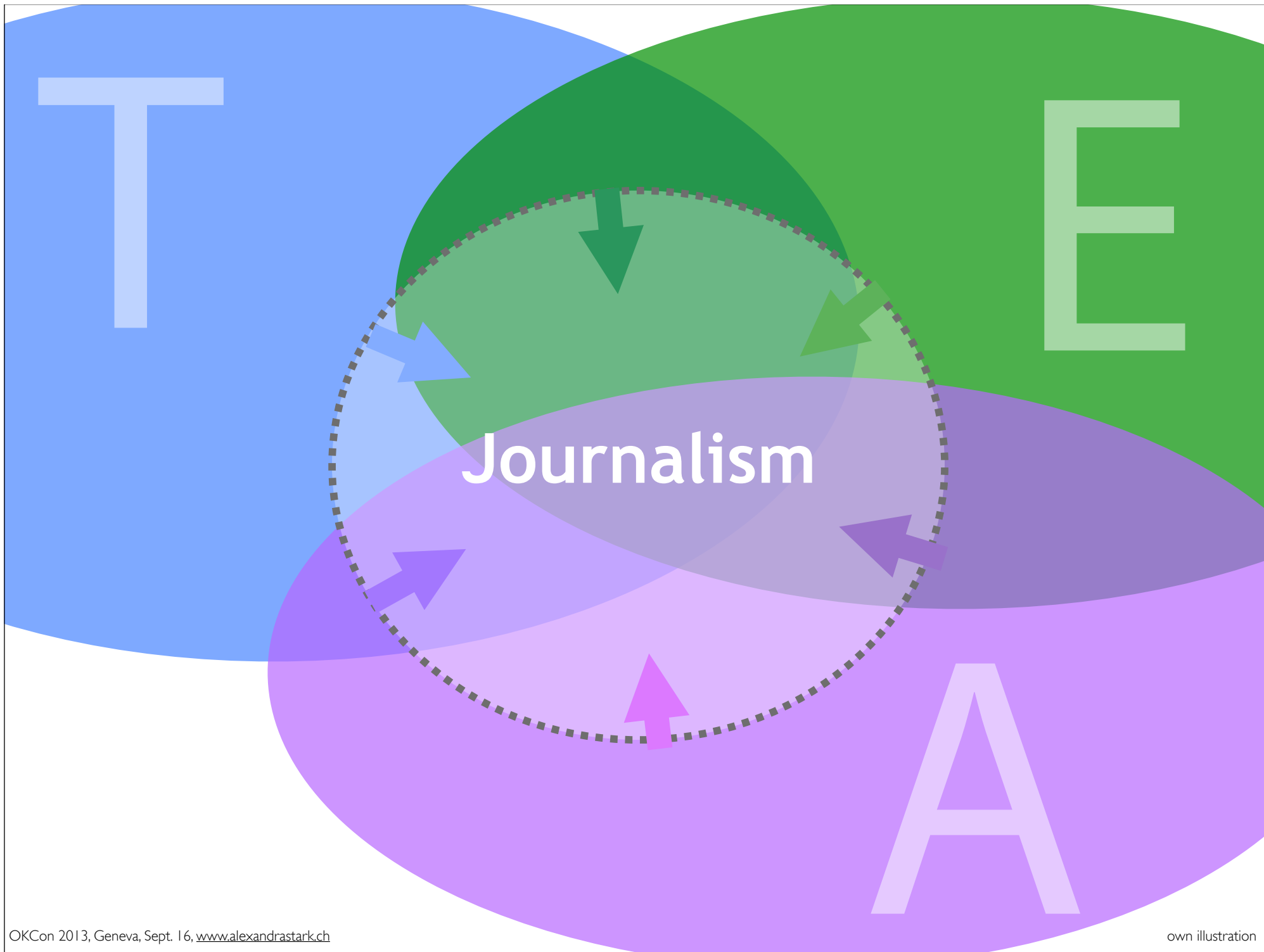
figures / stats / tools
visuals
experiencing
technical (rigid) stuff
teampayer
cooperation

Competencies Journalists need (so far)

European-wide consensus on Journalistic Competencies (Tartu Declaration 2006, EJTA), weighed by European Editors-in-Chief:

can work with technical infrastructure
can present info as combination words/sounds/images
can cooperate with technicians
masters the basics of layout

But isn't the world
changing?



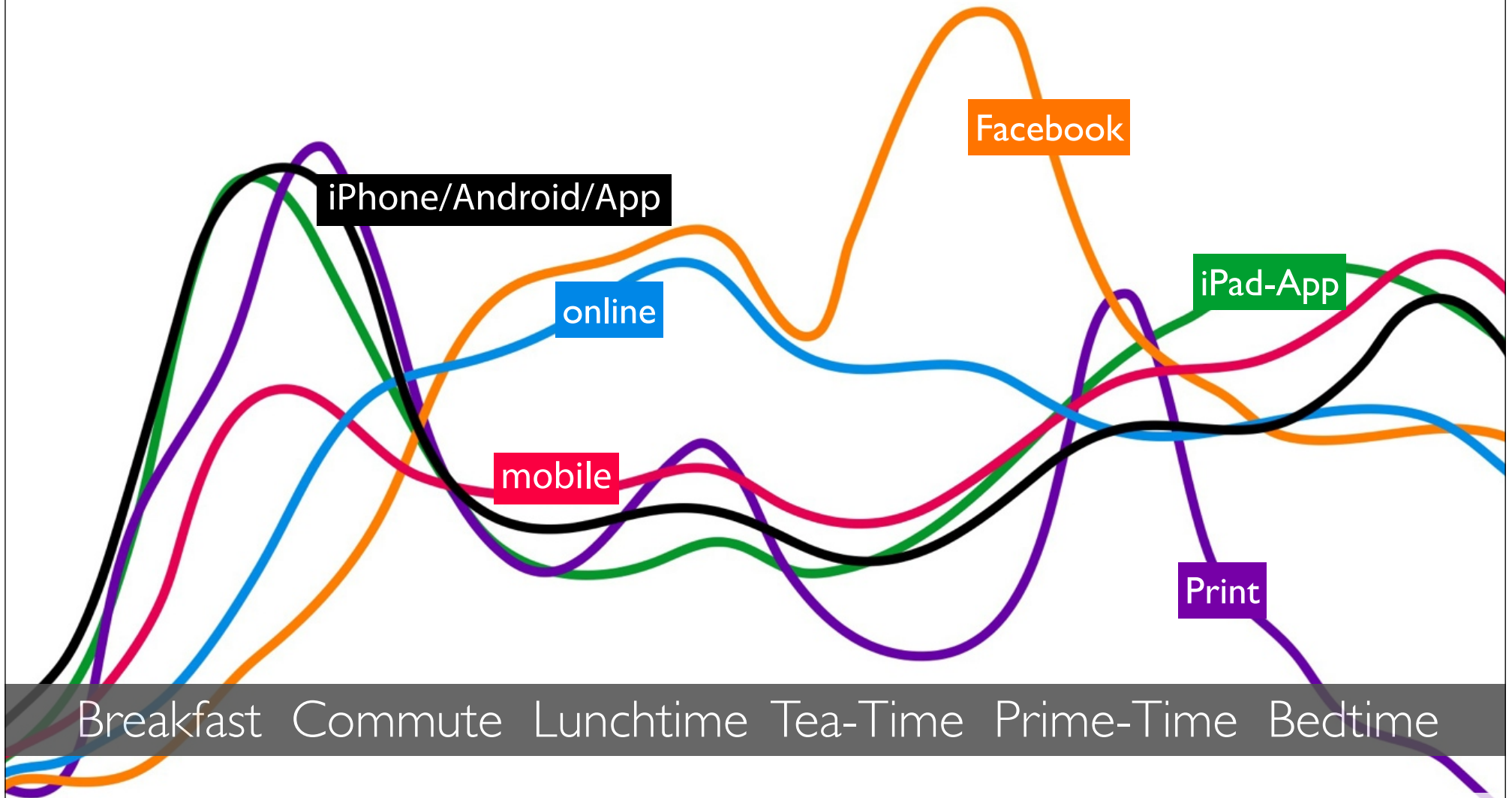
The audience of a printed media (until recently)



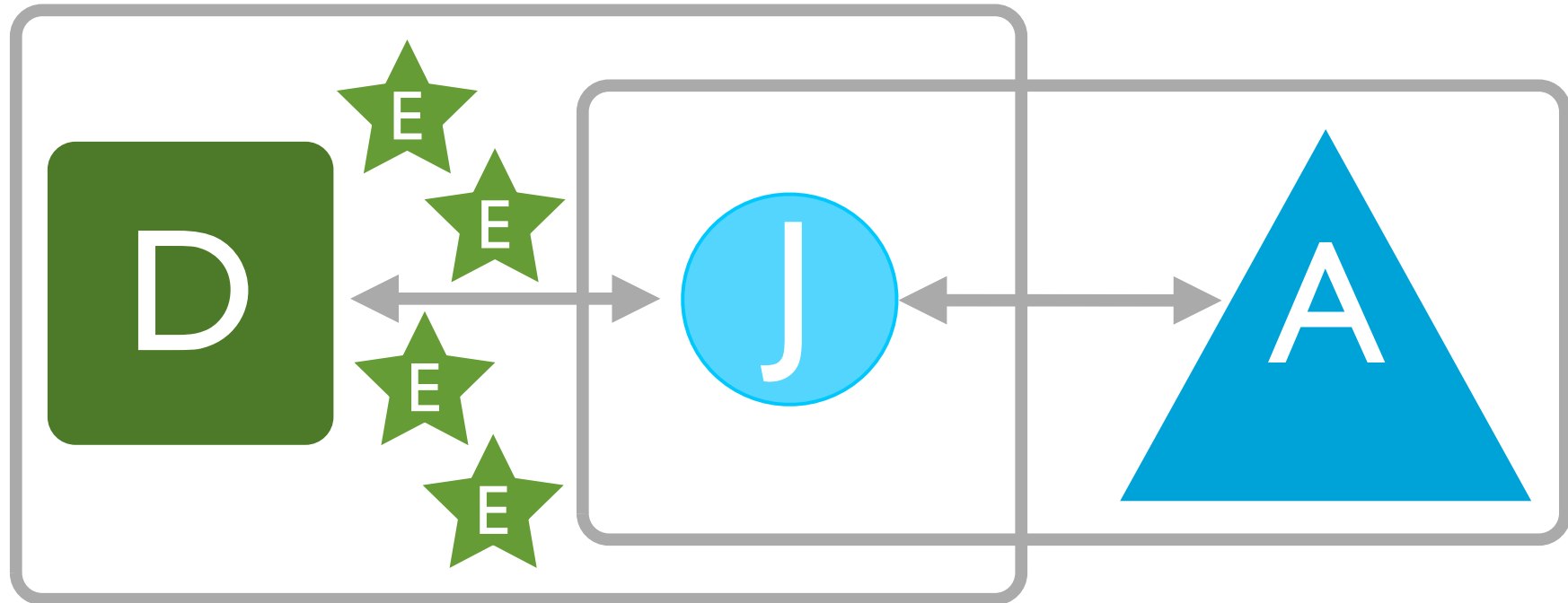
Breakfast Commute Lunchtime Tea-Time Prime-Time Bedtime

Our audience now

(formerly known as readers)



Journalism as it should work (from now)



1. Journalist (J) thinks about what the audience (A) needs to **understand** (Sense-Maker)
2. Sources: Raw data (D), (in cooperation with experts (E))
3. Processing data (in cooperation with experts)
4. Interpreting data (in cooperation with experts)
5. Summarizing findings: form follows function (not internal functions!)



to know **Knowledge**

**to be
able** **Skills**

to want **Attitude / Willingness**

Competencies Journalists need (from now)

Updated
Tartu-
Declaration
2013

- be able to make **journalistic** use of technology
- have a good **visual** competence
- be able to **define** a complex problem & **find** solutions
- be able to **collect, analyse & process** data
- be willing to take **criticism** & learn from mistakes
- have the competence to **cooperate** in a team
- be able to **develop** new products/formats

Who are the **drivers of change?**

Journalism Students?

Media-Houses?

Editors-in-Chief?

Data-Sources?

**Open-Data-
Community?**

**Journalism-Schools
& Universities?**

Audience?

Tech-Companies?

Journalists?

We all are!

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