DATA AND SOCIAL MEDIA
Understanding some basic tools and media

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Data and social media

Topics to be discussed

- How data and social media compliment each other
- How to extract the most out of both
- How to get started
They compliment each other

A dynamic language for a dynamic platform

- Collaborative
- Constantly updating
- Gives multiple access points to showcase a story
- Ideal for breaking stories
They compliment each other

Blurs regional and other barriers

- Social media allows increased access
- Data goes beyond languages in most cases
- Data allows comparison of otherwise qualitative values (percentages, scores, index)
They compliment each other

Quick feedback and easy to consume

- Possible to pin-point and target audience
- Possible to know audience, preferences (when they read, what they read etc)
They compliment each other

Social media is also a vast data source

- Largest repository of data on social opinions/views
- Biggest/most organized platform to bring about change
- Data easily available and accessed
Extract the most out of both

Types of data stories

- Data is the story
- Data compliments the story

The process
Extract the most out of both

Conceptualize data

- Identify relevant data using flowchart

- Learn Google smart search and web scraping, Can also learn a programming language like Python or R for the entire process
Extract the most out of both

Conceptualize data **using flowchart**

Central idea

Numbers needed to tell the story

Sources where they can be found easily

- **The Threat of cocoa plantation on forests**
- Deforestation rates in Ghana forests
- Cocoa plantation increase rates
- Cocoa contribution to GDP
- Government sources/official
- NGOs/UN ComTrade
- Budget/reports
Extract the most out of both

Clean and analyze data

Understand basic statistical concepts: mean, median, mode, standard deviation, correlations

Learn a data management software:
Excel, Google spreadsheet or Open Refine
How to gain the most

Visualize the data

Understand basic elements of design
when to use what visualisation

Learn a visualization software:
Power BI, Data wrapper, Tableau
How to gain the most

Publishing on the internet

Understand the pros and cons of individual social media platforms and identify the ones that work for you.

Use analytics to study your audience and an automation software like Hootsuite.
How to get started
Additional resources

- Dear Data by Giorgia Lupi and Stefanie Posavec
- Diving into data journalism: Strategies for getting started or going deeper by Samantha Sunne
- How charts lie: Introduction by Alberto Cairo
- Naked Statistics: Stripping the Dread from the Data by Charles Wheelan
- The Data Journalism Handbook, 2nd edition
Thank You

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