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
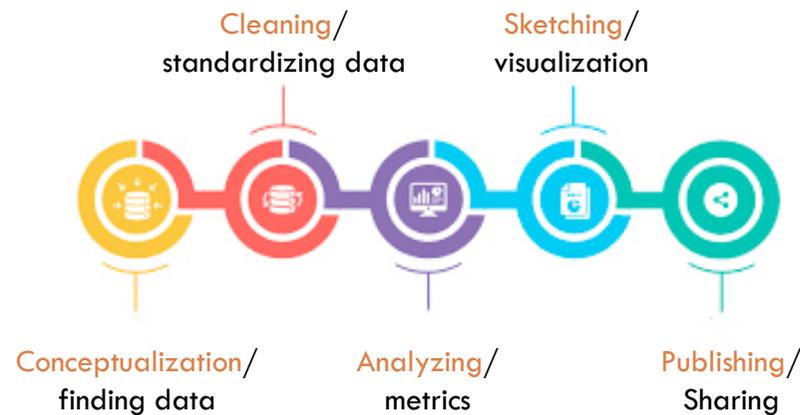- Data easily available and accessed

Extract the most out of both

Types of data stories

- Data is the story
- Data compliments the story

The process

Cleaning/
standardizing data

Sketching/
visualization

Conceptualization/
finding data

Analyzing/
metrics

Publishing/
Sharing

Visualization source
Sigma Datasystems

Extract the most out of both

Conceptualize data

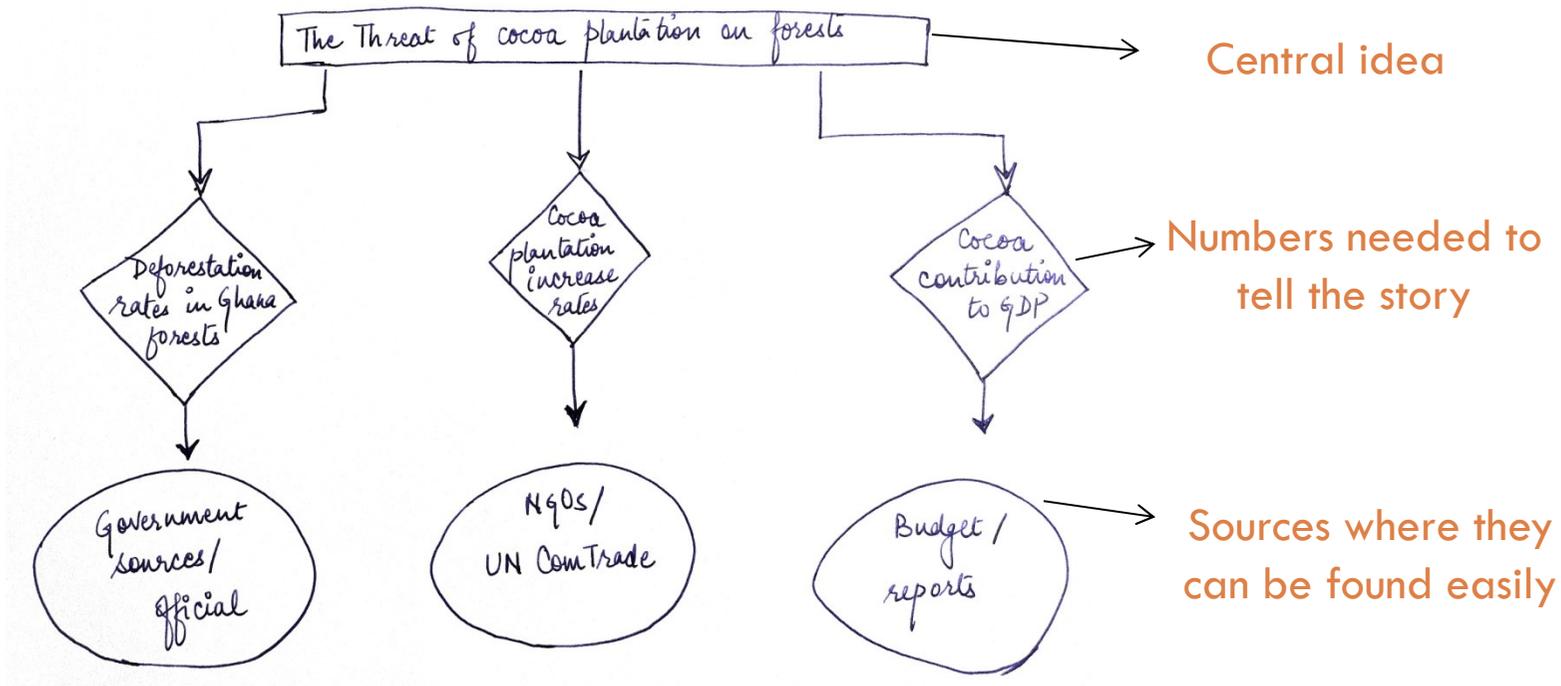Identify relevant data
using flowchart

Learn Google smart search and
web scrapping, Can also learn a
programming language like
Python or R for the entire process

Extract the most out of both

Conceptualize data using flowchart

The Threat of cocoa plantation on forests → Central idea

Deforestation rates in Ghana forests

Cocoa plantation increase rates → Numbers needed to tell the story

Cocoa contribution to GDP

Government sources/ official

NGOs/ UN ComTrade

Budget/ reports → Sources where they can be found easily

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 vizualisation software:
Power BI, Data wrapper, Tableau
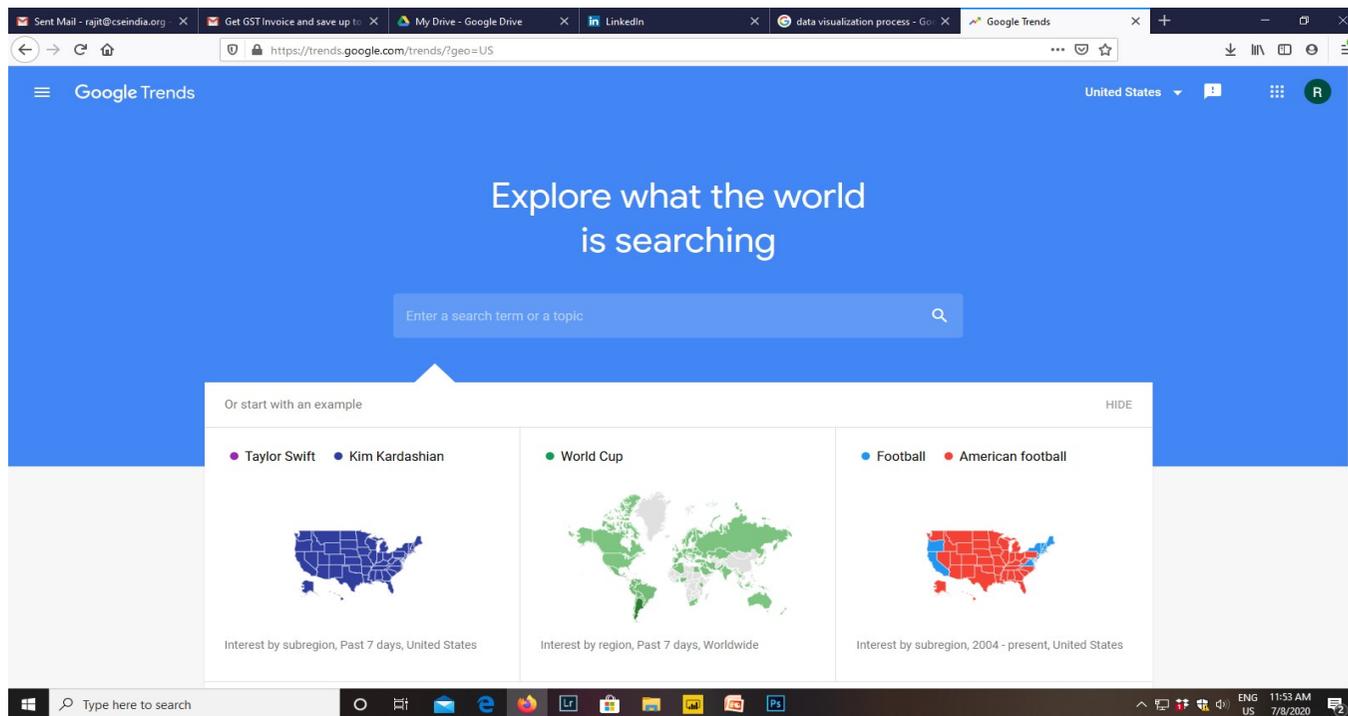
How to gain the most

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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