



Introduction to Data Journalism with Tableau

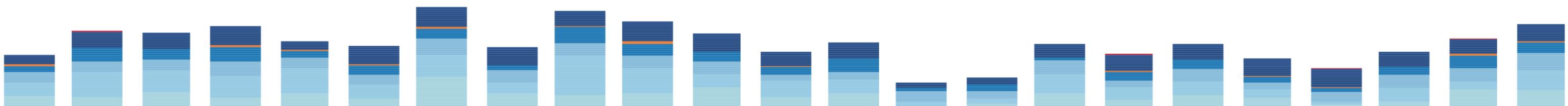
Cheryl Phillips | Lorry I. Lokey Visiting Professor in Journalism at Stanford University | @cephillips

May 3, 2017

Welcome!

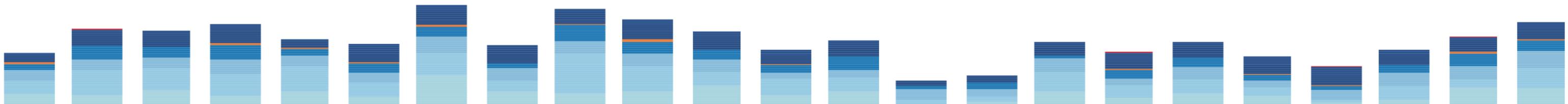
We'll get started in just a few minutes.

- All lines are muted
- Today's webinar is being recorded
- All registrants will receive the slides and recording via email
- Dial in or use your computer's audio
- Submit questions for the presenters via the Q&A panel



Agenda

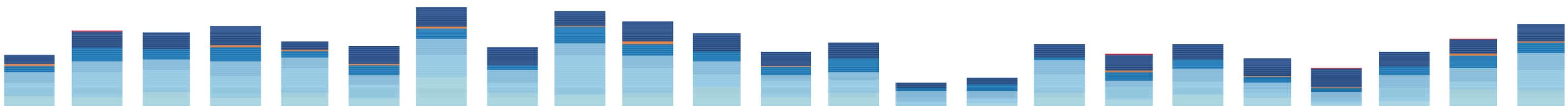
- Who: Cheryl Phillips and Tableau
- What: Overview of *Introduction to Data Journalism with Tableau* curriculum modules
- Where
- When
- Why
- How



Who

Cheryl Phillips has been teaching journalism at Stanford since 2014 and is a founding member of the Stanford Computational Journalism Lab.

Previously, she worked at The Seattle Times for 12 years. Her roles included: data innovation editor, deputy investigations editor, assistant metro editor and investigative reporter. She analyzed data for stories, facilitated online storytelling and coordinated newsroom data journalism training.

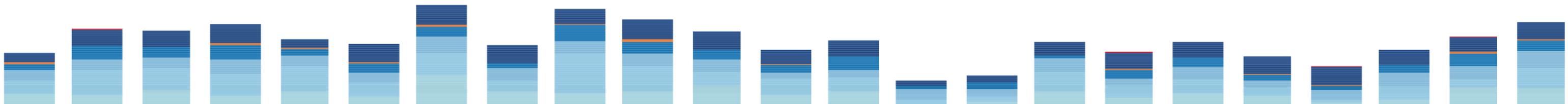


Who

Cheryl Phillips

In 2014, she was involved in coverage of a landslide that killed 43 people and was particularly focused on collecting and using data to help cover the story. That coverage received a Pulitzer Prize for breaking news. In 2009, she was the lone editor in the newsroom when four police officers were shot at a coffee shop and was integrally involved in the subsequent coverage of the shooting and 30-hour manhunt for the suspect. That work by the newsroom received a Pulitzer Prize for breaking news.

She has worked at USA Today and at newspapers in Michigan, Montana and Texas.



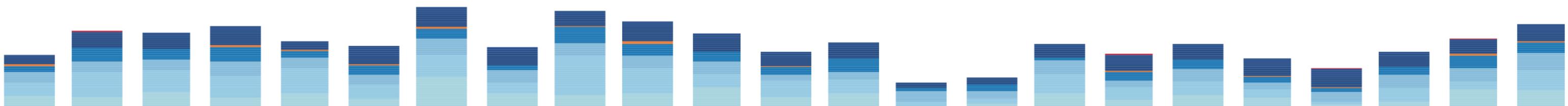
Who

Cheryl Phillips on data journalism education

Cheryl also has taught data journalism and data visualization at the University of Washington and Seattle University and co-authored a report in 2016 on the state of data journalism education in the U.S., [*Teaching Data and Computational Journalism*](#), which included recommendations for change.

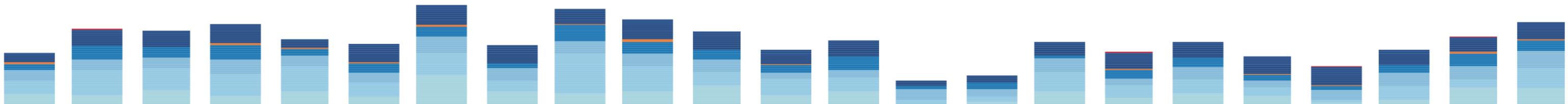
She is a former board president of Investigative Reporters and Editors, a grass roots training organization for journalists. Journalism educators can find more resources for teaching at ire.org.

Twitter: [@cephillips](https://twitter.com/cephillips)



What

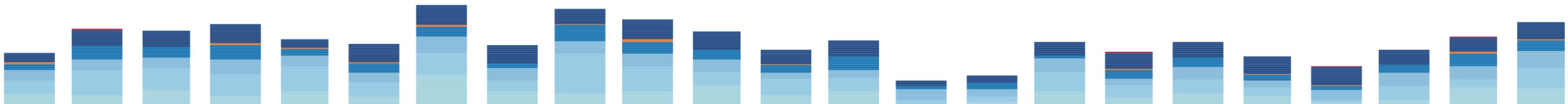
- Sequential modules for a 10-week course
- Covers an intro to the Tableau workspace
- Uses data you might find in journalism
- Focuses on data analysis and presentation with a story mind-set
- Each module includes:
 - The raw data-set
 - A PowerPoint tutorial (with short video clips)
 - Assessments with instructor tips



What

More on what is covered in the 10 modules:

- How to import, aggregate and analyze
- Filtering data, exploring data with story in mind
- Mapping data
- Color choices, chart types and tooltips
- Joining two data-sets together
- Creating custom calculations
- Connecting to Google sheets for live updates
- Creating visualizations on multiple platforms, including mobile

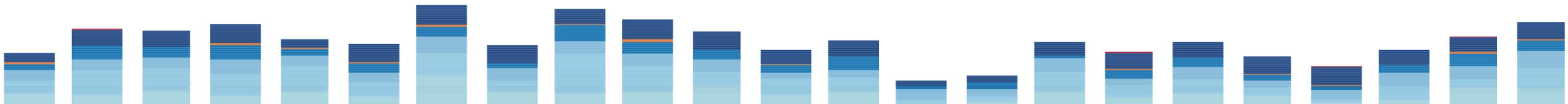


What

The teaching mindset: It's all about the story

You are teaching how to tell stories. The Tableau for Teaching modules for data journalism focus on doing that using Tableau as a key tool.

Data journalism can be taught in many ways: spreadsheets, programming languages and more. But the key is understanding how data analysis can inform the journalism – that's what this curriculum does.

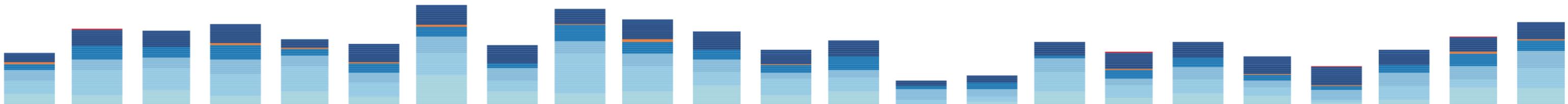


What

Data analysis and visualization concepts via Tableau

Along with learning how to use the Tableau platform, your students will learn key **data analysis** and visualization concepts, including:

- How to deal with messy/dirty data
- How to normalize based on population
- How use data as a tipsheet for reporting more in-depth stories

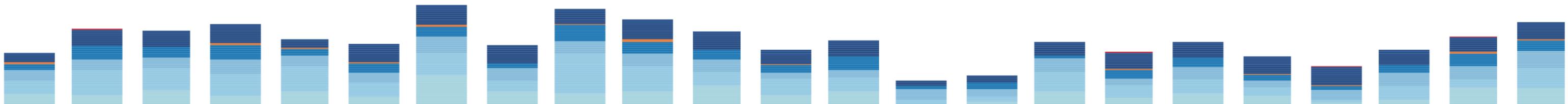


What

Data analysis and visualization concepts via Tableau

Along with learning how to use the Tableau platform, your students will learn key data analysis and **visualization** concepts, including:

- How to select the most appropriate visualization
- How to map data in a way that highlights trends not populations
- How to design visualizations with a storytelling mindset

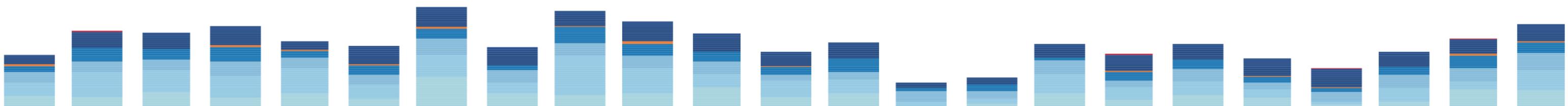
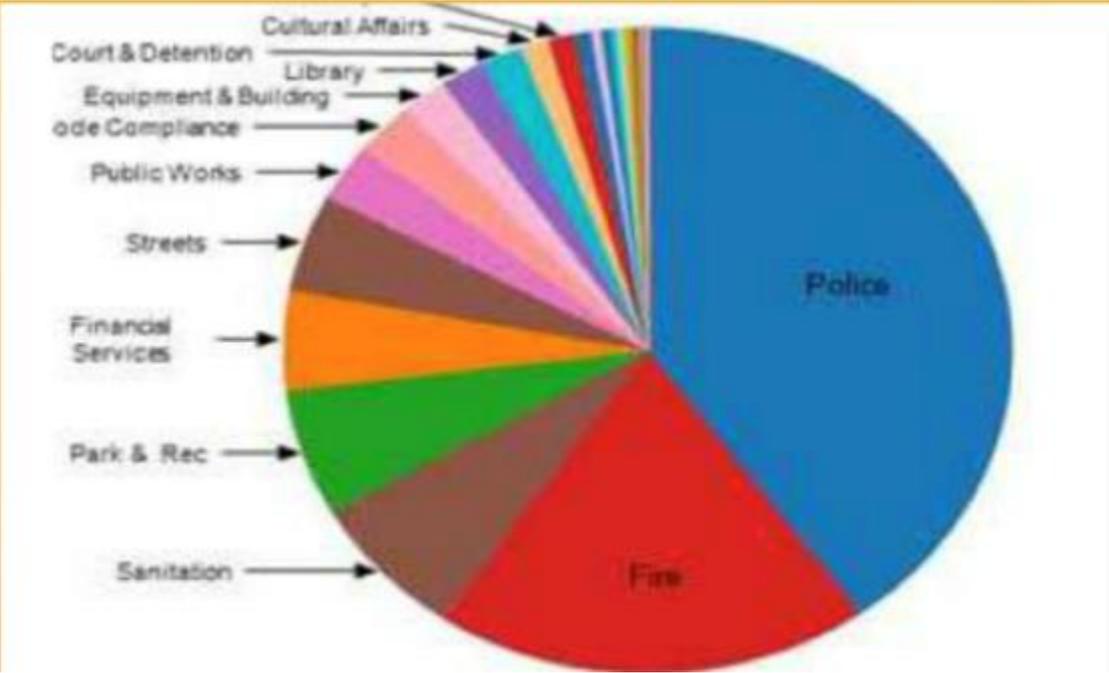


What: A sample

Good Pie



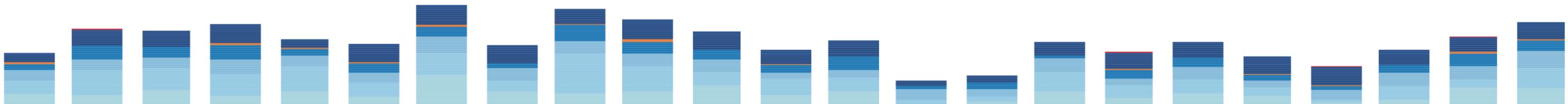
Bad Pie



What

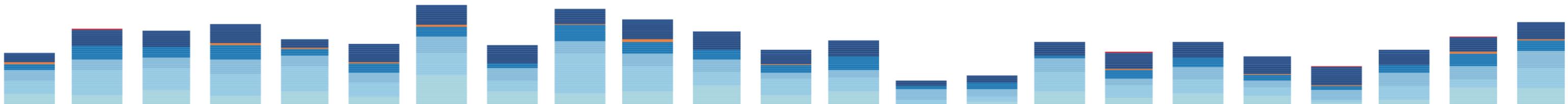
All devices

Journalism is published on many digital platforms. This curriculum will address platform-specific issues, with the last two modules focused on building out complete presentations for tablet, phone, desktop, etc.



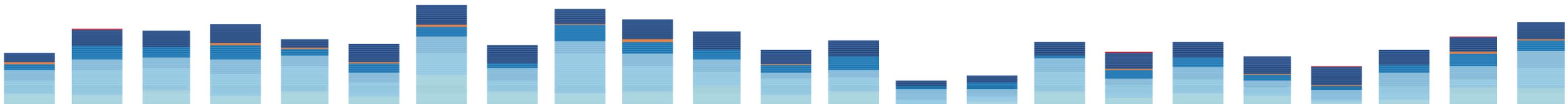
Where

1. Request to join the [Tableau for Teaching User Group](#)
 - I. This user group is for qualified instructors in the Tableau for Teaching program
 - II. You must be signed in to the Tableau website to request access
2. Once you are granted access to the group, select the Request Materials button under the Ready-made curriculum materials section button and complete the short request form
3. Requested materials will be delivered to you electronically



Where

Learn more during a training session at Investigative Reporters and Editors [national conference](#) in Phoenix, June 22-25.



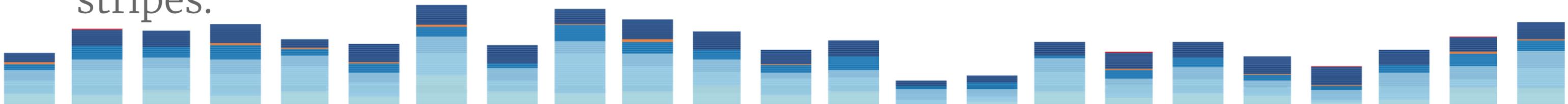
When

When should you use the Tableau modules in a journalism class? And what classes are best-suited for the Tableau modules

Journalism education takes many forms. These modules can be used in many types of classes, from multimedia to basic reporting and writing, and copy-editing.

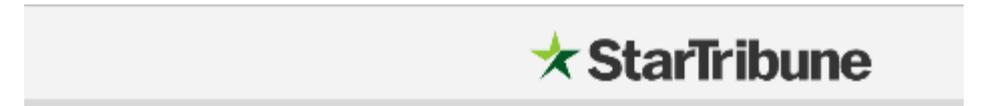
You can integrate the modules with topical classes, such as business reporting, sports reporting or feature writing.

Understanding how to analyze and present data is key for journalism of all stripes.



Why: Journalism today

- Using the tools of today for better journalism
- Equipping your students with what they need to be successful in covering:
 - Politics
 - City Hall
 - The environment
 - Features
 - Demographics
 - Sports
 - You name it



There were about 5,300 properties statewide that went to a sheriff just over half in the Twin Cities. That's an enormous drop from the housing crisis and recession when an average of 23,000 Minnesota foreclosures each year.

Foreclosures in Minnesota, 2005-2016

Data on sheriff's sales show the lowest number of foreclosures in the state last year. Homeownership Center started tracking it in 2005.



THE UPSHOT | Democrats Ar

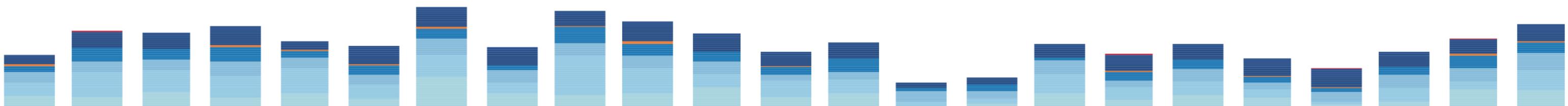
In Iowa, Democratic turnout was far improving the Democratic share of the last midterm election.

Democratic Turnout Strong in Elections

Partisan composition of the electorate in recent elections.

Delaware SD-10

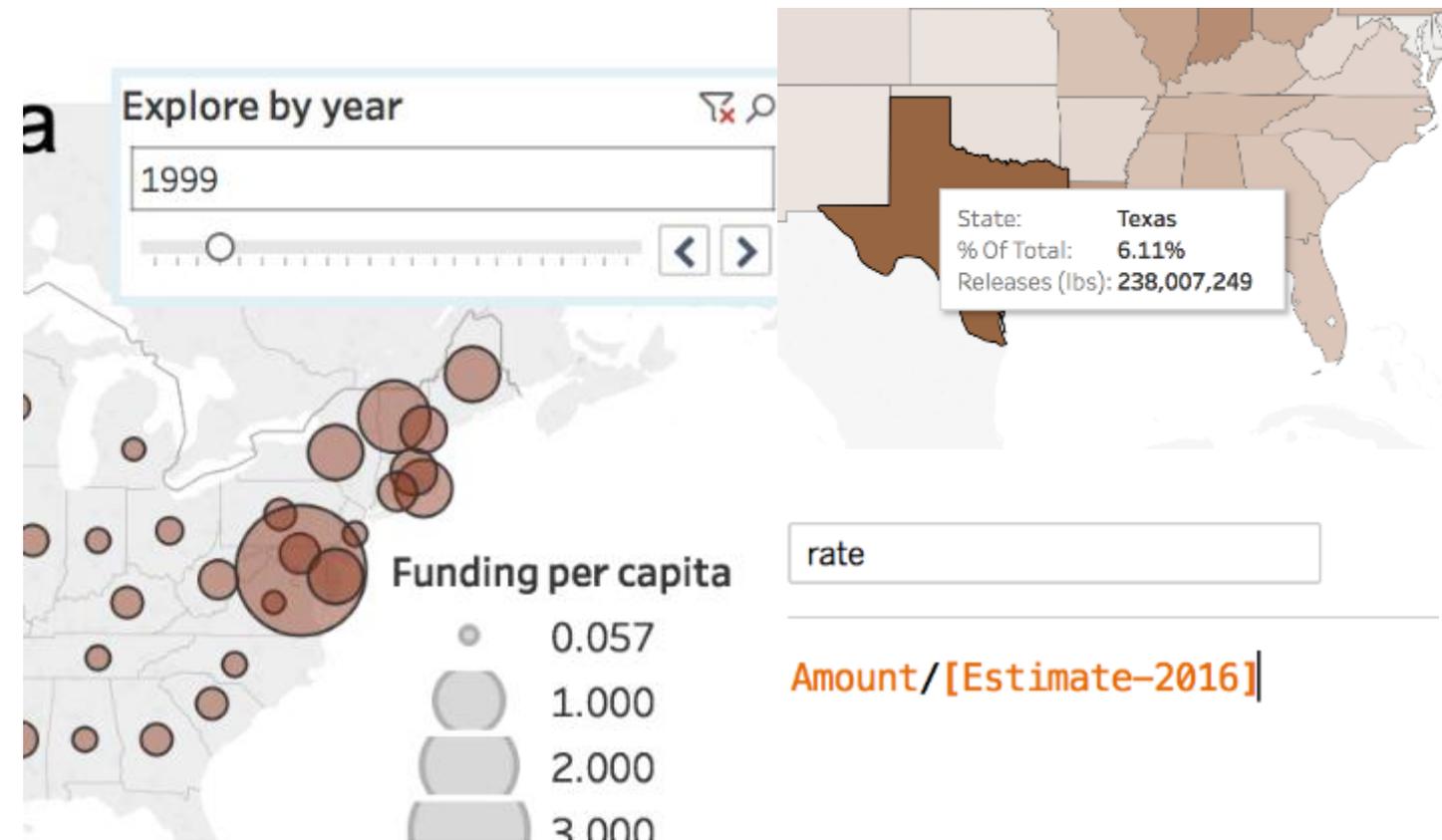
	Democrat	Other	Republican
Special Election	48%	21	32
2016	46	24	30



How

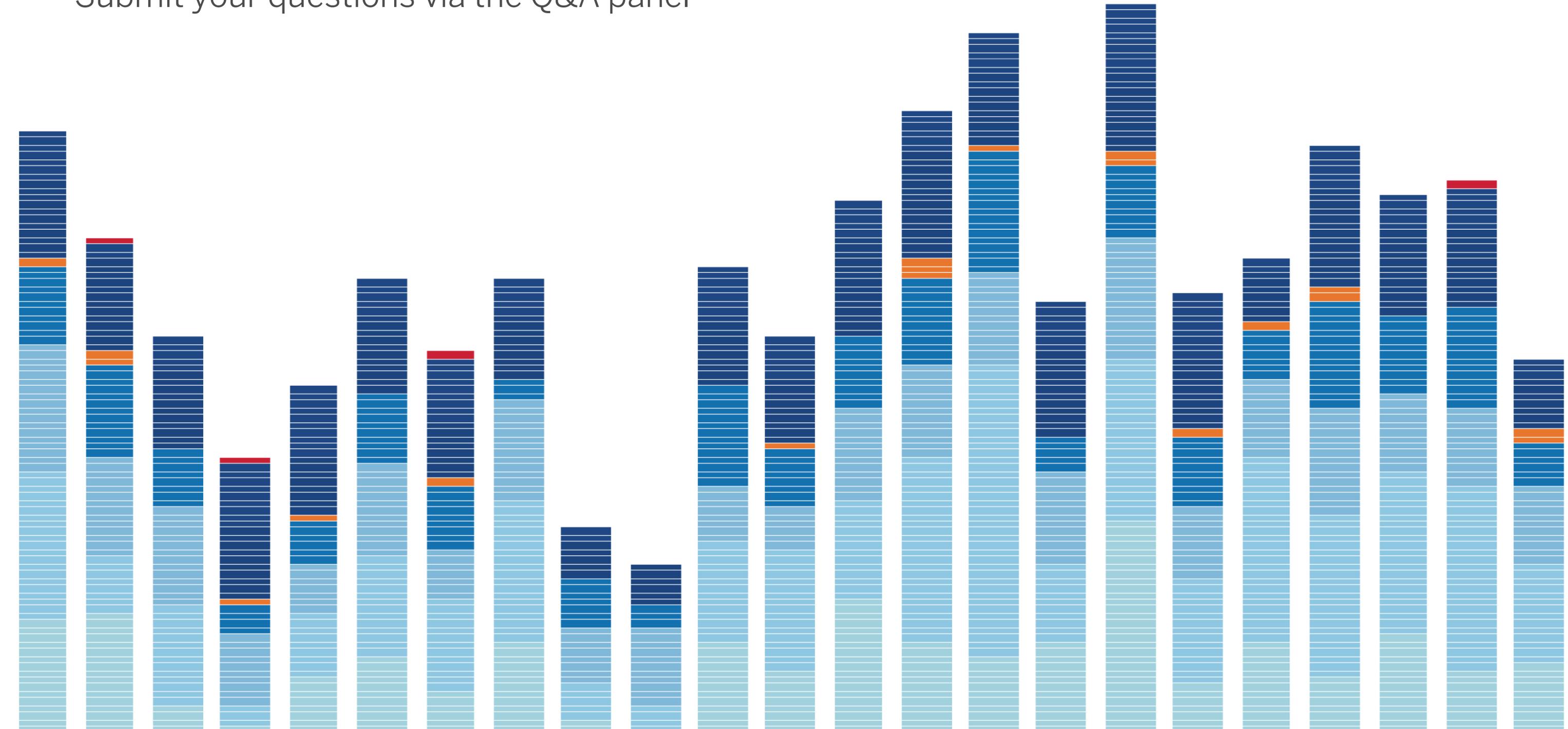
The modules cover the basics but also are designed to be easily integrated into the classroom in whatever order works for you.

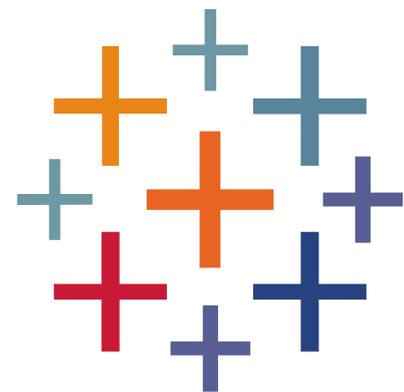
The modules include work on mapping, covering breaking news, using Google sheets and creating calculations. The data and story topics range from failing bridges to lobbying money – making them useful for classes that cover a range of news topics as well. Just sign up for the Tableau for Teaching resources and begin teaching. Have a question, reach out!



Questions?

Submit your questions via the Q&A panel





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