Data Journalism
- A Caribbean Perspective

Unilorin ODDC Stakeholders’ Workshop
Presenter: Dr. Maurice McNaughton
Mona School of Business & Management, UWI
Agenda

• Background & Context
  – UWI & Mona School of Business/Management
  – Open Data in Caribbean & the Role of Media

• Data Journalism – An Overview
  – What is it? Why is it important?

• Data Journalism in Practice
  – New Skillsets & Capacity Building
  – New Challenges and Opportunities for Journalists & Media-houses
Jamaica in Context
Tropical paradise...

Explore Jamaica
Sweet fragrance, shimmering sunsets, spicy flavor. No wonder hearts beat faster in Jamaica.

Cultural icons...

100% Jamaica Blue Mountain Coffee
"When Ordinary Coffee Just Won't Do"
Jamaica in Context...

Sporting icons...

Shelly-Ann Fraser-Pryce

Usain Bolt...

Asafa Powell...

Veronica Campbell

Olympic 4x100 sprint queens...

Michael Holding...

Reggae Boyz...
Mona School of Business & Management

Our Vision
To be the premier business school in the region, globally recognized for management education, research and consultancy.

Our Mission
To be a solution-oriented school of business and management which produces internationally competent and capable professionals and leaders through teaching, research and service.

MISSION & VISION

Core Values
Innovation
Integrity
Civic Responsibility
Excellence
Transparency
### Student Metrics

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<tr>
<th>Academic Year</th>
<th>Department</th>
<th>Level</th>
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MSBM is the largest business school in the Caribbean region.
ACADEMIC UNDERGRADUATE PROGRAMMES

BSc
Mona Campus

- Accounting
- Entrepreneurship
- Human Resource Management
- Management Studies
- Marketing
- Operations
- Banking and Finance
- Tourism Management
- Chemistry Management *

**Western Jamaica Campus (WJC)**

- Human Resource Management
- Management Studies
- Accounting
- Banking and Finance
- Tourism & Management*
- Management Information Systems*

* Special Option
ACADEMIC GRADUATE PROGRAMMES

- Master in Business Administration
- Executive Master in Business Administration
- Master in Business Management
- Doctorate in Business Administration

MSc
- MSc. Accounting
- MSc. Computer Based MIS
- MSc. Enterprise Risk Mgmt.
- MSc. National Security & Strategic Studies
- MSc. Sports Business Mgmt.
- MSc. Taxation
- MSc. Telecommunications Policy Mgmt.
- MSc. Tourism Mgmt.

Diploma
- Business Administration
- Sports Business Management
Open Data in the Caribbean
Constraints to Open Data in the Caribbean

- Limited access to high quality, locally relevant data that is timely, accurate and available in structured, machine-readable formats for public consumption.

- Data produced using public resources is often considered the private property of the organization which produced it and, therefore, limiting the wide availability or accessibility of quality Caribbean research and public sector data.

- Capacity-building efforts are required within research groups and local/regional institutions to effectively use new technologies to communicate research results and recommendations to policy makers and the public at large.

- Cultural and institutional limitations that hinder the use of data, and other forms of evidence, for policy and decision making.
The Vision

• Regional Governments embrace Open approaches

• Caribbean researchers actively collaborate, dialogue and share information; and policy makers use this evidence-based information for decisions.

• Data generators and users collectively and proactively identify the key development issues, taking advantage of Open Data initiatives to create new services and provide new ways for positively impacting and empowering the constituents they serve.

• ICT entrepreneurs actively build creative, content based applications for external and internal markets.

• Research institutes, government entities and civil society spearhead education, capacity building and sensitization initiatives to communicate, demonstrate and realize the potential, power and possibilities of Open Data for transforming society and improving the quality of life for Caribbean societies.
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<th>COI Foundation Partners</th>
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<td>COI Website: <a href="http://caribbeanopeninstitute.org">http://caribbeanopeninstitute.org</a></td>
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<td><strong>COI Foundation Partners</strong></td>
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<td><strong>Mona School of Business &amp; Management</strong> (MSBM)</td>
<td>The premier business school in the region delivering business and management education, executive education, professional development training and context-relevant research and management consultancy services</td>
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<td><strong>Fundación Taiguéy</strong></td>
<td>Fundacion Taiguéy is a nongovernmental, nonprofit organization, incorporated in the Dominican Republic that seeks to promote, develop, assess, monitor and evaluate processes of social change at the community level, promoting participatory methodologies and the use of appropriate technologies</td>
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<td><strong>SlashRoots</strong></td>
<td>The SlashRoots Foundation (&quot;SlashRoots&quot;) is a civic tech non-profit that leverages technology to create solutions to social problems endemic to the Caribbean region.</td>
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<td><strong>Caribbean ICT Research Programme</strong></td>
<td>The Caribbean ICT Research Programme promotes multi-stakeholder dialogue and capacity building on the application of ICT to Caribbean social and economic development. It does so through the outputs, outcomes and impacts of its action research around the needs of marginalized communities.</td>
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<td><strong>Panos Caribbean</strong></td>
<td>Panos Caribbean is a regional media and communications organization that works to empower the most marginalized and vulnerable persons in the region through projects and other activities on issues related to children and youth, public health, media community &amp; environment as well as gender.</td>
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<td><strong>IDRC and CRDI</strong></td>
<td>The International Development Research Centre (IDRC, the Centre) is a Canadian Crown corporation that encourages, supports, and conducts research in the world’s developing regions, and seeks to apply new knowledge to the economic and social improvement of those regions.</td>
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Open Data

Open Data as a catalyst for enabling greater accountability and transparency; improving public sector efficiency and service delivery; and stimulating economic development.

Open Communications

Using innovative communications mechanisms such as data visualization, and web 2.0 strategies, to more effectively link research, policy and advocacy; Building institutional capacity for effective data and science journalism.

Open Impact

Building new modalities and approaches in order to meaningfully plan for, and assess the developmental impact of Open Data initiatives in the Caribbean.
Open Data in Agriculture

- Spatial Visualization (GIS)
- Situational Query / Reporting
- Business Analytics
- Value-Added Applications
  - Mobile AgroAssistant
  - Microfinance Loan Management
An Example of FOIA

GOJ/MOF publish GOJ 2012 Budget

Estimates of Expenditure

Recurrent

- 0100: His Excellency the Governor General & Staff
  - 2012-2013-0100-1.pdf
- 0200: House of Parliament
  - 2012-2013-0200-1.pdf
- 0300: Office of the Public Defender
  - 2012-2013-0300-1.pdf
- 0400: Office of the Contractor-General
  - 2012-2013-0400-1.pdf
- 0500: Auditor General
  - 2012-2013-0500-1.pdf
- 0600: Office of the Services Commissions
  - 2012-2013-0600-1.pdf
- 0700: Office of the Children's Advocate
  - 2012-2013-0700-1.pdf
- 0800: Independent Commission of Investigations
  - 2012-2013-0800-1.pdf
- 1500: Office of the Prime Minister
  - 2012-2013-1500-1.pdf
- 1600: Office of the Cabinet
  - 2012-2013-1600-1.pdf
- 1649: Management Institute for National Development
  - 2012-2013-1649-1.pdf
- 1700: Ministry of Tourism
  - 2012-2013-1700-1.pdf
### 2012-2013 Jamaica Budget

**Head 2000 - Ministry of Finance and Planning**

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An Example of Open Data Budget Transparency

- Making budget information available and accessible to Civil Society (NGOs, journalists, citizens, etc.)
- Provides a basis for discussions, participation
- Provides mechanisms for greater civil society engagement in the entire budget process.

Demo: http://caribbeanopeninstitute.org/gojbudget_Functions
OPEN DATA IN THE CARIBBEAN TOURISM SECTOR

Open Data: Landscape and Sector Impacts in Latin America and the Caribbean,
Montevideo, Uruguay, 25 de junio 2013
• April 11-12\textsuperscript{th}
  – Jamaica , Trinidad, \textit{Dominican Republic}
  – \textit{Codesprint sites:} Barbados, \textit{Guyana, Cuba, Suriname, St. Kitts}

• \textbf{Thematic Areas:} Data Journalism, Agriculture, Tourism, Education, Census 2010

• \textbf{Conference website:} \url{http://developingcaribbean.org}
COI: Caribbean OI WApps4D
Open Government Virtuous Circle

Data Availability

Social Value

Citizen Empowerment

Citizen Engagement
Data Journalism
What is Data Journalism?

• ..Obtaining, reporting on, curating and publishing data in the public’s interest - *Data Journalism Handbook*
• ...the convergence of a number of fields - from investigative research and statistics to design and programming
• ...is the future of media – *Tim Berners-Lee*
• ...a rapidly emerging paradigm in investigative journalism and storytelling that makes use of the overwhelming abundance of sources of publicly accessible, authoritative data, together with compelling new tools and techniques for data visualization and analytics
• Data journalism is both science and art, and an essential capability for today’s journalists and media houses hoping to stay current and relevant in the digital age.
Why Data Journalism?

• Open Data is a global phenomenon with a potential value impact in $’Trillions (ref: McKinsey). As the 4th estate, Media has an important role to play in guarding the public interest in open data as a public good.

• Essential for today’s journalists and media houses to stay current and relevant in the digital age and compete with new media such as twitter, facebook and youtube that provide rich, compelling channel alternatives for consumers.

• Media-houses explore new Revenue models and business opportunities.

• Data can be a trigger for discovery and investigative journalism, and enhances compelling story-telling.
  – i.e. The Essence of Data Journalism = Good Journalism.
The complete cycle

1. Getting data
2. Cleaning
3. Analysis
4. Verification
5. Visualization
What New Skills are Required in the NewsRoom?

Following Notes adapted from presentation by Giannina Segnini, founder and coordinator of the investigative unit of the daily La Nación, Costa Rica
Fusion Between Journalist and Developers

Journalist
• Passion
• A Nose for News
• Narrative

Programmer
• Discipline
• Language
• Tools

Phase 1
Fusion Between Journalist and Developers

Journalist
- Passion
- A Nose for News
- Narrative
- Discipline

Programmer
- Discipline
- Language
- Tools
- Passion

Phase 2
Fusion Between Journalist and Developers

**Journalist**
- Passion
- A Nose for News
- Narrative
- Discipline
- Tools

**Programmer**
- Discipline
- Language
- Tools
- Passion
- Sense for News

Phase 3
Journalism Fellowship
- Caribbean Open Institute

• 15 Caribbean journalists in an innovative Data Journalism fellowship program launched

• To raise awareness among journalists about open data and open data trends in the Caribbean and globally

• Building institutional capacity in the region to be able to maximize the value of Open Data, through empowered journalists

• Journalist fellows will produce a series of five stories, at least TWO of those stories MUST employ and demonstrate good data journalism practice.

http://dj.caribbeanopeninstitute.org/
What Viz to Use?

- Data Visualization in Review: Summary

- Impact 2.0 iGuide - New mechanisms for linking research and policy
  - [http://impact2point0.comunica.org/](http://impact2point0.comunica.org/)
  - [http://impacto2punto0.comunica.org/](http://impacto2punto0.comunica.org/)
When are Nigerian Budget Stories Published?
Preferred Format for Budget Data

Journalists/Media Professionals

- PDF
- Uncertain
- SQL
- Excel file

Civil Society Representative

- Excel file
- MySQL
- PDF
Open Data – Implications for Statisticians & NSOs

**Hans Rosling - Gapminder Foundation**

- National Statistical Systems were often the leading services in making use of the computers, but are today far from leading in the use of the Web and related tools.

- **Visualization and animation tools** that unveil the beauty of statistics for a wider group of users demand a paradigm shift from dissemination to access.

- Infomediaries between the producers of statistics and users will expand the users and add value to public statistics.

- The collection, processing and compilation, as well as documentation, of metadata and quality certification remain key roles of the National Statistics Systems.

- Advocate a move to the provision of data as public goods and technologies for linking and tracing data sources and metadata.

Open Data – Implications for Journalists & Media-Houses

• Traditional mainstream media are no longer the “only” source of news and information. The Web and social media (Blogs, Twitter, Facebook, Youtube) are now competing channels that are dynamic, interactive and multi-media.

• Open Data, Visualization and animation techniques that augment and enhance the “story” for a wider group of consumers, demand a paradigm shift from dissemination to access

• Infomediaries between the producers of data and news and users will expand the user base and add value to public information

• Authentic News reporting through the collection, processing and compilation, of authoritative “sources” of information and data remain key roles of the mainstream media

• Advocate a move to Freedom of Information and the provision of open data as public goods and encourage/partner with technologists and infomediaries that combine the data and apps to create value for citizens
Data-driven Journalism is the future of media
- Tim Berners-Lee