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WARNING:
THIS PRESENTATION IS FULL OF OBSCENITIES.
IT ACCURATELY REPRESENTS THE LANGUAGE HEARD IN THE AVERAGE NEWSROOM.

Gideon Lichfield
@glichfield

Follow

Journalism comes in three kinds: "no shit," "oh, shit," and "holy shit." You want to be doing "holy shit." Like this. wapo.st/1kGTeYR

RETWEETS 153

FAVORITES 94

12:26 PM - 8 Apr 2014

NO SHIT JOURNALISM

Readers recognize them and will call them out.

MaydnUSA @MaydnUSA · Apr 23
No shit, Sherlock! "GOP Lawmakers On Keeping Campaign Promises: "To Date, We Haven't" cnsnews.com/news/article/p… #Lynch

16 8

View photo

David Scott Aubrey @davidakaclean · Apr 12
"Wealthier Australians are more likely to support a GST hike than those on lower incomes" smh.com.au/federal-politi… **No Shit**? #auspol

2

View summary

Paul @Checkalakh · 21h
Todays **No Shit** Sherlock **news story** - BBC News - Michael Gove: Justice system fails society's poorest bbc.co.uk/news/uk-politi…

View summary

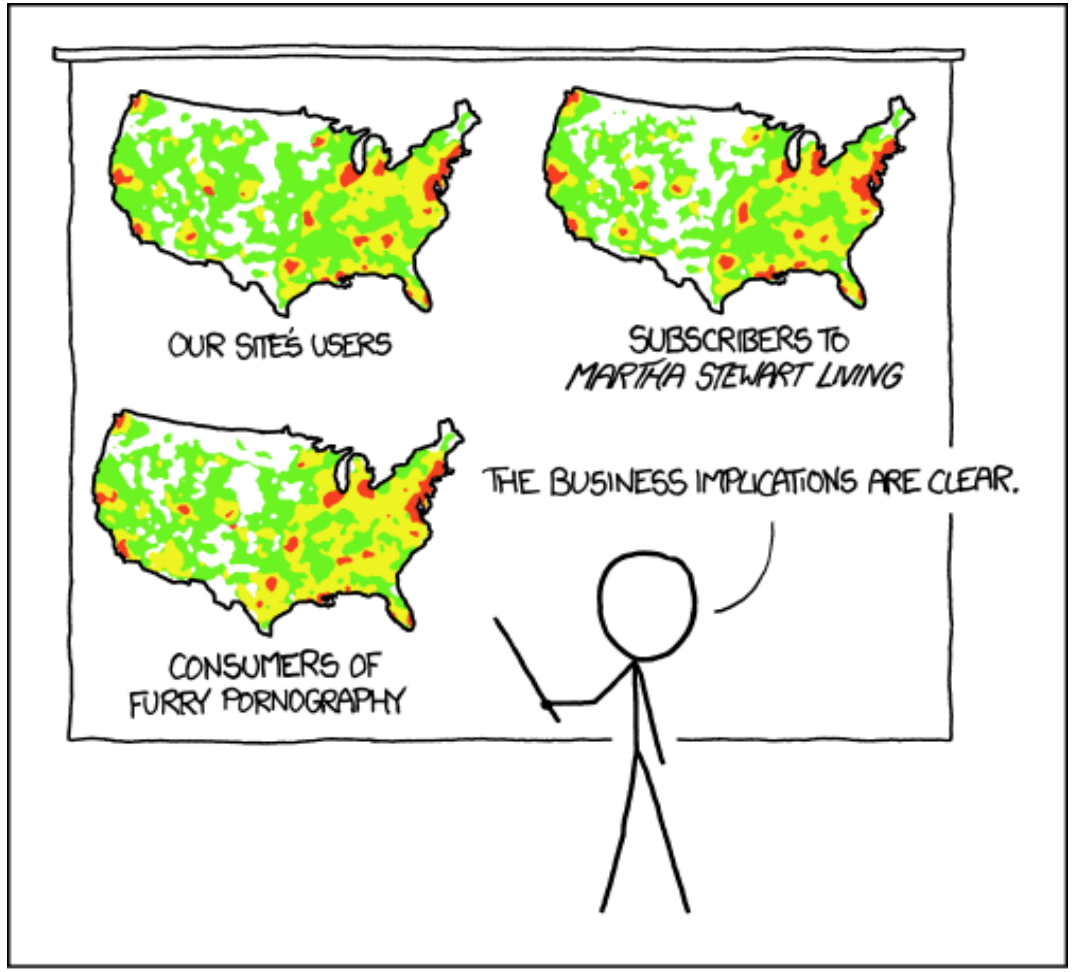
Justin Huebner @JustinRH83 · 22 Jan 2013
No shit @DougC81 "@NFL_ATL: Dolphins GM: We need to get more talent around QB Ryan Tannehill. nfl.com/news/story/0ap…"

Zhen @ZhenYaoYin · 20 Sep 2012
No shit, Sherlock! RT @staronline: Bosses would rather hire grads who can converse well in English bit.ly/S5Zl8r

5 1

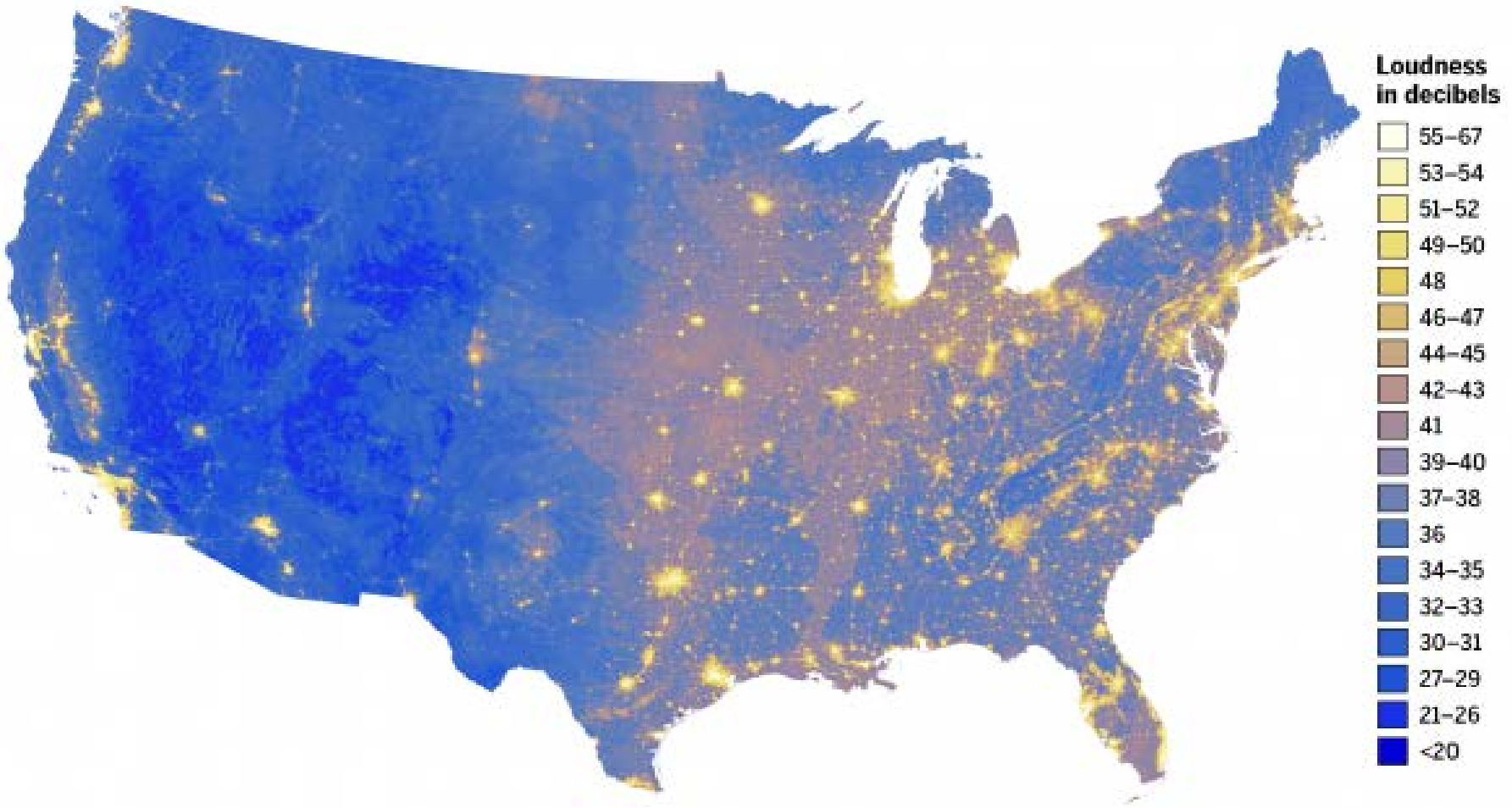
It’s not just news reports.

Maps can be “no shit”, too.

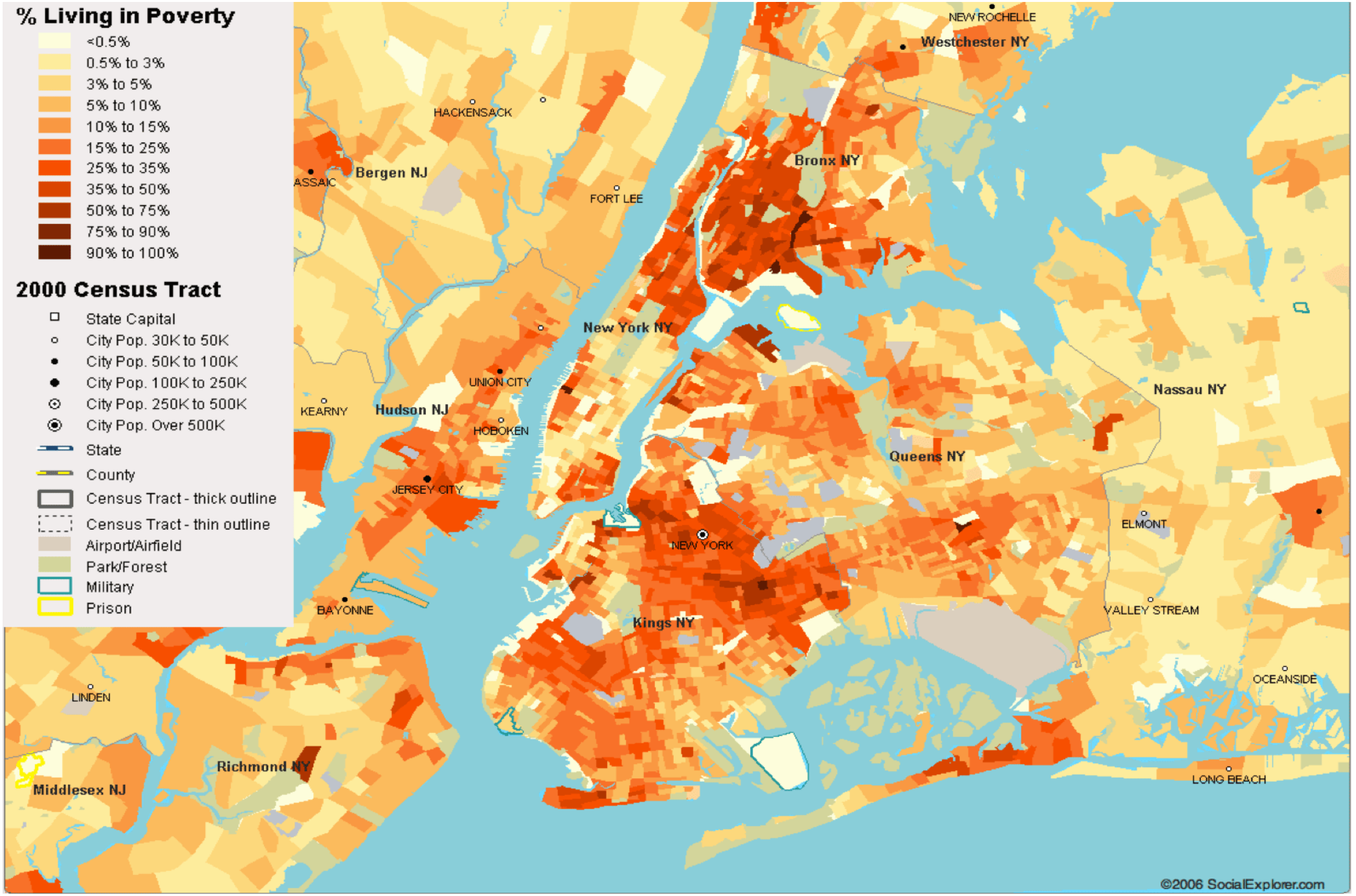


PET PEEVE #208:
GEOGRAPHIC PROFILE MAPS WHICH ARE BASICALLY JUST POPULATION MAPS

xkcd.com/1138



US noise map found on reddit.com/r/MapPorn
No attribution


% Living in Poverty
<0.5%
0.5% to 3%
3% to 5%
5% to 10%
10% to 15%
15% to 25%
25% to 35%
35% to 50%
50% to 75%
75% to 90%
90% to 100%
2000 Census Tract
State Capital
City Pop. 30K to 50K
City Pop. 50K to 100K
City Pop. 100K to 250K
City Pop. 250K to 500K
City Pop. Over 500K
State
County
Census Tract - thick outline
Census Tract - thin outline
Airport/Airfield
Park/Forest
Military
Prison
NEW ROCHELLE
Westchester NY
HACKENSACK
Bergen NJ
ASSAIC
FORT LEE
Bronx NY
New York NY
UNION CITY
KEARNY
Hudson NJ
HOBOKEN
Nassau NY
Queens NY
JERSEY CITY
ELMONT
NEW YORK
BAYONNE
Kings NY
VALLEY STREAM
OCEANSIDE
LINDEN
Richmond NY
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LONG BEACH
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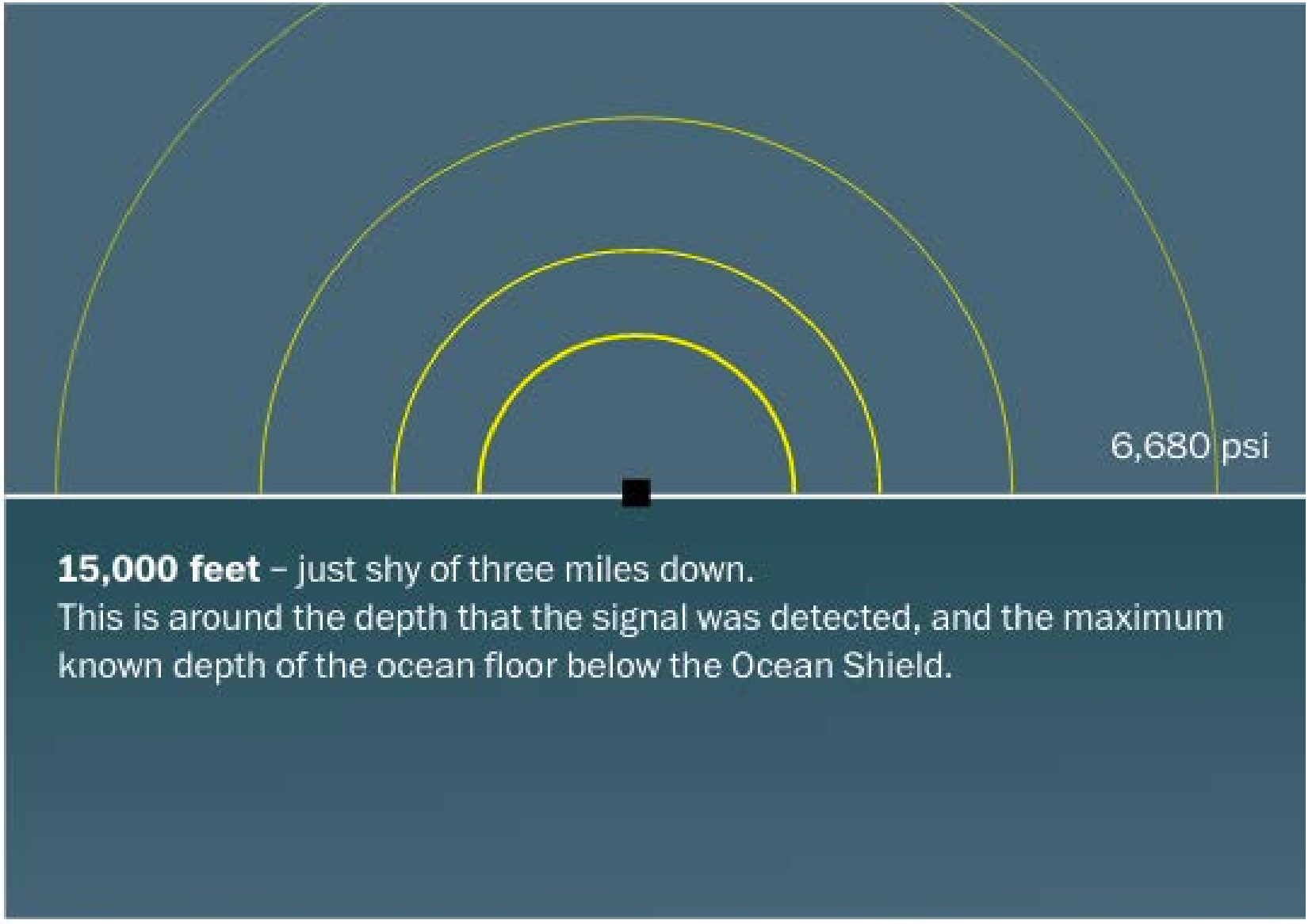
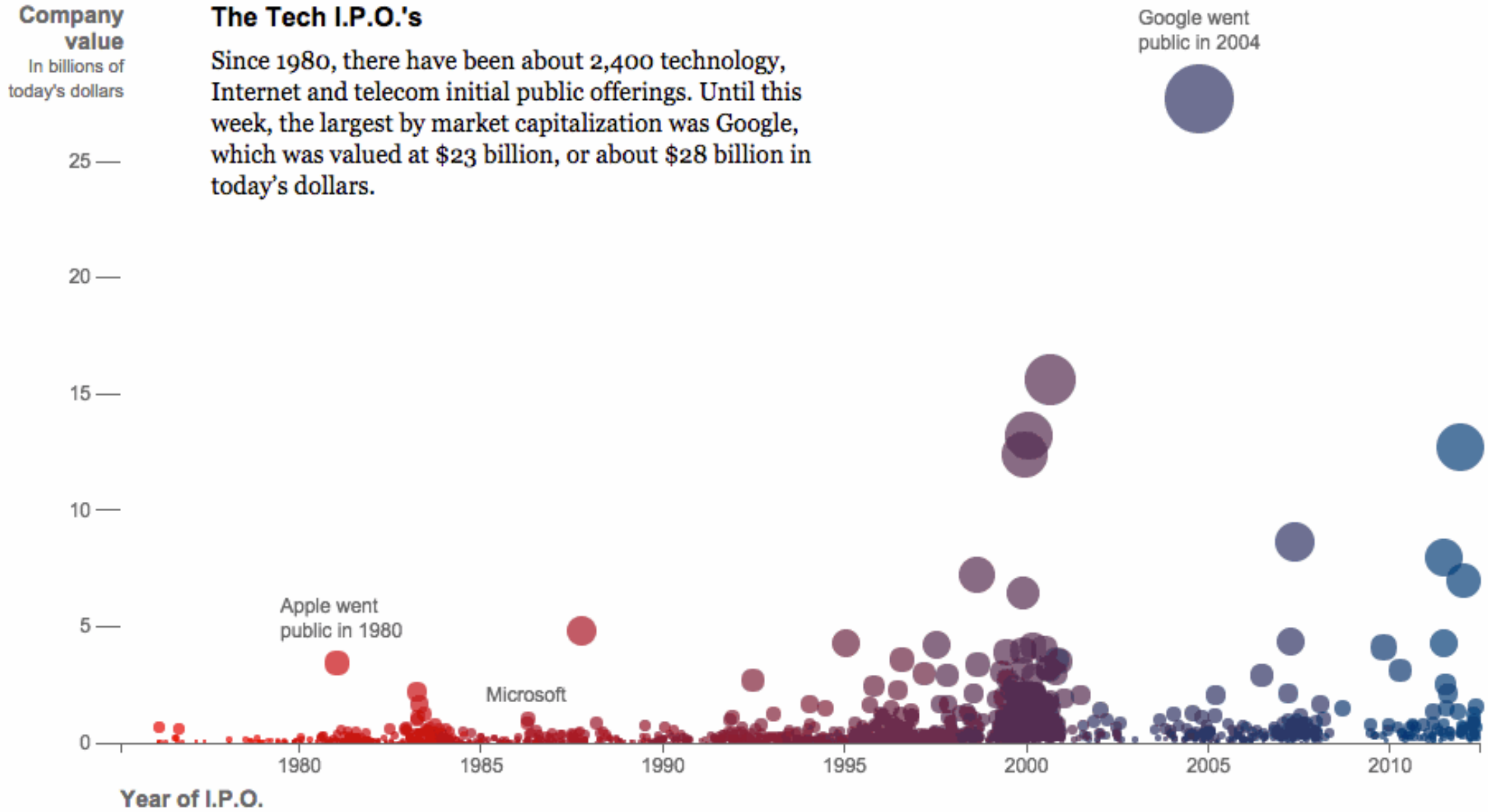
And now for some holy shit

200 feet– the width
of a Boeing 777-200.

22 feet– the draft of the Australian offshore support vessel Ocean Shield, now searching for the black box. It is 347 long.

15,516 pixels deep
1 pixel per foot

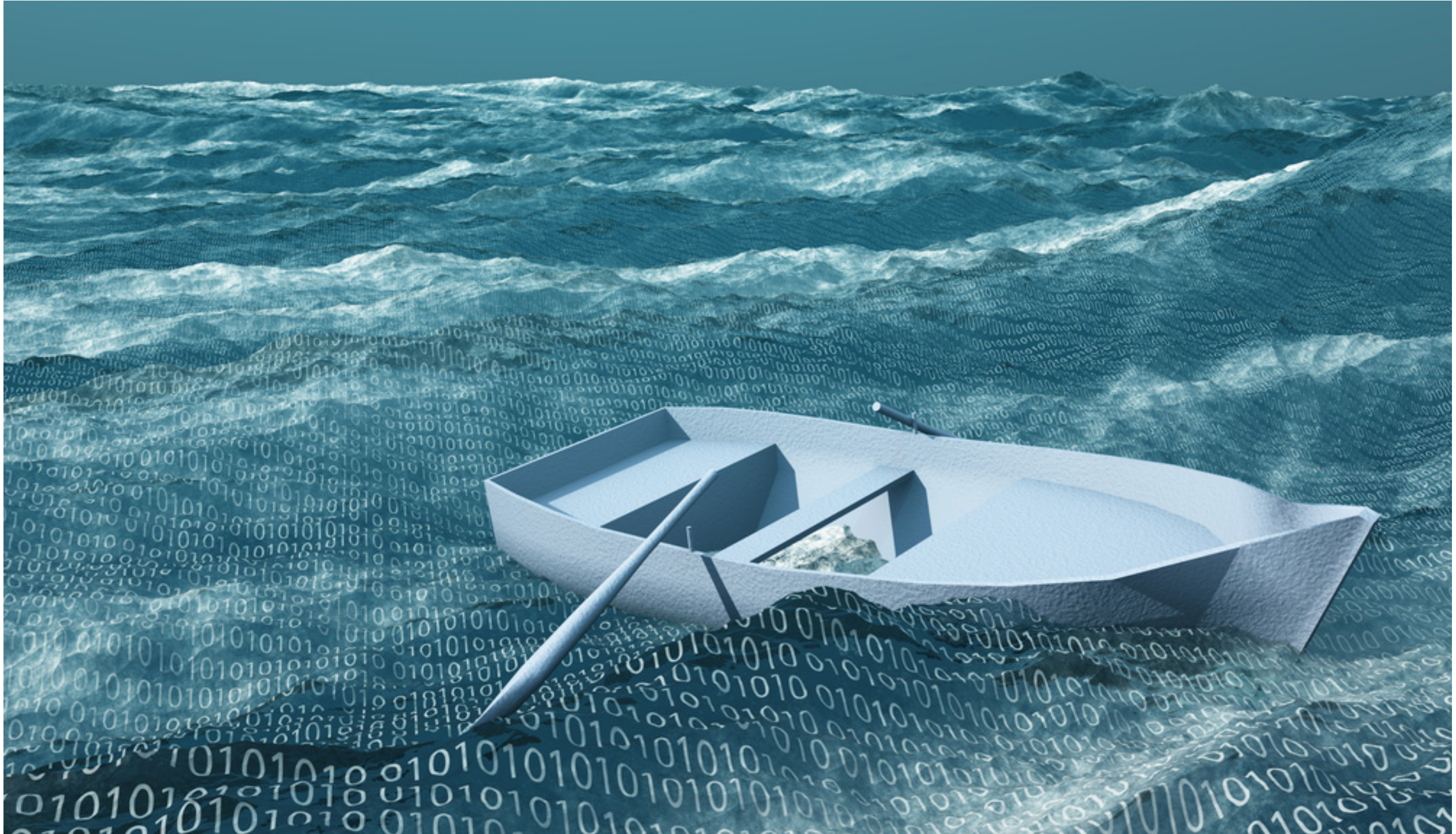




http://www.nytimes.com/interactive/2012/05/17/business/dealbook/how-the-facebook-offering-compares.html?_r=0

They’re visual.

They convey a lot of information in little space.



Coffee & Empathy: Why data without a soul is meaningless

by Om Malik MAR. 26, 2013 - 8:32 AM PDT

« Data Science – Organisational Impact

Storytelling in Data Science

Advanced analytics, Business intelligence, Data science

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Data Science – It's in the Storytelling

September 24, 2013 by Daniel Gutierrez Leave a Comment

Weekend Reads: Data Science Needs Storytellers + The Quality vs. Quantity Debate

By Stacey Harnish-Zinck | Sep 28, 2013 Follow 93 followers

A Data Scientist's Real Job: Storytelling

by Jeff Bladt and Bob Filbin | 2:00 PM March 27, 2013

INTERVIEW

Data visualisation success hinges on solid storytelling skills

Brian McKenna, News and Site Editor

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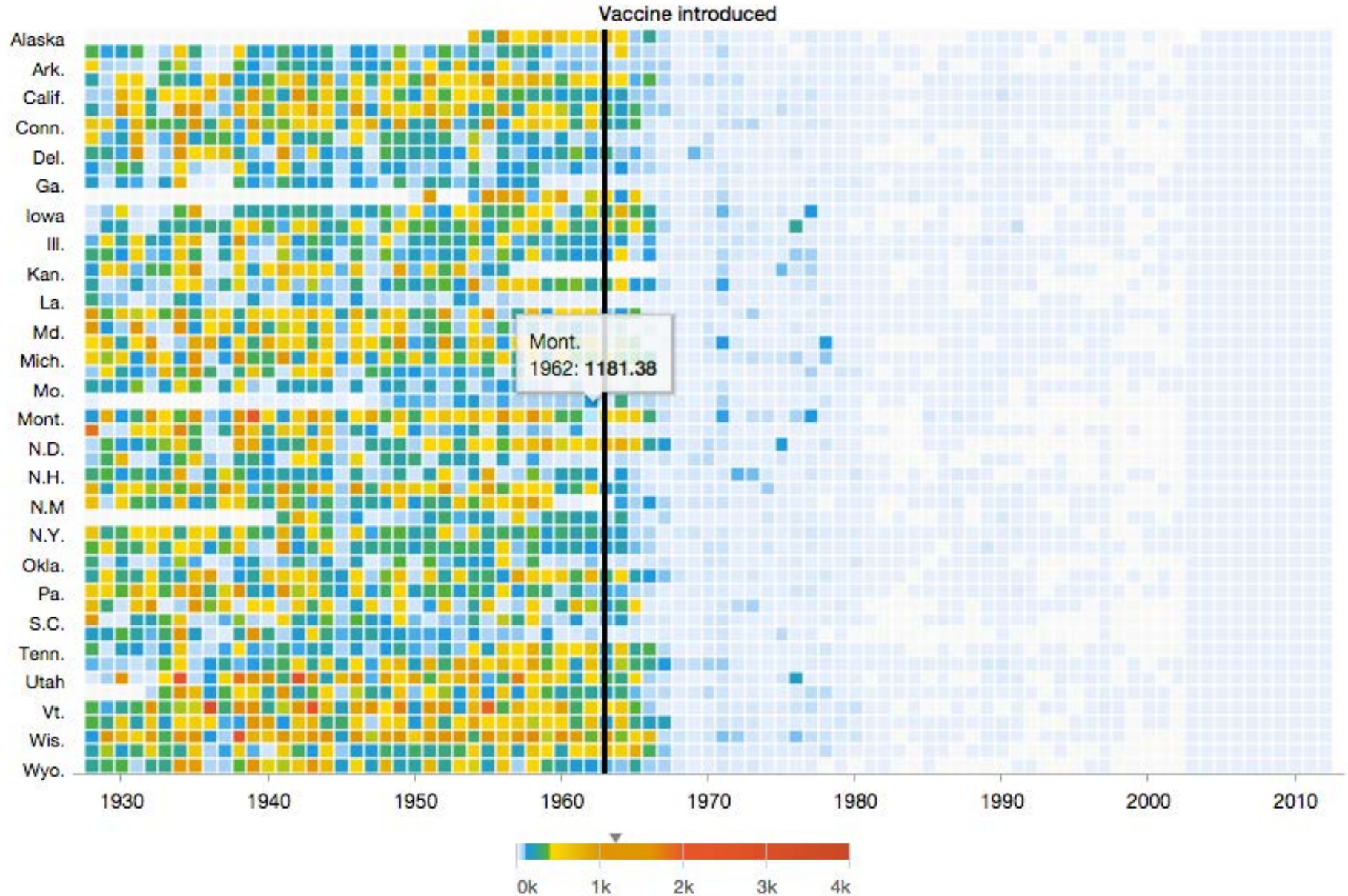
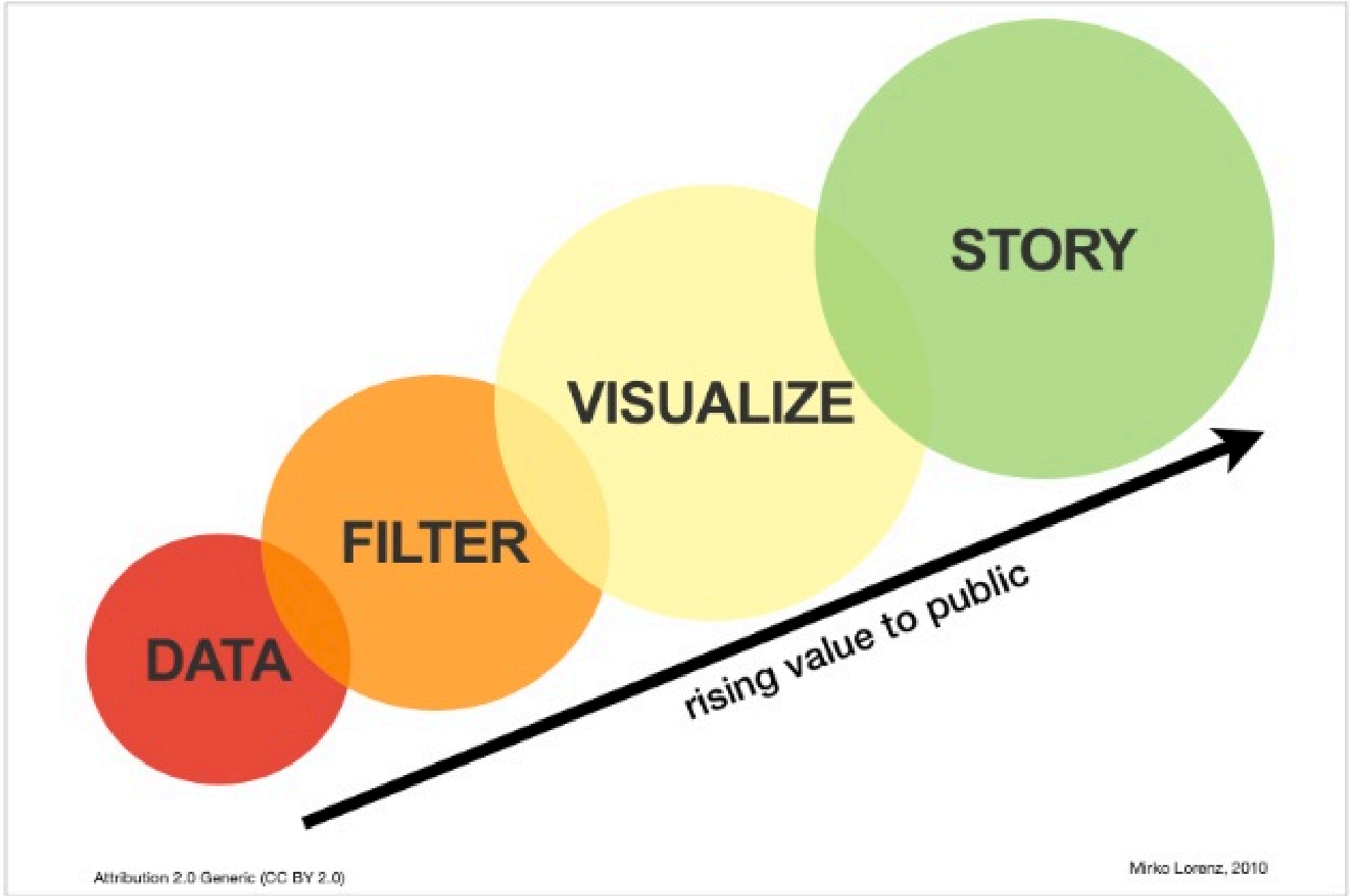
Measles



http://graphics.wsj.com/infectious-diseases-and-vaccines/

DATA-DRIVEN JOURNALISM = PROCESS



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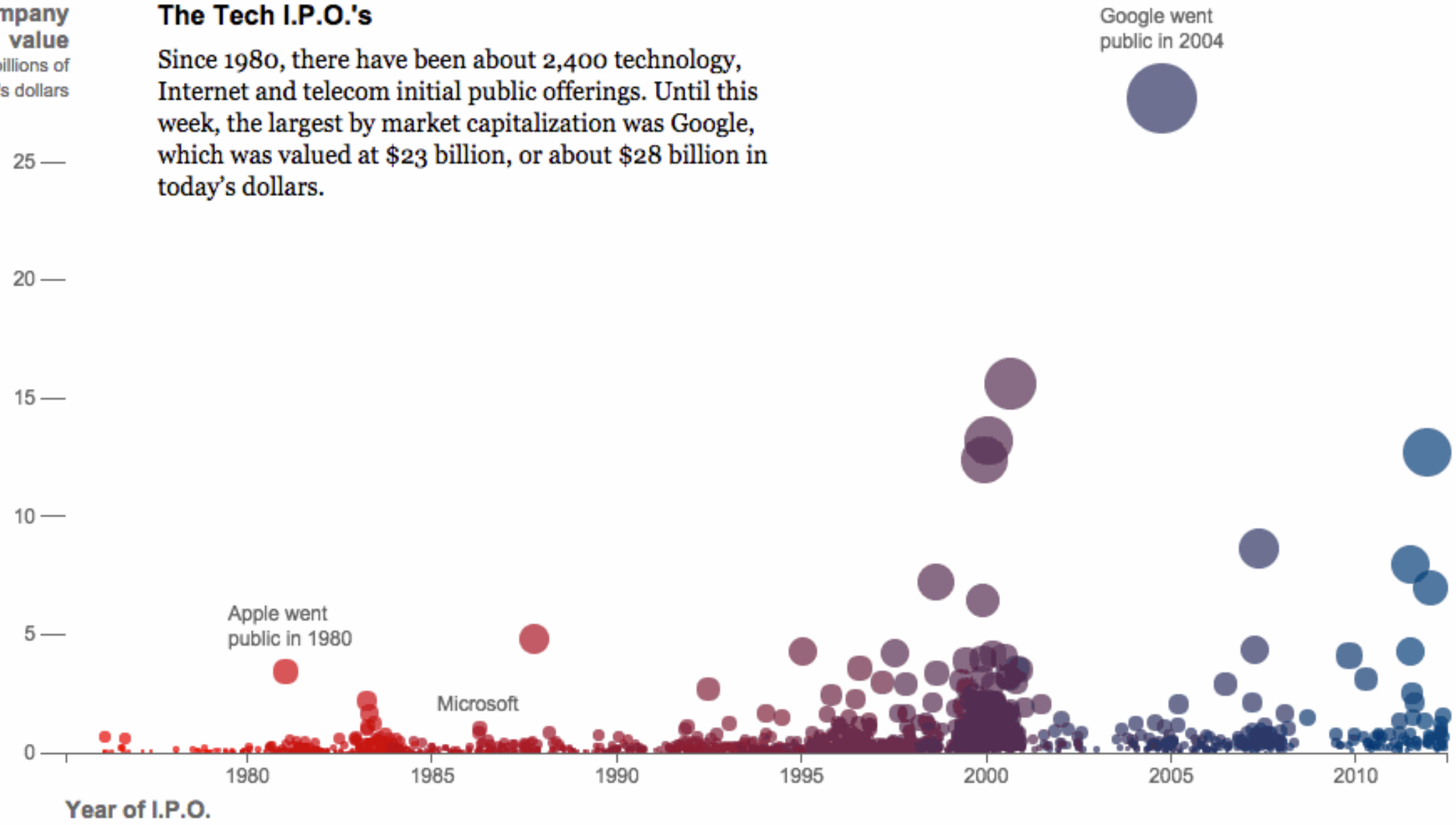
Mirko Lorenz, 2010

The Tech I.P.O.'s

Since 1980, there have been about 2,400 technology, Internet and telecom initial public offerings. Until this week, the largest by market capitalization was Google, which was valued at $23 billion, or about $28 billion in today's dollars.



$$H_s = i / s$$

H_s = Holy shit factor
i = amount of new information
s = space used to display that information

SOUTHERN CALIFORNIA
LOS ANGELES • ORANGE • RIVERSIDE • SAN BERNARDINO • VENTURA

Officer-Involved Shootings in the Los Angeles Area

View a heat map of where shootings have occured from 2009 to 2014.

Does Ethnicity Matter?

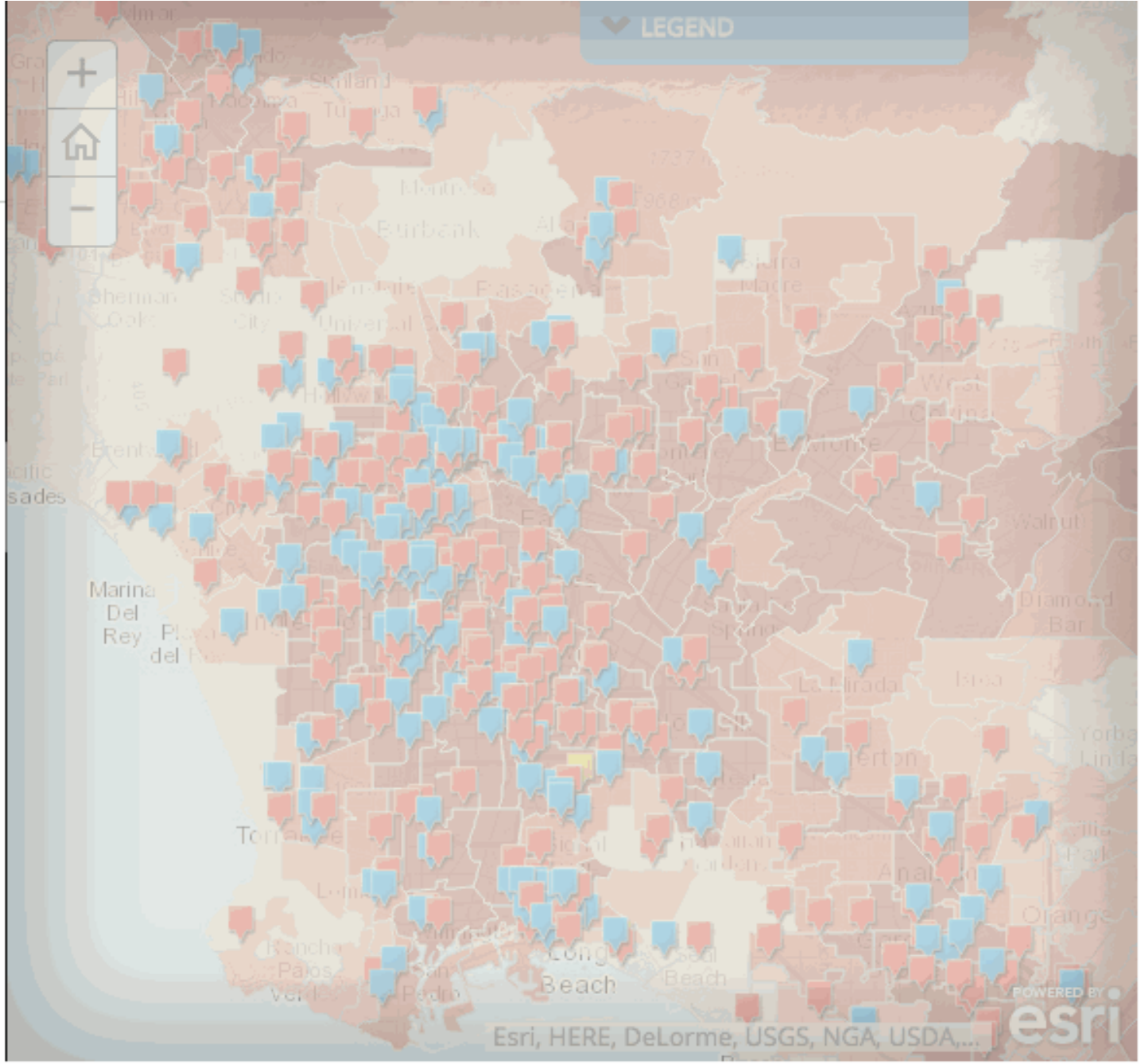
Shootings appear to occur more frequently in neighborhoods that have higher minority populations.

In the map, ZIP Codes are shaded by their minority population percentage. The darkest areas have a minority population percentage greater than 80%.

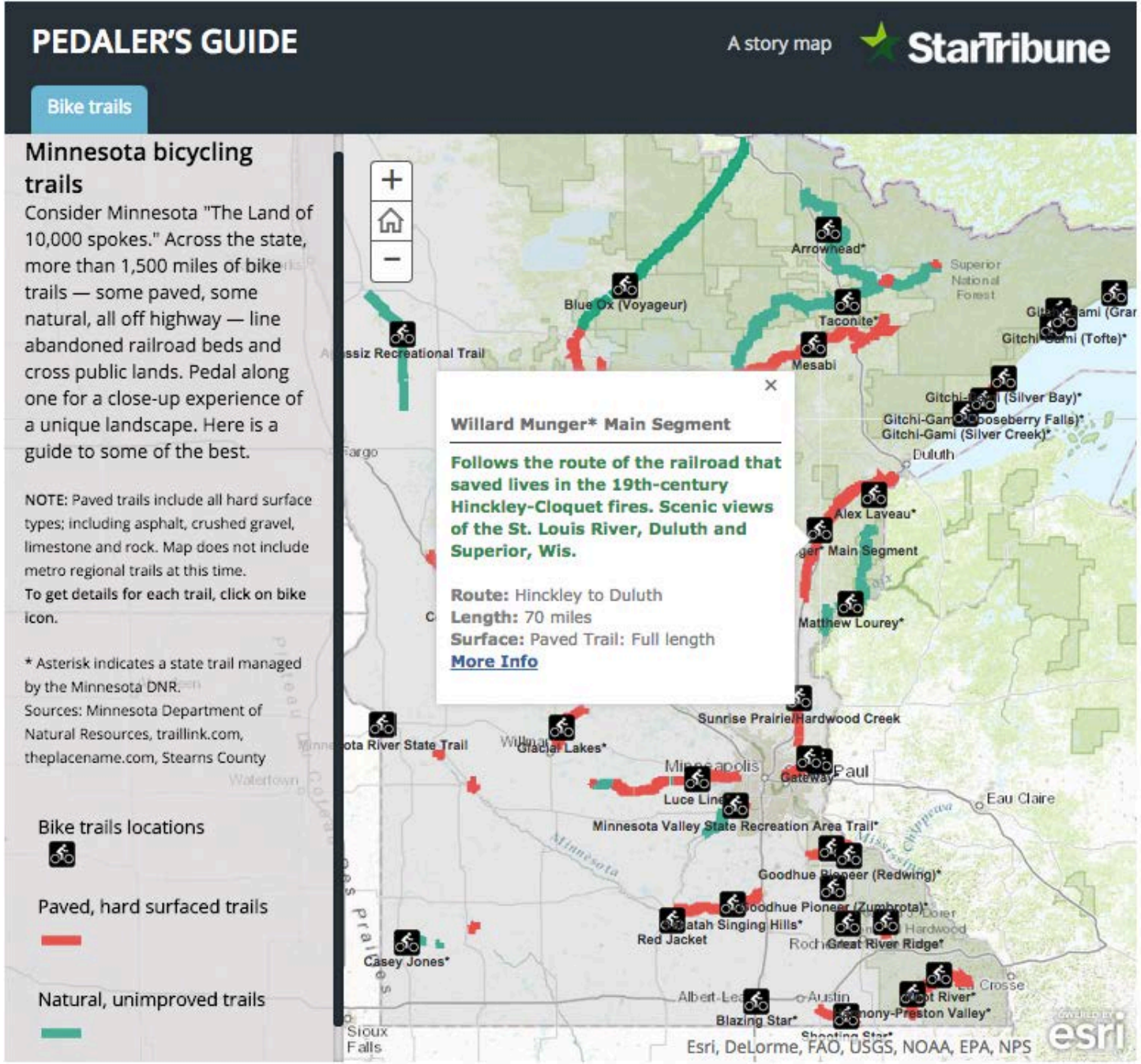
Click any ZIP Code to see the minority population percentage in that area.

Demographic data courtesy of Esri.

What About Poverty?



http://www.nbclosangeles.com/investigations/Data-Shows-Clusters-of-Officer-Involved-Shootings-in-SoCal-283773011.html

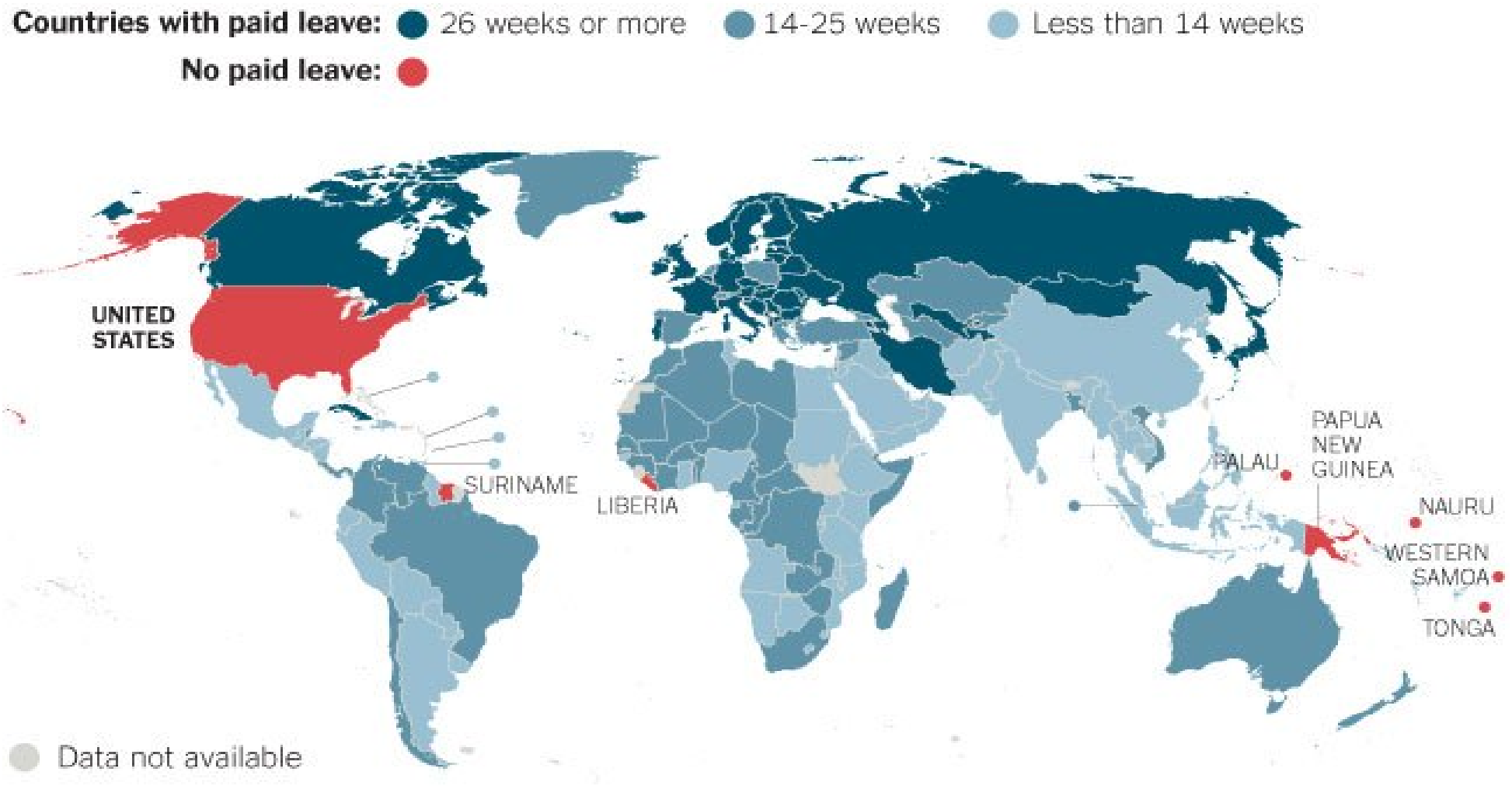


http://www.startribune.com/bike-trails-in-the-land-of-10-000-lakes/310946571/

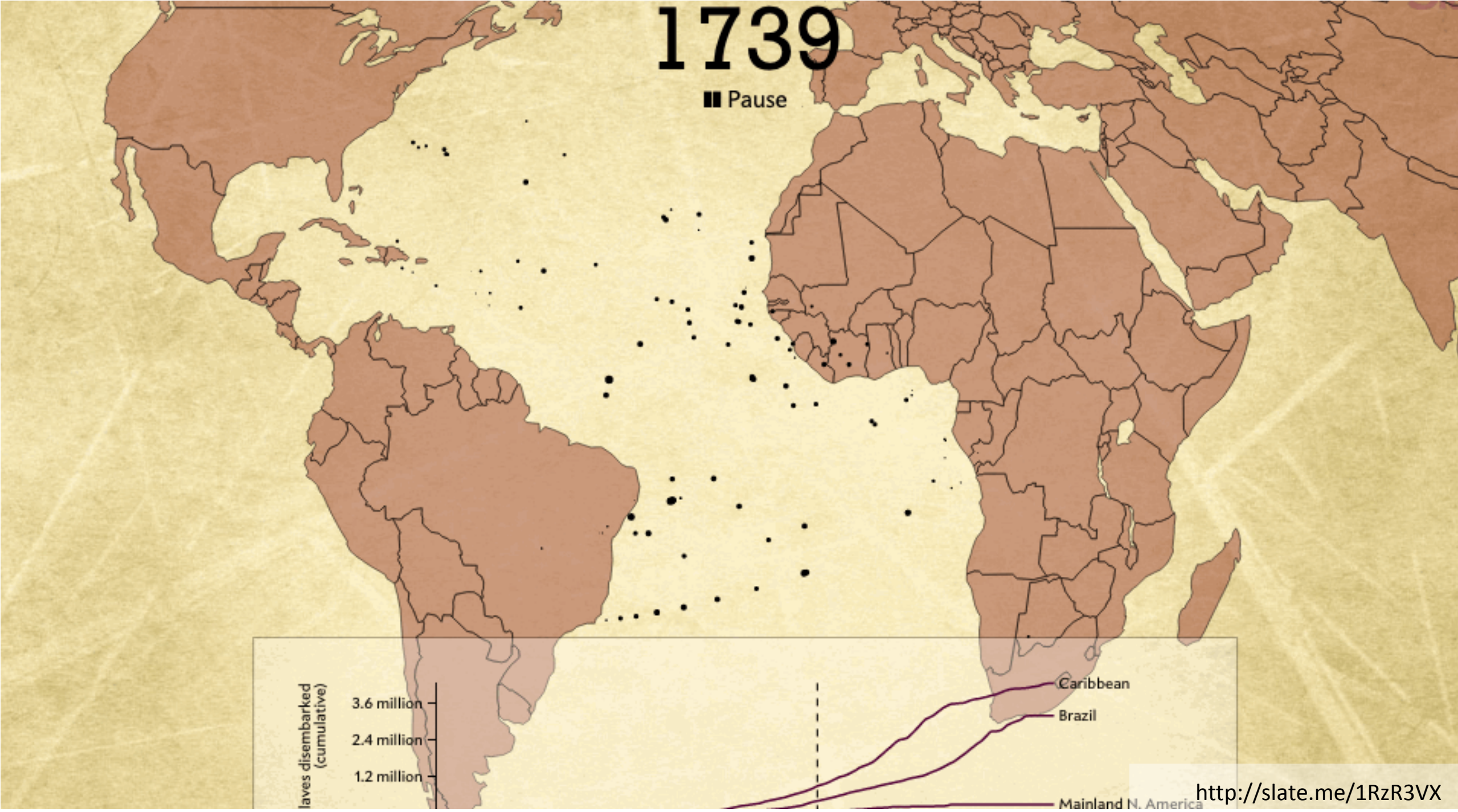
http://deadspin.com/infographic-is-your-states-highest-paid-employee-a-co-489635228

Paid Maternal Leave: Almost Everywhere

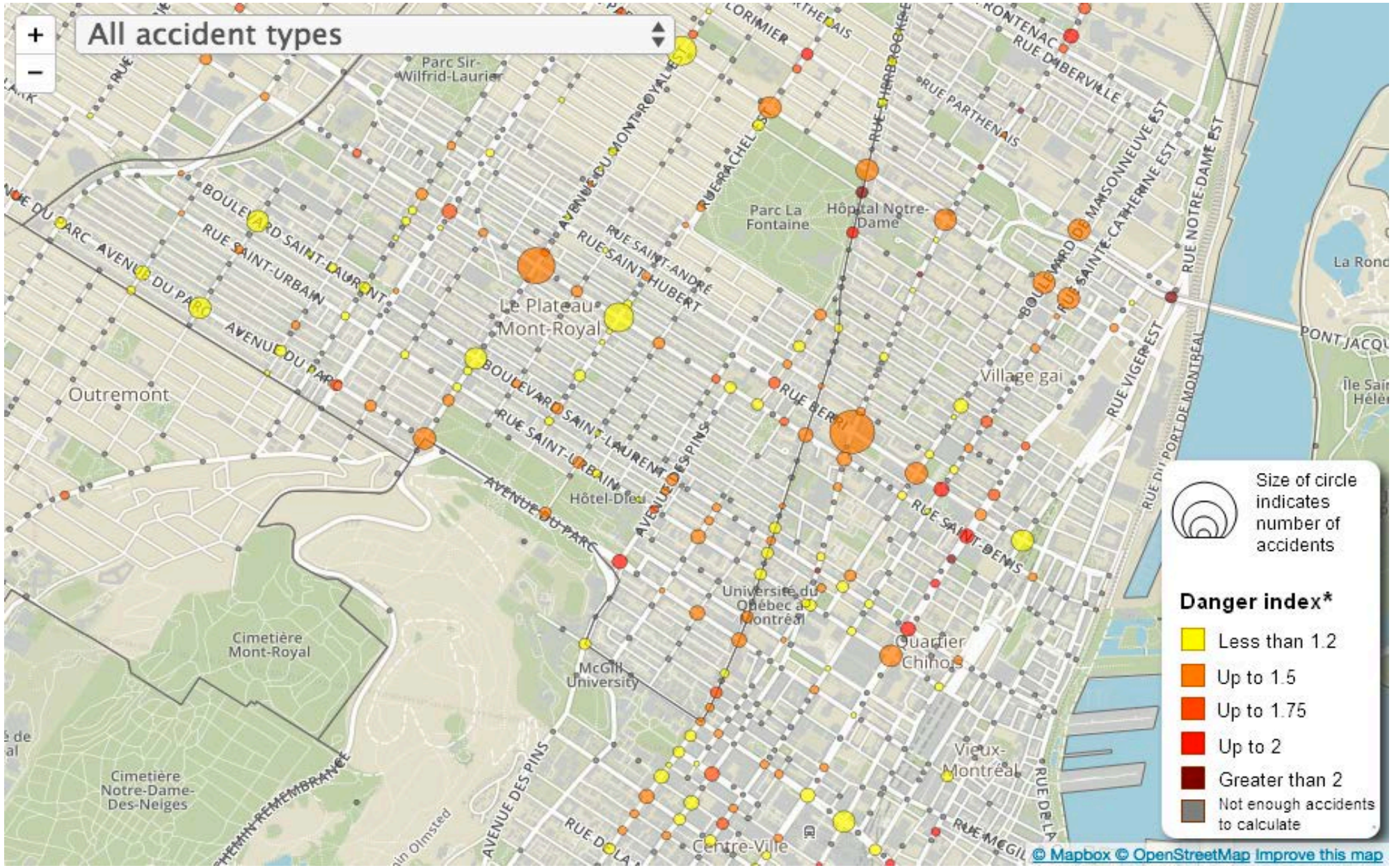
The United States is one of only eight countries, out of 188 that have known policies, without paid leave.



http://www.nytimes.com/imagepages/2013/02/17/opinion/17coontz2-map.html



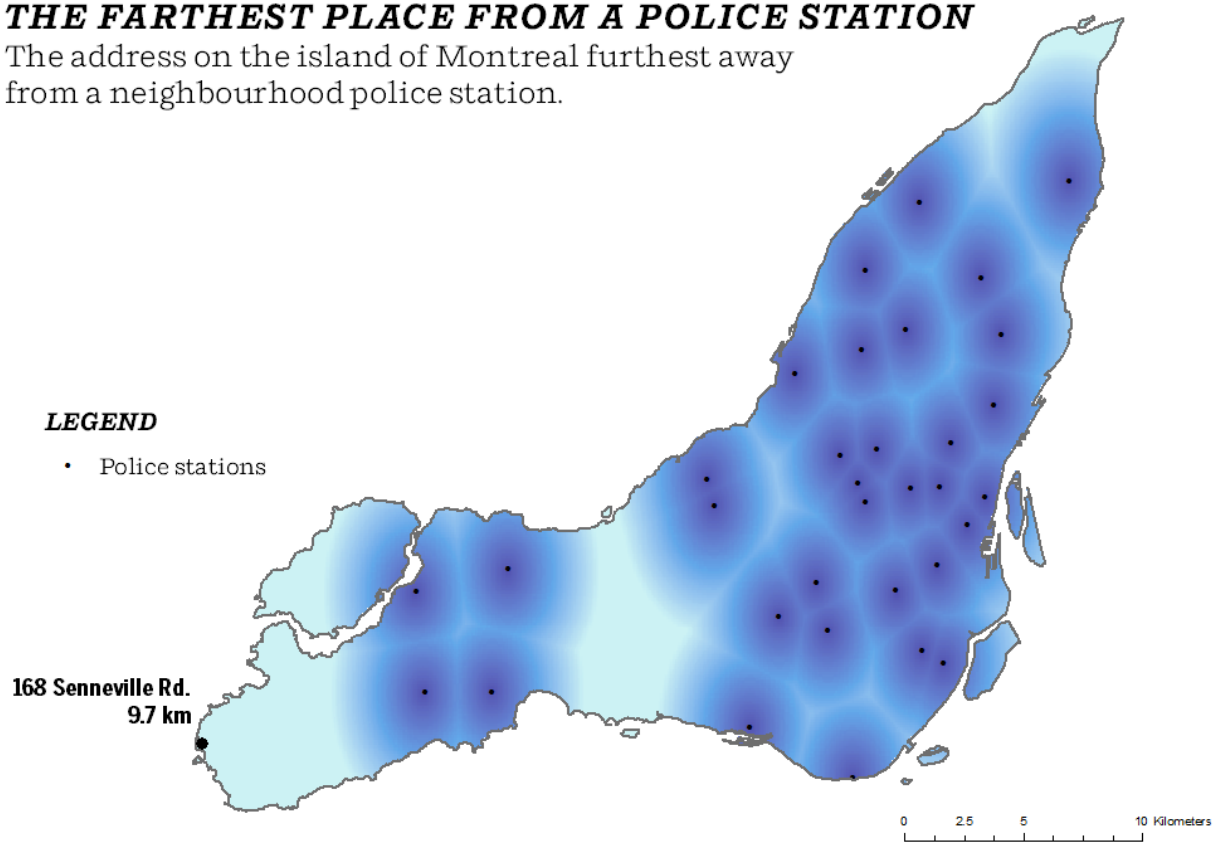
http://slate.me/1RzR3VX



http://www.montrealgazette.com/news/road-safety/map/index.html

THE FARTHEST PLACE FROM A POLICE STATION

The address on the island of Montreal furthest away from a neighbourhood police station.

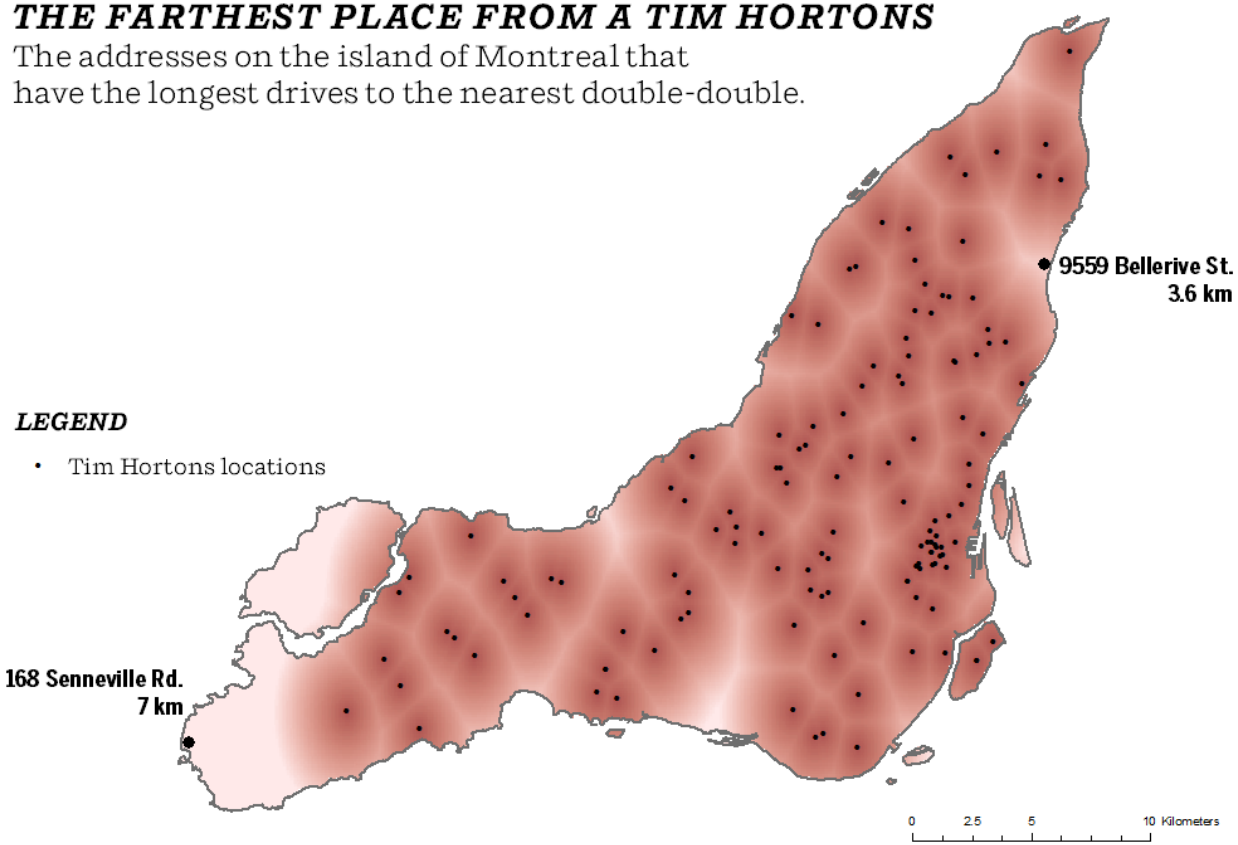


SOURCES: STM, CITY OF MONTREAL

MONTREAL GAZETTE

THE FARTHEST PLACE FROM A TIM HORTONS

The addresses on the island of Montreal that have the longest drives to the nearest double-double.



SOURCES: TIM HORTONS, CITY OF MONTREAL

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You are a data journalist.

Surprise your audience, inform them.

You are a data journalist.

Surprise your audience, inform them.

Make them go, “Holy shit, I had no idea.”

Thank you.

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