

# COM3203: DATA JOURNALISM

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## Effective Term

Semester A 2023/24

## Part I Course Overview

### Course Title

Data Journalism

### Subject Code

COM - Media and Communication

### Course Number

3203

### Academic Unit

Media and Communication (COM)

### College/School

College of Liberal Arts and Social Sciences (CH)

### Course Duration

One Semester

### Credit Units

3

### Level

B1, B2, B3, B4 - Bachelor's Degree

### Medium of Instruction

Other Languages

### Other Languages for Medium of Instruction

English [For practicum component: English and Chinese]

### Medium of Assessment

English

### Prerequisites

Nil

### Precursors

Nil

### Equivalent Courses

Nil

### Exclusive Courses

Nil

## Part II Course Details

### Abstract

This course aims to train students to deliver a wide range of data-driven journalistic works. It emphasizes a hands-on approach to practicing data acquisition, data analysis, and producing news content with multimedia data visualization.

### Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Understanding the various communication channels on the Internet	20		x	
2	Perform data acquisition and data analysis for news content	40	x	x	
3	Produce audio, video or graphic elements for data visualization in the news content	20	x	x	
4	Write publishable data-driven on-line news stories	20		x	x

#### A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

#### A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

#### A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

### Teaching and Learning Activities (TLAs)

	TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures	Lectures on various channels on the Internet	1	2 week
2	Lectures & exercises	Lectures and exercises on data acquisition and analytics for news content	2	6 weeks
3	Lectures & exercises	Lectures and exercises on data visualization for news content	3	3 weeks
4	Tutorials	Learning, using and trouble shooting data analytics tools and programming languages for data manipulation	2, 3, 4	Throughout the course

### Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Assignments: - Data acquisition - Data analysis - Data visualization	2, 3, 4	30	
2	Project: A publishable news story with data analytics elements	1, 2, 3, 4	70	

**Continuous Assessment (%)**

100

**Examination (%)**

0

**Assessment Rubrics (AR)****Assessment Task**

Assignments

**Criterion**

Ability to handle data using programming skills

**Excellent (A+, A, A-)**

Excellent demonstration of creativity and techniques

**Good (B+, B, B-)**

Good demonstration of creativity and techniques

**Fair (C+, C, C-)**

Adequate demonstration of creativity and techniques

**Marginal (D)**

Fair demonstration of creativity and techniques

**Failure (F)**

Inadequate demonstration of creativity and techniques

**Additional Information for AR****Grading Criteria for Data Journalism Project****Grade A:**

## 1. Relevance &amp; Significance:

- The data selected is highly relevant and significantly supports the story or argument being made.

## 2. Depth of Analysis:

- Comprehensive understanding of the data sources, methods, and findings.
- Thorough and advanced analytical techniques applied, resulting in nuanced insights.

## 3. Data Visualization:

- Visuals are highly effective, aesthetically pleasing, and appropriate for the data type.
- All charts, graphs, and tables are clearly labeled, with accurate interpretations provided.

4. Storytelling & Narrative:

- The story is compelling, well-structured, and adds significant value to the data.
- There's a clear narrative arc with an interconnected beginning, middle, and conclusion.

5. Originality:

- Provides a fresh perspective or sheds light on an underreported aspect of the topic.

6. Ethics & Accuracy:

- All data sources are clearly cited.
- No evidence of data manipulation or bias in the presentation.

**Grade B:**

1. Relevance & Significance:

- The data is relevant and mostly supports the story or argument, though there might be minor gaps.

2. Depth of Analysis:

- Good understanding of data sources and methods.
- Sound analytical techniques applied, leading to clear insights.

3. Data Visualization:

- Visuals are effective and clear, with minor aesthetic or appropriateness issues.
- Most visual elements are labeled with accurate interpretations.

4. Storytelling & Narrative:

- The story is clear and structured but may lack the compelling nature of an 'A' project.

5. Originality:

- Offers a new perspective but may overlap with existing narratives or analyses.

6. Ethics & Accuracy:

- Most data sources are cited, with minor oversights.
- Minimal signs of unintentional data discrepancies.

**Grade C:**

1. Relevance & Significance:

- Data is somewhat relevant but may not fully align with or support the narrative.

2. Depth of Analysis:

- Basic understanding of data sources and methods.
- Rudimentary analytical techniques with surface-level insights.

3. Data Visualization:

- Visuals are present but may lack clarity or appropriateness.
- Several visual elements may be unlabeled or misinterpreted.

4. Storytelling & Narrative:

- Story exists but may lack strong structure or compelling elements.

5. Originality:

- Largely covers the well-trodden ground with limited new insights.

6. Ethics & Accuracy:

- Some data sources are not cited or have questionable integrity.
- Potential signs of data inconsistencies or unintentional bias.

**Grade D:**

1. Relevance & Significance:

- Data is only tangentially related or does not support the story or argument.

- 2. Depth of Analysis:
  - Limited or poor understanding of data sources and methods.
  - Little to no meaningful analysis presented.
- 3. Data Visualization:
  - Visuals are confusing, inappropriate, or missing.
  - Numerous visual elements are unlabeled or misrepresented.
- 4. Storytelling & Narrative:
  - Lacks a clear narrative or structure.
- 5. Originality:
  - Repetitive or borrowed insights without a fresh angle or perspective.
- 6. Ethics & Accuracy:
  - Many data sources are uncited or come from questionable origins.
  - Clear signs of data inconsistencies, manipulation, or bias.

## Part III Other Information

### Keyword Syllabus

Data journalism; Data analytics; Data visualization; Computer-assisted journalism.

### Reading List

#### Compulsory Readings

Title	
1	Liliana Bounegru and Jonathan Gray (2021). The Data Journalism Handbook: Towards a Critical Data Practice. Amsterdam University Press

#### Additional Readings

Title	
1	Mike Ward (2002). Journalism online. Oxford; Boston: Focal Press.
2	Jeffrey S. Wilkinson, August E. Grant, Douglas J. Fisher (2009). Principles of convergent journalism. New York: Oxford University Press.
3	Paul Bradshaw (2017). Scraping for Journalists. Amazon Digital Services LLC
4	The Associated Press Stylebook and Libel Manual (current edition)