D (ata) + J (ournalism) + Camp 2011 = a two-day workshop for those who value turning data into stories with impact

Vision + Media, Media City, Salford Quays,   Manchester 19-20 May 2011

"Data journalism is huge. I don't mean 'huge' as in fashionable - although it has become that in recent months - but 'huge' as in 'incomprehensibly enormous'. It represents the convergence of a number of fields which are significant in their own right - from investigative research and statistics to design and programming. The idea of combining those skills to tell important stories is powerful - but also intimidating. Who can do all that?" Paul Bradshaw asked on *The Guardian* Data Blog.

Tom Johnson can. And during this two-day workshop he will help you get started, too.

Workshop Leader
- **Tom Johnson** works in the space where journalism and technology overlap. A former editor at *Scientific American* and Deputy Editor of the *St. Louis Post-Dispatch*, Tom is co-founder of the Institute for Analytic Journalism, professor emeritus at San Francisco State University and a regular trainer of journalists in Latin America and other regions.

Other contributors include
- **Francis Irving** is one of the key forces behind **MySociety** and now **ScraperWiki**
- **Julian Tait** is Open Data Cities and Social Sensor Networks Lead at FutureEverything.
- **François Nel** is founding director of the Journalism Leaders Programme at UCLAN and co-convenor of the Digital Editors Network.

Who should attend #djcamp2011?
Recognising the potential of data journalism is one thing. Making and managing those projects is another. This workshop is aimed at journalists who are new to or recently responsible for turning data into stories with impact.

What will you learn?
- Collaboration tools for the newsroom team
- Customizing search-and-retrieve data tools
- Extracting data from documents
- Data cleaning and formatting
- An elementary introduction to scraping web sites for data
- Using web "cloud" tools to clean and display data
- Most important, how to tease meaning and STORIES out of data and then tell those stories in multiple ways

Content will include:
Data IN: What are data types? What data do I have? What data do I need? Where will I find it? [Everything from a street reporter's notes to photographs to statistics] How do I clean and validate the data? Is that data in a format that permits: (a) sharing with colleagues and/or experts [e.g. emergency vehicle response-time geographers] and (b) analysis using a variety of tools? How can I get that data in

the lowest common denominator appropriate for analysis (e.g. ASCII or CSV or geo-located data records)?

Analysis: Given the data (in all its formats), what tools do I use to tease out meaning? Statistics? Content analysis? Social Network Mapping? Geostatistics?

Information OUT: After analysis, what are the best ways to pass the insights, conclusions and data to the public? i.e. Best way to (a) tell the story; (b) the best media to use (today, multiple story-telling for multiple platforms) and (c) make my underlying data and methods available to the public so they can do their own analysis if required. This might mean, for example, an "online footnote" at the end every paragraph with a link to the "This is how I know what I just wrote about" site -- maybe a gov document, transcript of my interviews? HotTip: The analytic tools and the

story-telling tools are often the same, e.g. GIS, or visual stats or social network maps, timelines, etc.)

When and where?
This two- day seminar runs from 9:30am – 7pm on 19th May and 9:30am to 5pm 20th May 2011 at Vision+Media @ Media City UK , 100 Broadway, Salford Quays, Manchester, M50 2UW Google map .

Fees
Fifteen free places are available for freelances and small businesses (less than 250 employees) from the North West of England. An additional 15 spaces are open to journalists from outside the region, or from larger media groups (with more than 250 employees) at £200.

How to enrol?
Enrol at:
http://djcamp2011.eventbrite.com

Transport
Getting to and around Manchester is easy and Vision+Media at Media City is a short tram ride from the city centre and Piccadilly station (nearest **tram stop**: Broadway)

What to bring?
All participants will need to bring their own laptops. Wireless broadband and power outlets will be available.
Every participant will be expected to share in the **1X1X1** session (one slide X one tip X one minute) on the Thursday evening.

Questions about #djcamp2011
Contact François Nel at FPNel@uclan.ac.uk or on Twitter @francoisnel to discuss this workshop further.

"Is data journalism? Is it journalism to publish a raw database? 1. Who cares? 2. I hope my competitors waste their time arguing about this as long as possible."
- Adrian Holovaty, founder of **EveryBlock**

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