

COM3203: DATA JOURNALISM

Effective Term

Semester A 2024/25

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	Describe 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.

Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures	Engage in formal lectures to gain knowledge on various channels on the Internet	1	2 week
2	Lectures & exercises	Engage in formal lectures and exercises to gain knowledge on data acquisition and analytics for news content	2	6 weeks
3	Lectures & exercises	Engage in formal lectures and exercises to gain knowledge on data visualization for news content	3	3 weeks

4	Tutorials	Engage in tutorial activities to use data analytics tools and programming languages for data manipulation	2, 3, 4	Throughout the course
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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 & 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)