



WHAT CONSUMER INSIGHTS CAN LEARN FROM THE NEW AGE OF JOURNALISM

REALITYCHECK

SEPT
2021



BIG FOUR

THE NEW AGE OF JOURNALISM

AXIOS

WSJ



 **FiveThirtyEight**



WHAT CAN WE LEARN FROM JOURNALISTS?

1

How To Tell Stories

2

How To Communicate Through Multiple Platforms

3

How To Be Agile (& Interesting)

4

How To Visualize Data

“Writing is easy. All you do is stare at a blank sheet of paper until drops of blood form on your forehead.”

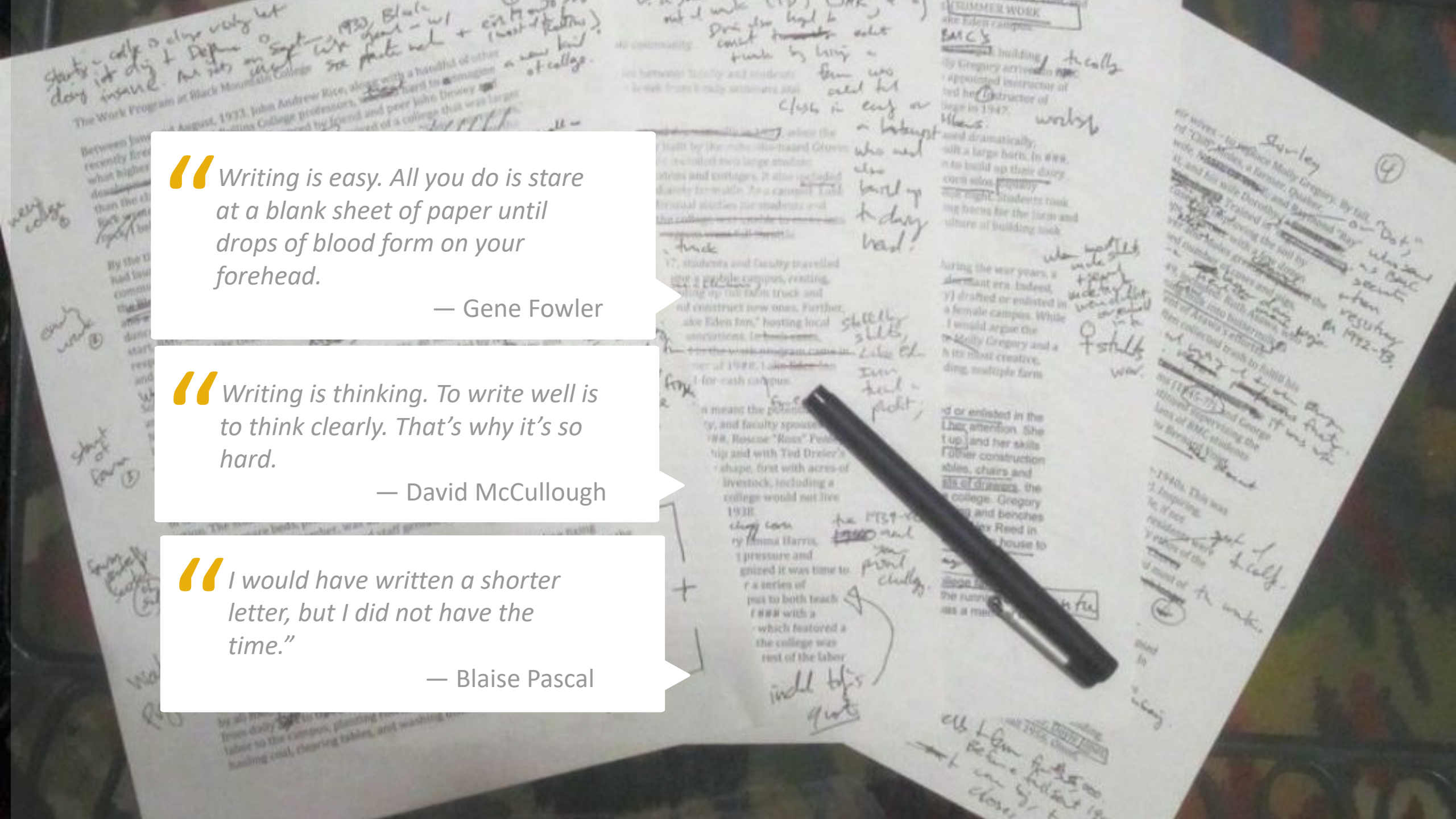
— Gene Fowler

“Writing is thinking. To write well is to think clearly. That’s why it’s so hard.”

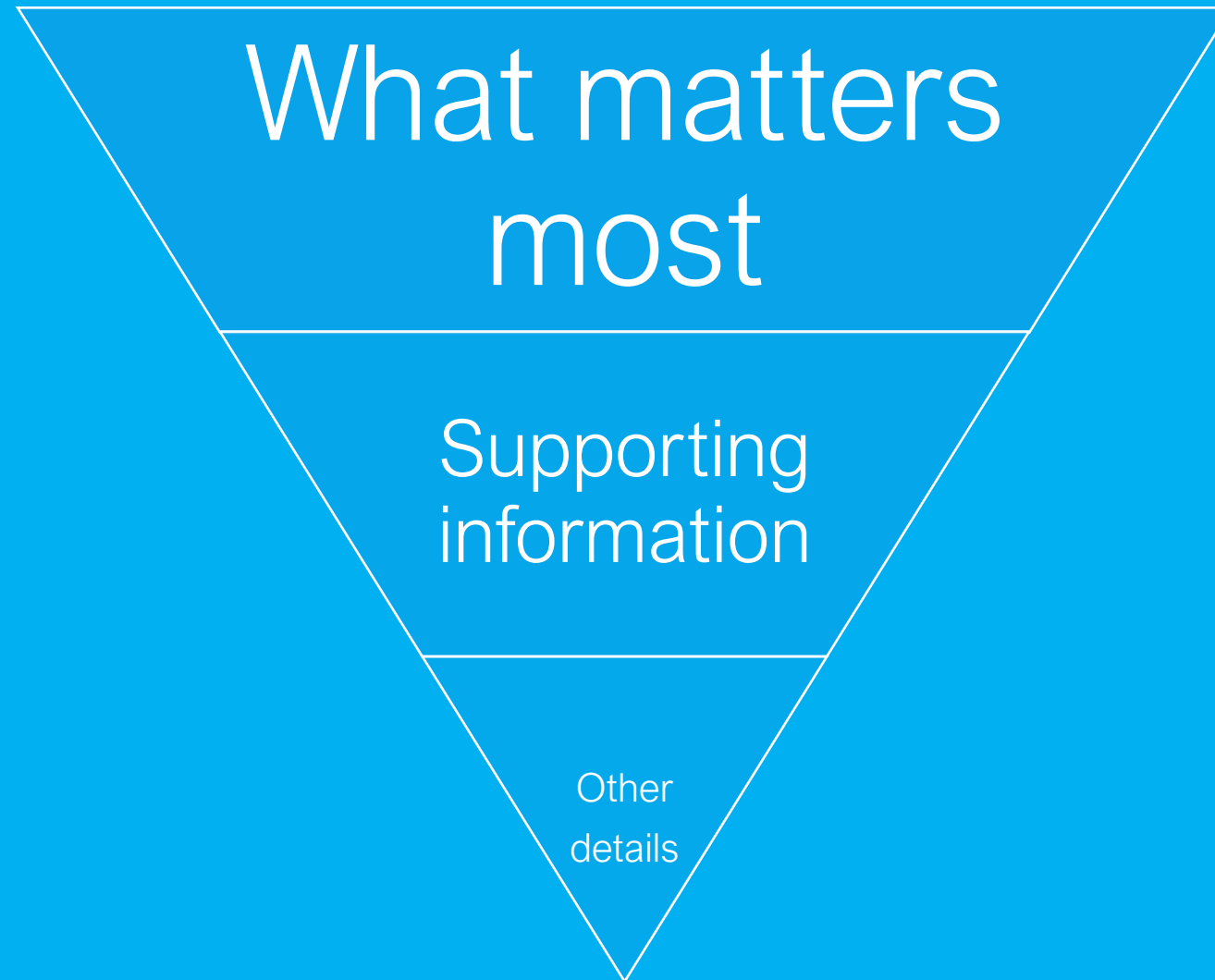
— David McCullough

“I would have written a shorter letter, but I did not have the time.”

— Blaise Pascal



HOW TO TELL STORIES



HOW TO USE MULTIPLE PLATFORMS



U.S. DEATHS NEAR 100,000, AN INCALCULABLE LOSS

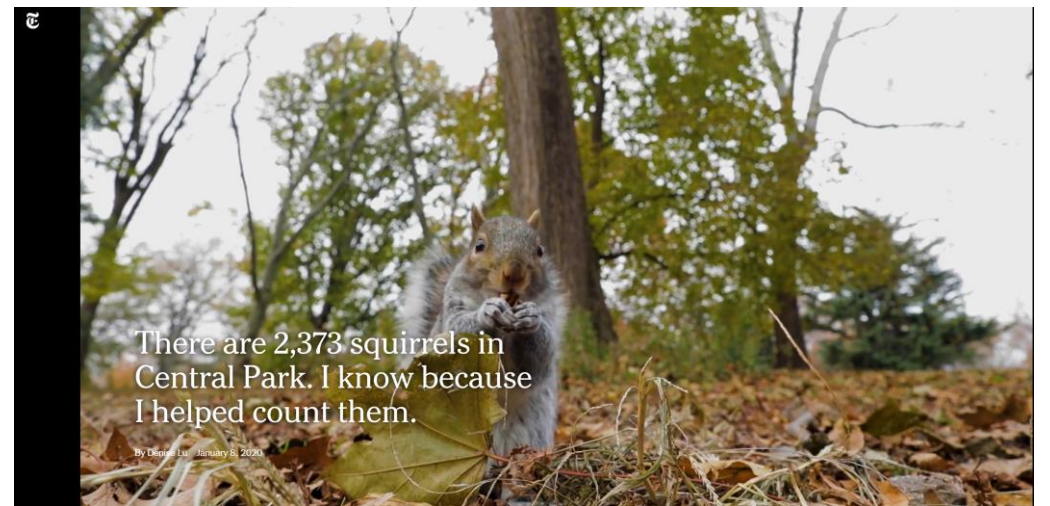
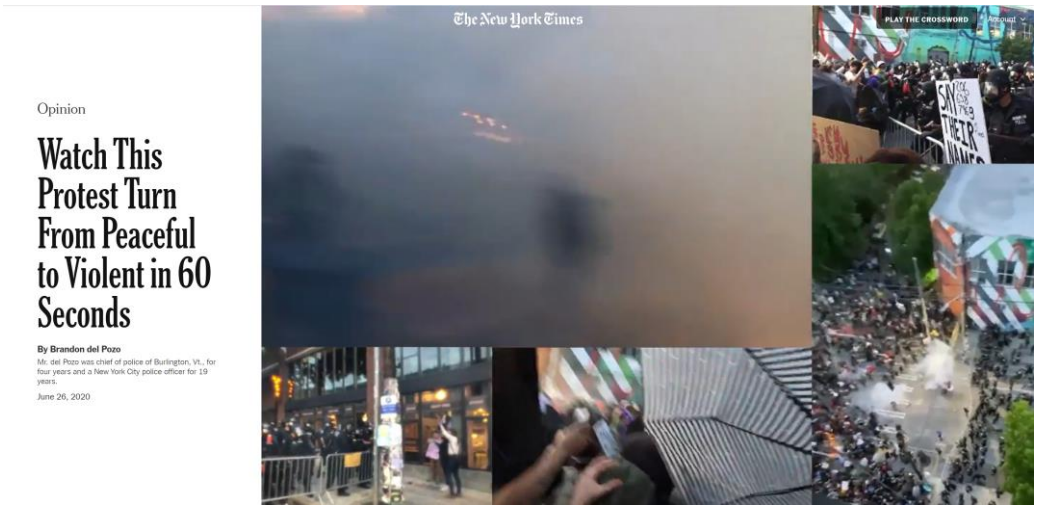
They Were Not Simply Names on a List. They Were Us.

WASHINGTON — As the toll of the coronavirus pandemic rises, the number of people who have died in the United States is approaching 100,000. The loss is incalculable, and the grief is shared by millions of Americans who have lost loved ones to the virus.

The New York Times reported that the number of deaths in the United States has reached nearly 100,000, a staggering loss of life. The article highlights the impact of the pandemic on communities across the country, from small towns to major cities.

The loss is not just a statistic; it is a personal tragedy for millions of families. The article describes the grief and loss experienced by those who have lost loved ones to the virus.

TheUpshot

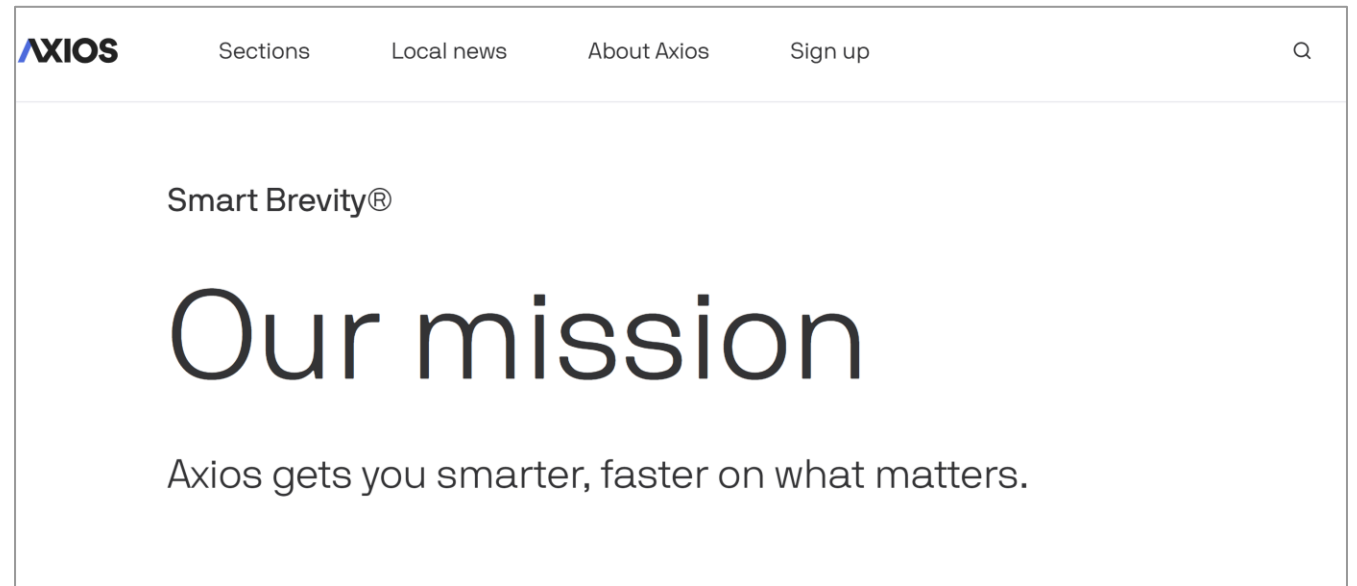


HOW TO BE AGILE (AND INTERESTING)

Setting out to “get the story.”

NEWS DETERMINANTS:

- Timeliness
- Proximity
- Impact
- Prominence
- Human Interest
- Conflict



HOW TO BE AGILE (AND INTERESTING)

Setting out to “get the (insights) story”

Insights Determinants

- New
- Relevant
- Interesting

Beliefs
Identity
Tension
Emotion

HOW TO BE AGILE (AND INTERESTING)



“It has long been thought that a theorist is considered great because the theories are true, but this is false. A theorist is considered great, not because the theories are true, but because they are interesting.”

That's Interesting!

Towards a Phenomenology of Sociology
and a Sociology of Phenomenology

MURRAY S. DAVIS

SUMMARY

QUESTION: How do theories which are generally theories which are generally considered *non-interesting* theories are those which *deny* certain assumptions? interesting theories are those which *affirm* certain assumptions? This answer was arrived at through the examination of and especially sociological, theories. That examination led to an index of the variety of propositional forms which theories may take. The fertility of this approach is demonstrated in a book published called the *Sociology of the Interesting*, which is a new field of Sociology of Knowledge. This new field will be as far as it will focus on the movement of the

HOW TO BE AGILE (AND INTERESTING)

“What seems to be X
is in reality non-X.”

“Greed is good.”
— Gordon Gekko

HOW TO BE AGILE (AND INTERESTING)

1

Insights that affirm assumptions

"That's obvious!"

2

Insights that don't address assumptions

"That's irrelevant!"

3

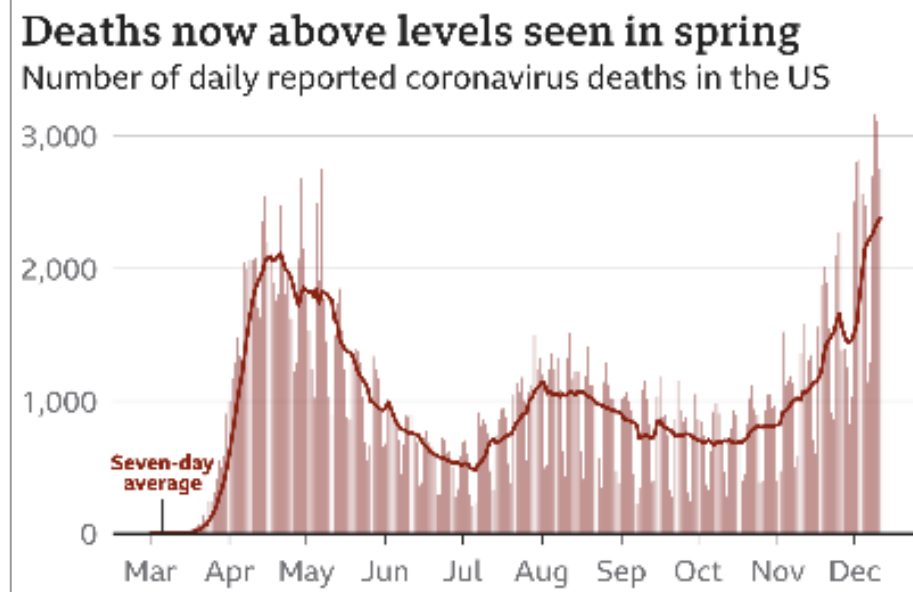
Insights that deny all assumptions

"That's absurd!"

HOW TO VISUALIZE DATA

Table 1. Deaths involving coronavirus disease 2019 (COVID-19), pneumonia, and influenza reported to NCHS by time-period, jurisdiction of occurrence, sex and age-group. Data as of: 9/22/2021

State	Sex	Age Group	All Deaths involving COVID-19 [1]	Deaths from All Causes	Deaths involving Pneumonia [2]	Deaths involving COVID-19 and Pneumonia [2]	All Deaths involving Influenza [3]	Deaths involving Pneumonia, Influenza, or COVID-19 [4]
United States	All	All						
Year in which death occurred	Sex	Age Group						
2020/2021	All Sexes	0-17 years	464	56,781	966	110	188	1,508
2020/2021	All Sexes	18-29 years	3,376	107,656	3,293	1,558	148	5,247
2020/2021	All Sexes	30-39 years	9,755	155,016	8,519	4,855	323	13,717
2020/2021	All Sexes	40-49 years	24,642	231,126	20,369	12,780	506	32,665
2020/2021	All Sexes	50-64 years	114,320	947,904	104,778	62,438	2,211	158,513
2020/2021	All Sexes	65-74 years	150,792	1,147,125	142,297	82,732	2,014	212,039
2020/2021	All Sexes	75-84 years	179,399	1,368,884	166,609	92,950	2,021	254,523
2020/2021	All Sexes	85 years and over	189,273	1,641,088	160,647	80,517	1,896	271,058
2020/2021	All Sexes	All Ages	672,021	5,655,580	606,938	337,940	9,307	949,000
2020/2021	Female	0-17 years	209	23,575	440	49	84	684
2020/2021	Female	18-29 years	1,295	28,903	1,280	617	70	2,025
2020/2021	Female	30-39 years	3,598	49,771	3,260	1,757	164	5,256
2020/2021	Female	40-49 years	8,777	83,863	7,823	4,550	223	12,253
2020/2021	Female	50-64 years	41,919	362,333	40,993	23,263	931	60,465
2020/2021	Female	65-74 years	56,707	400,663	55,004	32,313	800	88,121
2020/2021	Female	75-84 years	66,311	500,333	64,604	38,000	1,000	105,614
2020/2021	Female	85 years and over	68,302	600,000	66,000	35,000	1,000	104,000
	Yearly				Monthly			Total



U.S. VIRUS DEATHS NEARING 500,000 IN JUST ONE YEAR

MORE THAN IN 3 WARS

Empty Spaces in Cities, Towns, Restaurants, Homes and Hearts

Garland Faces Resurgent Peril Of Extremism

Oklahoma City Attack Shaped His Views

Storms Exposing A Nation Primed For Catastrophe

Lack of Birth Control Deepens Women's Burden in Venezuela

The New York Times

NEW YORK, SUNDAY, FEBRUARY 21, 2021

The Toll: America Approaches Half a Million Covid Deaths

Garland Faces Resurgent Peril Of Extremism

Oklahoma City Attack Shaped His Views

Storms Exposing A Nation Primed For Catastrophe

Lack of Birth Control Deepens Women's Burden in Venezuela

Today, plenty of Americans, chilly high 30s. Tonight, increasing clouds, rain. 20. Tomorrow, intervals of snow and rain, little to no accumulation, high 41. Weather map, Page 20.

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HOW TO VISUALIZE DATA

1. Put your data aside (so you can focus on ideas).
2. Describe what you want to say, show, prove or learn.
3. Capture the key words that you use in your description (pay attention to nouns, verbs and metaphors).
4. Match key words to chart types.
5. Sketch it. (Draw some options before you start creating.)



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INSIGHT STRATEGISTS

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