WHAT CONSUMER INSIGHTS CAN LEARN FROM THE NEW AGE OF JOURNALISM

REALITYCHECK

SEPT 2021



THE NEW AGE OF JOURNALISM





♥ FiveThirtyEight

The New York Times

WHAT CAN WE LEARN FROM JOURNALISTS?

How To Tell Stories

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How To Communicate Through Multiple Platforms

How To Be Agile (& Interesting)

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.

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int, 1973. John Andrew Rice

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— Gene Fowler

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

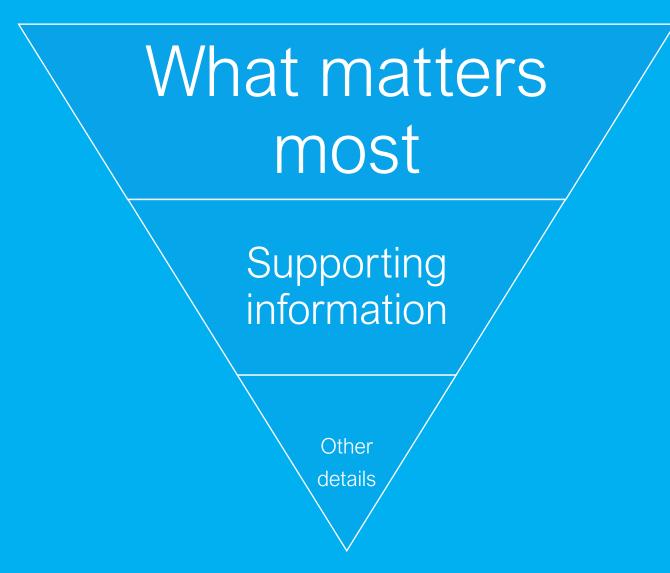
David McCullough

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

- Blaise Pascal

COMPLEX WORK EM C o trend molding the cally appointed instructor of and her frastructor of worky Marias interest and dramatically Links 1407 rates who men sull a large barn. In www. a too build up their date. class such from alle for a caused Lab Contle and ing forcing for the liness and 1 dan offering of multidoper. Val mile toring the settr swarp. ter a garbile composi, conting, dorstant ers Indees v) drafted or polisted of construct new ones. Further a female campio. While chilley I semplify any new the The Sector Company and a West Industry In sea official complexity or of MURICI AND INC dong, readerple farm for-cash cadyous n meant the pb5 id or enlisted in the Lhor attention. Silve WH, Bussene "Roos" Fe t up Land her skills trip and with Yied Drieler Construction ables, charp and shape, first with acres-or Investisck, including a is of distances, the college would not live ege: Gregory and bencher ha 1739-4 change consi ry frima Barris. pressure and aven gnized it was time to. chille r a terries of pus to both teach + FRIMI WITH D which testored a the college was riest of the labour

HOW TO TELL STORIES



HOW TO USE MULTIPLE PLATFORMS







President Xi Jinping has seized the

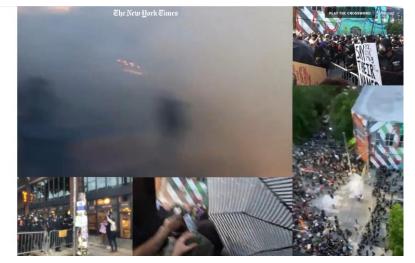


The Daily





Mr. del Pozo was chief of police of Burlington, Vt., for four years and a New York City police officer for 19 June 26, 2020





HOW TO BE AGILE (AND INTERESTING)

Setting out to "get the story."

NEWS DETERMINANTS:

- Timeliness
- Proximity
- Impact
- Prominence
- Human Interest
- Conflict
- food for dogs or cats?

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	Smart Brevity	®						
	Our mission							
	Axios gets you smarter, faster on what matters.							

HOW TO BE AGILE (AND INTERESTING)

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Setting out to "get the (insights) story"

with the onset of digital publishing, if readers are Next to carry on buyers

Insights Determinants

- New
- Relevant
- Interesting

BARRET PROFESSION, STREAMENT DAME ANTIGATION OF THE ACCESS (EMRD), told The Times that for sime was "kneecapping all the tremendou growth made in Eastern Europe over the past ten years". The week has drawn compariso

n", told with late 2008, when Lehman Brot.

)(v)(v))

1006

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-in theories are those which deny certain assumption interesting theories are those which affirm certain. This answer was arrived at through the examination and especially sociological, theories. That examination index of the variety of propositional forms which theories may take. The fertility of this approach lished called the Sociology of the Interesting, which Sociology of Knowledge. This new field will by far as it will focus on the movement of the

HOW TO BE AGILE (AND INTERESTING)

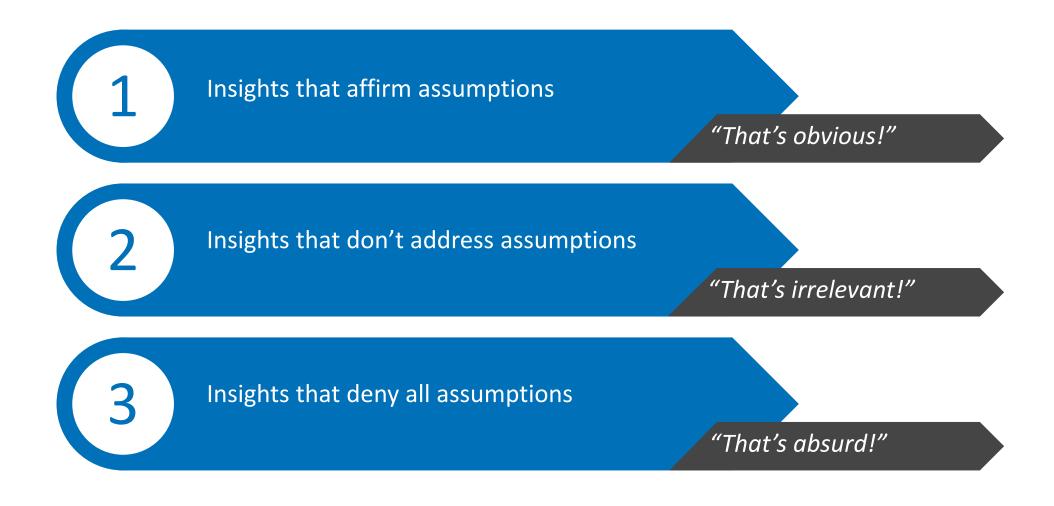
1570

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

"Greed is good." — Gordon Gekko



HOW TO BE AGILE (AND INTERESTING)



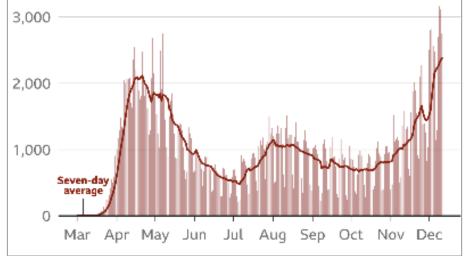
HOW TO VISUALIZE DATA

State Sex				Age Group				
United State	S	\sim	All	\sim	All	\ \	<	
Year in which death occurred	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]
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	166,069	92,950	2,021	254,253
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

Data as of:

Deaths now above levels seen in spring

Number of daily reported coronavirus deaths in the US



VOL. CLXX No. 58,976	© 2021 The New York Tirses Company NEV	W YORK, SUNDAY, FEBRUARY 21, 2021			
U.S. VIRUS DEATHS NEARING 500,000	Feb. 29, 2020: first report of U.S. death, in Washington Stat	e death from Covid-19 in the U.S.	Re	urland Faces esurgent Peril Of Extremism	STORMS EXPO A NATION PRI
IN JUST ONE YEAR		an Stores (St. 14.		ahoma City Attack	FOR CATASTR
MORE THAN IN 3 WARS		and the state of the second	d	haped His Views	CLIMATE CHANGE
Empty Spaces in Cities, Towns, Restaurants, Homes and Hearts			WA rick I point when at the	By MARK LEIBOVICH SHINGTON — Judge Mer- B. Garland always made a of wearing a coat and tie he surveyed the wreckage site of the 1995 Oklahoma ombing, the worst domestic ist attack in American his-	Unprepared for T Facing Power G Water and Ros
By JULIE BOSMAN CHICAGO — A nation numbed by misery and loss is confronting a number that still has the power Roughly one years since the first known death by the corenavirus in the United States, an uninthom- able toll is nearing — the loss of hait a million people. No other country has counted o many deaths in the pandemic.	APR.24		New Wash for th sook he tak a days his da math respe a new a state a state state a state a state a state state a state state state a s	had been dispatched from ington to oversee the case to Justice Department, and d colleagues that he viewed uily uniform as a gesture of et for a community left dev- d after Timothy J. McVeigh d a 7,008-pound bomb in a r truck and blew up the Al- Murrah Federal Ruildine	This article is by CI Flavelle, Brad Plumer at Tabuchi. Even as Texas strugg store electricity and wi the past week, signs of posed by increasingly weather to America's ag structure were cropping the country. The continent-spannin storms triggered blac
More Americans have perished from Coxid-19 than on the battle- fields of World War I, World War II and the Vietnam War combined. The milestone comes at a hope- ful moment: New virus cases are down sharply, deaths are slowing and vaccines are steadily being administered. But there is concern about emerging variants of the virus.	WW 27 100.422		killing childr "It zone;" calling smoid oral h the O moria was li dle of	1 168 people, including ID with even the second scalar provides and an even participated in a scalar part of an antistory he participated in for a scalar part of an and Museum. "The site the middle scalar part of the sc	Texas, Oklahoma, Missis several other states. On oil production in the na halted. Drinking-water in Ohio were knockes Road networks natiow paralyzed and vaccinatio in 20 states were disrupt The crisis carries a warning. As climate before the second second second second production of the second s
and it may be months before the pandemic is contained. Each death has left untold num- bers of mourners, a ripple effect of loss that has sweet over towns and cities. Each death has left an empty space in communities across America: a har stool where a regular used to sit, one side of a bed unslept in, a home kitchen withaut its cook.			tidays said, mach day cr e next ing th big e daugh time. The er sai thing Wb nated	was seeing the demolished re conte."There was noth- zre," he said. "It was just a mpty concave." His own ters were 4 and 2 at the Oklahoma City case, he lat- d, was "the most important I have ever done in my life." en President Biden nomi- Judge Gartand last month	Tabacai Boog and the second se
10 hock: 900,000. 10 hock: 900,000. 10 hock: 900,000. 11 detailing logo: 900,000. 11 detailing logo: 900,000. 11 detailing logo: 900,000. 12 detailing logo: 900,000. 13 detailing logo: 900,000. 13 detailing logo: 900,000. 13 detailing logo: 900,000. 14 detailing logo: 900,000. 15 detailing logo: 900,000. 16 detailing logo: 900,000. 17 detailing logo: 900,000. 18 detai	AT 29 15.122 Farms an Family and family extension of U.S.		to be conjur Presis Unwar Court. rience rorism forma the n down shoes shoes rouch the n th	oblishmen Gives 4 and 2 at the Ghishmen Gives, he hit- d, was the most important have ever done in my life. ² Inder Garban in the merver the source of the source of the line of the source of the source even of the sordeal in 2016 as the 1 alarge Garban Merver end up his ordeal in 2016 as the 1 alarge Garban Merver in a sole in the 1990s was the for non-mances of federal statutes on the feeling of theorem and the source of the source of the source of the source of the source mances of federal statutes on the feeling of theorem and the source of the source	built decades ago, unde pectation that the env around it would remain at least fluctuate within able bounds. Now climat is upending that assump "We are colliding with af outeness" existing with
ting into his seat by the door. He died of the coronavirus in April. "I can still see him there," said Mr. Jones, the pastor. "It never goes away:" There is a street corner in Plano, Texas, that was occupied Continued on Page 8			e rest The 2000 ment. hearin will a about land 3 United threat	man has now met the mo- at his Senate confirmation ngs starting on Monday, he almost certainly be asked the Department of Home- security's warming that the d States faces a growing thom "violent domestic ex- Continued on Page 26	or extremes, said value oversaw planning for risks on the National Council during the Oban istration. "We base all ou <i>Continued on Page</i> A \$16,752 BILL Texans ha reported soaring electric during a winter storm. PJ
Russia Fears	200,738		-	- 100	
But Can't Quit Open Internet WATON TROLAVOSKI MOGOW – Margaria Sim- oyyan, the editor in chief of the Krentin-centrolled RT television organization of the second second control of the second second second power meter to be back access to used the second			7 daya resch a next 0.000 azhs.		
By ADDR TREAMMENTS MAGNOV — TREAMMENTS SIT- moryan, the entities in a chief of the entities of the section of the section of the section of the section of the entities of the section of	NOV.18 250,415		e next 1,000	nna Guzmán with two of he , where contraceptives are ck of Birth Co	ontrol Deepe
and open internet. The state con- trols the television airwaves, but online Mr, Navalny's dramatic ar- rest upon arrival in Moscow, his investigation into President VIa- dimir V. Putin's purported secret	DEC. 14 301,016			By JULIE TURKEWITZ	
preserve any area supporters calls for protest were all broadcast to an audience of many millions. For years, the Russian govern- ment has been putting in place the technological and legal infrastruc- ture to clamp down on freedom of speech online, leading to frequent predictions that the country could as banding support	Mr. 2 350,243 401,836		r days Venez hanaz she w child 1 the id into a For raled sis, s	By JULIE TURKEWITS NOISCO DE LOS ALTOS, madia — The moment Jo- e Guzmain, 25, discovered es going to have her sixthe he begant to solv, crushed by the begant to solv, crushed by the discover and the moshand had deeper into an economic cri- the and her moshand had be find beirt moshand had the find beirt moshand had wind her brochand the discover wind. They had a third child. A fifth.	and ISAVEN HERREEA year of economic crisis, personal drama is playin side the home: Nillions are no longer able to find birth cortrol, pushing n unplanned pregnancies when they can barely children they already ha Aroand Caracas, the person of the size of the monthly minimum wage Birth control pills or monthly, while an IUD, or in device, or acost more
be heading toward interent con- sording kolin Chink's great fire- wall. But even as Mr. Patin faced the biggest protests in years last month, his government appeared unable n block urbains or take other drastic measures to limit the spread of digital dissent. The hesitation has underscored the challenge Mr. Patin faces as he rises to blant the political implic- tions of cheap high-speed internet Continued on Page 36	401,636 FE3.3 666,703 DPAM 5470604 477,300		fire, soap, per. A fear ti all. 'I fi	ed clinics and pharmacies y kind of birth control, use- ivain. They had a third child, thi- eady, Ms. Guzmán was cook- eager dinners over a wood washing clothing without teaching lescose without pa- teaching lescose without pha- taching lescose without pha- taching lescose without pha- hat she could not feed them a now, another child? el like I was drowning," she Venezuela enters its eighth	— times times to time times to monthly minimum wage Birth control pills or than twice as much, roug month, while an UD, or in me device, can cost more — more than 25 times — more than 25 times — during the second that do clude a doctor's fee to ba- vice pat in. With the cost of conts to far aud of reach, wenne creasingly resorting to a which are illegal and in Continued on Page

a boom in pet adoptions and sales, arred by work-from-home policies sumers who are eager to make online purchases, and not just of groceries.

an, Israel secretly agreed to finance a supply of Russian-made Covid-19 vacGrand Slam finals after a straight-set victory over Jennifer Brady, 25, who

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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