



# WHAT CONSUMER INSIGHTS CAN LEARN FROM THE NEW AGE OF JOURNALISM

REALITYCHECK

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BIG FOUR

# THE NEW AGE OF JOURNALISM

**AXIOS**

**WSJ**



**FiveThirtyEight**

*The New York Times*

# 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

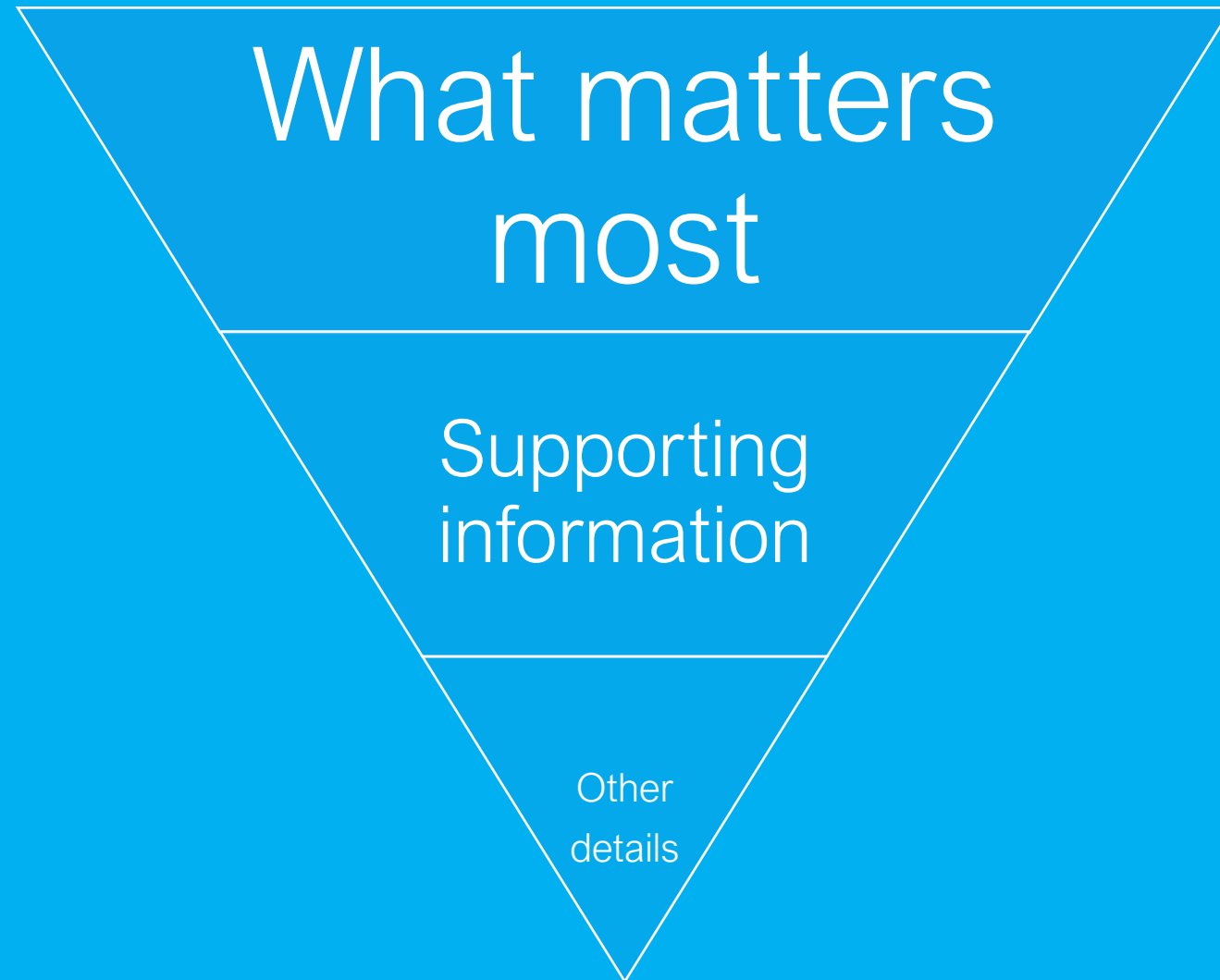
“Writing is thinking. To write well is to think clearly. That's why it's so hard.”

— David McCullough

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

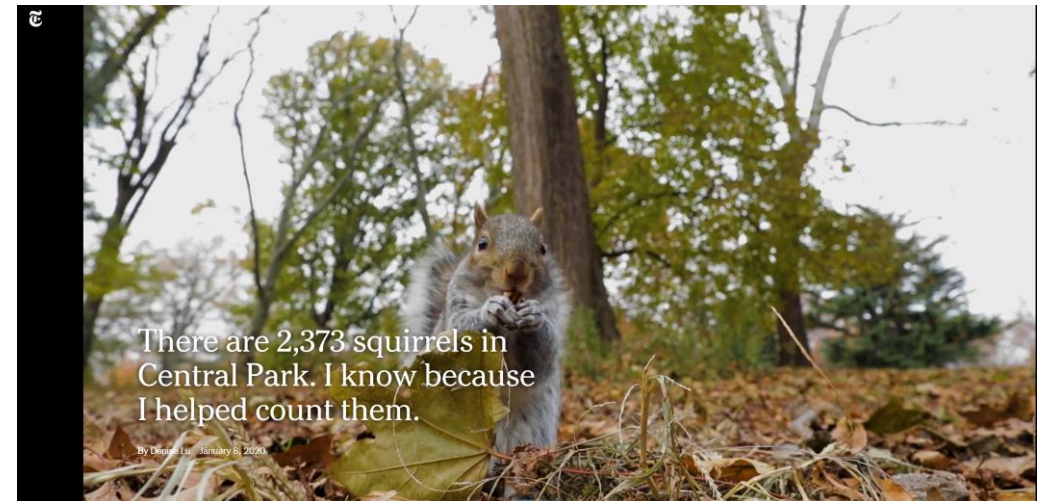
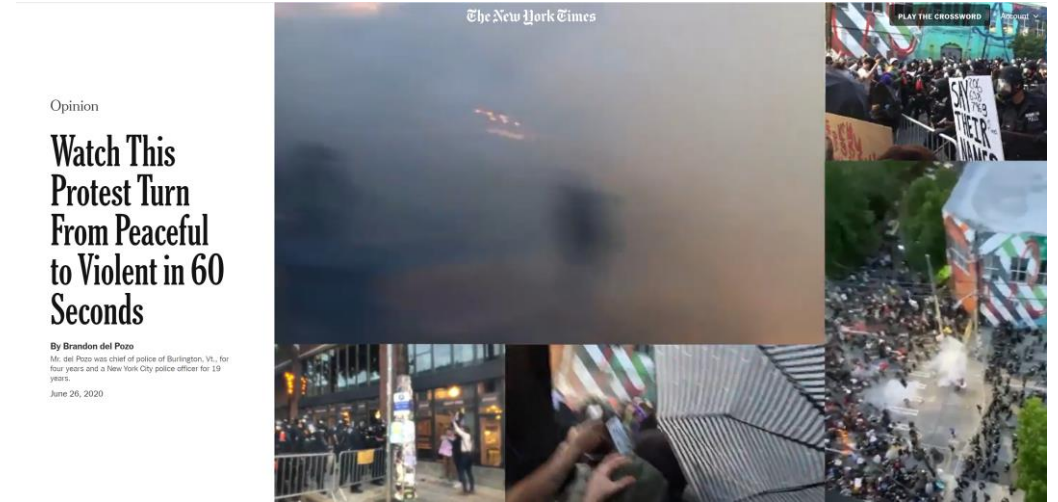
— Blaise Pascal

# HOW TO TELL STORIES





# HOW TO USE MULTIPLE PLATFORMS

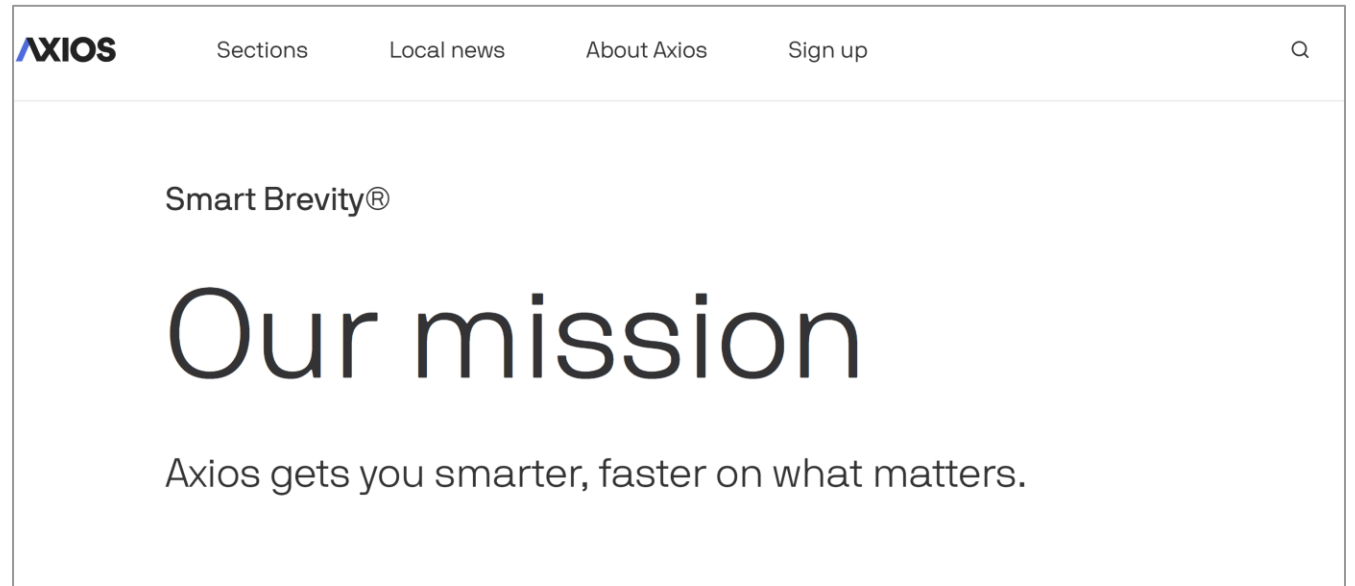


# HOW TO BE AGILE (AND INTERESTING)

Setting out to “get the story.”

## NEWS DETERMINANTS:

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





# 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 illustrated called the *Sociology of the Interesting*, which is a new 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

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.)



**realitycheck**  
INSIGHT STRATEGISTS

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