

JOU 3305 Data Journalism

Fall 2022 | Class 14349, Section 18DC | Periods 3-5 Thursdays | Weimer 2056 | 3 credits



Associate Professor Norman P. Lewis, Ph.D.

Office: 3052 Weimer Hall

Contact: Email nplewis@ufl.edu or message through Canvas

Office hours: Online via Zoom (drop-in): Tuesdays 4:00 to 5:00 pm

In person (drop-in): Wednesday 4:00 to 5:00 pm

In person (drop-in): Thursdays 1:00 to 2:00pm (after this class)

Office hours are drop-in: first-come, first-served. If the times do not fit your schedule, contact me and we'll find a time.

ABOUT THE COURSE

Course Purpose

To equip you to find meaningful stories by acquiring, cleaning, and analyzing civic data.

Course Description

This course helps you apply empiricism to journalism. It is a hands-on introduction to spreadsheets, databases, and statistics. Data newbies welcome. Pre-requisite: Journalism 3101 (reporting) or anyone with a working knowledge of journalism.

Course Outcomes

By the end of the semester, you should be able to:

- Use Excel and SQL to analyze data and find meaningful stories.
- Scrape data from PDFs and website tables without customized coding.
- Clean (standardize) data so it can be categorized and analyzed accurately.
- Use basic statistics to detect meaningful patterns and differences in data.
- Contextualize numbers through normalization and fair comparisons.
- Produce a publishable data story suitable for a job application.

My Related Data Courses

- JOU 3121 Dataviz and Mapping (me; spring): online data viz & geospatial analysis
- JOU 4930 Advanced Data Journalism (me; spring): data coding using R
- JOU 4930 Sports Data Journalism (me; fall): a sports version of this course

Required Materials

- Basic laptop, either Mac or Windows
- Spend \$12 for an annual license for a browser extension for [Table Capture](#)
- Download Office 365 on your laptop free through [UF Tech](#)
- No textbook; no materials and supplies fee

Recommended: IRE Membership

For \$25 (student rate), [join](#) Investigative Reporters and Editors (IRE), which includes NICAR for data journalists. Get [access](#) to 30,000 ideas, stories, tip sheets, and data. IRE/NICAR is a superb journalism organization.

TENTATIVE SCHEDULE

Wk	Date	Theme	Key Topics	After Class
1	Aug 25	Voting	Excel: data import, sort, filter, percent change, percent of whole, if statement	H1: tba Due Aug. 30
2	Sept 1	Crime	Excel: formatting, sum, mean, median, rate, custom sort, if-error, average annual	H2: tba Due Sept. 6
3	Sept 8	Salaries	Excel: Pivot tables	H3: tba Due Sept. 13
4	Sept 15	Equity	Excel: Text functions, parsing cells, joining cells, repairing formats	H4: tba Due Sept. 20
5	Sept 22	Economy	Excel: Logic tests	H5: tba Due Sept. 27
6	Sept 29	Education	Excel: Stats, correlation test	H6: tba Due Oct. 4
7	Oct 6	Transportation	Scraping: Parsing data from PDF and websites without custom coding	H7: tba Due Oct. 11
8	Oct 13	Political Contributions	Cleaning: Using Excel and Open Refine to find and fix inconsistencies in data	H8: tba Due Oct. 25
9	Oct 20	Midterm	In class. Excel and cleaning. Open book.	
10	Oct 27	Environment	SQL 1, Basics: Essential SQL database queries in SQLite using DB Browser	H9: tba Due Nov. 1
11	Nov 3	City Hall	SQL 2, Functions. Aggregate, intermediate SQL queries using all 6 commands	H10: tba Due Nov. 8
12	Nov 10	Census	SQL 3, Joins: Combine data sets	H11: tba Due Nov. 15
13	Nov 17	SQL Exam	In class. SQL only (not cumulative). Open book.	
	Nov 24	(No class)	Thanksgiving	
14	Dec 1	Story Presentation	Present your final story in class; receive feedback to sharpen story	Completed story due Dec. 6

ASSIGNMENTS AND GRADING

Semester Grade Allocation

Homework 50% Weekly; low score drops, highest 10 count (each = 5%)
 Midterm 15% In class Oct. 20
 SQL Exam 15% In class Nov. 17
 Data story 20% Presented in class Dec. 1; due Dec. 6

If you have issues arise during the semester, contact me before deadline.

Grading Scale

	Percent		Percent		Percent		Percent
		B+	89-87%	C+	79-77%	D+	69-67%
A	100-93%	B	86-83%	C	76-73%	D	66-63%
A-	92-90%	B-	82-80%	C-	72-70%	D-	62-60%

Scores are rounded to the nearest whole point: 89.4 rounds down to 89 (B+) while 89.5 rounds up to 90 (A-). The [UF grading policy](#) details how GPA is computed.

Attendance Policy

Although no participation points are awarded, regular class attendance is expected.

Homework

Homework is assigned after each class and is due at 11:59 pm on Tuesdays. The lowest score from the semester drops and the highest 10 count. Because you will have at least 4 days to complete each assignment, no extensions will be allowed unless you have an exemption covered by UF policy for the entire time period.



Better yet, you have an incentive to get it done early. If you complete the homework before noon on Saturdays, you get 10 bonus points.

Exams

Each exam is in person during the three-hour class. Each is an open-book, and open-Web (though must be your own work). Exams are like the homework assignments, only under deadline, as if you were be in a job tryout.

A makeup exam is possible only if all these are met: (1) The absence is covered by [UF policy](#), (2) you contact me at least 30 minutes before class begins, and (3) you promptly provide written documentation if appropriate.

Data Story

Present your completed (not a draft) data story in class on Dec. 1 so you can get peer feedback and make refinements before submitting a version for grading (before 11:59 pm Tuesday, Dec. 6). In 5 minutes max, show on screen your headline and first few paragraphs (Word doc is sufficient), and describe how you analyzed the data.

The story must:

1. Require your original use of a spreadsheet or database.
2. Be solely your own work. This is not a group project.
3. Be unique to this class. No double-dipping.

The assignment requires you to upload 3 files (2 Word files and 1 Excel file) as follows:

File 1: Data story (Word file; 70 points)

About 400 words. Complete except for interviews. Criteria used for grading:

1. Ready for publication, and of sufficient quality to submit with a job application.
2. Driven by a meaningful question or a hypothesis.
3. Detects a meaningful pattern.
4. Relies on data you obtained or generated and with enough complexity that it required a spreadsheet or a database.
5. After analysis, centered by a single data point.
6. Writing minimizes the use of numbers: no more than 1 number in a sentence, and no more than 5 numbers overall.
7. Tone is journalistic: neutral, based on empiricism, and all sources cited.
8. Interview at least 2 people who can offer meaningful, essential information. Likely to be an independent expert on and/or someone affected by your finding.

File 2: "Nerd" sidebar (Word file; 10 points)

Publishable sidebar of about 100 words describing to the audience how the data was obtained and analyzed using a spreadsheet or database. Write for the audience, not me.

File 3: Spreadsheet and Data Diary (Excel file; 20 points)

Upload the spreadsheet you used to evaluate the data. It may have multiple sheets. Be sure 1 sheet is labeled "Diary" and tells me what you did with the data, as a data diary.

OTHER VERY IMPORTANT DETAILS

Academic Integrity

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code." On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (<https://sccr.dso.ufl.edu/process/student-conduct-code>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Also, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with me. Violations can result in a failing grade for the course and referral to the dean of students.

Students with Disabilities

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center by visiting the [get-started page](#). It is important to share any accommodation letter with me and discuss access needs as early as possible in the semester.

Diversity

The College of Journalism and Communications embraces an intellectual community enriched and enhanced by diversity along several dimensions, including race, ethnicity and national origins, gender and gender identity, sexuality, class, and religion. Each course is expected to help foster an understanding of the diversity of peoples and cultures and of the significance and impact of mass communication in a global society. To that end:

1. Please let me know if you find any material in the course violates that expectation.
2. Please alert me if you have a name or preferred pronouns that differ from the class roll information, which is my only source of information about you.
3. If you have any concerns involving diversity in this course that you feel uncomfortable discussing with me, I encourage you to contact Professor Joanna Hernandez, CJC director of inclusion and diversity, at jhernandez@jou.ufl.edu.

Course Evaluations

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

In-Class Recording

The official UF policy regarding in-class recording, to comply with a 2021 Florida law can be found [here](#).

Health and Wellness

- **U Matter, We Care:** If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit U Matter, We Care [website](#) to refer or report a concern and a team member will reach out to the student in distress.
- **Counseling and Wellness Center:** Visit the Counseling and Wellness Center [website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.
- **Student Health Care Center:** Call 352-392-1161 for 24/7 information to help you find the care you need or visit the Student Health Care Center [website](#).
- **University Police Department:** Visit UF Police Department [website](#) or call 352-392-1111 (or 911 for emergencies).

- **UF Health Shands Emergency Room / Trauma Center:** For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville. Visit the UF Health Emergency Room and Trauma Center [website](#).

Academic Resources

- **E-learning technical support:** Contact the UF Computing Help Desk [website](#), or phone 24/7 at 352-392-4357, or email helpdesk@ufl.edu.
- **Career Connections Center:** Career assistance and counseling services. Visit the [website](#). Reitz Union Suite 1300, 352-392-1601.
- **Library Support:** Various ways to receive assistance with respect to using the libraries or finding resources. Visit the [website](#).
- **Teaching Center:** General study skills and tutoring. Visit the [website](#). Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420.
- **On-Campus Student Complaints:** Details are available through the Student Honor Code and Student Conduct Code, also known as the [Orange Book](#).