

# Using open data to inform public debate

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# **What is data journalism?**

# A definition

*Data can be the source of data journalism, or it can be the tool with which the story is told – or it can be both.*

*– Paul Bradshaw, Birmingham City University*



# At the New Zealand Herald

- Primarily interactives and visualisations that allow readers to explore data themselves
- Explainers that use interaction and animation to make complicated concepts more accessible
- Data releases to make OIA'd or leaked data available to the public

# **NZ Herald data journalism using open data**

# NZ Herald Insights

- 83 data driven articles
- 49 use open data<sup>1</sup>
- 40 only use open data

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<sup>1</sup>Sports data was not treated as open



# Where does the open data come from?

- Statistics NZ
- Police
- Treasury
- Land Information New Zealand (LINZ)
- New Zealand Transport Agency
- Ministry of Education
- Ministry of Health

- Auckland City Council
- Wellington City Council
- Electoral Commission
- Ministry for the Environment
- Ministry of Business, Innovation & Employment
- State Services Commission



# What do readers like most?

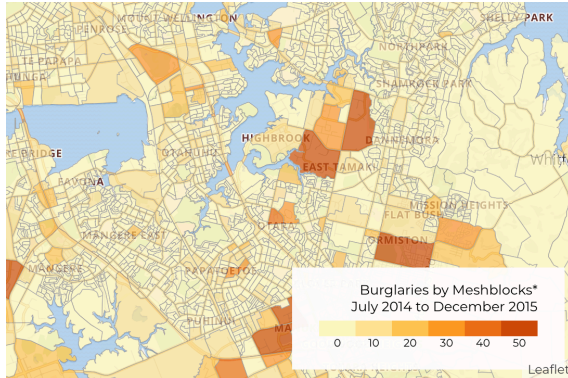
## Always do well

- Crime data
- Property data
- Election data
- Rugby data

## **Can do well**

- Immigration data
- Education data
- Cricket data

# Burglaries example



Burglaries per mesh block

# Burglaries example details

The map had over 200,000 views, but this data is no longer available.

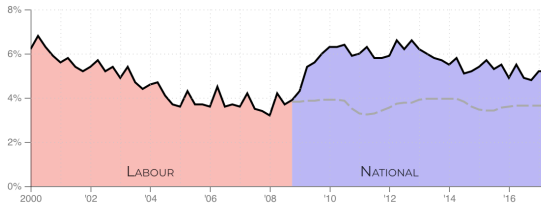
## Data sources

- New Zealand Police
- Statistics New Zealand

# Labour vs National example

Economy: Unemployment rate

Under the National Government the unemployment rate ...



... increased from 4.3 per cent to a maximum of 6.6 per cent in 2012, before falling to 5.2 per cent in 2017.

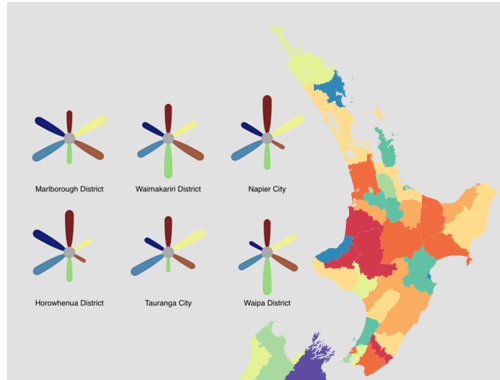
Unemployment rate comparison

# Labour vs National example details

## Data sources

- Statistics NZ
- Treasury
- State Services Commission
- Immigration New Zealand
- Massey University

# Retirement example



Retirement selector

# Retirement example details

## Data sources

- Statistics NZ
- Ministry of Health
- New Zealand Police
- Ministry for the Environment
- CoreLogic



# **Data journalism open data wish list**

# In an ideal world

- More open data!
- Easier automation of acquiring the same data again
- Always have a bulk download
- Less changes
- More integration



# Get in touch

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