

Using Social Media Tools For Data Science and Journalism to Communicate the Benefits of Open Government Data

Presentation for the W3C eGov Meeting

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Semantic Community

<http://semanticcommunity.info/>

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Introduction

- I am using social media tools for data science and journalism to communicate the benefits of open government data to the public and decision makers:
 - Social Media Tools
 - Doing Linked Open Data and Semantic Analytics
 - Data Science and Journalism
 - Coming together in the Press Office
 - Benefits of Open Government Data
 - Semantic Medline Example of Real Benefit to US Agencies
 - Public and Decision Makers
 - Educating Them

Some Questions and Answers

- Who does the best?: The Guardian (Simon Rogers).
- What tools do they use?: Drupal?, Google Spreadsheets, Free Visualizations Tools, etc.
- What results have they produced?: See next slides.
- How can one use/reuse those results?: See my work in the next slides.
- What does this mean for our upcoming AOL Government Conference? What I will say.

Simon Rogers

- Simon Rogers is editor of the [guardian.co.uk/data](http://www.guardian.co.uk/data) (<http://www.guardian.co.uk/datablog>, <http://www.twitter.com/GuardianData>), an online data resource which publishes hundreds of raw datasets and encourages its users to visualise and analyse them - and probably the world's most popular data journalism website. He is also a news editor on the Guardian, working with the graphics team to visualise and interpret huge datasets. He was closely involved in the Guardian's exercise to crowdsource 450,000 MP expenses records and the organisation's coverage of the Afghanistan and Iraq Wikileaks war logs. He was also a key part of the Reading the Riots team which investigated the causes of the 2011 England disturbances.
- Previously he was the launch editor of the Guardian's online news service and has edited the paper's science section. He has edited two Guardian books: *How Slow Can You Waterski* and *The Hutton Inquiry* and its impact. In 2010, Simon received a special commendation from the Royal Statistical Society in its awards for journalistic excellence. His Factfile UK series of supplements won a silver at the Malofiej 2011 infographics award and the Datablog won the Newspaper Awards prize for Best Use of New Media, 2011.
- In 2011, Simon was named Best UK Internet Journalist by the Oxford Internet Institute, Oxford University and won the inaugural XCity award from City University. The Datastore was honoured at:
 - [Knight Batten awards for innovation in journalism, 2011](#)
 - [Technical innovation, Online Media Awards 2011](#) [Best use of new media for Guardian Datablog](#),
 - [Newspaper Awards 2011](#)
- Author of *Facts are Sacred: the Power of Data* (on Kindle) <http://amzn.to/t2dAnR>

<http://www.guardian.co.uk/profile/simonrogers>

Simon Rogers on Data Journalism

- But the game-changer for data journalism happened in spring 2010, beginning with one spreadsheet: 92,201 rows of data, each one containing a detailed breakdown of a military event in Afghanistan. This was the WikiLeaks war logs. Part one, that is. There were to be two more episodes to follow: Iraq and the cables. The official term for the first two parts was SIGACTS: the US military Significant Actions Database.

— *Simon Rogers, The Guardian*



http://semanticcommunity.info/AOL_Government/Data_Science_for_the_Government_Community/Data_Journalism_Handbook#Behind_the_Scenes_at_the_Guardian_Datablog

The WikiLeaks War Logs (The Guardian)

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semanticcommunity.info/AOL_Government/Data_Science_for_the_Government_Community/Data_Journalism_Handbook#Data_visualization_DIY:_Our_Top_Tools

Data visualization DIY: Our Top Tools

Source: http://datajournalismhandbook.org/1.0/en/delivering_data_7.html

Story

Figure 102. *The Wikileaks war logs (The Guardian)*



NOTE: This version of the Draft Data Journalism Handbook is done in MindTouch, the leading social knowledge base, in one page so it can be easily searched as Linked Open Data!

What data visualization tools are out there on the web that are easy to use — and free? Here on the [Datablog and Datastore](#) we try to do as much as possible using the internet's powerful free options.

That may sound a little disingenuous, in that we obviously have access to the Guardian's amazing graphics and interactive teams for those pieces where we have a little more time — such as [this map of public spending](#) (created using Adobe Illustrator) or this [Twitter riots interactive](#).

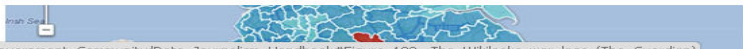
But for our day-to-day work, we often use tools that anyone can — and create graphics that anyone else can too.

So, what do we use?

[Google Fusion Tables](#)

This online database and mapping tool has become our default for producing quick and detailed maps, especially those where you need to zoom in. You get all the high resolution of google maps but it can open a lot of data — 100mb of CSV, for instance. The first time you try it, Fusion tables may seem a little tricky — but stick with it. We used it to produce maps like the Iraq one above and also border maps like this one of homelessness too.

Figure 103. *Homelessness interactive map (The Guardian)*



semanticcommunity.info/AOL_Government/Data_Science_for_the_Government_Community/Data_Journalism_Handbook#Figure_102:_The_Wikileaks_war_logs_(The_Guardian)

http://semanticcommunity.info/AOL_Government/Data_Science_for_the_Government_Community/Data_Journalism_Handbook#Data_visualization_DIY:_Our_Top_Tools

Figure 17. The Guardian Datablog production process visualized (The Guardian)

NOTE: I use social media tools to collect, analyze and communicate data science for data journalism using a 5-steps process:

1. Build a Knowledge Base in MindTouch
2. Build Indices of the Knowledgebase in Excel
3. Precondition the Structured Data
4. Import the Indices and Structured Data into Spotfire and Create Visualizations
5. Write the Data Story following the DELTA Model* as follows:
 1. D: Accessible, high-quality data
 2. E: An enterprise orientation
 3. L: Analytical leadership
 4. T: A long-term strategic target
 5. A: A cadre of analysts

* [Strategic Use of Analytics in Government](#) (Sirkka L. Jarvenpaa and Thomas H. Davenport)

[Figure 17. The Guardian Datablog production process visualized \(The Guardian\)](#)

DataBlog – Data Store

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www.guardian.co.uk/news/datablog/2011/jan/27/data-store-office-for-national-statistics

News | US | World | Sports | Comment | Culture | Business | Environment | Science | Travel | Tech | Media | Life & style | Apps | Data

News > Datablog

DATABLOG

Facts are sacred

Previous Blog home Next

All of our data journalism in one spreadsheet

All the data we have reported including all spreadsheets, authors, number of comments and retweets

• [Get the data](#)

Share 76
Tweet 223
+1 7
Email



Data journalism and visualisation from the Guardian Illustration: Lisa Villani for the Guardian

Today we have a list of all the [data journalism](#) produced here on the Guardian datablog.

You can see what's been popular and get easy access to the data we have curated as this list shows each datablog post's associated spreadsheets, authors, the number of comments and retweets.

By sorting the blog posts by the number of retweets, we can see that Iraq War Logs formed the base of our most retweeted post, followed by a

Posted by Lisa Evans
Wednesday 20 July 2011
05:33 EDT
[guardian.co.uk](#)
[Jump to comments \(...\)](#)

Article history

UK news
Office for National Statistics

Politics
Government data

Media
WikiLeaks · Data journalism

Technology
Free our data

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Get discounts and receive cash back at your favorite online stores

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Guardian Professional Networks

Local government network

Proof that local people power can get things done

76
Share
223
Tweet

<http://www.guardian.co.uk/news/datablog/2011/jan/27/data-store-office-for-national-statistics>

Get The Data

Blog Post

1 **Blog Post**

2 US debt ceiling: how big is it and how has it changed?

3 David Cameron's meetings with the media and Chequers guests: get the full list

4 US debt: how big is it and who owns it?

5 Crime statistics for England & Wales: what's happening to each offence?

6 Crime in England and Wales mapped

7 Whole of Government Accounts: the first findings

8 Unemployment for women: what are the facts?

9 Unemployment benefit claimants constituency by constituency: full data

10 Kenya opens its books in revolutionary transparency drive

11 Whole of Government Accounts: the secret history

12 Those senior Met Police lunches and dinners with News International: get the list

13 Information is Beautiful: The Sunscreen Smokescreen

14 BBC spending: where does the licence fee go?

15 International migration: where did people go and where did they come from?

16 Our phone hacking victims list

17 UK inflation since 1948

18 UK inflation since 1948

19 Tuition fees 2012: the official and unofficial list

20 Sixty years of US aid to Pakistan: Get the data

21 UK threat level: how has it changed over time?

22 Map and data on NHS clinical commissioning groups

23 NHS waiting lists: how long are patients waiting?

24 Every US astronaut ever listed by Nasa

25 Harry Potter and the final chapter: how do the books and films compare?

26 Harry Potter and the final chapter: how do the books and films compare?

27 Revolution in statistics: do MPs care about them, really?

28 News of the World circulation data: who read it and how many bought it?

29 The new world map: download it for yourself

30 How many pupils from your school go to Oxbridge?

31 How many pupils from your school go to Oxbridge?

32 How many pupils from your school go to Oxbridge?

33 How many pupils from your school go to Oxbridge?

34 What does Twitter think of the News of the World?

35 Civil Partnerships: get the figures over time

36 Top 50 News of the World advertisers - and what they spend

37 The government's new transparency initiatives: what data will they release and how big a deal is it?

38 Broadband across the UK - how fast is it where you live?

39 UN Women justice report: Legal rights mapped

40 UN Women justice report: get the data

41 Map lays bare landscape of UK in intimate detail

42 Oil spills by North Sea rigs: which is the worst?

43 Wine strengths by country: which is the highest and which tells the truth?

Sheet1 Blog Post

https://docs.google.com/spreadsheet/ccc?key=0AonYZs4MzIZbFdJWGRKYnhvWIB4S25OVmZhN0Y3WHc&hl=en_US#gid=0

Data Summary

76
Share
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Tweet
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Data summary

All datablog data
Click heading to sort

Blog Post	Associated spreadsheet	Retweets	Author/s	Number of comments
US debt ceiling: how big is it and how has it changed?	spreadsheet	365	Simon Rogers	3
David Cameron's meetings with the media and Chequers guests: get the full list	spreadsheet	11	Simon Rogers; Ami Sedghi	
US debt: how big is it and who owns it?	spreadsheet	131	Simon Rogers	36
Crime statistics for England & Wales: what's happening to each offence?	spreadsheet	17	Simon Rogers	43
Crime in England and Wales mapped	No spreadsheet for this post	72	Simon Rogers	
Whole of Government Accounts: the first findings	spreadsheet	14	Lisa Evans	10
Unemployment for women: what are the facts?	No spreadsheet for this post	61		10
Unemployment benefit claimants constituency by constituency: full data	spreadsheet	105	Ami Sedghi	34
Kenya opens its books in revolutionary transparency drive	No spreadsheet for this post	265	Claire Provost	8
Whole of Government Accounts: the secret history	spreadsheet	30	Lisa Evans	2
Those senior Met Police lunches and dinners with News International: get the list	spreadsheet	22	Helene Mulholland	
Information is Beautiful: the Sunscreen Smokescreen	No spreadsheet for this post	124	David McCandless	54
BBC spending: where does the licence fee go?	spreadsheet	44	Simon Rogers	17
International migration: where do people go and where from?	spreadsheet	60	Ami Sedghi	0
Our phone hacking victims list	No spreadsheet for this post	4		

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1 Oct 2010
How to be a data journalist

30 Dec 2011
2011: the year in data, Journalism (and charts)

9 Nov 2010
How Canada became an open data and data journalism powerhouse

16 Dec 2010
Data journalism and visualisation: welcome to our new data site

On News

Most viewed Zeitgeist Latest

Last 24 hours

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2. Shafiea Ahmed's parents jailed for her murder
3. The internet map: websites illustrated according to traffic and user activity
4. Carole Waugh's body found in lock-up garage
5. Paris to return Seine to the people with car-free riverside plan

More most viewed

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- Coalition government
- Factfile UK
- Government
- MPs expenses
- Afghanistan
- Public spending
- Population
- Defence
- Health

Sites we like

- Flowing Data
- Infosthetics
- Everyblock
- Visual Complexity
- Dabble DB
- Newsmap
- Google visualisations
- Debategraph

Datablog weekly archives

Jul 2011

M	T	W	T	F	S	S
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4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Premium broadband services

Fibre Optic Unlimited use Mobile broadband

NOTE: This has to be screen-scraped and reformatted!

<http://www.guardian.co.uk/news/datablog/2011/jan/27/data-store-office-for-national-statistics>

Data Science and Data Journalism

The screenshot shows a web browser window with multiple tabs. The active tab is titled 'semanticcommunity.info/AOL_Government/The_Guardian_Data_Journalism'. The page features the Semantic Community logo and a search bar. The main content area is titled 'Step 1: Build a Knowledge Base in MindTouch'. Below this, there is a navigation menu with options like 'Home', 'My Page', 'Recent changes', 'Reports', and 'Tools'. The page is signed in as 'Admin'. The main content area displays a list of links for 'The Guardian Data Journalism', including 'Story', 'Spotfire Dashboard', 'Data Store', and 'All of our data journalism in one spreadsheet'. A 'Table of contents' link is also present. The page includes a 'Was this article helpful?' feedback button. The bottom section of the page shows a 'Story' titled '2012 London Olympics Funding and Olympic Medal History' with a visual representation of Olympic medal counts for various countries.

Step 1: Build a Knowledge Base in MindTouch

Semantic Community

Home My Page Recent changes Reports Tools

Signed in: Admin Sign out

Edit page New page More

Page Notifications Off Share page

Semanticcommunity.info AOL Government The Guardian Data Journalism Table of contents

The Guardian Data Journalism

Modified 06:55, 27 Jul 2012 by Admin | Page History

Was this article helpful? 0 0

1. [Story](#)
2. [Spotfire Dashboard](#)
3. [Data Store](#)
4. [All of our data journalism in one spreadsheet](#)
 - 4.1. [Data summary](#)
 - 4.1.1. [All datablog data](#)
5. [Every Olympic medal, visualised for the Guardian newspaper](#)
6. [London Olympics 2012: where does the money come from - and where's it being spent?](#)
 - 6.1. [Data summary](#)
 - 6.1.1. [Olympic spending](#)
 - 6.1.2. [Where the money's coming from](#)
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 - 7.1.1. [What is the Open Platform?](#)
 - 7.1.2. [Open Platform Launch](#)
 - 7.1.3. [Video](#)
 - 7.2. [Products](#)
 - 7.2.1. [WordPress Plugin](#)
 - 7.3. [Services](#)
 - 7.3.1. [Content API](#)
 - 7.3.2. [MicroApp framework?](#)
 - 7.3.3. [Politics API](#)
 - 7.3.4. [Data Store](#)

Story

2012 London Olympics Funding and Olympic Medal History

Atlas of Olympic success

An athlete prepares for the London Games, whose records are they trying to beat? This map shows every medal won by each country since the modern Olympics began in 1896. The data, from the International Olympic Committee, tells a story of triumph and failure, change over the past 116 years. What it doesn't show is every medalist from the countries that have won the most medals in the world. See the full story on the homepage of the Guardian.

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The Real “All Our Data Journalism in One Spreadsheet”

Step 2. Build Indices of the Knowledgebase in Excel

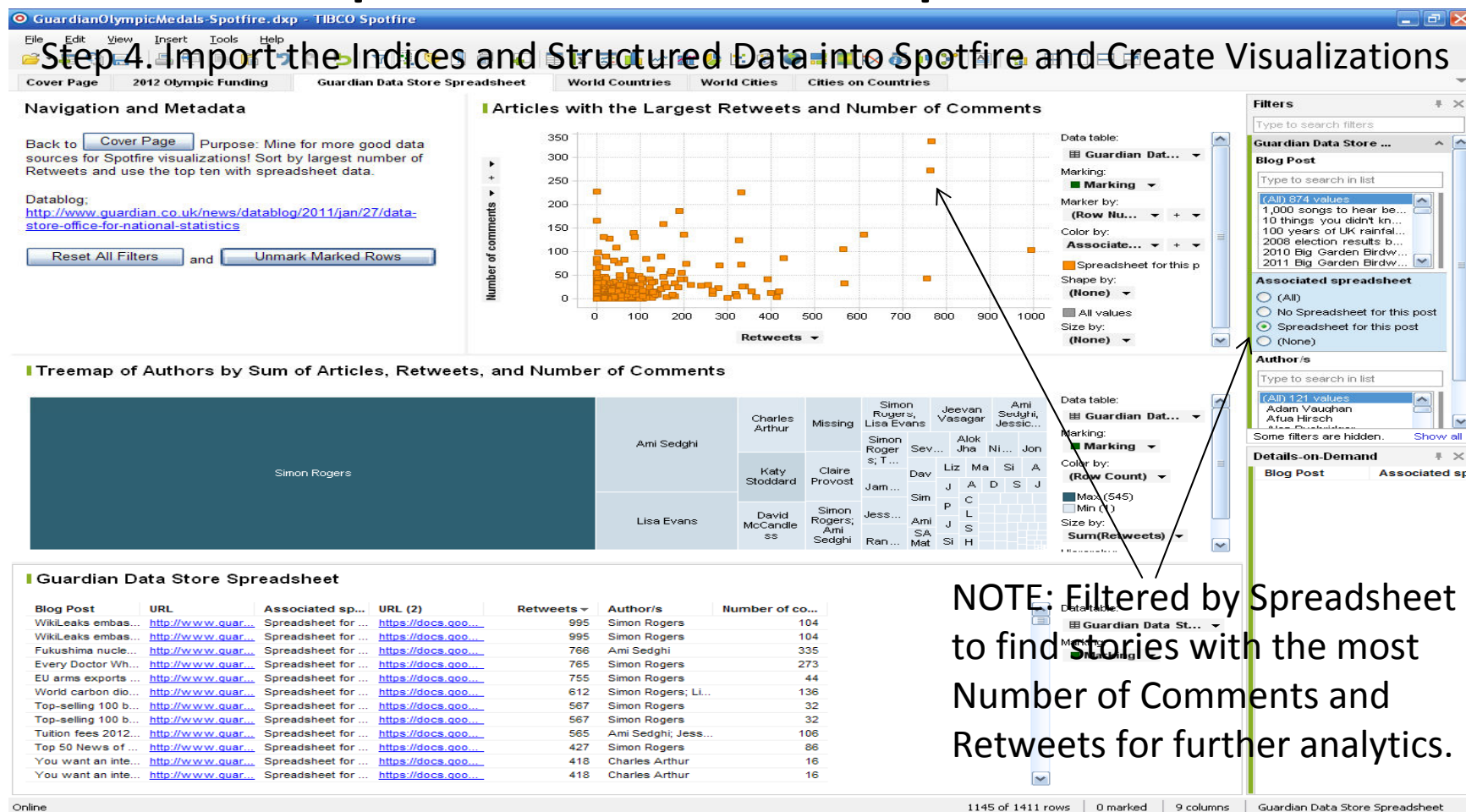
Step 3. Precondition the Structured Data

NOTE: These had to be edited to work in Spotfire

NOTE: This also include tabs for the Olympic Medal history data that was scraped and formatted from the PDF poster file!

<http://semanticcommunity.info/@api/deki/files/18739/Guardian.xlsx>

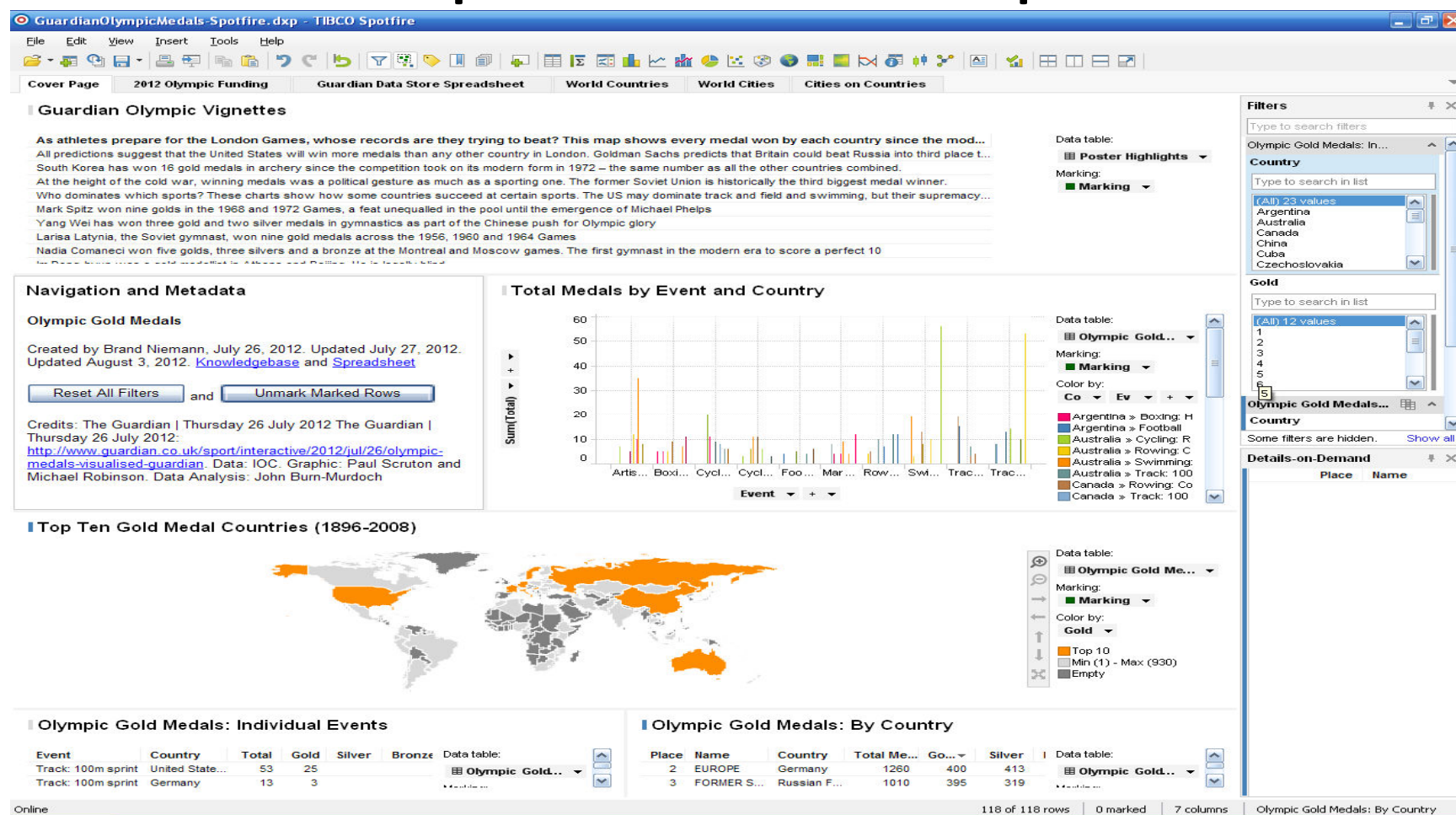
Analytics of the Data Journalism Spreadsheet in Spotfire



http://semanticcommunity.info/AOL_Government/The_Guardian_Data_Journalism#Spotfire_Dashboard

Analytics of the Olympic Gold History

Data Spreadsheet in Spotfire



[http://semanticcommunity.info/AOL Government/The Guardian Data Journalism#Spotfire Dashboard](http://semanticcommunity.info/AOL_Government/The_Guardian_Data_Journalism#Spotfire_Dashboard)

AOL Government Story

gov.aol.com/2012/07/27/visualizing-data-guardian-shows-how-with-olympic-medal-history/#disqus_thread

Aol Government. Sign in with LinkedIn

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Innovation
Visualizing Data: Guardian Shows How With Olympic Medal History
By [Brand Niemann](#)
Published: July 27, 2012

Text Size

2 3 5 0 0 +1 Add a Comment

Portion of infographic from the The Guardian.
[Download the PDF](#)

Those in the data community looking for new ways to express complex concepts might find this "Atlas of Olympic success", visualized for the Guardian newspaper, to be a great example.

TO HELP PROTECT HER TOMORROW.

38 an AOL Gov Conference Series
September 19th
Ronald Reagan Building
Washington D.C.
REGISTER TODAY
First Name Last Name
Email
Employer ☐ Subscribe to newsletter
*Complimentary event for government and military personnel.
[Continue Registration](#)

Recent Activity

<http://gov.aol.com/2012/07/27/visualizing-data-guardian-shows-how-with-olympic-medal-history/>

Excerpt from the Data Journalism Handbook

- The data feature [Eurozone debt web](#) explores the tangled web of intra-country lending. It helps to explain a complicated issue in a visual way, using colour and proportional arrows combined with clear text. An important consideration is to encourage the user to explore the feature, or follow a narrative, and never feel overwhelmed by the numbers.
 - *Bella Hurrell and Andrew Leimdorfer, BBC*
- MY NOTE: This was not true in my experience so I re-did their work.

Digital Agenda for Europe

The screenshot shows a web browser window with multiple tabs. The active tab is 'semantcommunity.info/AOL_Government/Digital_Agenda_for_Europe'. The page features the Semantic Community logo (Sc) and a search bar. The main content area displays the article 'Digital Agenda for Europe' by Admin, modified on 10/27/2012. The article includes a table of contents with links to various sections, such as 'Story', 'Spotfire Dashboard', 'Research Notes', 'Download data', and 'A VISUALISATION TOOL FOR SELECTED INDICATORS OF THE DIGITAL AGENDA SCOREBOARD'. A sidebar on the left lists various community resources. A 'Was this article helpful?' poll is visible on the right.

Digital Agenda for Europe
Modified 10/27/2012 by Admin | Page History

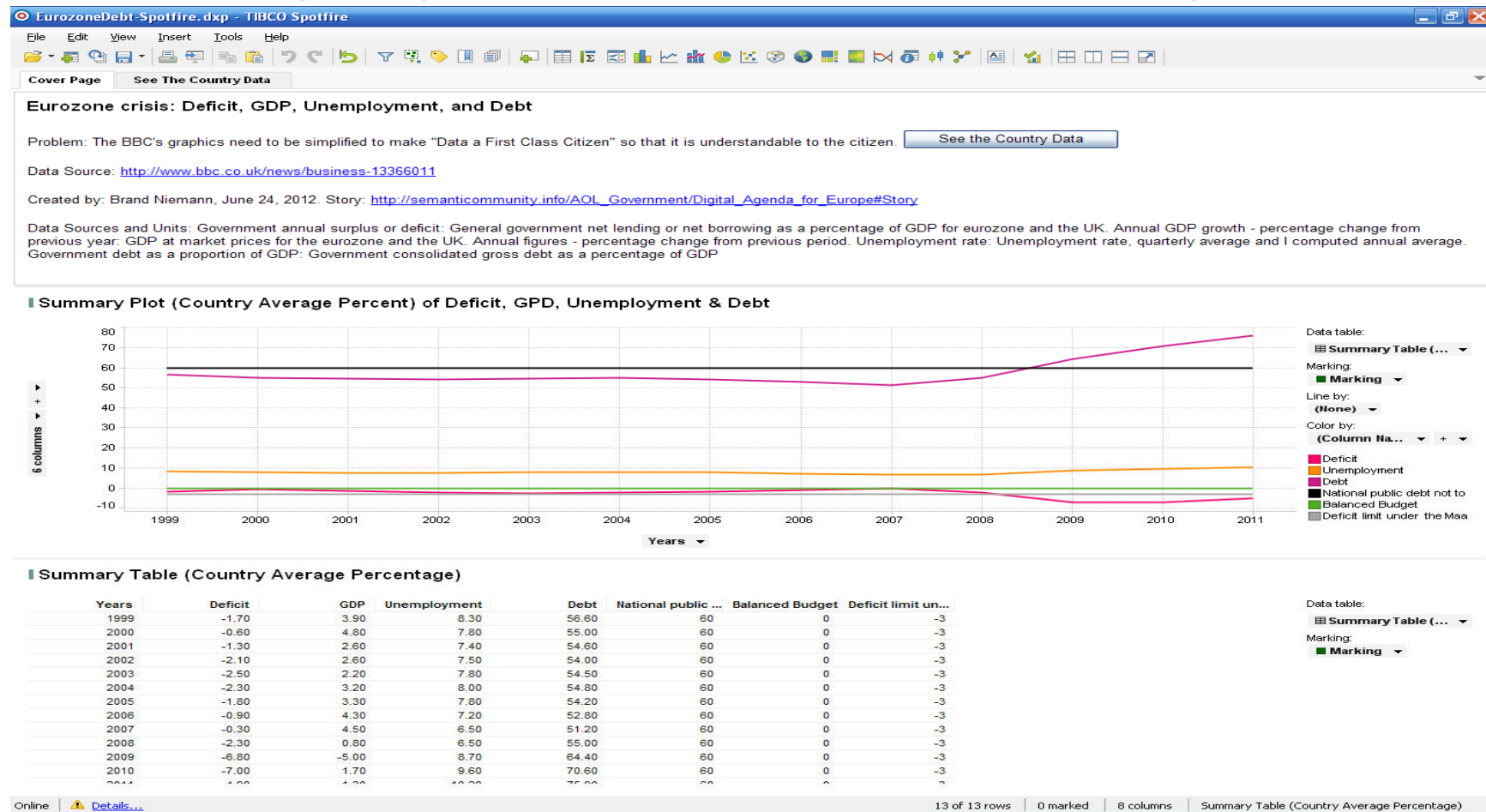
1. [Story](#)
2. [Spotfire Dashboard](#)
3. [Spotfire Dashboard](#)
4. [Spotfire Dashboard](#)
5. [Research Notes](#)
6. [Download data](#)
6.1. [Available open data sets](#)
6.1.1. [1. Selected indicators for the Digital Agenda Scoreboard](#)
6.1.2. [2. Eurostat ICT community surveys](#)
6.1.3. [3. Indicators on the electronic communications market](#)
6.1.4. [4. ICT research projects under the EU's Seventh Framework Programme \(FP7\)](#)
7. [A VISUALISATION TOOL FOR SELECTED INDICATORS OF THE DIGITAL AGENDA SCOREBOARD](#)
7.1. [1. Analyse one indicator and compare countries](#)
7.2. [2. See the evolution of an indicator](#)
7.3. [3. Compare two indicators](#)
7.4. [4. See a country profile](#)
7.5. [Further Information](#)
8. [EXPLORING THE DATA ON YOUR OWN](#)
8.1. [XLS AND CSV DOWNLOAD](#)
8.2. [SQL DOWNLOAD](#)
8.3. [RDF MODEL](#)
8.4. [SPARQL ENDPOINT](#)
9. [LIST OF THE SELECTED INDICATORS](#)
9.1. [Overview](#)
9.2. [Telecom sector](#)
9.2.1. [Total revenues of the electronic communications sector](#)
9.2.2. [Total investment in networks by the electronic communications sector](#)
9.2.3. [Total investment in networks as a percentage of total revenues](#)
9.3. [Broadband](#)
9.3.1. [Total fixed broadband coverage](#)
9.3.2. [Rural fixed broadband coverage](#)

NOTE: Digital Agenda For Europe:
Data as first-class citizen
(AOL Government Story)

http://semantcommunity.info/AOL_Government/Digital_Agenda_for_Europe

<http://gov.aol.com/2012/06/29/digital-agenda-for-europe-data-as-first-class-citizen/>

Eurozone Crisis: Deficit, GDP, Unemployment, and Debt in Spotfire



[http://semanticcommunity.info/AOL_Government/Digital_Agenda_for_Europe#Spotfire Dashboard 3](http://semanticcommunity.info/AOL_Government/Digital_Agenda_for_Europe#Spotfire_Dashboard_3)

38 Degrees: An AOL Gov Series Conference On Data Innovation

The screenshot shows a web browser window displaying the AOL Gov website for the 38 Degrees conference. The browser's address bar shows the URL: <http://gov.aol.com/2012/07/02/38-degrees-an-aol-gov-series-conference/>. The page features a left sidebar with navigation links for General Services, Administration, Innovation, and various government departments. The main content area includes an introduction to the conference, a list of keynote speakers (Todd Park, Seth Harris, Dave McClure), and a section for other featured speakers. A right sidebar contains featured videos, industry discussions, and industry headlines. The bottom of the page has a footer with the text "38 Degrees represents more than the geographic latitude".

General Services
Administration
Gwynne Kostin
Innovation
Jean Holm
Jo Strang
Lisa Wolfisch
Peter Tseronis
Sheila Campbell
Sophie Raseman
U.S. Census Bureau
U.S. Department of Energy
U.S. Department of Transportation
Xavier Hughes

Speakers
Todd Park
Seth Harris
Dave McClure
Jeanne Holm
Abhi Nemani

38 Degrees is the first annual government and industry conference from AOL Government. Just as AOL Government covers the latest insider analysis and perspective on innovation at work in government via the Internet, 38 Degrees brings those ideas to life **Sept. 19, 2012**, at the Ronald Reagan Building in Washington, D.C.

This year's inaugural event will focus on the vast and relatively untapped gold mine of freely available government data, and how the public – developers, entrepreneurs, enthusiasts and the venture capital community – can tap into its hidden potential.

KEYNOTE SPEAKERS

TODD PARK
Federal CTO, White House Office of Science & Technology Policy

SETH HARRIS
Deputy Secretary, Department of Labor

DAVE MCCLURE
Associate Administrator, USA Office of Citizen Services & Innovative Technologies

ALSO FEATURED

MAX STIER
President, Partnership for Public Service

JEANNE HOLM
Data.gov evangelist

PETER TSERONIS
CTO, Department of Energy

ABHI NEMANI
Director, Strategy and Communications, Code for America

ERIC GUNDERSEN
CEO, MapBox

JOEL GURIN
Senior Consumer Advisor, Federal Communications Commission

SOPHIE RASEMAN
Director for Smart Disclosure, U.S. Department of Treasury

SHEILA CAMPBELL
Director, Center for Excellence in Digital Government

GWYNNE KOSTIN
Director, Digital Services Innovation Center

XAVIER HUGHES
Chief Innovation Officer, Department of Labor

LISA WOLFISCH
Chief, Web and Social Media Branch, U.S. Census Bureau

JO STRANG
Data Community Lead / Associate Administrator for Safety, FRA and DOT

DR. BRAND NIEMANN
data scientist

Featured Videos

Innovation Lab Breakthrough: Fusion Research Leads to Antiterrorism Device

See More Featured Videos

Industry Discussions

Type your question here..

Looking for an experienced IDIQ Manager for Seaport-e!

SBA Scorecard is out - How will you use this in your B2G Biz Plan / Strategy?
http://lnkd.in/_HPZZ2 Pls also see each agency performance

More Discussions

Industry Headlines

US Senate blocks cyber bill

Online Park Reservations a Hit in Bexar County, Texas

Ford Donations Provide Critical Transportation Services to Injured Veterans

NYC: Who Is My Neighbor?

38 Degrees represents more than the geographic latitude

<http://gov.aol.com/2012/07/02/38-degrees-an-aol-gov-series-conference/>

Example of Eric Busboom, CEO, Clarinova

- **Request:** I'm working on building a public data warehouse. The Project's goal is to make a wide variety of public datasets, cleaned, modeled and linked, available to the public through SQL and OLAP interfaces. Here is an overview of the project:
<http://civicknowledge.org>
 - The project seems well aligned with much of the work you have done at the EPA and at Semantic Community. It would be really valuable if I could talk to you about the project and learn more from your experience.
- **Response:** Get your investors to help you provide data science and data scientists to grow their businesses. This is what Greylock Partners does! I can help you with the work.
 - This will serve to introduce my editor and organizer of the conference, Wyatt Kash. I think you should definitely attend and have an interesting story to tell.