

Using Data to Tell Better Stories

TAPROOT EDMONTON

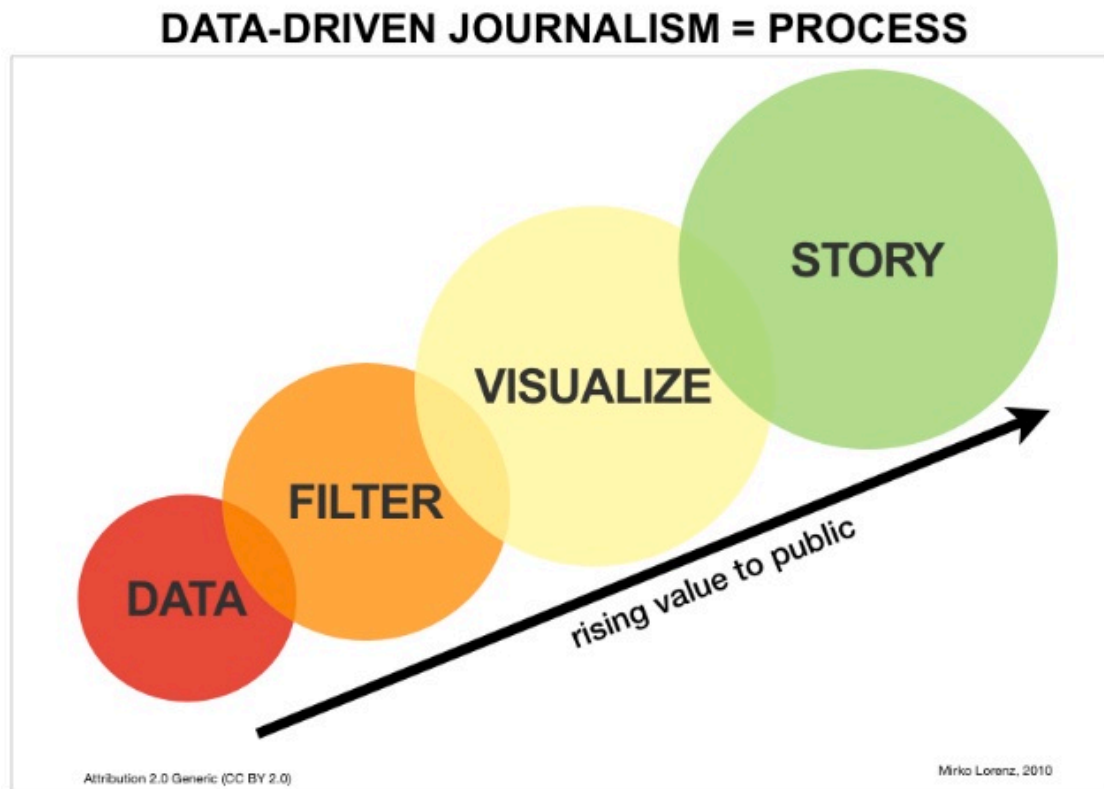
Curiosity-driven stories,
cultivated by the community

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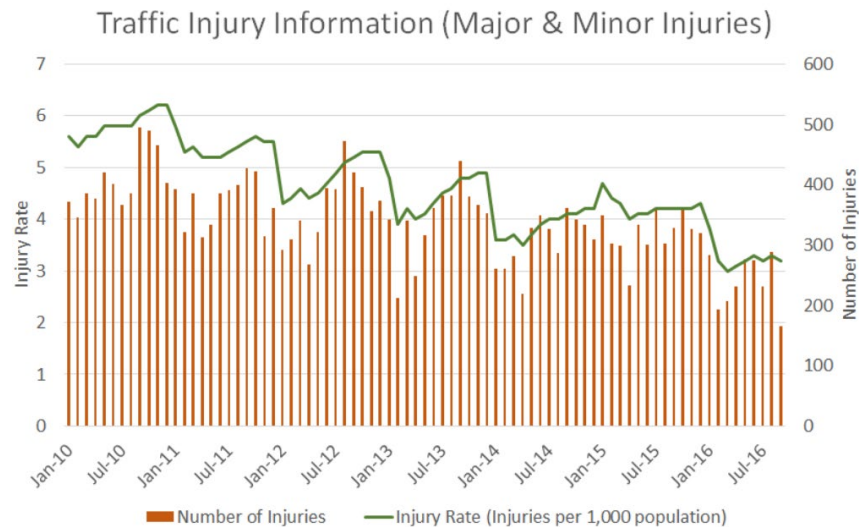
Data-Driven Journalism



- Data-driven journalism is being used in two key ways currently:
 1. Mostly: **To provide context & evidence for stories already being told**
 2. Some: **To be the source of new stories**
- Other terms:
 - Computer-assisted reporting
 - Data journalism
 - Computational journalism

Open Data in Taproot stories

How to stop discounting pedestrian deaths



This chart uses [data from the City of Edmonton's open data catalogue](#) and shows a gradual decline in the number of injuries per month and in the injury rate (injuries per thousand people). It includes major injuries (the victim was admitted to the hospital) and minor injuries (the victim received medical treatment but was not admitted to the hospital). It does not include fatalities.

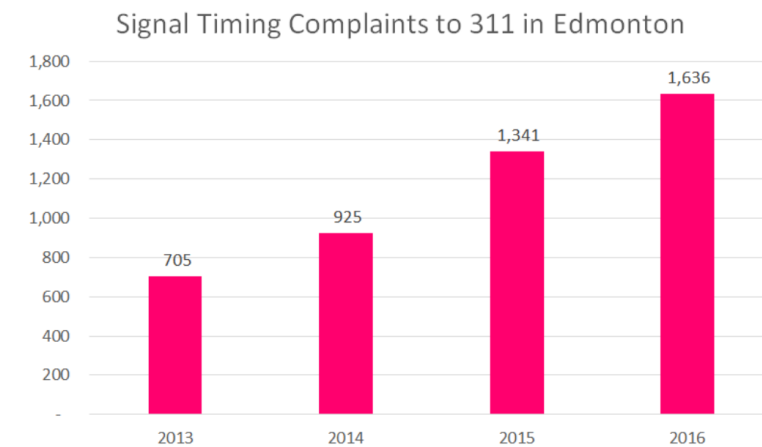
You can dig further into the data in the [Office of Traffic Safety's 2015 Motor Vehicle Collisions Annual Report in PDF](#).

Syncing traffic lights: Tech fixes, enduring challenges

It's difficult to say if in fact Edmonton is worse than other cities at traffic light synchronization. But it is certainly a reality that traffic light timings are vexing to many people. The city received 1,636 complaints on signal timing in 2016, which accounted for about 26 per cent of all the traffic light & sign-related complaints to the city that year, according to the [open-data catalogue's list of calls to 311](#).

That compares to 6,939 complaints on potholes in 2016, which accounted for 35 per cent of all complaints about roadway operations.

Since 2013, the number of signal timing complaints have been going up:



What's next?

Identifying new stories in data



Interrogating the data itself



Resources

- Data Journalism Handbook
 - <https://datajournalismhandbook.org>
- List of Data Journalism Resources
 - <http://bit.ly/ddj-resources>
- Have a great visualization or data-driven story idea?
 - Publish it yourself and tell us about it so we can spread the word
 - Get in touch and let's see if we can help you tell the story

Thank you!

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