LSPR Communication & Business Institute

Subject Syllabus

Subject Code	**:** BDM09
Subject Title	**:** Digital Data Analytic
Subject Specification	**:** For students in Broadcasting & Digital Media Communication Major
Subject Overview	**:** In the digital age, data journalism has developed rapidly, and is available from various sources that help journalists to write news stories. For online data and information, journalists must be able to keep up with the digital data that is constantly updated. Besides that, to present reliable news more comprehensively, journalists are also required to have the ability to process the digital data based on appropriate data analysis. This subject provides students with the opportunity to learn how to analyze digital data for journalism purposes.
Course Objectives	**:**

1. Understand the concept of Digital Data Journalism and its distinction from other forms of journalism.
2. Understand the basic methods of data gathering and curation; able to write a data-based article and visualize the data used in the article.
3. Be critical of how this new set of skills could be beneficial for them in the future and how it will evolve in the media and society.

Course Method	**:** Discovery Learning, Contextual Learning, Project Based Learning; Collaborative Learning
Learning Outcome (Competence)	**:**

Knowledge	: 30%
Skill	: 40%
Attitude	: 30%

Course content :

Week	Topic
1	Introduction
2	About Data
3	Getting the Data
4	Digging the Data
5	Simplifying the Data
6	Making Sense of The Data
7	Review for mid test
8	**Mid Term Examination**
9	Turn Your Data Into Story
10	Visualization (pt. 1)
11	Visualization (pt. 2)
12	Case Study
13	The Future of Data Journalism (Guest Lecture)
14	Consultation / Tutorial for final project
15	Review for final project
16	**Final Examination**

Grading System :
In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

Course Evaluation :
As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework & Assignments	30%
Attendance	10%
TOTAL	100%

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Introduction	• Subject Overview • The History of Data Journalism • Data Journalism to Counter Public Lies and Hoaxes	Contextual Learning
2	About Data	• The Power of Data • Data as a Subject (data subjectivity) • Data Everywhere	Contextual Learning
3	Getting The Data You Want/Need	• What's Your Story and Angle? • Getting Access	Contextual Learning
4	Digging Your Data	• Data Mining • Collecting Data • Laptop Research	Contextual Learning
5	Simplifying Your Data	• Sorting Out Your Data	Contextual Learning
6	Making Sense of Your Data	• Analyzing Your Data	Contextual Learning
7	Online Session	• Review for Mid Test	Contextual learning; Discovery learning
8	**Mid Term Test**		
9	Turn Your Data Into Story	• You Will Need: A Team. • Find Your Angle • 1+1=2 but 1x2=2 As Well	Contextual learning; Discovery learning, Project Based Learning;
10	Visualization (pt. 1)	• Charts and Graphs • Spatial Imagery	Contextual learning; Discovery learning, Project Based Learning;
11	Visualization (pt. 2)	• Comics and Memes • Video • Art	Contextual learning; Discovery learning, Project Based Learning;
12	Case Study	• The Movie "Spotlight" • COVID-19 • Hurricane María	Contextual learning; Discovery learning
13	The Future of Data Journalism	• Are we sure this is our future? • Data Journalism and Investigative Journalism and Opinion Piece • Data Analyst vs. Journalists	Contextual learning; Discovery learning

14	Consultation / Tutorial		Discovery learning; Project Based Learning; Collaborative Learning (CbL)
15	Online Session	• Review for final test	Discovery learning; Project Based Learning; Collaborative Learning (CbL)
16	**Final Examination**		

Midterm Exam Guideline : Written Test
Final Exam Guideline : Group Project

References :

1. Eldridge, I. S., & Franklin, B. (Eds.). (2018). *The routledge handbook of developments in digital journalism studies.*
2. Bounegru, L., Chambers, L., and Gray, J. (2012). *The Data Journalism Handbook 1.*
3. Hermida, A., & Young, M. L. (2019). *Data journalism and the regeneration of news*.
4. Houston, B. (2018). *Data for journalists : A practical guide for computer-assisted reporting*
5. Riche, N. H., Hurter, C., Diakopoulos, N., & Carpendale, S. (Eds.). (2018). *Data-driven storytelling*

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