

Abstract

The purpose of this research was to analyze and understand how far the representation of quantitative elements in storytelling can affect audience perception, including how one dataset can lead to different realities. Considering the principles of framing theory and employing semi-structured interviews with data reporters, the research tried to understand how data reporters work to tell the best, most accurate story and what practices, methods, or steps they ensure in terms of having accurate coverage and preventing misrepresentation at the same time.