

NEWSROOM STATISTICS IN THE DIGITAL AGE

Travis Hartman

Scott Swafford, Project Supervisor

ABSTRACT

Data has become a ubiquitous part of the journalistic landscape. Journalists using data in their work need a set of tools to describe data, and statistics are those tools. Statistical methods provide journalists with an expanded vocabulary to discuss and understand data – both the finding and the telling of stories. These methods lend journalists an empirical way to measure data and look for trends or correlations that might otherwise be impossible to observe.