Talk about Data News Production from the Perspective of Understanding Data

Huaijuan Guo
Communication University of Shanxi, Jinzhong 030619, China.

Abstract: Data news began to rise around the world in 2012. As a new way of news production and dissemination, data news influence and change the news practice of news media around the world. News practitioners must upgrade themselves and the news products produced to meet the needs of society and industry. Of course, various problems will inevitably encounter in the process of upgrading. For producers, if you want to do data news, you need to be based on a reasonable understanding of data. Therefore, the article tries to analyze and understand the data in data news from multiple angles, and then make a suggestion for data news production.
Keywords: Data Journalism; Understand Data; Knowledge; Factual Material

1. Understand data in data news

Compared with data news, the word data often appears in people's eyes. The word "data" appears in various reports and articles, and many industries also regard data as the basis for formulating future development strategies. In the webpage search column of CNKI, the search was carried out by title: data and title: data news respectively (as of October 12, 2022). It was found that the number of research literature on data in the total database was 607300, while the number of literature on data news was only 1659. Data news is not as hot as we imagine, and more is a stable and rational exploration.

As a new way of news generation, the advancement of data news is obvious to all. But for the media, how to produce data news and how to produce good data news may require a long time of efforts and attempts.

1.1 In the field of computer science, all objects that can be processed by computers can be called data.

With the continuous updating of computer and network technology, people's production and life are inextricably linked with the Internet. According to CCNIC's 50th Statistical Report on China's Internet Development,From June 2016 to June 2022, the number of Internet government users in China increased from 176 million to 892 million, and the real name users of China's integrated government service platform exceeded 1 billion. Government work and related developments have become objects that can be processed and processed by computers and become data.The number of Internet users in China has reached 1.051 billion, and the average weekly online time is 29.5 hours. People have stayed on the network for a long time, and have met their various life needs through various applications. In this process, personal life behavior has become data that can be processed and processed by computers.

The closer the connection between human beings and computers, the more comprehensive human activity data left on the Internet. This provides a new direction and angle for human understanding of things, individuals and various events. Data news is such a kind of appearance. Therefore, from the perspective of computer science, as the computer is in -depth in the various areas of production and life, with the continuous generation of data and the continuous improvement of data computing capabilities, the available data available in data news will become more and more in the future.

1.2 From the perspective of data science, data is an abstract expression of the real world

Data is an abstract expression of the real world. Although the world abstracted by data is never equivalent to the real world. However, with the development of technical conditions, the world of data abstraction will be close to the real world infinitely. At the same time, the real world itself is tedious, complicated, and changing, so the data is worthless before expression of use. In order to abstract some objective existence, ancient people would use simple graphics. Later, they used text, and now they use pictures, images, videos and other means. From this perspective, data have been available from ancient times to the present. Tang Shi and Song Ci are also data. Although we have been able to understand the objective world at that time through these data for more than a thousand years. Of course, with the innovation and development of technical conditions, more and more methods of human beings are used to abstract the real world.

According to data sciences: data, information, knowledge, wisdom level models. Data is the original material of the real world abstract. These materials can be pictures, audio, video, text, etc. These materials may be messy and disorderly, but they reflect and record the objective world from all aspects. Here data refers to the original data. Including (or not containing) useful information. Information refers to logical data that is processed. Therefore, people have enhanced the certainty of the objective world through the acquisition of information, and then made correct decisions. For a long time in the past, traditional news has been doing the work of transmitting information. At the knowledge level, the main problem to be solved is how to act and how to do Through the induction, summary and analysis of data, we can find a series of laws hidden in the objective world, which is knowledge. Of course, the level of wisdom is higher, which means that we can think about how to do one thing better in the future. To do a good job of the future through reasonable predictions, this is the charm of wisdom. How to transform data from recording and expressing the objective world to information and knowledge that can be used for reference and then to wisdom is something that should be considered by all walks of life, including journalism.

1.3 From the perspective of media practitioners, data is factual materials and statistical materials that can be stored by computer storage

In the production of traditional news, there are common names of "seven points (interviews), three -point writing (writing)". In the data news, according to the experience of the "Data Blog" reporter, a data news reported that the time spent on the collection and screening data accounted for 70%, and only 30%of the operation of the visualization link. Traditional news obtains credible facts through interviews. Data news obtains factual materials through data collection and screening. It can be seen that whether it is traditional news or data news, the reports of the two are based on the collection and finishing of factual materials and statistical materials, and the early collection and finishing work play a very critical role. Compared with traditional news, the facts and statistical materials faced by data news are richer, more complicated, more magnificent, and cannot be separated from the powerful computer processing capabilities. Therefore, from this perspective, the interview skills and survey methods used in traditional news can be applied to the production of data news. Then provide important first -hand information and reliable data for the entire data news production. The text descriptions used by traditional news can also be used for various visible elements in series data news.

2. A little suggestion for Data news production

2.1 Data news should coexist with traditional news

According to the above introduction, everything that can be processed and processed by the computer can be called data. The data needed for future data news is rich, diverse, and growing. From this perspective, the production of data news can be performed in large quantities. However, this is not the case. First, data news is a quantitative report. Not all news and news facts can be quantified, and

data news cannot be presented. Secondly, data news is used to discover the facts or laws that traditional news cannot find through data analysis. The production of data news requires a team collaboration, and often requires a longer production cycle. Mass production of data news is unrealistic and unscientific. At the same time, traditional news has been regarded as an industry dealing with text. The text has the charm of text. The text has its own advantages in the description of the news background and the statement of objective facts. Reports on objective facts can first be reported through traditional news, and at the same time, the possibility of data news reports can be found according to data conditions. Judging from the current development of data news in my country, data news is only existing as a column of various media platforms. Therefore, data news can coexist and integrate with traditional news. In this way, it can ensure that the timely reports of news facts can also expand the depth and breadth of reporting through data news reports to expand the factual reporting perspective.

2.2 Data news should be based on knowledge dissemination

The media eliminates uncertainty for people through the transmission of information. Now, according to the DIKW hierarchical model of data science, the media should be upgraded from the previous information dissemination to the current information and knowledge dissemination. Media can only be recognized if it is upgraded to provide users with more advanced content. Of course, the higher level of wisdom refers to the ability to think about how to do something better in the future. In terms of the current development of media, this level cannot be reached. But we can see this wisdom from intelligent robots. For example, the wisdom of robots in playing Go.

News information communication is what traditional news has been doing. Data news should be based on knowledge. The knowledge mentioned here refers to a series of laws hidden in the objective world through the summarization, summary, and analysis of data. For example, NetEase reads the work "Chinese Character Pinyin is changed to change, is it to accommodate illiterate?" "The work tells people about the knowledge of Chinese characters through a series of data analysis. While language is convenient for people to pass on information, it has continued to evolve or declined by the influence of external social changes, so it has appeared to change.

2.3 Data news works should be convenient for public reading

As mentioned above, from the perspective of media practitioners, data is a factual material and statistical data that can be stored by computer storage. In essence, data news is the same as traditional news that happened or discovered facts in real life. The responsibility of the media is to inform the public to the public that the newly happened or discovered. Therefore, no matter how large the data involved in the data news, the data analysis and excavation of the data experienced in the middle, how advanced technology is used, and in the final presentation part, the data analysis results need to be converted into a form that is convenient for being accepted by the public. At the same time, in the new media era, with the user's requirements for participation, data news also needs to make multiple attempts in various aspects of personalization and application.

In a word, data news, as a new way of news production, provides a new direction for the development of news. Understanding the data in data news can better understand the core of data news production. In order to better produce data news.

References

[1] Fang J, "Introduction to Data News -Analysis of Operation Concepts and Cases" [M], June 2015, 1st edition, Renmin University of China Press.
[2] Gao G, Pan SY, "News Interview and Writing" [M], August 1st Edition, August 2018, Renmin University of China Press.
[3] Lu MM, "Research on Data News Interactive narrative Strategy-Analysis of the Global Data News Award of 2014-2018" [J], Publishing Science, No. 1, 2019.
Name: Guo Huaijuan
Gender: Female
Title: Associate Professor
Unit: Shanxi Media Institute