

Data Journalism Today: A Comparative Analysis of Two Consecutive Surveys

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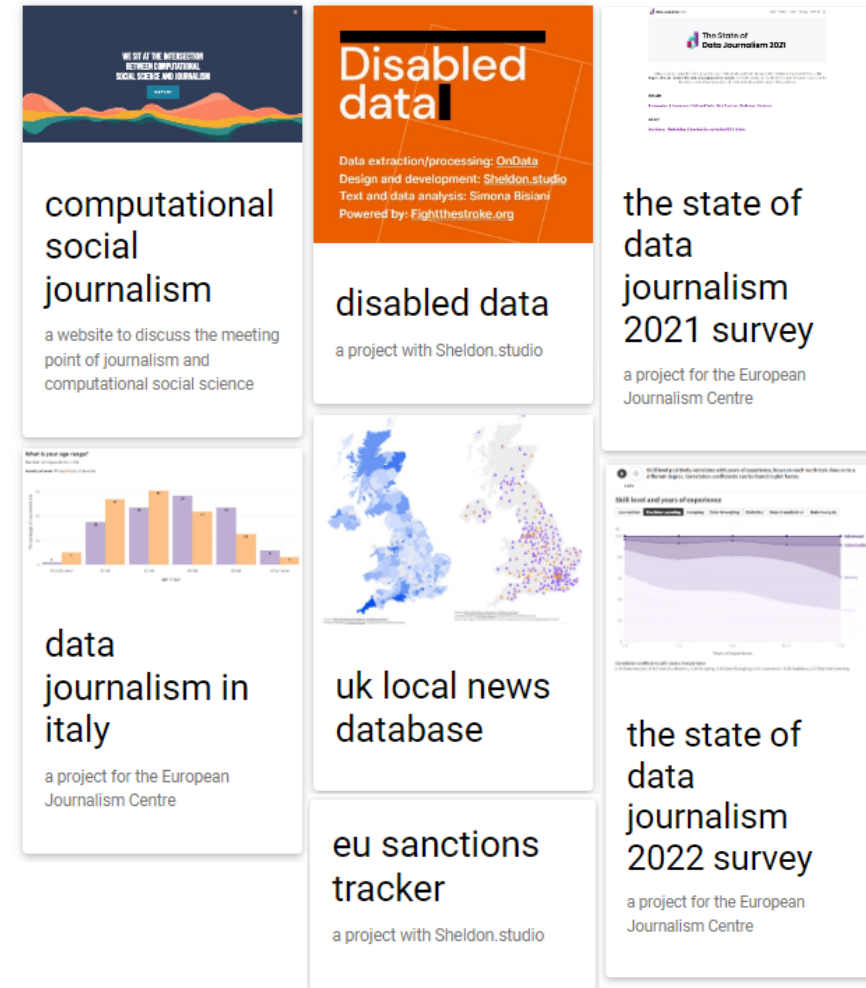
About me



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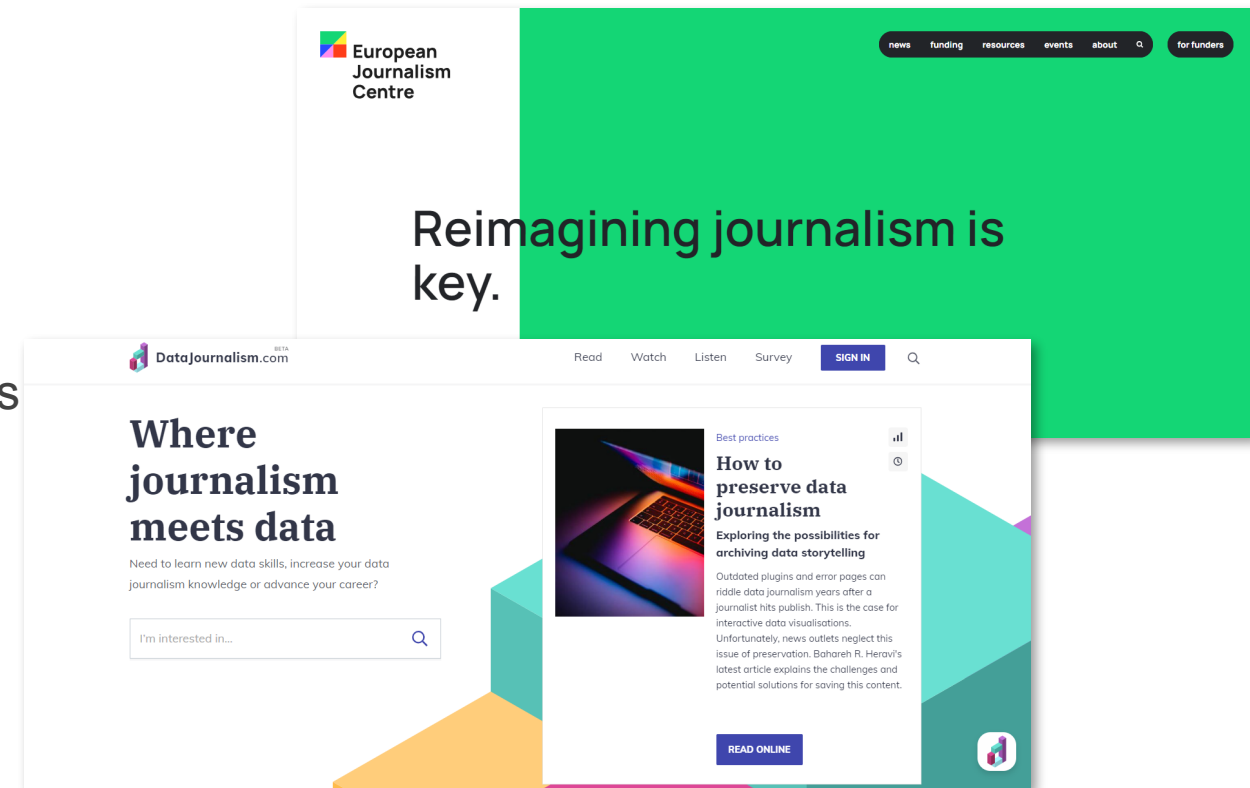
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The State of Data Journalism Survey

by Datajournalism.com, for the EJC

- Growing field
- Lack of global, large-sample based survey studies
- Leverage a network of established names as well as newcomers to promote participation
- A repeated effort to capture trends and developments for a non-academic audience



Two editions

	2021	2022	Comparative elements
Participants	1594 (1254)	1804 (1751)	411 (302)
Questions	63	63	~50
Sections	Demographics Employment Skills and Tools Work Practices Challenges Pandemic	Same sections + Russia-Ukraine coverage	
Impact	Panel, IJF (Apr '22) Journal article (Feb '23)	Panel, IJF (Apr '23)	Conference talk (Jun '23)

Bisiani, S., Abellan, A., Robles, F. A., & García-Avilés, J. A. (2023). The Data Journalism Workforce: Demographics, Skills, Work Practices, and Challenges in the Aftermath of the COVID-19 Pandemic. *Journalism Practice*, 0(0), 1–21. <https://doi.org/10.1080/17512786.2023.2191866>

Approaches to longitudinal analysis

- Compare results from 1st survey to 2nd survey to observe **overall trends**
- Compare individuals who have taken the survey in both editions to observe **within-individual changes**

Overall trends

Spoiler alert: mostly repeating patterns, with a few developments standing out

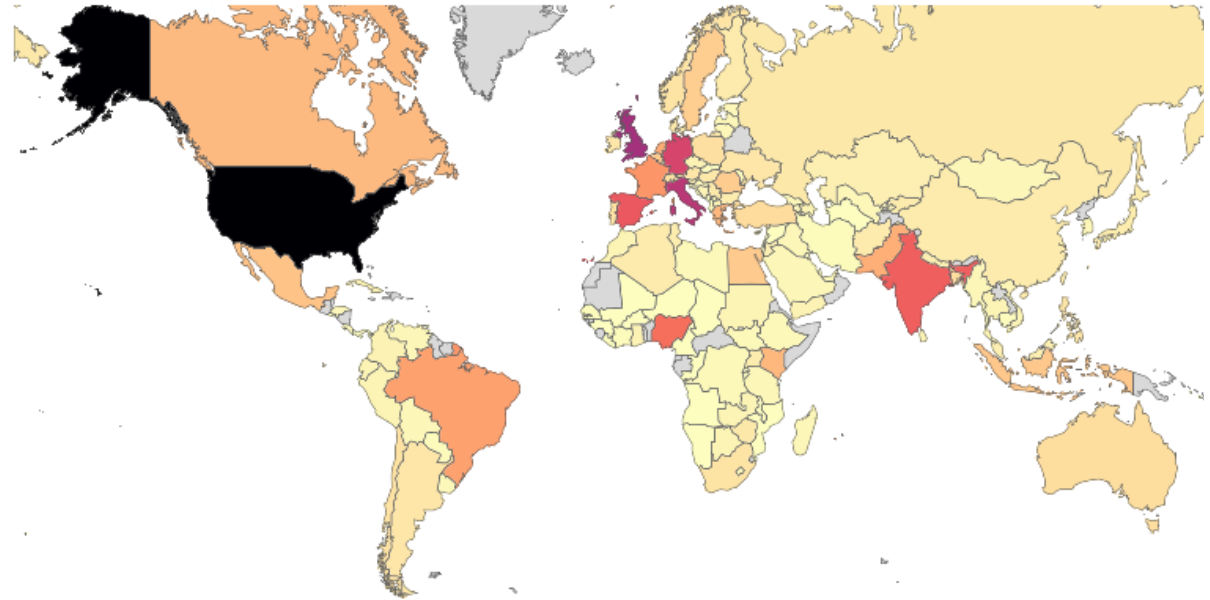
1. Demographics

Stable:

- 2 in 5 are women
- Women are younger
- Geographically unevenly distributed

Shifting:

- Pakistan, India and Nigeria are growing, among other African and Asian countries



2. Employment

Stable:

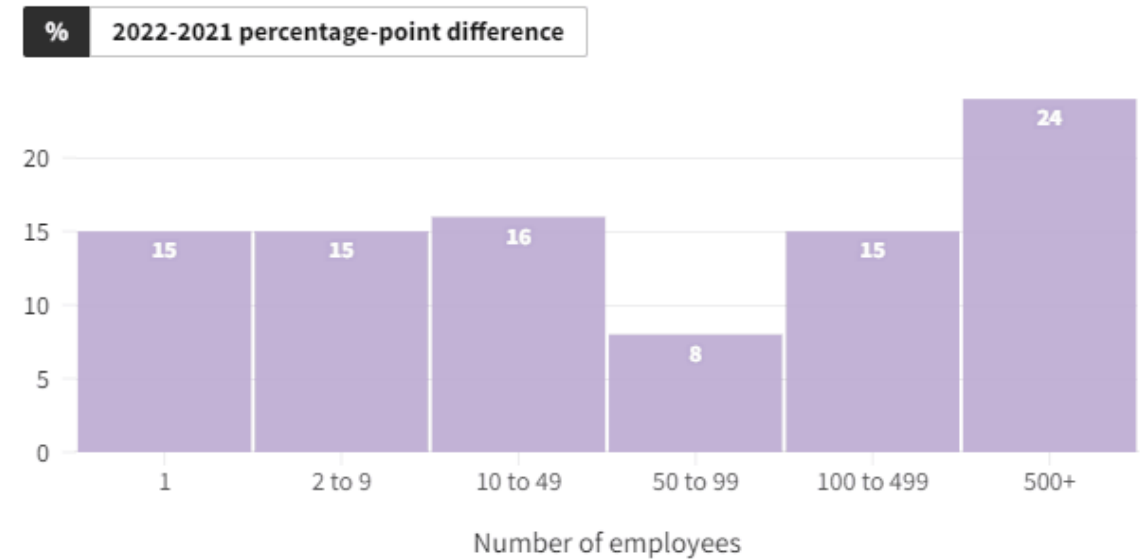
- 6% women in leadership positions vs 10% men
- Over 3 out of 5 have under 5 years of experience
- Over 1 in 3 is solely self-taught

Shifting:

- Workplace training gaining traction over higher education
- Drop in share of people who are self-employed

Approximately how many people work in your company/organisation?

Number of respondents: 1669



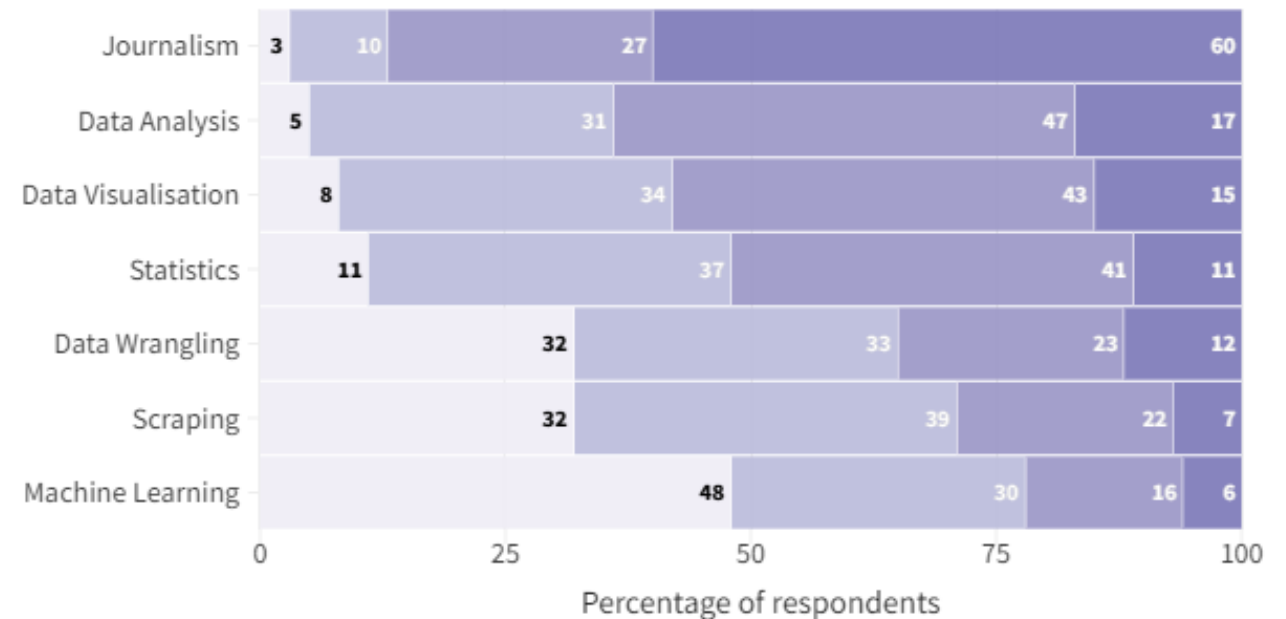
*7% of respondents answered "I don't know"

3. Skills and tools

- Gap in self-reported skill level between journalism and data-related tasks
- More than half wishes to be upskilled in data-related tasks
- Around 1 in 4 uses programming

How would describe your skill level in each of the following?

Skills level  None  Novice  Intermediate  Advanced



4. Work practices

Stable:

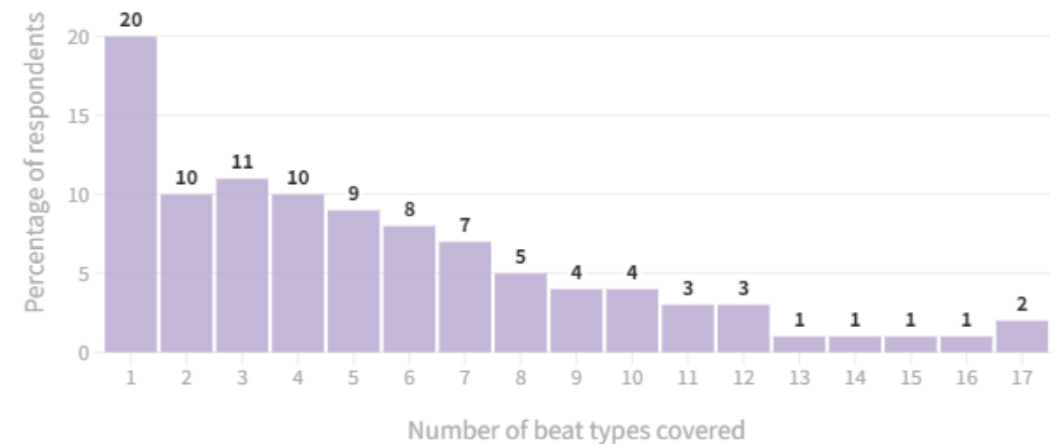
- 2 in 5 cover 5 beats of more
- 1 in 2 covers national or international stories, 1 in 4 covers local
- Work mostly for digital outlets or social media

Shifting:

- Less health stories, more climate reporting

Number of selections of beat types by respondents

Number of respondents: 1689

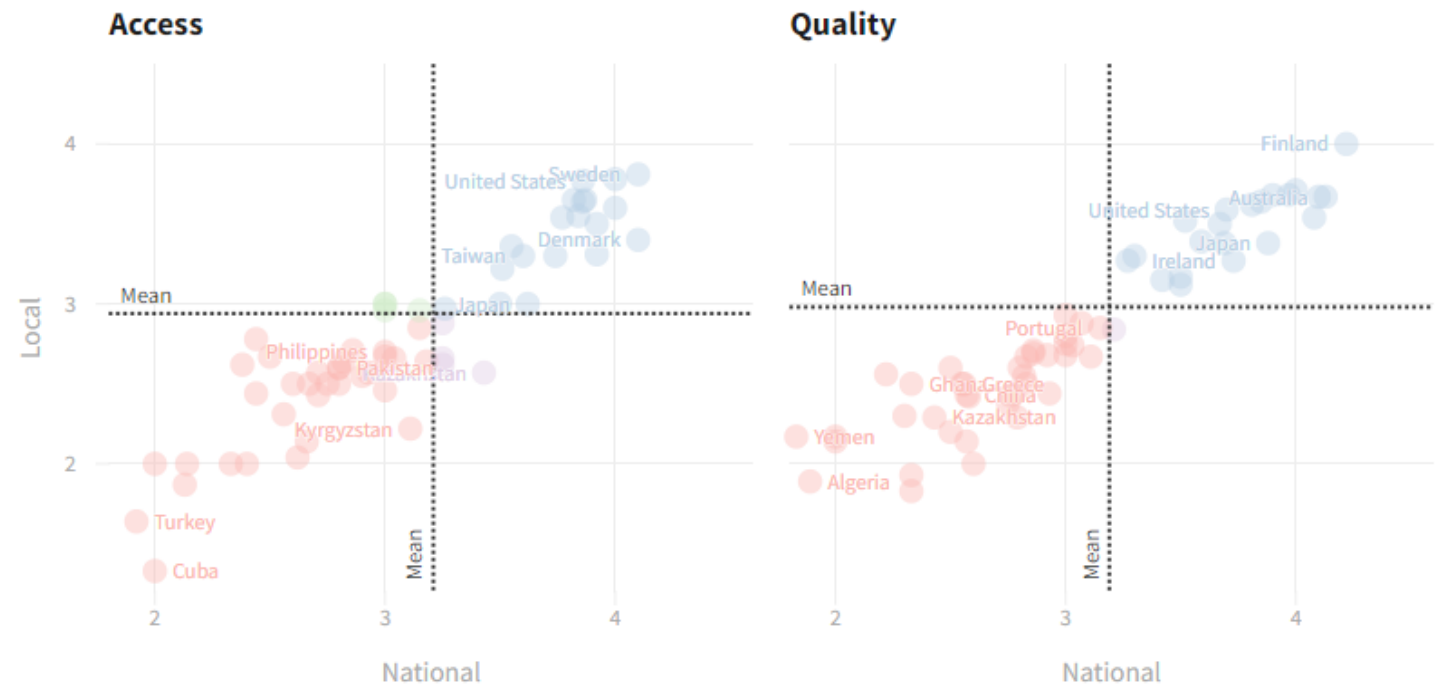


5. Challenges

- Huge regional inequalities in terms of data quality and access
- Access to quality data top hurdle, but there have been shifts
- Lack of financial resources gaining traction, as well as lack of adequate software

How would you rate the following in the country where you work?

All countries ▼

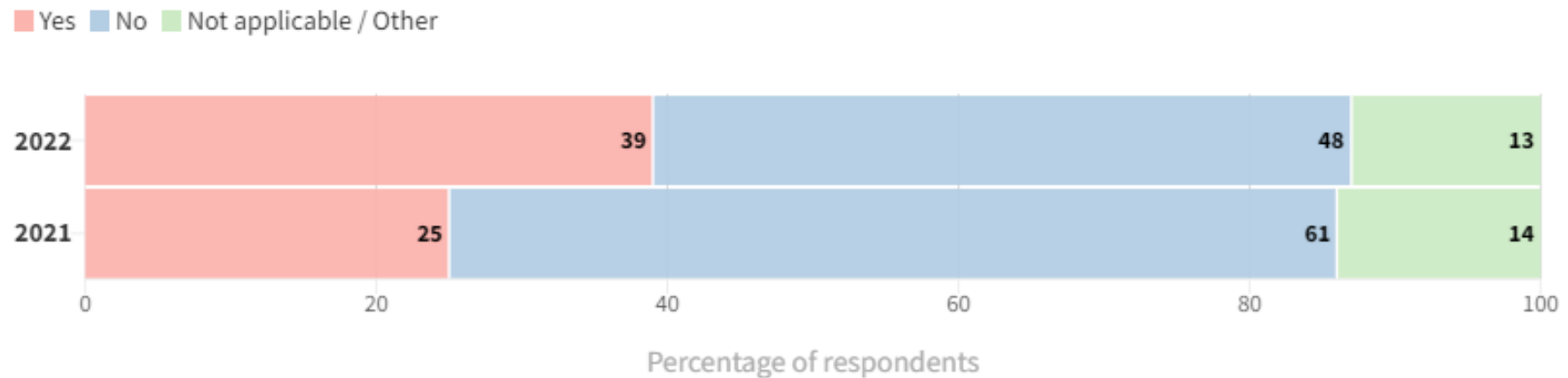


Rating 1: very poor, 2: poor, 3: average, 4: good, 5: very good.

6. Pandemic

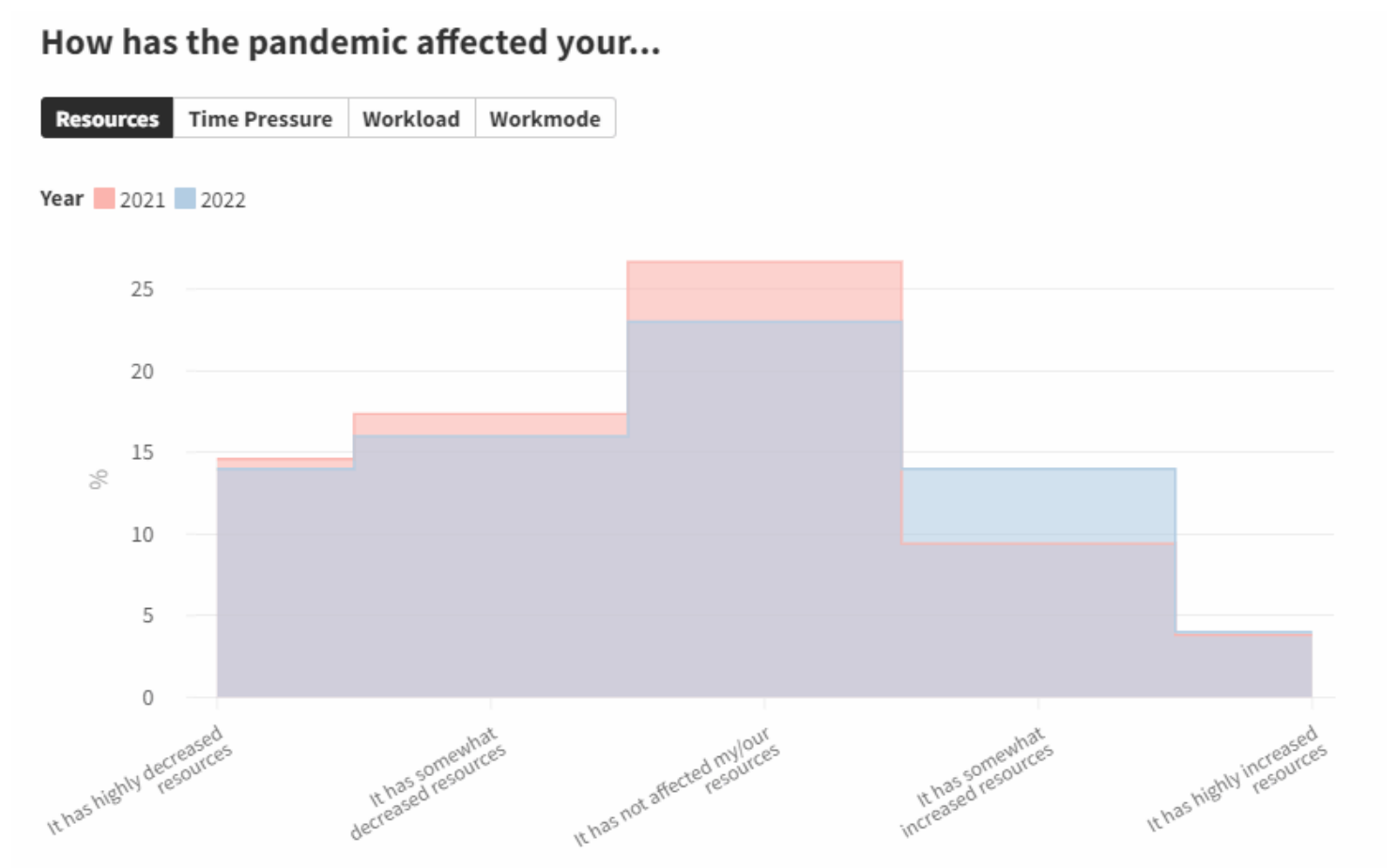
- Critical in involvement in data journalism for 2 out of 5 respondents

Have you become involved in data journalism as a result of the pandemic?



6. Pandemic

- Although marginal in size, the personal negative effects are toning down



Within-individual changes

Based on 302 individuals who took the survey in 2021 + 2022

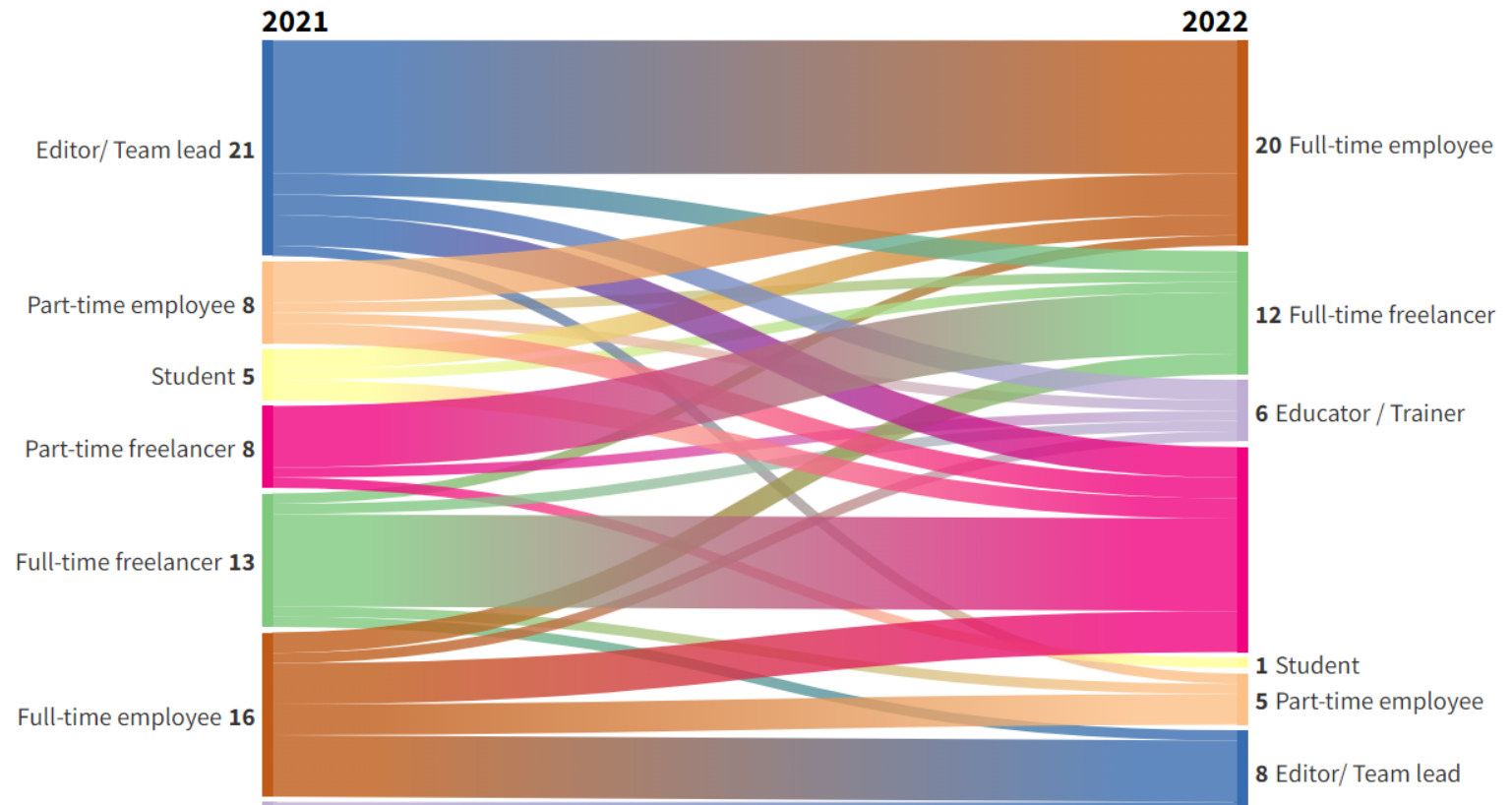
The demographics of these individuals reflect the broader survey

- Gender: 4/10 female
- Top countries: Italy (9%), US (7%), US (7%), Spain (6%)
- Nationalities: 90

1. Career tracks

37% changed career. To what?

- Editors most likely to change
- Of those who become editors, most were full-time employees
- New educators have various backgrounds
- Freelancers mostly switch between part- and full-time



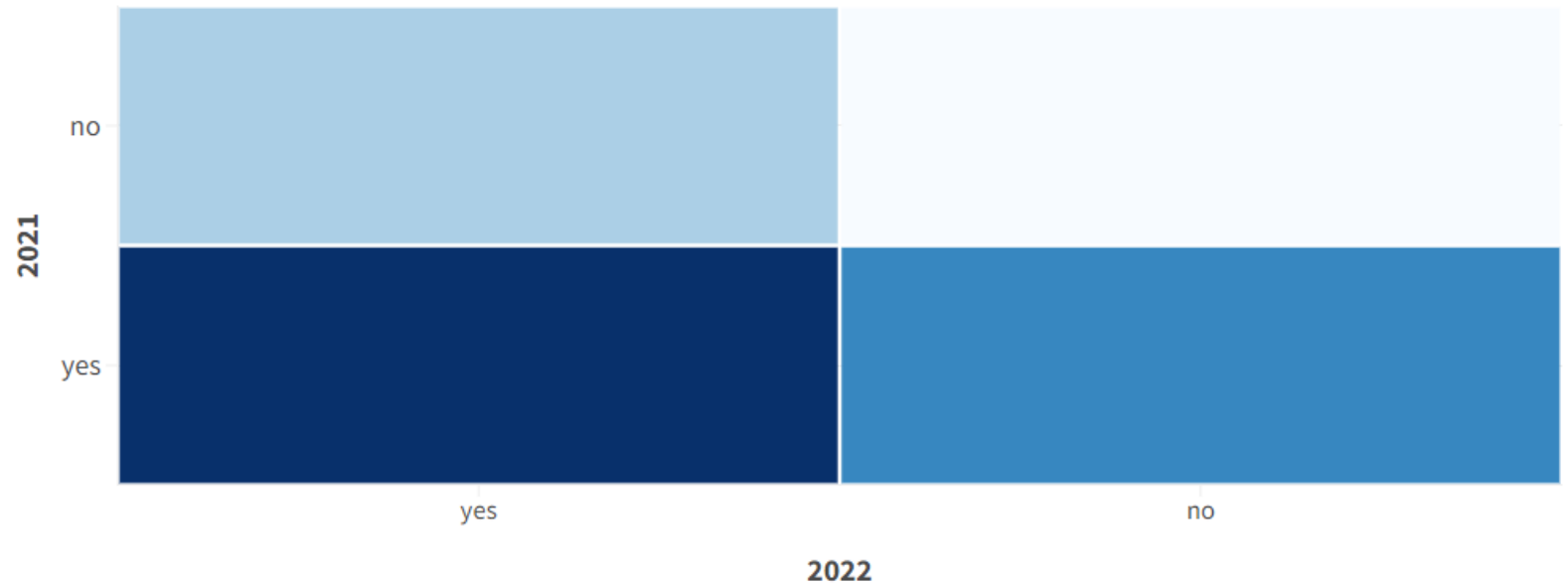
<https://public.flourish.studio/visualisation/14130523/>

2. One in 10 now thinks about leaving the industry

In five years time, do you think you will still be working in data journalism?

Respondents %
0 19 46 80

When a change of heart happens, it is not in the industry's favour.



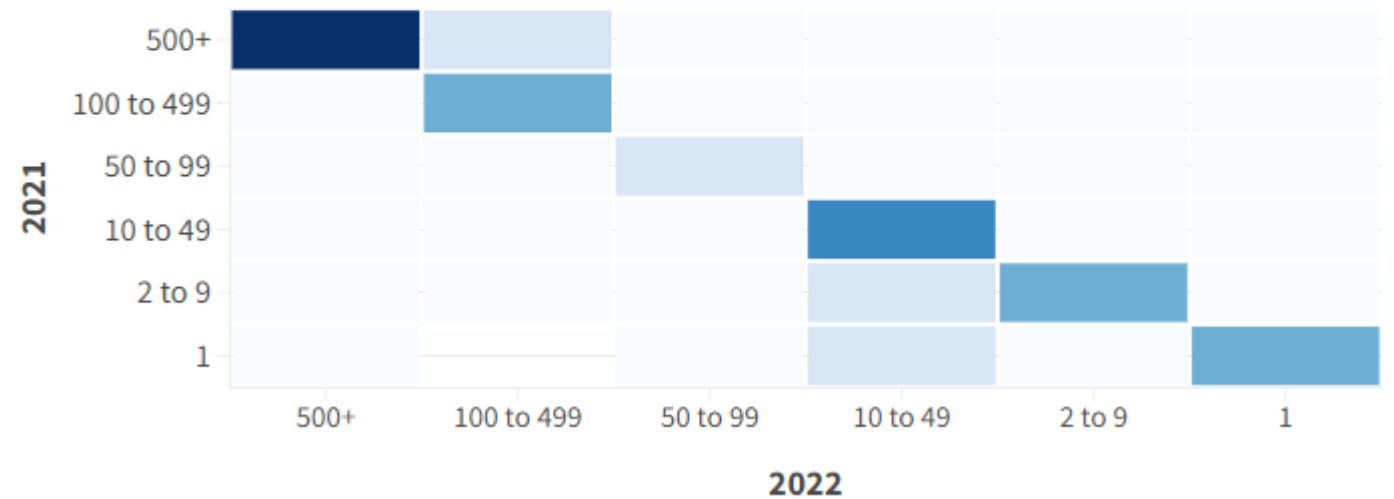
<https://public.flourish.studio/visualisation/14130416/>

3. Organisational shifts

People move from very small companies to larger ones, or they move down from very large companies to slightly smaller ones.

Changing companies, or organisational restructuring?

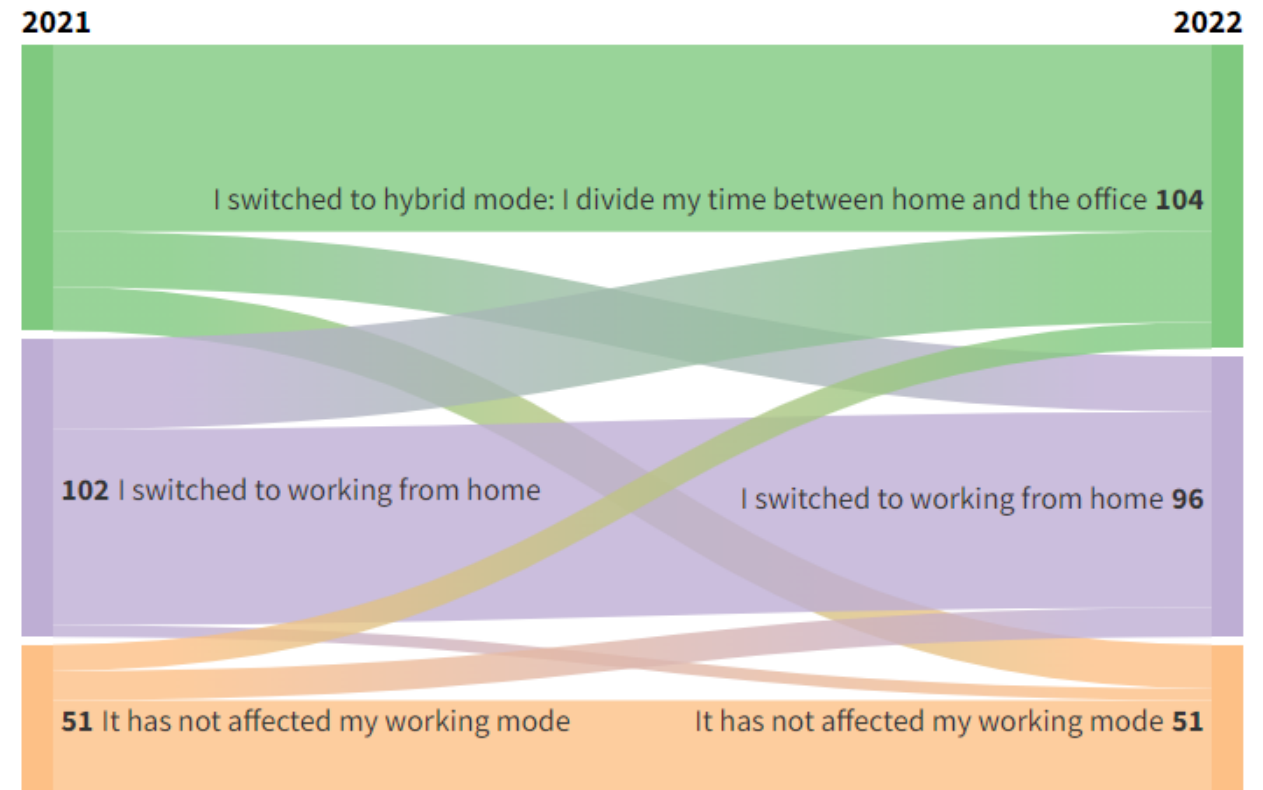
Respondents 1 52



<https://public.flourish.studio/visualisation/14130032/>

4. Pandemic long-term effects

Just as many people work from home as they work in a hybrid mode. But more are re-entering the office than vice versa.



<https://public.flourish.studio/visualisation/14131450/>

Final considerations

- Wealth of data can lead to deeper, further analyses
- Capturing a representative sample when the population is unknown is an underlying challenge
- Regional variations important: aggregate by regions or filter by country for local analyses
- Survey method limits depth of understanding of personal motives and external pressures

Thank you for listening

Questions?

explore the results:

<https://datajournalism.com/survey/2021/>

<https://datajournalism.com/survey/2022/>

grab the data:

<https://github.com/ejcnet/stateofdatajournalism2021>

<https://github.com/ejcnet/stateofdatajournalism2022>

read the paper:

Bisiani, S., Abellan, A., Robles, F. A., & García-Avilés, J. A. (2023). The Data Journalism Workforce: Demographics, Skills, Work Practices, and Challenges in the Aftermath of the COVID-19 Pandemic. *Journalism Practice*, 0(0), 1–21. <https://doi.org/10.1080/17512786.2023.2191866>



The second edition of The State of Data Journalism Survey results is now public! Explore the insights from **the largest data journalism survey** of the year. We covered the industry's demographics, skills, tools, and work practices, and the impact of the Russia-Ukraine War and the Covid-19 pandemic on the field. The 2022 edition also marks an important milestone: **more than 1800 people have taken our survey**, a statement to the growing nature of this industry.

Have you partaken in our raffle? We will announce the winners soon, so keep an eye on your inbox! We have also released an open and anonymised version of the dataset, and we would love to see what insights you can extract from the data.

You can also explore the [2021 survey, including results, methodology, and data](#).

Results

[Demographics](#) | [Employment](#) | [Skills and Tools](#) | [Work Practices](#) | [Challenges](#) | [Russia-Ukraine coverage](#) | [Pandemic](#)