
Журналистика и визуализация данных

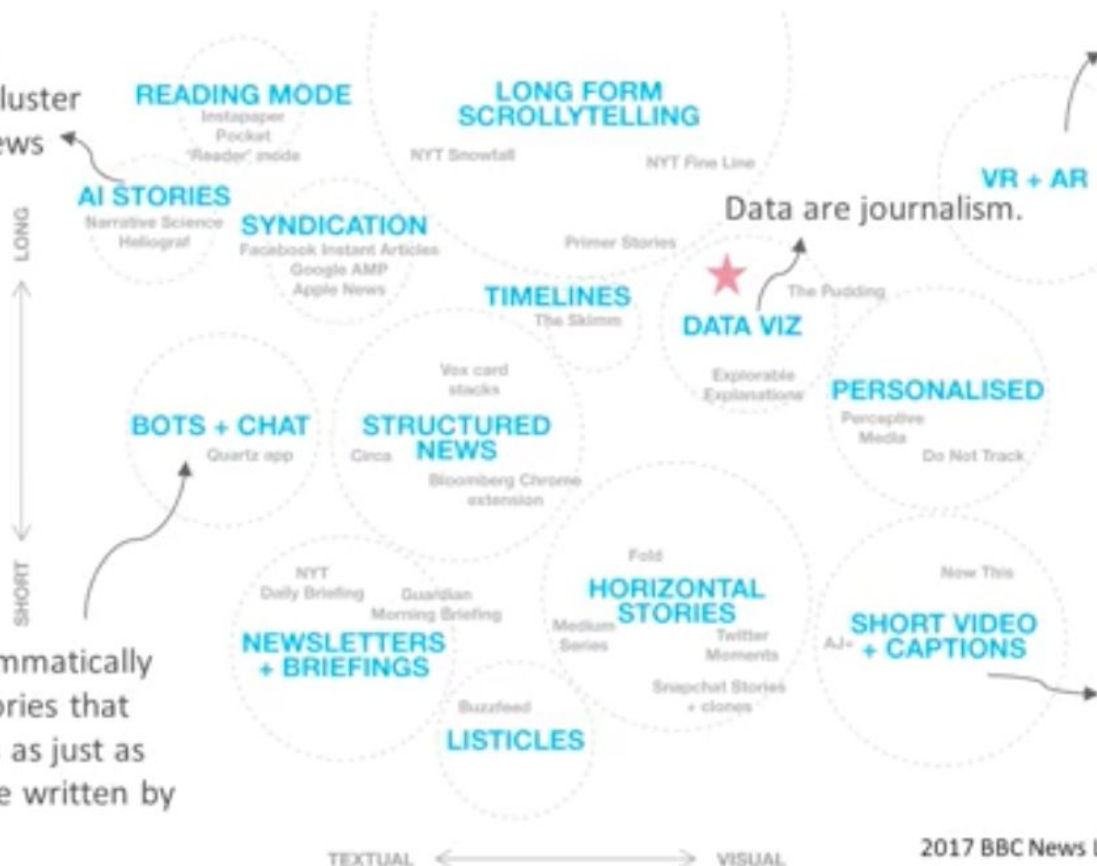
КазНУ

Модернизация

Лаборатория новостей BBC обобщила 12 категорий новых форм журналистики, таких как визуализация данных от графики до интерактивного алгоритма, который агрегирует и группирует новости, а также расставляет приоритеты.

New Forms of Journalism

Algorithms that aggregate and cluster and prioritize news are journalism.



Drones and AR/VR technology give viewers a front-row seat to happenings around the world.

Bots are programmatically writing news stories that the public views as just as credible as those written by humans.

Successful social videos tend to be short, with subtitles, focus on soft news, and have a strong emotional element.

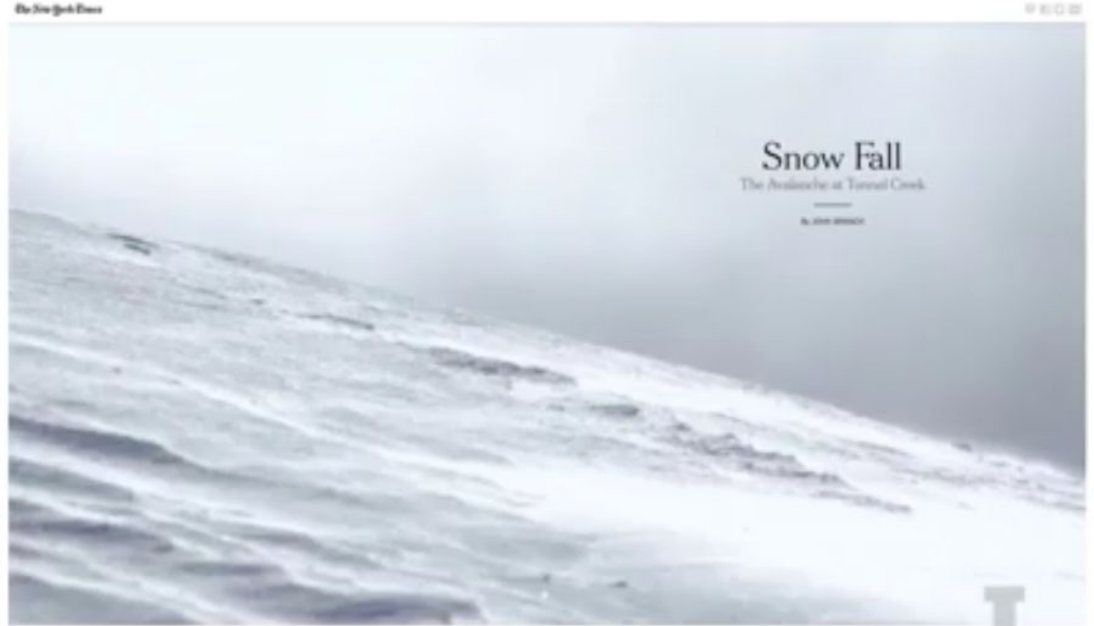
Modern Classic (1)

Snow Fall: The Avalanche at Tunnel Creek (2012)

A new era of multimedia and interactive journalism

Merging text, photos, 3D animations, maps, and videos in an immersive, scrollable, and mobile-friendly experience.

"The future of journalism"



<http://www.nytimes.com/projects/2012/snow-fall/index.html#/?part=tunnel-creek>

В декабре 2012 года газета "Нью-Йорк Таймс" опубликовала интерактивный мультимедийный сюжет о лыжниках, застрявших на лавине в Вашингтоне, на Каскадном хребте. История объединила тексты, фотографии, 3D-анимацию, карты и видео в один захватывающий, удобный для мобильного общения, мультимедийный материал. Проект представлял собой сотрудничество 70 участников. На подготовку репортажа ушло шесть месяцев, 11 журналистов из группы графики и дизайна, фотограф, три радиолюбителя и исследователь. Новостной пакет сразу же превратился в феномен социальных сетей и за короткое время привлек миллион уникальных пользователей.

Modern Classic (2)

How Y'all, Youse and You Guys Talk (2013)

An interactive quiz and data visualization

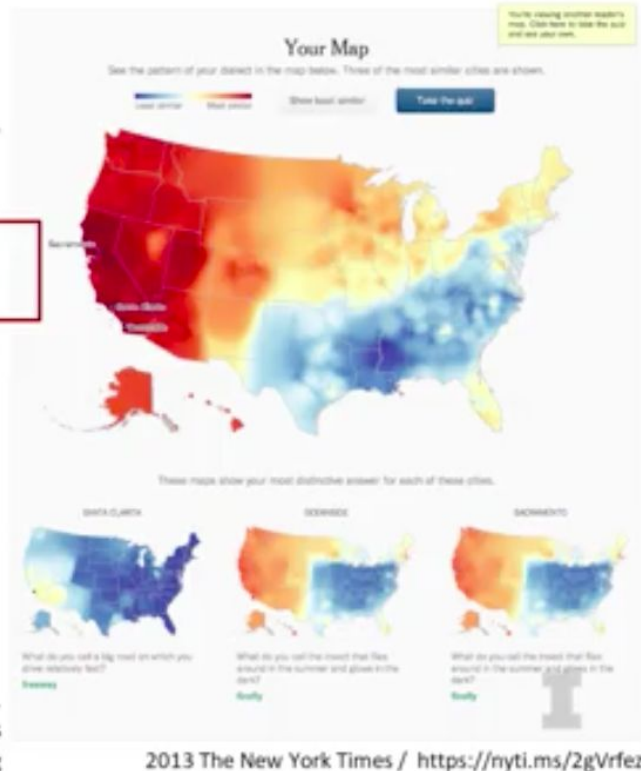
In just 12 days, that project had more visits than any other NYT story launched in 2013.

The Year's Most Visited Article - Multiples		2013
Rank	NYTIMES.COM, M.NYTIMES.COM + iOS	
1	What does the way you speak say about where you're from? Answer the questions to see your personal dialect map.	
2	BLASTS AT BOSTON MARATHON KILL 3 AND INjure 266. By John Elgin & Michael Cooper (April 15). Two bombs exploded moments apart near the finish line at the Boston Marathon on Monday, creating a deadly, chaotic scene worse than New Yorkers saw in the past.	
3	AND BOMBING SUSPECT CHASED AFTER PROSECUTOR WENT PARALYZED BOSTON. By Christopher H. Browne (April 15). A suspect in a marathon bombing race fled the scene and hid in the Boston Marathon building, shooting 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000.	
4	NO MEDICAL CHOICE. By Douglas Allen (May 14). Opening a conversation on women's health.	
5	A FLU FOR CAUTION FROM RUSSIA. By Vladimir V. Petro (September 10). It is dangerous for our country, including tourists, to see itself as exceptional, whatever its aspirations.	
6	THE SCIENCE OF 1-MINUTE WORKOUT. By Gretchen Reynolds (May 15). Its 10 exercises targeting only body weight, a chair and a wall, it holds the latest research for high-intensity interval, which essentially combines a long run and a rest in the weight room into short bursts of intense activity — all of it based on science.	
7	SIZE OF THE EXPLOSION AT THE BOSTON MARATHON: MAP. By The New York Times (April 15). Map showing the location of the bombings.	
8	INVISIBLE CHILD. By Andrew Elliott (December 11). There are more than 11,000 homeless children in New York, the highest number since the Great Depression. This is one of four stories.	
9	THE EXTRAORDINARY SCIENCE OF ADDING BONE FIRM. By Michael Sline (February 10). Inside the hypersegmented, surgically modified, addition-creating battle for American "muscle mass".	
10	CARDINALS PICK BENGALIA, WHO WILL BE POPE FRANK. By David Doreau (March 17). The Roman Catholic Church's voteless papal elector has the ball's better bet in the Cardinals' Bengalia.	

2014 The New York Times
<https://i.huffpost.com/gen/1573769/original.jpg>

How Y'all, Youse and You Guys Talk

What does the way you speak say about where you're from?
Answer all the questions below to see your personal dialect map.



<https://www.nytimes.com/interactive/2014/upshot/dialect-quiz-map.html>

В конце 2013 года New York Times опубликовал викторину и интерактивную карту региональных диалектов США под названием "How Y'all, Youse and You Guys Talk". Эта работа стала самой популярной в истории 2013 года, несмотря на то, что была опубликована всего за 11 дней до конца года.

После ряда успешных кейсов, в 2014 году "Нью-Йорк Таймс" представила "Upshot" в целях эксперимента с политикой и повседневной жизнью.

Команда из 17 журналистов различных междисциплин начали эксперимент по объяснению политики и данных высокого уровня со смешанной формой налогов, визуализации данных, имиджа и интерактивных функций.

ТЕСТ

Какие термины "tongue-in-cheek" используются в отделах новостей для описания проектов, которые подражали богатому и натуральному сочетанию визуальных и текстовых элементов?

A. "Map it out"

B. "Angel fire"

C. "Snowfall"

D. "Upshot"