



DIGITAL JOURNALISM BOOTCAMP

Tools for Newsgathering & Reporting Across Cultures

November 2012
Tunis, Tunisia

With the generous support of:



Institut de Presse & des Sciences de l'Information
معهد الصحافة وعلوم الإخبار
Institute of Press & Information Sciences



Welcome

**Google &
The United Nations Alliance of Civilizations,
in association with
The World Bank Institute &
The Institute of Press & Information Sciences**

are pleased to welcome you to this
Digital Journalism Bootcamp

**13 November, 2012
Tunis, Tunisia**



Google is eager to see journalism flourish in the digital age, in all forms and on all continents. In Africa, we've partnered on a series of projects to spur innovation in African journalism, working with newsrooms across the continent to show journalists how the Internet can help them be better reporters -- whether it's doing advanced search and analysis for investigative stories or incorporating great data-based visuals and citizen voices into their reporting. As media organizations continue to adapt to the new digital world, we're committed to working with journalists to help them use technologies to gather and tell important stories.



The United Nations Alliance of Civilizations (UNAOC) is an initiative of the UN Secretary-General which aims to improve understanding and cooperative relations among nations and peoples across cultures and religions. It also helps to counter the forces that fuel polarization and extremism. Established in 2005, the Alliance Secretariat, based in New York, works in four program areas to support such projects: youth, media, education, and migration. The UNAOC Media Program amplifies the constructive role of media in furthering public understanding of political, cultural and religious issues through a series of projects.



The World Bank Institute (WBI) is a global connector of knowledge, learning and innovation. It is part of the World Bank Group. We connect practitioners, networks and institutions to collaboratively find solutions to challenges. We link knowledge from around the world and scale up innovations, including with global, regional and national institutions and practitioner networks. WBI's Global Media Program is a partnership-driven initiative which collaborates with media practitioners (journalists, editors, media owners/managers, students, developers, and more) to strengthen the role of media as a key driver of the global knowledge economy, and as a tech-enabled, institution of transparency and accountability.



The Institute of Press and Information Sciences (IPSI) was founded in 1967, under clause no 36 (financial law no 56). However, the first experience in training journalists dates back to 1956. IPSI is a state institution depending of the Ministry of Higher Education. It has the following assignments: training of journalists and specialists in the field of Information Sciences and communication; participation in the development of scientific research in the fields of Information Sciences and Communication ; organization of training periods and missions related to IPSI's Fields of specialization in cooperation with regional, national or international institutions.

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A Training Across Cultures

This Bootcamp will convene a group of **editors**, **journalists** and **bloggers** from **Tunisia**, **Morocco** and **Algeria** over one and half days. Make the most of your time at this seminar by working with each other and acquiring knowledge and tools to strengthen your ability to interact, look at diversity as an asset for intercultural exchange and realize that from mutual trust, better understanding an innovative mindset can emerge. You will also have the opportunity to compare different approaches to online journalism and learn many digital tools (some of which we think we know but don't!) that will help you in newsgathering and reporting across cultures.

Stay Connected!

Interested in one or more of the presentations? Want to know more? Please talk, listen, mix, voice your opinion at this workshop by interacting with each other. Let's stay connected!

Tweeting?



Follow us and our partners:

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@CraigHammer
@Pirhoo
@steffidurand
@monicaayalat
@justinarenstein



You can also find us at:

plus.google.com/+danielsieberg
plus.google.com/+googleformedia

Hashtag: #dbootcamp... and tweet about the workshop

Couldn't come to the bootcamp? You can still attend the workshops by joining our **Google Hangout** on the **Google for Media page** – join us November 13 at plus.google.com/+googleformedia



RESOURCES

FREE RESOURCES FOR NEW OPEN DATA JOURNALISTS: *STEP-BY-STEP TUTORIALS*

- **The Guardian DataBlog - 'How to Be a Data Journalist':**
<http://www.guardian.co.uk/news/datablog/2010/oct/01/data-journalism-how-to-guide>
- **The Knight Digital Media Center – a series of free, step-by-step tutorials:**
<http://multimedia.journalism.berkeley.edu/tutorials/cat/data>
- **The Open Data Manual** – an online handbook that walks readers through using open data:
<http://opendatamanual.org/index.html>
- **The World Bank's Open Data Platform** – a 'one-stop-shop' for a *vast* amount of country data:
<http://data.worldbank.org/>

Some Helpful Google Tools

- **Google Fusion Tables** is an experimental data visualization web application to gather, visualize, and share larger data tables. <https://developers.google.com/fusiontables/>
- **Google Refine** is a power tool for working with messy data, cleaning it up, transforming it from one format into another, extending it with web services, and linking it to databases like Freebase.
<http://code.google.com/p/google-refine/>
- **Google Correlate** finds search patterns which correspond with real-world trends.
<http://www.google.com/trends/correlate>
- **Google Trends** shows how often a particular search-term is entered relative to the total search-volume across various regions of the world, and in various languages. <http://www.google.com/trends/>
- **Google Hangouts:** Hangouts let you video chat with up to 9 people, face-to-face-to-face and add applications to your conversations to have more meaningful interactions online. Journalists can take advantage of this tool to gain access to sources that are far away and have meaningful interactions with their audience.
- **YouTube:** An online platform that allows users to share their videos with friends, family, and the world. Journalists can to source material, connect with viewers, and reach new audiences.
- **Google Maps/Earth:** This feature allows users to find local businesses, view maps, get driving directions, view satellite imagery, terrain and 3D images. Maps are an excellent compliment to any story that help readers track developing issues in real time or get a better sense of the issues around them.

Open Data Journalism Handbook

The **Open Data Journalism Handbook** is a free online resource (underwritten by the European Journalism Centre and the Open Knowledge Foundation).

The Handbook aims to answer questions like: Where can I find data? How can I request data? What tools can I use? How can I find stories in data? How can I make data journalism sustainable? Development of the Handbook was launched at the Mozilla Festival in London in November 2011 with 50 contributors, including data journalists and professors from a range of contributors (now including The New York Times, The Financial Times, The Guardian, The Chicago Tribune, The Medill School of Journalism, The Cronkite School of Journalism, The BBC, City University London, Scraperwiki, Zeit Online, and more. You can access the free **Open Data Journalism Handbook** at: <http://datajournalismhandbook.org/1.0/en/index.html>

CONFERENCE AGENDA

Day 1: Monday, 12 November 2012 Welcome Dinner

TIME	SESSION TOPIC	LEAD TRAINER/S
7:00pm	Welcome Dinner + Cultural Tour	

Participants, Hosts and Trainers meet

Day 2: Tuesday, 13 November 2012 Digital Journalism Bootcamp *Hands-On Training*

TIME	SESSION TOPIC	LEAD TRAINER/S
9:00am-9:15am	Welcome & Launch of the Tunis Bootcamp	Stephanie Durand (UNAOC) Maha Abouelenein (Google) Craig Hammer (WBI)

Intro of the training, brief walk through – partners and key objectives

9:15am-10:15am	A Short History of the Internet & the <i>Open</i> Internet	Khaled Koubaa (Google)
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10:15am-11:30am	Finding the Hot Keyword	Daniel Sieberg (Google)
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Journalists use search engines to do their jobs every day, from finding story ideas to locating sources. This workshop will help journalists receive more accurate search terms on the web by exploring which “trigger” words to use, how to filter out unwanted content from their search queries and the benefits of using more advanced tools like **Google Trends** to compare what keywords people are searching for on a daily basis and how often. It's important for journalists to monitor hot topics and gain a snapshot of the public's collective mind and this workshop gives them the tools to do so.

11:30am-12:30pm	An Introduction to Data Journalism	Daniel Sieberg (Google)
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It's no secret that data gathering and journalism go hand in hand – but then what? This workshop will give journalists the nuts and bolts training on spreadsheets, acquiring data from local open data portals, cleaning up data and creating visualizations with it. Some of the tools explored in this workshop will be:

Google Correlate: mines similar patterns in search data terms. It allows comparisons of search terms over a specific time series or specific location. You can also compare your data set and map it against Google's search terms.

Google Fusion Tables: these tables manage large collections of data so you can query, map, time graph, chart and add interaction (including user comments) to them. They facilitate data mapping.

Google Refine: when working with messy data, this tool enables users to clean it up, transform it from one format to another, extend it with web services and link to databases. This tool is particularly useful for comparing geocoding results, satellite imagery, etc.

12:30pm-2:00pm	Lunch Break	
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2:00pm-3:00pm	Mapping out your story : Mapping tools for Journalists	Daniel Sieberg (Google)
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Maps can be wonderful complements to the right story. Journalists can map the location of tweets to confirm locations or developing events, map data like layoffs or campaign contributions by area, map weather patterns, demographic breakdowns, compare geocoding results and satellite imagery – the possibilities are endless. This workshop will provide an introduction to GIS (Geography and Geographic Information Systems) that will allow journalists to map and layer different data sets. Another tool explored in this seminar will be **Google Earth:** a great tool for journalists trying to get specific photographs of an area far away, or what an area used to look like. Google Earth also helps give mapping a more visual element.

3:00pm-4:30pm	How to tell stories with data	Pierre Romana (WBI + Developer for Journalism++)
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In recent months central and local governments around the world have 'opened' data, for free, including as part of the Open Government Partnership. While this has resulted in intense excitement from software developers, hackers, development practitioners, and government sponsors, but much of the public has been left behind. The level of informed public debate on data-related issues across 'opened' sectors remains variable at best. This partnership-driven Data Journalism Bootcamp is designed around a deceptively simple question: "Now that data has been 'opened', how can it capture the attention and imaginations of the full spectrum of users?" In other words, how can we focus on the other side - the demand side - of the open data phenomenon? How can we grow communities of data users, and encourage data 'ownership' by the media, civic hackers, community groups, NGOs, labor unions, professional associations, universities, and more?

4:30pm-6pm	How to get the best sources in your newsroom	Daniel Sieberg (Google)
<p>The rise of technology has meant a lot of things for journalism, one being raising the bar in terms of sources for stories. With just a phone or video call you can have some of the leading experts weighing in on your story, or first hand witnesses giving an account to your viewers – even if they’re all the way around the world. Some of the tools this workshop will help journalists explore and master in terms of professional newsgathering are YouTube and Google Hangouts.</p>		
6-6:10pm	Wrap-Up	Stephanie Durand (UNAOC) Craig Hammer (WBI) Maha Abouelenein (Google)
7pm-10pm	Dinner and Visit of Carthage	

****END****

CO-HOSTS



MAHA ABOUELENEIN / GOOGLE

Maha Abouelenein is the Head of Global Communications & Public Affairs for Google in the Middle East & North Africa. With more than 20 years of experience in corporate communications, PR strategy and campaign management, Maha drives the Google communications apparatus for 18 countries. Maha holds a Masters Degree in Communications from Minnesota State University - Mankato, USA and an undergraduate degree in International Business & Marketing with a minor in French.



STEPHANIE DURAND / UNAOC

Stephanie Durand is Strategic Media Partnerships Manager at the United Nations Alliance of Civilizations, an initiative of the UN Secretary-General which aims to improve understanding among nations and peoples across cultures and religions. She is in charge of media partnerships/ projects management & development, from meeting of media leaders, training of journalists, innovative projects, and manages over 100 strategic media partners worldwide. She previously worked at Sciences Po Paris first as associate director at the international affairs office and then in charge of international development at the School of Journalism. She holds a master's degree from Sciences Po Paris and the London School of Economics in International Affairs with a focus on international media, and an executive master in media management from Sciences Po.



CRAIG HAMMER / WORLD BANK INSTITUTE

Craig Hammer is Program Leader of The World Bank Institute's Global Media Development program, a partnership-driven initiative which focuses on information and media as drivers of good governance. A licensed attorney, his work at the World Bank has included strengthening laws, policies, and regulations to enhance the enabling environment for media, as well as collaborative approaches with media practitioners (journalists, editors, media owners/managers, students, developers, and more) to strengthen the role of media as a key driver of the global knowledge economy, and as a tech-enabled, institution of transparency and accountability.

EXPERT PROFILES

DANIEL SIEBERG / GOOGLE



Emmy-nominated Daniel Sieberg is a tech expert and author who now works with Google marketing as spokesperson and leads media outreach across products like Google+, Google Earth/Maps, Google's Politics & Elections team and more. Dating back to 2000, Sieberg was previously a tech contributor at ABC News and MSNBC, the CBS News science and technology correspondent, and the technology correspondent for CNN. His written work has appeared in several publications including Time, Salon and Details. He started his journalism career as a daily reporter at the Vancouver Sun covering tech/business/civics in 1998. His first book titled, *The Digital Diet: the four-step plan to break your tech addiction and regain balance in your life*, was published in May 2011 with additional printings in the UK, Japan and Korea. It's about nurturing a healthy relationship with technology. Sieberg has a bachelor's degree in writing/communications (UVic, '98) and master's degree in journalism with a focus in technology (UBC, '00).

KHALED KOUBAA / GOOGLE



Khaled Koubaa is the Policy Manager North Africa Google, he founded the Internet Society chapter in Tunisia in 2006 and served as President. He served in the Board of Trustees of the Internet Society and he is regularly at events related to the Internet (ICANN, IETF, IGF, etc). He was elected to represent African region in the ICANN Nomination Committee. Khaled serves at the Board of Director of AfriNIC representing North Africa region. He participated in the World Summit on Information Society (WSIS) in Tunisia in 2005 and two previous IGFs. He is a member of the 2012 Arab IGF's Multi-stakeholder Advisory Group. Khaled also worked as an independent consultant for the non-profit and government sector in Arab and African region. He provides strategic direction to organizations and corporate executives on how to choose and use Internet and New Media technologies for social change. Khaled earned his Bachelor's degree in management from High School of Commerce, Tunisia and a Masters degree in electronic commerce from the High School of Electronic Commerce. He has also completed an Internet Governance Capacity Building Program with the Diplo Foundation.

PIERRE ROMARA / WBI & JOURNALISM ++



A 23-year-old web developer, Pierre Romera is a specialist in the interactions between journalism and computer science. After having been responsible for the web applications at OWNI.fr, he co-founded Journalism++. Pierre is currently a professor at Sciences Po, where he teaches computer science to journalists. He is also a trainer for professional journalists. He specializes in data-journalism and computer security issues applied to journalism.

EVENT COORDINATION & PHOTOGRAPHY



MONICA AYALA-TALAVERA / UNAOC

Monica Ayala-Talavera is a convergence journalist specialized in foreign affairs from the University of Missouri's School of Journalism. She has worked with LIN Media, a local multimedia company, to digitize their 50 newsrooms across the United States by creating mobile applications and interactive features for their websites taking an innovative multimedia and multiplatform approach. She is also an anchor on international news for Columbia's local TV station KOMU 8 and is currently working with the UNAOC on media development programs.

GLOSSARY

Access: A privilege to use computer information in some manner. For example, a user might be granted *read access* to a file, meaning that the user can read the file but cannot modify or delete it. Most operating systems have several different types of access privileges that can be granted or denied to specific users or groups of users.

Acquisition: An asset or object bought or obtained, typically of one company acquiring another.

Affiliate: A type of inter-company relationship in which one of the companies owns less than a majority of the other company's stock, or a type of inter-company relationship in which at least two different companies are subsidiaries of a larger company.

Application: An application is a program or group of programs designed for end users. Application software can be divided into two general classes: *systems software* and *applications software*. Systems software consists of low-level programs that interact with the computer at a very basic level. This includes operating systems, compilers, and utilities for managing computer resources.

Authentication: A security measure designed to protect a communications system against acceptance of a fraudulent transmission or simulation by establishing the validity of a transmission, message, or originator.

Bandwidth: The amount of data that can be transmitted in a fixed amount of time. For digital devices, the bandwidth is usually expressed in bits per second (bps) or bytes per second. For analog devices, the bandwidth is expressed in cycles per second, or Hertz (Hz).

Blog: A Web site that contains an online personal journal with reflections, comments, and often hyperlinks provided by the writer.

Bookmark: An address for a website stored on a computer so that the user can easily return to the site.

Browser: A software application used to locate, retrieve and also display content on the World Wide Web, including Web pages, images, video and other files.

Cache: A fast storage buffer in the central processing unit of a computer. Also called *cache memory*.

Cloud Computing: A model for delivering information technology services in which resources are retrieved from the internet through web-based tools and applications, rather than a direct connection to a server. Data and software packages are stored in servers. However, cloud computing structure allows access to information as long as an electronic device has access to the web. This type of system allows employees to work remotely.

Code: A system of symbols and rules used to represent instructions to a computer; a computer program.

Community Guidelines: A set of rules and guidelines set by Internet and mobile providers on their services in order to help users enjoy their services without harming others.

Contact: The entity responsible for providing and maintaining the connection of a network which allows other users to interact with one another.

Cookies: A message given to a Web browser by a Web server. The browser stores the message in a text file. The message is then sent back to the server each time the browser requests a page from the server.

Crawler: A Web crawler is a computer program that browses the World Wide Web in a methodical, automated manner or in an orderly fashion.

Cyber-Bullying: The electronic posting of mean-spirited messages about a person often done anonymously.

Digitize: To transcribe (data) into a digital form so that it can be directly processed by a computer

Domain: A group of networked computers that share a common communications address.

Download: To copy data from one computer to another or to a disk.

Drag-And-Drop: In computer graphical user interfaces, drag and drop is a pointing device gesture in which the user selects a virtual object by "grabbing" it and dragging it to a different location or onto another virtual object. In general, it can be used to invoke many kinds of actions, or create various types of associations between two abstract objects.

Ecosystem: A digital ecosystem is a distributed adaptive open socio-technical system with properties of self-organisation, scalability and sustainability inspired from natural ecosystems. As an emerging field of study, "digital ecosystems" is informed by knowledge of natural ecosystems and is still being defined.

Embed: To make images, sound, or computer software a part of other software.

Encode: To convert (a message) from plain text into code.

Encryption: Encryption is a process which is applied to text messages or other important data, and alters it to make it humanly unreadable except by someone who knows how to decrypt it. The complexity of the algorithms used means that a strongly encrypted message might require thousands of years of processing by very fast computers to break the encryption.

Feed: A Web document that is a shortened version of a Web page that has been created for syndication. Feeds usually end in .xml or .rss.

Firewall: A system designed to prevent unauthorized access to or from a private network. Firewalls can be implemented in both hardware and software, or a combination of both. Firewalls are frequently used to prevent unauthorized Internet users from accessing private networks connected to the Internet, especially *intranets*. All messages entering or leaving the intranet pass through the firewall, which examines each message and blocks those that do not meet the specified security criteria.

Gadget: A gadget is a small tool such as a machine that has a particular function, but is often thought of as a novelty.

Gateway: Software or hardware that enables communication between computer networks that use different communications protocols. Also called *router*.

Hits: A hit is a request for a file made by a user-agent. User-agents include web browsers and search engine indexing programs, or spiders. Each time a web page is viewed a user-agent requests the individual files that make up the page from the computer where the website is stored (web server). A record of the hits received is automatically created and saved as part of monitoring the web server performance. This record is called a web server log.

IP Address: *IP address is short for Internet Protocol (IP) address.*

An IP address is an identifier for a computer or device on a TCP/IP network. Networks using the TCP/IP protocol route messages based on the IP address of the destination.

Keyword: A word that acts as the key to a cipher or code.

Link: a link is a reference to another document. Such links are sometimes called *hot links* because they take you to other document when you click on them.

Malware: Software that is intended to damage or disable computers and computer systems.

Notification: A signaling technique used by data transmission systems in order to indicate the status of anything from changes to updates.

Online: Controlled by or connected to another computer or to a network.

Open Source: *Open source* refers to a program in which the source code is available to the general public for use and/or modification from its original design free of charge, i.e., open. Open source code is typically created as a collaborative effort in which programmers improve upon the code and share the changes within the community. Open source sprouted in the technological community as a response to proprietary software owned by corporations.

Phishing: Phishing is the act of attempting to acquire information such as usernames, passwords, and credit card details (and sometimes, indirectly, money) by masquerading as a trustworthy entity in an electronic communication.

Platform: A computing platform includes a hardware architecture and a software framework (including application frameworks), where the combination allows software, particularly application software, to run.

Plug-In: A hardware or software module that adds a specific feature or service to a larger system. The idea is that the new component simply *plugs in* to the existing system.

Post: A message published in an online forum or newsgroup.

Privacy Policy: A privacy policy is a legal document that discloses some or all of the ways a party gathers, uses, discloses and manages a customer's data

Profile: (Profiles) are the information that you provide about yourself when signing up for a social networking site. As well as a picture and basic information, this may include your personal and business interests, a “blurb” about yourself, and tags to help people search for like-minded people.

Rate/Rating: A classification or ranking of someone or something based on a comparative assessment of their quality, standard, or performance.

Server: A computer or computer program that manages access to a centralized resource or service in a network.

Snippet: Snippet is a programming term for a small region of re-usable source code, machine code or text.

Spam: Spam is most often considered to be electronic junk mail or junk newsgroup postings. Some people define spam even more generally as any unsolicited email.

Spyware: Software that self-installs on a computer, enabling information to be gathered covertly about a person's Internet use, passwords, etc

Tag/ Tagging: Commonly used in blogs, site authors attach keyword descriptions (called tags) to identify images or text within their site as a categories or topic. Web pages and blogs with identical tags can then be linked together allowing users to search for similar or related content.

Theme: A template designed specifically for use to enhance the visual appearance and usability of a blog. Many blogging software providers offer a selection of themes for bloggers to choose from for their blogs. Alternatively, predesigned blog themes can be found through a variety of websites, and many web designers create custom themes for blogs.

Trends: A general direction in which something is developing or changing

Update: A manipulation involving adding, modifying, or deleting data to bring a file or database up to-date.

Upgrade: Raise (something) to a higher standard, in particular improve (equipment or machinery or even software) by adding or replacing components.

Upload: To transmit data from a computer to a bulletin board service, mainframe, or network. For example, if you use a personal computer to log on to a network and you want to send files across the network, you must upload the files from your PC to the network.

URL: Uniform (or universal) resource locator, the address of a World Wide Web page.

Webmaster: A person who designs and develops Web sites