



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

A Unit of Maharaja Agrasen Technical Education Society

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Maharaja Agrasen Chowk, Sector 22, Rohini, Delhi -110086, INDIA www.maims.ac.in

WORKSHOP ON DATA JOURNALISM BY BRANDWAGON CLUB

Theme: Data Journalism

Organising Department: Department of Journalism and Mass Communication

Head of the Department: Prof. (Dr.) Vinita Gupta

Student Beneficiary: 106

Convener: Dr. Nidhi Chaudhry, Associate Professor, Department of Journalism and Mass Communication, MAIMS

Date: May 9th, 2023

Time: 10:30 Am- 1:30 pm

Venue: Seminar Hall, 9th floor, Maharaja Agrasen Institute of Management Studies

Resource Person: Prof. (Dr.) Umesh Arya

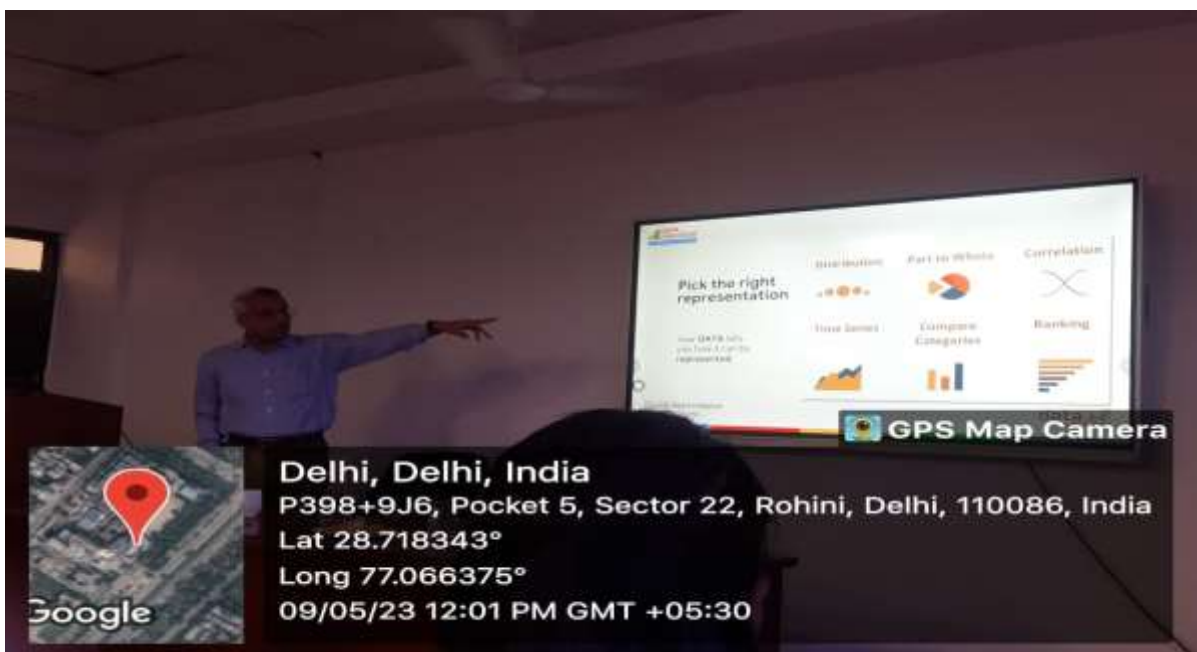
The Brandwagon Club of the Department of Journalism and Mass Communication of Maharaja Agrasen Institute of Management Studies (MAIMS) organized workshop on 'Data Journalism' on 9th May, 2023 for the students and the faculty members of the department. It was a knowledge-packed session covering the scope of artificial intelligence in modern-day news writing and coverage. The resource person of the workshop was by Prof. (Dr.) Umesh Arya who is the Dean, Faculty of Media Studies, Guru Jambheshwar University of Science & Technology and a trainer of with Google News Initiative (GNI). The convener of the workshop was Dr. Nidhi Chaudhry, Associate Professor, Department of Journalism and Mass Communication, & convener of the Brandwagon club, MAIMS.

Prof. (Dr.) Vinita Gupta, Head of Department of Journalism & Mass Communication welcomed the resource person, Prof. (Dr.) Umesh Arya and taking the legacy of honoring the guest, Dr. Vinita felicitated the guest of the day with a sapling. The stage was then taken upon by Prof. (Dr.) Umesh Arya to share his expertise and experience with the media students.

He first gave the students an introduction to fake news and how it is a widespread phenomenon in modern Journalism. It was an interactive session where, in the flow of the seminar, he asked questions to judge and analyze the understanding level of the students. He stated that communication is storytelling by giving examples of ancient mural paintings in the caves. According to him, "Data is very important and if you don't use it, someone will definitely use it." By giving practical cases, he demonstrated that data needs to be simplified for accuracy and needs to be analyzed from the start. Further in the session, he explained the tools of data like '**Google Data set search**' that the faculty and the journalism students may use for their projects, assignments, and storage of the data. The first tool he illustrated was '**Google Trends**', where one can compare the data solely based on the keywords. To give an elaborate demo of the same, he

showed the comparison between words on the screen. This tool helps people to form an informed opinion which affects their decision-making.

The next tool was '**Google Pinpoint**', a multipurpose app for Journalists. This software specializes in analysing the work. It can quickly sift through data, in the form of handwriting, PDF, images, locations, etc. He also conveyed that data is very beneficial and that one should avoid deleting it. The final tool explained was '**Flourish**', which is used for the visual representation of data, such as bar graphs, pie charts, etc. There are templates available for almost every type of data presentation. This simple tool requires the user to enter their raw data to extract the desired results. This marked the end of the session. The event convenor, Dr. Nidhi Chaudhry proposed vote of thanks and Prof. (Dr.) Vinita Gupta presented the resource person with a memento. It was indeed a great learning was an essential step towards enhancing industrial skills of students and very successful workshop which witnessed very good reviews from students.





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