

# *Data journalism at the Guardian*

George Arnett (data reporter, the Guardian)



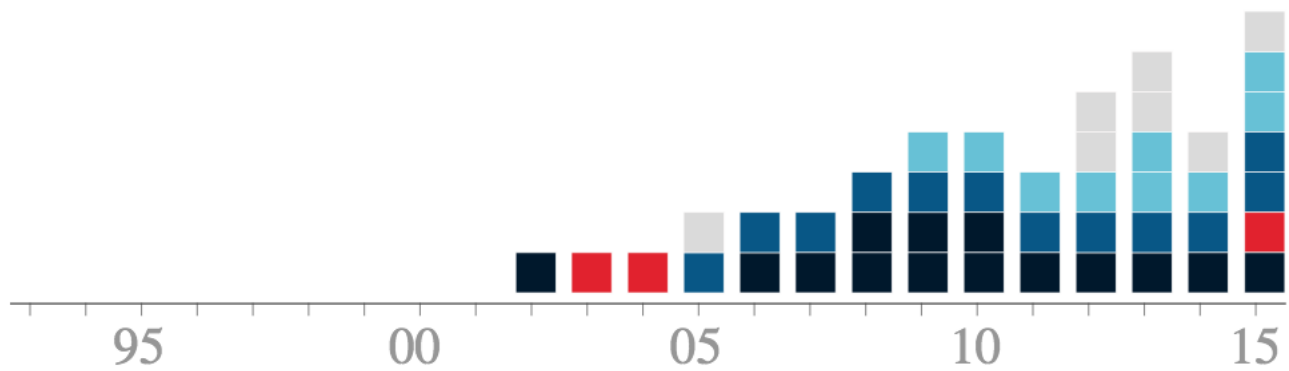
- *“Data without humanity is meaningless”*
- Data-driven journalism, not just data
- Adding value with our reporting:
  - Analysis
  - Relevance
  - Originality
  - Humour
- New formats and presentation styles



# The history of global economics... in football shirts

West Ham's sponsor Alpari FX trading have gone bust after the Swiss Franc rocketed in value. This is just one example of how the sponsors on Premier League shirts have mirrored the market shifts of the past two decades

- Malaysia
- Philippines
- Thailand
- South Korea
- China

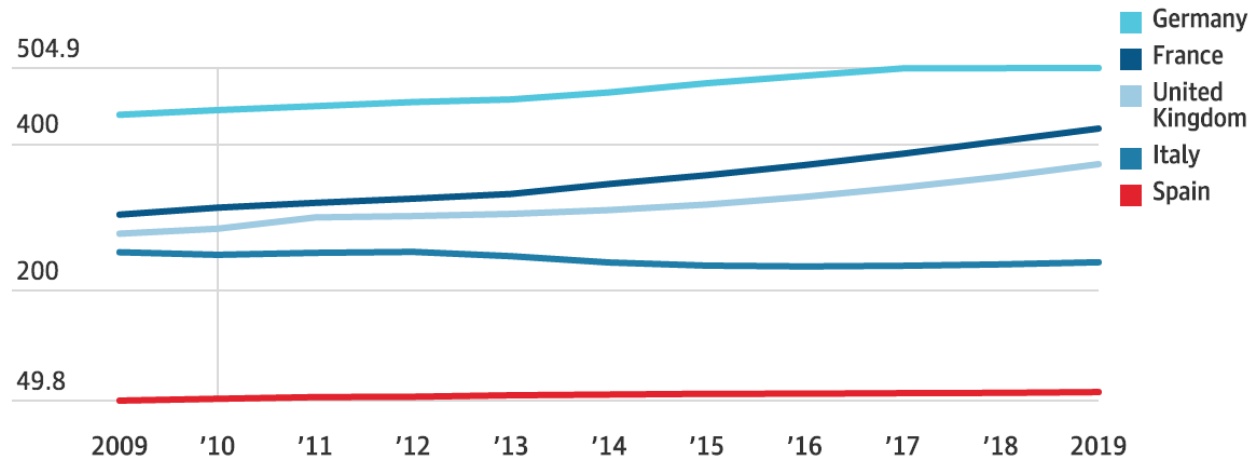


GUARDIAN GRAPHIC

# Datablog: Germany's financial prudence stretches to its preferred toilet paper

Thrifty Germans prefer economy loo roll while Italians are cutting down on luxury tissue. What does toilet paper use tell us about economic behaviour?

**Luxury toilet paper market sizes (\$m)**



SOURCE: EUROMONITOR INTERNATIONAL  
GET THE DATA EMBED

# The top 100 baby names in England and Wales in 2013

Amelia remains the top name for girls while Oliver takes over from Harry as the most popular moniker for boys. Have a look at our breakdown and read the list in full

Rank ▼	Name	Count	Rank change since 2012	Rank change since 2003
1	AMELIA	5,570	0	20
2	OLIVIA	4,598	0	6
3	EMILY	4,049	1	-2
4	AVA	3,575	2	160
5	ISLA	3,526	3	195
6	JESSICA	3,507	-3	-2
7	POPPY	3,422	6	36
8	ISABELLA	3,246	2	29
9	SOPHIE	3,013	0	-4
10	MIA	2,993	-3	5

# Revealed: thousands of Britons on benefits across EU

- At least 30,000 Britons on unemployment benefit in EU, Guardian research shows
- Unemployed Britons in richer EU states outnumber claimants from those countries in UK
- Helen Pidd searches for the only Briton in Poland claiming benefits

- A long and difficult search for just 27 data points!



# London's buy-to-let landlords look to move in on spare room website Airbnb

Data suggests investors with empty properties have carved out a huge presence on the site, leasing out their homes and flats

The analysis of more than 13,000 Airbnb listings in London - by far the site's biggest UK market - shows more than 6,600 are leasing out an entire home or flat, rather than a spare room. More than 1,500 people listing properties on the site have multiple listings, with 180 listing five or more properties or rooms across [London](#).



# Eurovision 2015: the Guardian's data-driven prediction

Data behind Eurovision votes suggest some countries perform consistently well. We look at whether numbers can point us to who will triumph in Vienna

Country	Song	Ranking based on median	Predicted ranking
Armenia	Face The Shadow	3	1
Serbia	Beauty Never Lies	2	2
Sweden	Heroes	7	3
Azerbaijan	Hour Of The Wolf	1	4
Greece	One Last Breath	4	5
Russia	A Million Voices	5	6
Hungary	Wars For Nothing	11	7
Belgium	Rhythm Inside	8	8
Georgia	Warrior	10	9
Norway	A Monster Like Me	9	10



# General election 2015: why is Labour dominating polls in London?

Changing demographics of UK capital mean the city is on course to be as dominated by Ed Miliband's party as Scotland is by the SNP

General election 2015 Datablog

## UK election 2015: can young voters make a difference?

As the electorate ages, young people are becoming less and less of a political force but there are some seats where they remain key to the result

# Election 2015: The Guardian poll projection

Our model takes in all published constituency-level polls, UK-wide polls and polling conducted in the nations, and projects the result in each of the 650 Westminster constituencies using an adjusted average. [Methodology](#) »

# Thanks!

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