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Reporting Elections

Manual for Election Reporting through Data Journalism

in collaboration with

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INDIVIDUALLAND PAKISTAN

Reporting Elections

Manual for Election Reporting through Data Journalism

Contents

Who can use this Manual?

The manual has been designed for news managers, producers, analysts, working and citizen journalists interested in working on elections, population census, and development projects in Pakistan.

Why this Manual?

It aims to introduce the basics of data journalism broadly in relation to reporting elections through a background of conceptual and technical skills required for a data journalist. It provides examples, training methods, tutorial videos, and case studies to enhance understanding regarding the use of data and statistics in reporting elections using different indicators such as budgets, census, development etc.

Why Data Journalism?

Data Journalism can allow practitioners to present the most complex of data sets in simple and attractive ways to facilitate learning among the readers and viewers.

Introduction

Data journalism is journalism based on data. It is the form of journalism that requires numbers to tell stories. However, the story does not necessarily project numbers in this form of journalism. The numbers can be the source of the story or the basic element of the story. Precisely, data journalism is the gathering, cleaning, organizing, visualizing and publishing of data to support the creation of acts of journalism. Furthermore, it can also be referred as the application of data science to journalism to extract knowledge from data.[1] The ease in understanding can be facilitated with the help of various data visualization techniques.

The British Broadcasting Corporation (BBC) defines data journalism as:
"*Broadly the term covers projects that use data to do one or more of the following:*

1. *Enable a reader to discover information that is personally relevant*
2. *Reveal a story that is remarkable and previously unknown*
3. *Help the reader to better understand a complex issue*

These categories may overlap and in an online environment can often benefit from some level of visualization."
(Bella Hurrell and Andrew Leimdorfer, BBC[2])

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[1] AB Howard, "The Art and Science of Data Driven Journalism", Tow Centre for Digital Journalism: A Tow Knight Report; Columbia Journalism School. Accessed online from: https://www.google.com.pk/url?sa=t&rct=j&q=&esrc=s&source=web&cd=16&cad=rja&uact=8&ved=0ahUKEwiz4dXM78nVAhUoC8AKHaxbB0IQFghgMA8&url=https%3A%2F%2Facademiccommons.columbia.edu%2Fcatalog%2Fac%3Azcrjdfn317&usg=AFQjCNGq5f6uBNpPBfThAPk4p7QL2lVNJw. Date of access: August 11, 2017.

[2] Data Journalism Handbook; Chapter: In the Newsroom, Data Journalism at the BBC, Retrieved from; http://datajournalismhandbook.org/1.0/en/in_the_newsroom_1.html Date of retrieval: May 05, 2017.

Philip Meyer, Professor Emeritus at the University of North Carolina at Chapel Hill is of the view that when the availability of data was scarce, everyone was focused on gathering it from various sources. Now that data is abundantly available, the need for processing it has increased. He further elaborates that data should be processed for two reasons i.e. first, to bring sense and structure to the never ending flow of data and secondly, presenting and conveying the most relevant and important points to the consumer. So in a way, data journalism is all about making the consumers of media more media literate.[3]

"It is a capital mistake to theorize before one has data. Insensibly one begins to twist facts to suit theories, instead of theories to suit facts."
¬ Sherlock Holmes

Relevance of information holds central importance in any kind of journalism. However, the presentation of data to suit the needs of the target group is central to data journalism. For instance, if the target is to present weather related information to farmers of a particular area in Pakistan then the story must provide the most relevant information to the farmers of that area. Unnecessary details and numbers will only make the farmer more confused. Therefore, the presentation of processed and most relevant information to the farmers of that area will make them more informed about the kind of decision they need to make in light of that information.

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[3] Jonathan Gray, Lucy Chambers, Liliana Bounegru. The data journalism handbook: how journalists can use data to improve the news. OReilly Media. July, 2012. Pp. 6 -21. Accessed online from: http://opus.bath.ac.uk/53536/1/DataJournalismHandbook.pdf. Date of access: August 09, 2017.

Revelation of a previously unknown story to readers is also an important aspect of data journalism. A very good example of revealing previously unknown information is Dawn's story *144 stories: Remembering lives lost in the Peshawar School Attack*.[4] This story was also shortlisted for the 2016 Data Journalism Awards among 63 stories. The Army Public School massacre was known to the readers, but they were certainly not aware of the background of each student that died that day. Another story that got shortlisted for Data Journalism Awards, 2016 was published in The Express Tribune titled *Pollution continues to batter city's lungs, ears*.[5] This story tried to explain the deteriorating condition of Peshawar's environment to the readers by simplifying and presenting the details through various visualization techniques.

Understanding Data Journalism vis-à-vis Election Reporting

Data Journalism might not be new as a concept but the practice of presenting data to the readers/viewers through tools that constitute data journalism has recently been mainstreamed in Pakistan.
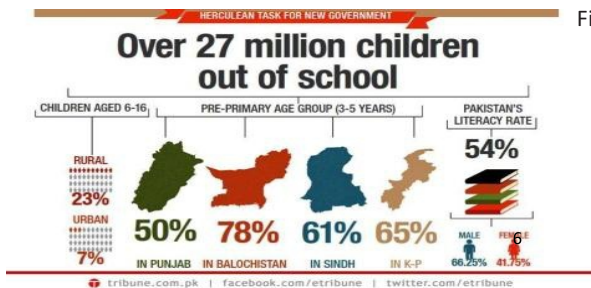
Figure 1

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[4] Dawn. *144 stories: Remembering lives lost in the Peshawar School Attack.* December, 2015. Accessed online from: https://www.dawn.com/news/1223313/remembering-lives-lost-in-the-peshawar-school-attack. Date of access: July 21, 2017.

[5] Mahwish Qayyum. Pollution continues to batter city's lungs, ears. The Express Tribune. March 29, 2016. Accessed online from: https://tribune.com.pk/story/1074517/pollution-continues-to-batter-citys-lungs-ears/. Date of access: July 21, 2017.

[6] Source: The Express Tribune; http://www.riazhaq.com/2013/05/facts-and-myths-about-out-of-school.html Date of access: July 21, 2017.
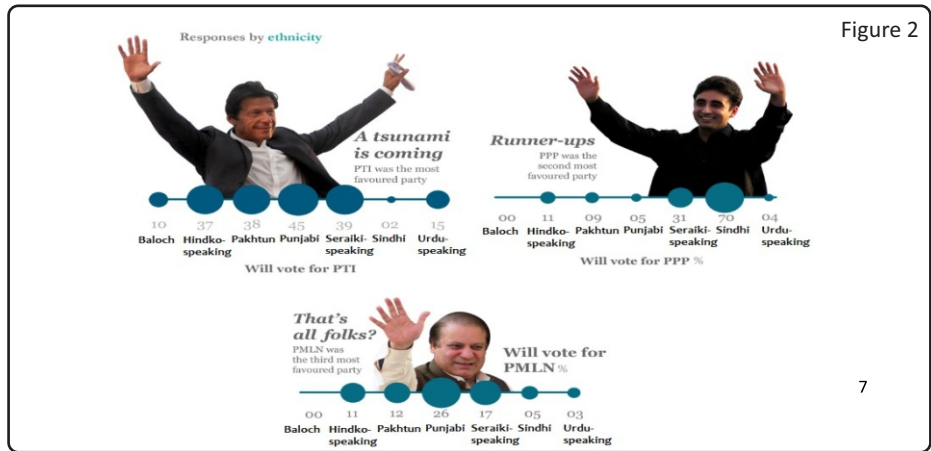
Figure 2

During elections, facts and figures are the most thought-provoking substance for the voters. Election reporting is a product of several elements including electoral structure, population census, infrastructure development and energy projects to mention a few. All these involve a lot of numbers, facts and statistics, but these numbers are often incomprehensible to the readers and viewers. It is important that these numbers are presented to the readers in the easiest way possible, especially, keeping in view their active interest in these numbers.

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[7] Source: Dawn; https://www.dawn.com/herald/survey/ Date of access: July 20, 2017.

Example from 2013 General Elections

Figure 3
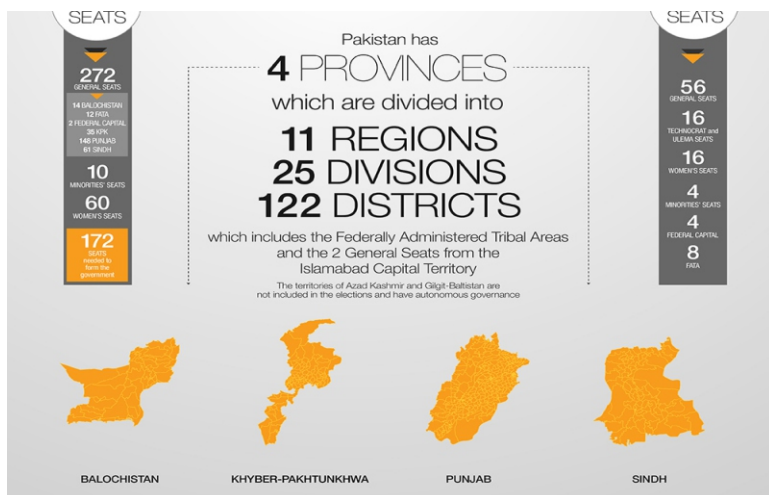
Figure 4

[8] Source: Al – Jazeera;
http://www.aljazeera.com/indepth/interactive/2013/05/20135815269941163.html Date of access:
August 10, 2017.
[9] Source: Al – Jazeera;
http://www.aljazeera.com/indepth/interactive/2013/05/20135815269941163.html Date of access:
August 10, 2017.
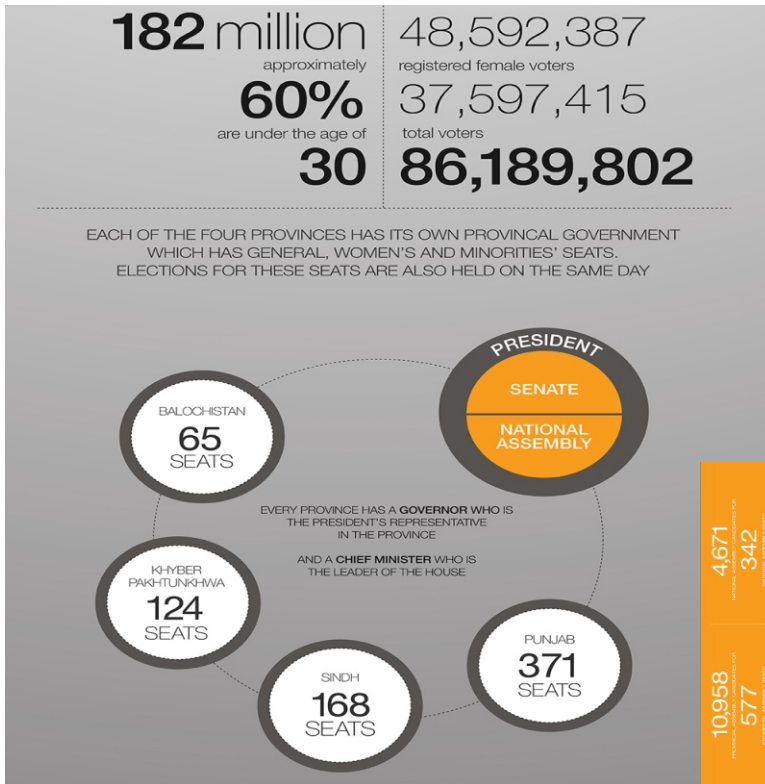
Figure 5

The figures presented above as three separate images are of info-graphics[11] developed by Al-Jazeera. These info-graphics efficiently describe the various facts related to Pakistans General Elections 2013. It would have been quite difficult for the reader to understand all these facts, if they had been presented as text. However, in this example, the use of data visualization techniques (info-graphic) has made it a lot easier for the reader to understand the various facts about the general elections 2013.

[10] Source: Al – Jazeera;
http://www.aljazeera.com/indepth/interactive/2013/05/20135815269941163.html : Date of access: August 10, 2017.
[11] Infographic: how the Pakistani elections work. AlJazeera. May 09, 2013. Accessed from; http://www.aljazeera.com/indepth/interactive/2013/05/20135815269941163.html. Date of access: August 10, 2017.

Section I: Tools and Skills of Data Journalism

This section explains the process of data journalism and identifies the tools from where authentic data can be collected. It elaborates the technical skills needed for data journalism during election reporting.

Part 1: Process of Data Journalism
Part 2: Technical Skills and DIY Tools for Data Journalists

Part 1: Process of Data Journalism

Data journalism takes place in the following steps:

Data Acquisition → Data Analysis → Data Presentation
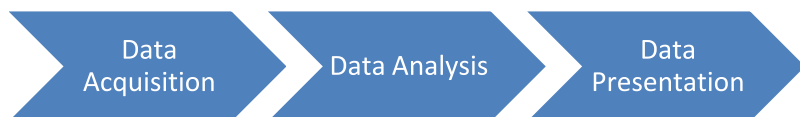
1. Data Acquisition

For a data journalist, data acquisition is based on quantifiable datasets, which can be accessed online or through other sources i.e. government reports, information requests through Right to Information, social media, surveys, annual reports released by various organizations or others. Since this manual has been designed keeping in view election reporting using data journalism techniques, therefore, possible sources of data or information can include The Election Commission of Pakistan (ECP), political parties, social media, internet and relevant surveys to name a few. Another technique, called Web mining is also used as one of the most efficient and reliable tools to gather data. It can be defined as

"targeted, automated extraction of information from websites."[12] Hence it is the method of collecting subject-specific data in large amounts from different internet sources. It takes place in two steps; web scraping and data source utilization.

Step 1: Web Scraping	•Identifying issue, region, sources •Identify keywords
Step 2: Data Source Utilization	•Collect data through use of keywords from identified sources
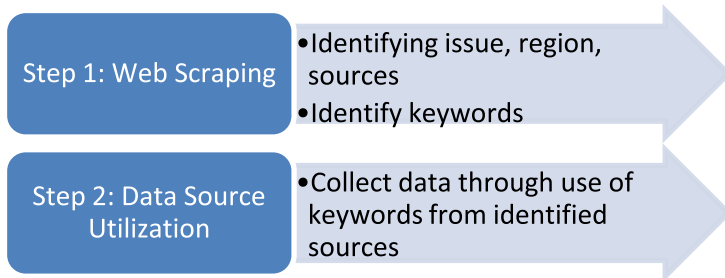
2. Data Analysis

The data journalist needs to have the basic technical know-how of using tools for digitally analysing the collected data. The data analysis goes through the process i.e. data filtration, basic calculations and pattern analysis. Filtration of data can be done with software like Microsoft Excel (MS Excel) or Statistical Package for the Social Sciences (SPSS); this process helps remove unnecessary information that is not directly relevant. Similarly, basic calculations can also be done with the help of the aforementioned software.

3. Data Presentation

The data collected and analysed is then organised to be presented with informative facts and figures. The presentation of data can be done through various visualisation techniques, either manually or with the help

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[12] Library Carpentry. Introduction to web scraping: What is web scraping? Accessed online from; https://data-lessons.github.io/library-webscraping/01-introduction/. Date of access: August 10, 2017.

of software. The aim behind using these visualization techniques is to make the data more presentable and easily understandable for the reader. The images or at times videos produced for visualization is a mix of selected information and graphics, also known as Info-graphics. These Info-graphics are often presented as stories or are inserted in stories.[13]

Figure 6
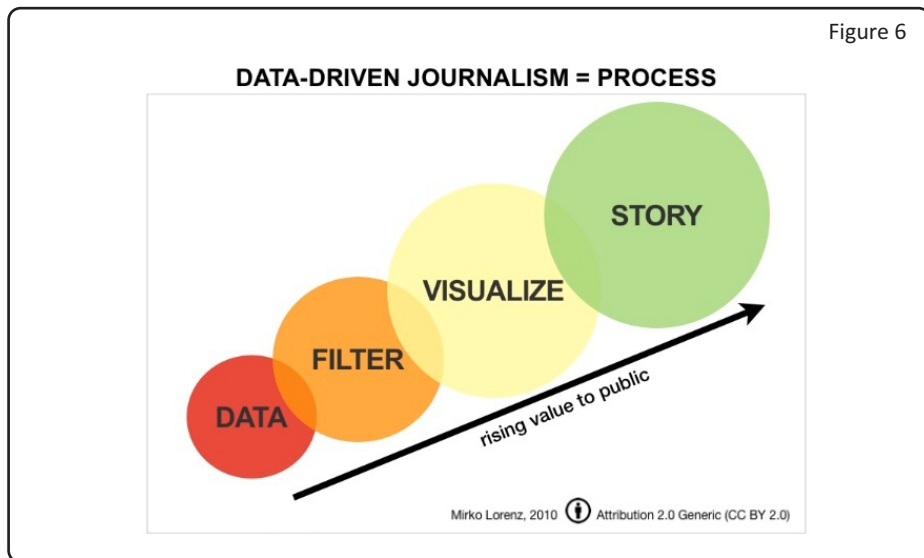
Part 2: Technical Skills and DIY Tools for Data Journalists

"The necessary skill for a data journalist is journalism and some interest in data."

As the main tool of data journalism is the 'data', it accounts for both, conceptual and technical skills to develop a news story it with authentic facts and figures. These skills are not complex, however needs numeric literacy and logical awareness, as they require specific computer skills. In relation to the aforementioned steps in which data journalism is carried out, a data journalist requires the following skills:

Data Visualization

This includes the mapping of data for analysis and final info-graphics that are presented in the data based story. Thus, data visualization takes place twice in the process of data journalism i.e. data mapping phase and publishing/broadcasting phase. In accordance with this, it is necessary for a data journalist to apply the Do It Yourself (DIY) applications i.e. spreadsheets and info-graphics.

Info-graphics

Info-graphics are visual representations of information using different elements such as charts, symbols, images, text, diagrams and timelines. Info-graphics and reports helps one to tell better data driven stories in a more engaging way.

Example: the votes taken by different political parties in 2013 general elections through info graphics are in the images.[14]

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[14] Accessed from: https://tribune.com.pk/story/552650/voting-positions-pti-won-more-popular-votes-than-ppp/. Date of Access August 22, 2017.
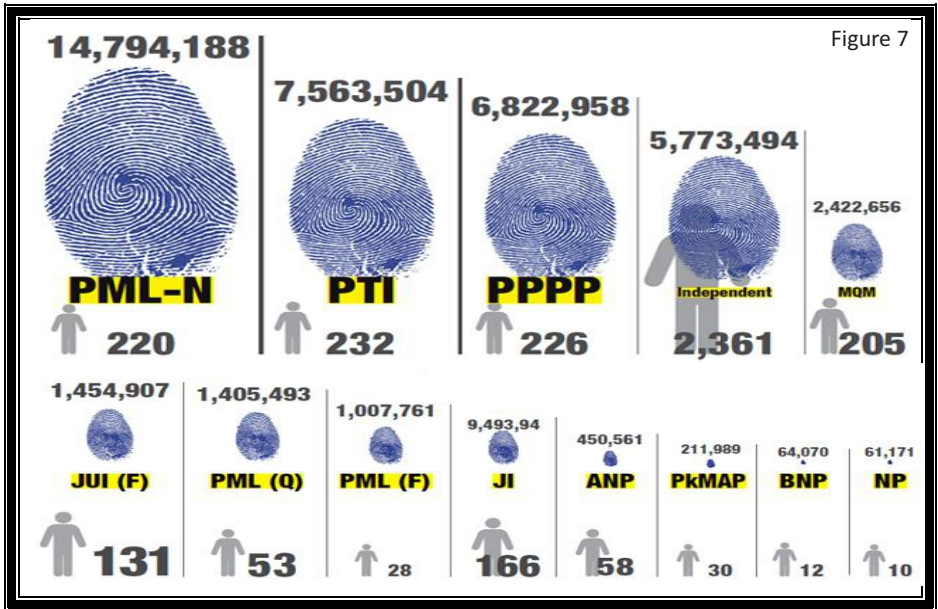
Figure 7

Microsoft Excel and *SPSS* are the most convenient in developing spreadsheets and info-graphics offline. *Infogram* is one of the free online websites that are user-friendly and can be utilized to develop info-graphics online.
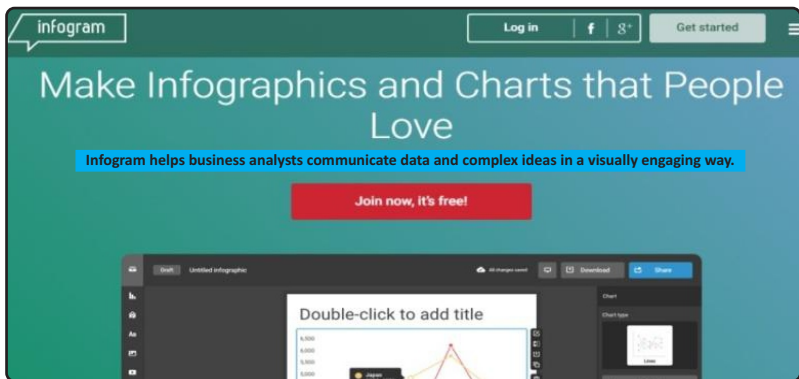
Figure 8

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[15] Accessed from: https://infogram.com/ Date of access: September 14, 2017.

Section II: Sources for Data Journalism

This section categorises data sources that are essential for a journalist for election reporting. It highlights the Right of Information laws currently existing in Pakistan and the process to access data held by the government.

Part 1: Categorization of Data Sources
Part 2: Open Data Sources

Part 1: Categorization of Data Sources

In data journalism the "data" accounts for "anything that can be quantified". However, it is necessary to draft the story on the basis of authentic data. As data journalism is completely source-based, it is important to categorize the sources.
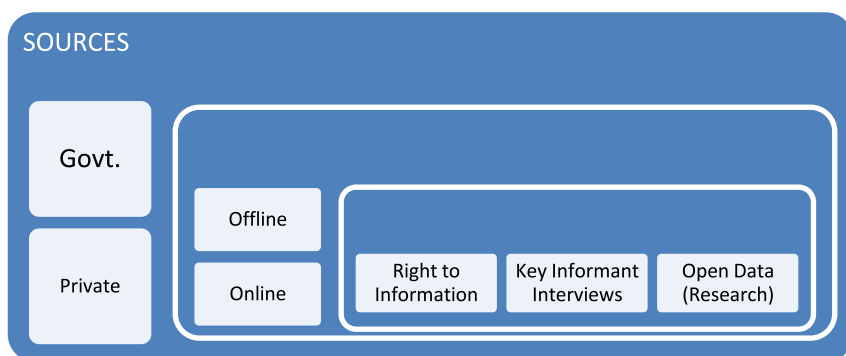
The sources for data collection can be government or private and online or offline. The private sources include civil society organisations and individuals.

The Key Informant Interviews (KIIs) are an offline source to any data. These interviews are conducted with subject experts; hence provide qualitative data based on perspectives and experiences of the interviewee. The data acquired via KIIs does not provide a quantitative data; it is essential for the journalist to scrutinise the data collected and identify the indicators that can be quantified. The quantified data then needs to be run through authentic sources for validity, reliability and precision.

The Right to Information Laws give the right to any citizen to obtain information regarding any government institute/ individual from the government. The detail of freedom of information laws of Pakistan at federal and provincial is given in the table[16] below;

Determinants of Right to Information	Freedom of Information Ordinance 2002	Baluchistan Freedom of Information Act 2005	Sindh Freedom of Information Act 2006	Khyber Pakhtunkhwa Right to Information Act 2013	Punjab transparency and Right to Information Act 2013
Law is applicable to?	It extends to the whole of Pakistan	It extends to the whole of Balochistan	It extends to the whole of Sindh	It extends to the whole of Khyber Pakhtunkhwa	It extends to the whole of the Punjab
Who has the right to information?	Any citizen of Pakistan may make an application	Any citizen of Pakistan	Any citizen of Pakistan	Any citizen of Pakistan	Any citizen of Pakistan
Time limit for provision of information	Within twenty-one days of the receipt of request	Within twenty-one days of the receipt of request	Within twenty-one days	Within ten working days but may be extended further ten	Within fourteen working days and may be extended by a

[16] Centre for Peace and Development Initiatives, CPDI.

Determinants of Right to Information	Freedom of Information Ordinance 2002	Baluchistan Freedom of Information Act 2005	Sindh Freedom of Information Act 2006	Khyber Pakhtunkhwa Right to Information Act 2013	Punjab transparency and Right to Information Act 2013
				days	maximum of a further fourteen
Fee of submission of application	No	No	No	No fee shall be charged for the first twenty pages of information provided	No
Penalties against officers who dent information	No penalty but right to appeal for applicants to the Mohtasib or the Federal Tax Ombudsman	No penalty but right to appeal for applicants to the Mohtasib	No penalty but right to appeal for applicants to the Ombudsman	A complaint with the Information Commission	A complaint to Punjab Information Commission

Part 2: Open Data Sources

Open data refers to the datasets regarding any subject present online; the data can be based on research of government or private institute. This openly available data must be acquired from authentic sources rather than any dataset easily available online. The authentic online resources for datasets are available on the official websites such as that of Pakistan Bureau of Statistics or the bureau of statistics websites of all provinces. In case of data regarding election matters, the datasets can be acquired from the website of the Election Commission of Pakistan (ECP) or the Free and Fair Election Network (FAFEN). The data is openly available but needs to be checked whether it is updated or not; in case it is not updated, the provincial/ federal bureau of statistics can be contacted for assistance.

Online research requires fact checking to attain credible data. For this, it is necessary to familiarize oneself with the source identified/ selected by the data journalist by eliciting the following;

- ✓ Who owns/ finances the source?
- ✓ Who controls/ develops the content on the source?
- ✓ What is the target group of the source?
- ✓ What are the limitations of accessing the content on the source?
- ✓ When was the last update on the source?

Training Module

Training Module

Duration of Training: 2 Days

Objective of Training Module

The training module aims to familiarize its users with the concept of data journalism and its application when reporting elections.

> **NOTE:** The tutorial videos mentioned in Session I (Day 1) and Session IV (Day 2) are developed by Individualland Pakistan and uploaded on the website; http://www.individualland.com/

Day 1

NOTE: Session IV and V of Day 1 is based on the conceptual step of data collection process. The steps that require understanding of technical skill and know-how are incorporated in the sessions of Day 2.

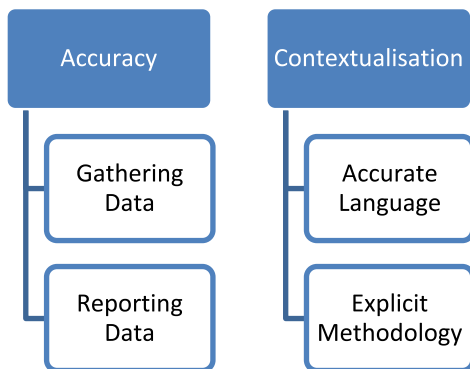### Session I: Introduction to Data Journalism

Time required: 30 minutes
Resources needed: Multimedia, tutorial video titled "Data Journalism"

Method:

- The moderator briefly explains what data journalism is and in what ways it is similar and different from traditional journalism through a tutorial video.

- The participants are familiarized with the basic elements of a data story;

```
┌──────────────────┐        ┌──────────────────┐
│     Accuracy     │        │ Contextualisation│
└──────────────────┘        └──────────────────┘
        │                           │
   ┌─────────────┐            ┌─────────────┐
   │  Gathering  │            │  Accurate   │
   │    Data     │            │  Language   │
   └─────────────┘            └─────────────┘
        │                           │
   ┌─────────────┐            ┌─────────────┐
   │  Reporting  │            │  Explicit   │
   │    Data     │            │ Methodology │
   └─────────────┘            └─────────────┘
```

- The participants are then engaged in the following exercise:

Dos and Don'ts of Data Journalism

- *The moderator highlights the dos and don'ts of data journalism and explains how it is similar to traditional journalism.*

  Dos
  - ✓ *Do the groundwork for investigation*
  - ✓ *Go through the mapped data twice (or thrice)*
  - ✓ *Clearly state the margin of error in data*

  Don'ts
  - ✓ *Do not depend on data already published (e.g. on the basis of broader issue i.e. population census investigate a local issue i.e. health facilities in Pakistan)*
  - ✓ *Do not interpret (e.g. staff to patient ratio; select smaller multiples in order to get quick data)*
  - ✓ *Do not overstate or understate (e.g. do the provincial comparison through line comparison charts)*

Session II: Data Journalism versus Traditional Journalism

Time required: 60 minutes

Resources needed: Newspapers, brown sheets, cards, markers

Method:

- The participants are asked to point out how data journalism is different for traditional journalism.
- The moderator explains the components of data journalism that differentiate it from the likes of traditional journalism.

Components of Data Journalism

A data story is composed of the following;

➢ **Investigative edge**

Data journalism gives the story an investigative edge by comparison of data at intra and inter levels (provincial, states, region, global).

➢ **Verified Evidence**

It tackles the story with verified objective evidence.

➢ **Clear Discourse**

It takes the story out of the grey by providing the black and white of the discourse using figures.

- The concept of yellow journalism pursued in reporting is explained to the participants highlighting the potential of data journalism being open to it as it involves skewing data.
- The moderator highlights how a story yields dividends with the proper utilization of data.

How data makes a story better:

To ensure impartial and balanced reporting, data journalists need to keep the following in mind while reporting elections:

- ✓ Highlight the figures that are relevant to the election campaigning with an unbiased approach i.e. the data should not be stating an opinion but a fact.
- ✓ It is essential for the data journalist to ensure that the facts and figures provided to the public are true.
- ✓ The facts should be presented in the simplest way to ensure the public is well-informed about the election matters of the political parties and independent candidates.

The moderator discusses a case study; Express Tribune, PTI won more votes than PPP https://tribune.com.pk/story/552650/voting-positions-pti-won-more-popular-votes-than-ppp/

Case study in Annexure I

- The participants are then engaged in the following exercise:

Exercise 1
- *Divide the participants into four groups; each group is assigned a newspaper with same event story (Annexure I).*
- *Each group is to identify the following aspects of the story:*
  - ✓ *Partiality of the content*
  - ✓ *Source of content*
  - ✓ *Visuals presented in the story*
  - ✓ *Presentation of facts and figures*
- *The groups present their analysis of the news reports.*

Session III: Process of Data Collection

Time required: 30 minutes

Resources needed: Markers and flipchart

Method:

- The participants are engaged in a discussion on the process of data collection in the following steps:

<u>STEP 1</u>

Obtaining Data

To obtain the data, one needs to have a set of questions prepared regarding the theme.
The sources can be a person, or an online/offline dataset.

One might be getting regular updates from your local police station about the registered crimes in different localities. In its raw form this information might be descriptive and textual. To write a data based story about it, you need to find a way to convert this information into a quantifiable format. Acquisition of data might mean gaining access to open data sets other kinds of available data or it might mean sifting through descriptive information you have to find a way to convert it into data sets.

STEP   2

Data Filtration

The data obtained needs filtration and the useful bits need to be scraped out of it.

Once one has access to the data the second step is to filter it or to analyze it to find the actual story. E.g. your story could be about the impact of

economic growth on cellular usage and you could compare the data copied here with another dataset looking at the GDP and other economic indicators for Pakistan during 2010 and 2016.

STEP 3

> **Data Mapping**
>
> The filtered data is then organised in a timeline/ event based chronology.
> The chronology of the data is presented in a map/ graph/ chart.

E.g. if your story is about comparative growth of different cellular companies you might want to visualize this through the creation of a trend line. An area graph can be created to demonstrate what percentage of the market each company has.

STEP 4

> **Analyzing Data**
>
> The scraped out data needs to be analysed with an unbiased approach.
> The facts and figures must be run through different sources to have accurate data presented in the final product.

E.g. quantifying the impact of the growing number of cell phone subscribers, what does it demonstrate about the economy?
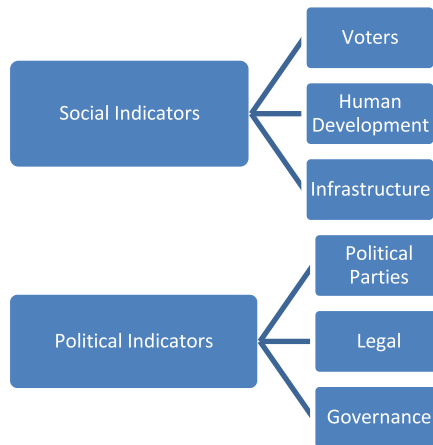
Session IV: Identification of Issue vis-à-vis Election Reporting

Time required: 45 minutes
Resources needed: Cards and markers

Method:

- The moderator highlights the social and political indicators that need to be analysed for election reporting:

- The moderator emphasizes the significance of analysing the issue with a human element in order to appeal to the audiences at personal level.
- The participants are then engaged in the following exercise:

> *Exercise 2*
> - *Each participant is to identify an element of elections in relation to the social and political indicators highlighted (e.g. election campaign)*
> - *The participants then identify a problem regarding the element (e.g. budget /resources used for election campaigning)*

- *The participants are to identify the possible causes of the problem, factor of the issue (e.g. no budget allocated for the awareness campaign regarding right to vote)*
- *Each participant presents their identified issues and elaborates the human perspective of the identified (e.g. Syria issue, innocent women and children being targeted)*

Session V: Identifying Sources

Time required: 75 minutes

Resources needed: Cards, brown sheets, markers

Method:

- The three initial steps of data obtaining are elaborated by the moderator;

Identifying an issue	Developing Questions	Identifying Sources

- The moderator explains that the questions developed should be based on *WHAT, WHY, HOW, WHO, WHEN* and *WHICH* of the identified issue.
- The moderator explains that minimum 3 sources must be examined for each question. Thus, the sources are identified in accordance with the questions developed.
- The participants are then engaged in the following exercise:

Exercise 3

- *The participants are divided into 4 groups; each group selects an issue identified in Exercise 2 (e.g. the broader issue is climate change; at local level the heat wave in Karachi)*
- *Develop a set of questions on the basis of:*
  - ✓ *WHAT (E.g. what are the gaps existing in the climate change policy of the elected political parties in relation to the consistent heat wave issue in Karachi?)*
  - ✓ *WHY (E.g. why do these gaps exist in policies?)*
  - ✓ *HOW (E.g. how do we address the gaps?)*
  - ✓ *WHO (E.g. who needs to be engaged in this regard?)*
  - ✓ *WHEN (E.g. when do these actions need to take place?)*
  - ✓ *WHICH (E.g. which area needs immediate addressing?)*
- *Identify authentic online and offline sources (e.g. surveys, interviews) to collect data in accordance with the questions developed (prefer databases developed by government websites and researches of civil society organisations).*
- *The participants then present their set of questions and the identified sources; a feedback from the moderator and other groups is given.*

Backup for the Moderator

- *The data collected on the basis of the questions must quantify:*
  - ✓ *The policies present in the previous manifestos of the political parties*
  - ✓ *Initiatives taken before the election campaign*
  - ✓ *The changes regarding the issue in the election manifesto for*

Day 2

Session I: Web Scraping

Time required: 60 minutes
Resources needed: Brown sheets and markers

Method:
- The participants are familiarized with the concept of web data mining and its 2 steps namely; web scraping and data source utilization.
- The moderator explains the process of web scraping;

Web Scraping
Identify Issue
Identify Keywords
Identify Region
Identify Offical Sources

- The participants are then engaged in the following exercise:

> **_Exercise 4_**
> - _The participants are divided into 5 groups; each group is to:_
>   - ✓ _Take an issue into account (e.g. legislation on child rights')_
>   - ✓ _Identify keywords for the issue (e.g. child labour, free education, child marriages)_
>   - ✓ _Identify a region (e.g. Punjab)_
>   - ✓ _Identify official sources (e.g. website of ruling political party, i.e. PML-N, official/ verified social media –Twitter and Facebook pages of leaders)_
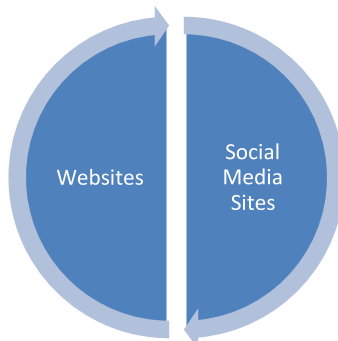
Session II: Data Source Utilization

Time required: 75 minutes
Resources needed: Multimedia

Method:
- The moderator highlights the 2 elements for utilising the data sources in the process of data mining.
  - ✓ Keywords
  - ✓ Sources
- The moderator highlights the broader online sources for web data mining:

Websites

Social Media Sites

- The participants are familiarized with the computer commands that are used for data mining;
  - ✓ 'FIND' command for websites
  - ✓ 'SEARCH' option on social media sites
- The participants are then engaged in the following:

Exercise 5

The groups made in the previous session are to perform the following:

- ✓ *Use the 'FIND' tool, i.e. CTRL+F and type the keywords one by one (THIS PROCEDURE WORKS ON WEBSITES)*
- ✓ *Type social media username and keywords one by one (@ + keywords) Note: (social media sources are useful but come with drawbacks, particularly unreliability of information. As a result of this increased use of hasty internet updates many people believed information before it was confirmed or denied by news sources)*
  - *The groups then copy and paste the data collected by these two steps.*
  - *Each group analyses the data collected; the relevant material is then pasted in a document and presented for feedback.*
  - *Run the data collected through authentic sources and datasets to get an accurate number:*

  Mentioned below are the points to run data through sources:
  - *Google for journalists this digital age requires the journalists to know searching on Google on fingertips.*
  - *Eliminating unwanted search results (to do this use the key before the word that you want eliminated from the query e.g. if you want to search for Mustafa Kamal but not PSP, you can simply search for "Mustafa Kamal PSP" rather than "PSP Mustafa Kamal".*

- *Searching for a specific site (to make the search effective you can use the modifier site: URL)*
- *Searching for a particular file type (the modifier you can use to limit the searches to PDFs, XLs or Doc are file-type format names)*
- *The story developed on the basis of the data collected will*
  - ✓ *Quantify the problem and its reason*
  - ✓ *Give a qualitative analysis of what action is needed to tackle the issue*
  - ✓ *Give a comparative analysis of the timelines of present projects and proposed projects*
  - ✓ *Quantify why the problem needs attention in a specific region*

  The figures in the story must be presented with a visual element for easy and quick understanding for the audience. (Info-graphics in the form of maps, graphs, charts, hierarchy pyramids, lists etc.)

Session III: Data Visualization

Time required: 60 minutes

Resources needed: Multimedia, Tutorial Video titled "Info-graphics in Journalism"
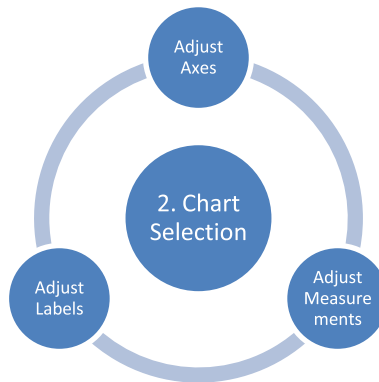
Method:
- The moderator familiarize the participants with the DIY tool for digital data analysis, i.e. *Microsoft Excel*.
- The moderator then elaborates the two basic steps of using *Microsoft Excel* for data, i.e. Input the Data and Selection of Chart.

STEP: 1 Input the Data
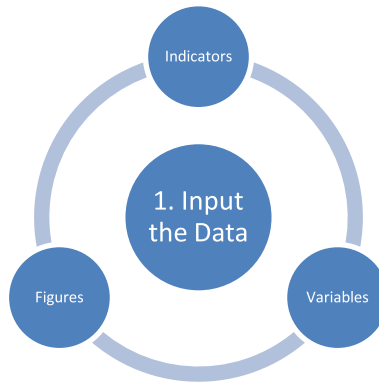
STEP: 2 Selection of Chart

- The moderator explains that the spreadsheet and info-graphic is linked, therefore any changes in data of the spreadsheet automatically changes the data in info-graphic.

- The moderator highlights that it is better to keep the figures smaller by calculating the percentage, in order to give easy numbers for the audience to deal with.
- The participants are engaged in the following exercise:

> **_Exercise 6_**
> - _The participants are engaged in a brainstorming session:_
>   - ✓ _An issue is identified by the moderator (e.g. Voters registration and turnout in the respective constituencies)_
>   - ✓ _The participants identify the indicators (e.g. gender-wise breakup of registered voters)_
>   - ✓ _The participants identify the variables (e.g. gender-wise turnout of voters)_
> - _The moderator inputs the data collected on the basis of the indicators and variables on a spreadsheet_
> - _The participants then assist in selection of the chart (e.g. bar-chart)_
> - _The info-graphic developed gives the proportional analysis of the indicators and variables_

- The moderator explains that the info-graphics developed are roughly used for mapping out patterns for the final product.
- The moderator explains that the info-graphics developed for the digital data analysis can also be used in the final product depending on the element of the story.
- The participants are then familiarized with more tools of visualization, i.e. _SPSS_ and _Infogram_.
- The moderator demonstrates the process of the aforementioned tools through the tutorial video:

Statistical Package for the Social Sciences (SPSS) – Tutorial Video

STEP 1: *Select "Variable View"*

- *Fill out the questionnaire according to the variables given at the top.*
   - ✓ *NAME; Age, Gender, (City, Province or District), Question (Qx)*
   - ✓ *TYPE; (right click on "Type" and select "String")*
   - ✓ *WIDTH; (it is adjustable)*
   - ✓ *DECIMALS; (Depend on whether value is in fraction or not, Otherwise it is zero)*
   - ✓ *LABEL; Age, Gender, (City, Province or District), Question (FULL QUESTION)*
   - ✓ *VALUES; (Options in reference to NAME column)*
   - ✓

STEP 2: *Select "Data View"*

- *Fill out the data in the chart developed automatically.*

STEP 3: *Go to "Analyse"; select "Tables", and then select "Custom Tables"*

- *Drag the variable (e.g. Q1) to "Columns" and indicator (e.g. Province) to "Rows" and click "OKAY"*
- *Save the output file which can be imported to any file format e.g. MS Word (Comparison in the form of tables)*

STEP 4: *Select the "Graph" Tab; select "Chart Builder" and select any graph type e.g. "Bar Graph".*

- *Drag the variable (e.g. Q1) to "x-axis" and indicator (e.g. Province) to "Cluster on x".*
- *Select the relevant option in "Statistic" and click "OKAY".*
- *Double-click on chart, right-click on "New Window" and select "Show*

> *Data Labels.*
> - *Save the output file which can be imported to any file format e.g. MS Word (Comparison in the form of tables).*

InfoGram Tutorial Video

Info-graphics are visual representations of information using different elements such as charts, symbols, images, text, diagrams and timelines. Info-graphics and reports help you tell better data driven stories in a more engaging way. Using *Infogram*, info-graphics can be developed in the following steps;
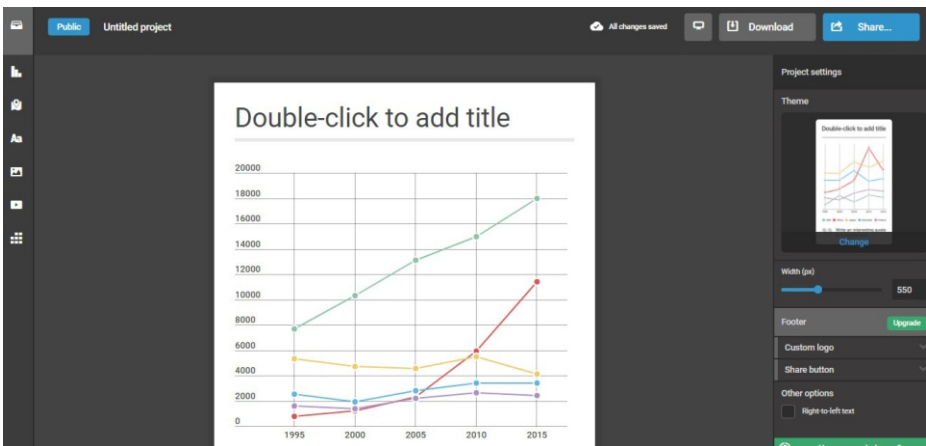
Step 1: Homepage of *Infogram*;
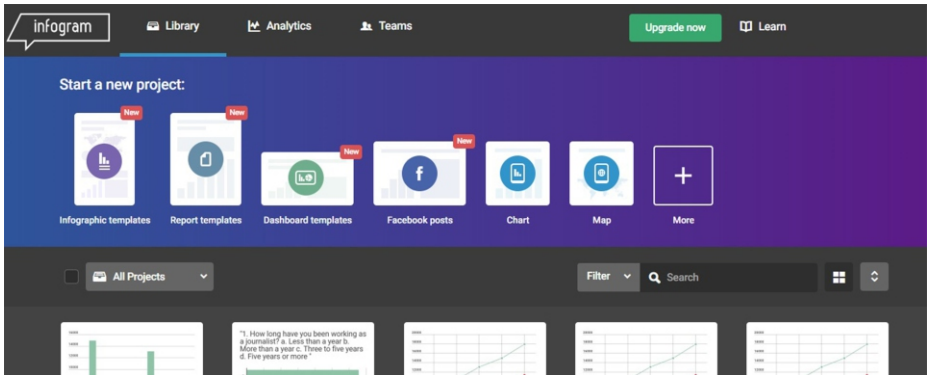
Step 2: Choose a theme for representation;
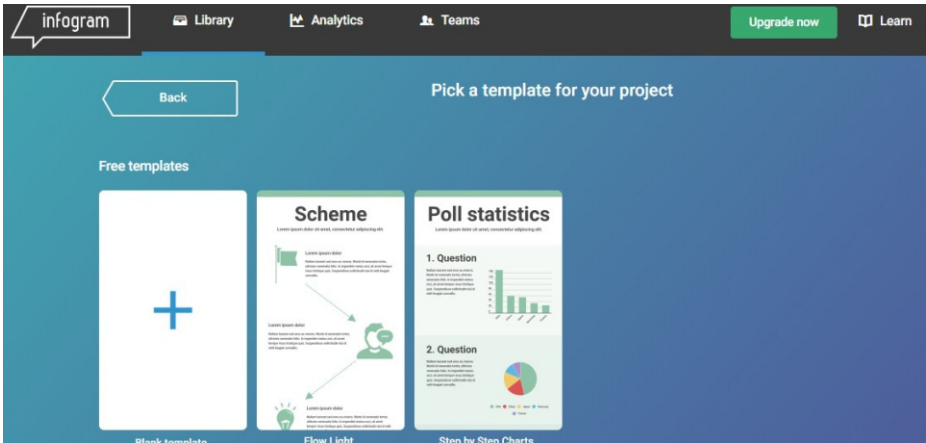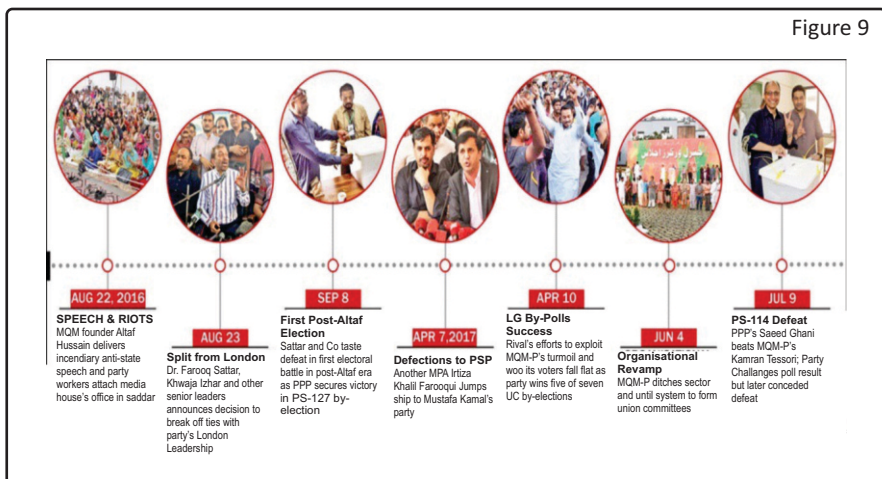

Step 3: Input data;

Session IV: Visual Representation

Time required: 45 minutes

Resources needed: Multimedia

Method:

- The moderator explains the significance of using images in a report to give it a human element along with the numeric visualisation.
- The moderator highlights that it is essential to use an image relevant to the context of the story.
- An example is displayed to the participants to show how the quantifiable data can be visually represented;

Figure 9

---

[17] Accessed from: https://www.thenews.com.pk/print/225042-MQM-Pakistan-completes-a-turbulent-year-trying-to-stay-relevant Date of access; August 22, 2017.

- The participants are then engaged in an exercise;

Session V: Doctored Visuals

Time required: 45 minutes
Resources needed: Multimedia.

Method:
- The participants are familiarized with the concept of doctored images and videos.
- The participants are familiarized with the concept of doctored images and videos.
- The moderator familiarizes the tool of identifying doctored images, i.e. _Tineye_.

- The participants are engaged in an exercise;

Exercise 8
- *An image is displayed to the participants;*

- *The participants are to identify where the image is taken from.*
- *The moderator then demonstrates how to use the Tineye tool to identify the source of the image.*

- The moderator familiarizes the tool of identifying doctored videos i.e. YouTube Data Viewer.
- The moderator explains the process for this tool, step-by-step, as follows;

STEP 1: Open Homepage of the Youtube Data Viewer → **STEP 2:** Enter the URL of your video and press "Enter"

STEP 4: Review Thumbnails ← **STEP 3:** Extract upload time
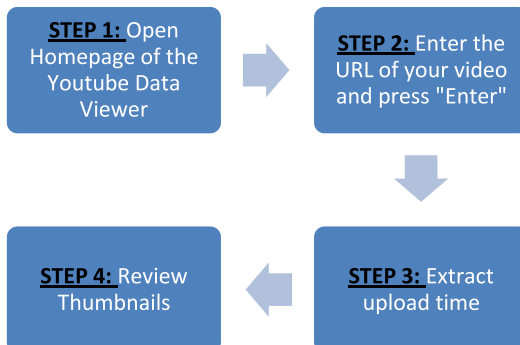
- The moderator explains the importance of Step 3 and Step 4;
  - ✓ **STEP 3:** Extracting the exact upload time of the video helps in verification of the context (a referred event, etc.) in which the video was shared.
  - ✓ **STEP 4:** The thumbnail review helps to seek out other versions of the video.

DEMONSTRATION OF PROCESS:

- **STEP 1 & 2:** Copy paste Youtube URL to the box on the Homepage of the YouTube Data Viewer.

For example, taking a video of a protest of candidates against fake recruitment in ECP https://www.youtube.com/watch?v=bZgS2IU_uPM

Paste URL in the box and click "Go".

The data regarding the video extracted through this includes the time of upload and thumbnails.

reverse image search

reverse image search

Click the   reverse image search   option. The results show where else the video has been used.

Pages that include matching images

Candidates protest against fake recruitment in ECP 30-03-20
videos.92newshd.tv/.../candidates-protest-against-fake-recruitmen
480 × 360 - Mar 30, 2017 - Watch News Report : Candidates agai
ECP Subscribe to 92NewsHDPlus Web: http://92newshd.tv Like Us On ...

Search result youtube video CANDIDATES - vidoYoutube.com
vidoyoutube.com/search?q=CANDIDATES
480 × 360 - The 2016 US Presidential Election — The Candidates Compa
four major candidates for president on their science and energy policies,

Candidates protest against fake recruitment in ECP 30-03-20
www.knowyourleak.com/Candidates-Protest-Against-Fake-Recruitr
480 × 360 - Mar 30, 2017 - Watch News Report : Candidates protest agai
ECPSubscribe to 92NewsHDPlusWeb: http://92newshd.tvLike Us On ...

THE EXPRESS TRIBUNE > PAKISTAN

Voting positions: PTI won more popular votes than PPP

By Azam Khan / Creative: Faizan Sethi

Published: May 22, 2013

PTI chairman addressing a rally
PHOTO: QASIM USMAN/FILE

ISLAMABAD:
Around 112 parties contested the 2013 elections. The Pakistan Muslim League-Nawaz (PML-N), however, emerged as the largest party both in terms of the number of seats it won in the National Assembly, and the votes it bagged.

The PML-N fielded 220 candidates for 270 seats in the lower house of parliament. The party won 125 seats and secured 14,794,188 votes,

according to the data gathered by the Free and Fair Elections Network (FAFEN).

The Pakistan Tehreek-e-Insaf (PTI) emerged as the second biggest party, securing 7,563,504 votes. Imran Khan fielded 232 candidates. The party, however, only won 27 seats in the National Assembly.

Votes Polled
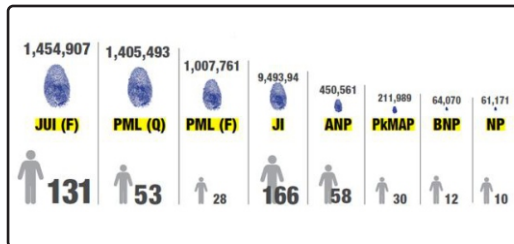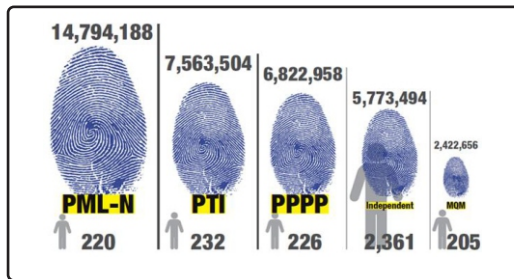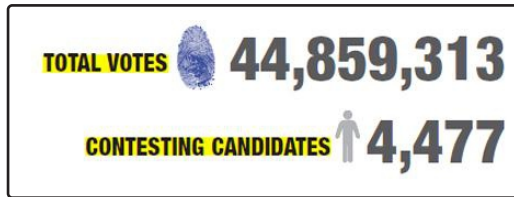
DESIGN: FAIZAN SETHI

With 31 seats in the National Assembly, the former ruling party, the Pakistan Peoples Party-Parliamentarians (PPPP) clinched the third position. It received 6,822,958 votes.

The May 11 election was allegedly tainted by a series of anomalies. Independent candidates emerged as the fourth strongest parliamentary force, bagging a total of 5,773,494 votes, and winning 32 seats in the lower house.

The Muttahida Qaumi Movement (MQM) fielded 205 candidates for the National Assembly, but secured 18 seats from Karachi and Hyderabad for the lower house with 2,422,656 votes.

Maulana Fazlur Rehman's Jamiat Ulama-e-Islam-Fazl fielded 131 candidates and won 10 seats. The party secured 1,454,907 votes countrywide.

The performance of the once ruling Pakistan Muslim League-Quaid was very unimpressive. In all, the party fielded 53 candidates but won only two National Assembly seats with 1,405,493 votes. The Pakistan Muslim League-Functional, which is limited to Sindh, fielded 28 candidates and won five seats, securing 1,007,761 votes.

The Jamaat-e-Islami (JI) fielded 166 candidates but won a dismal three seats from Khyber-Pakhtunkhwa only. The JI, allegedly known for its pro-establishment approach for arranging 'dharnas' against elected governments in the past, fetched 949,394 votes in the current elections.

Out of the 58 candidates fielded by the Awami National Party (ANP), the former ruling party in Khyber-Pakhtunkhwa, only one emerged victorious. The ANP managed to get only 450,561 votes. The party says attacks and threats from the Tehreek-e-Taliban Pakistan (TTP) was one of the main reasons why it could not carry out its election campaigns effectively.

The Muttahida Deeni Mahaz, an umbrella grouping of several religious parties, could not secure any seat in the lower house. The 87 candidates fielded by the bloc, however, won 359,589 votes.

The Pakhtunkhwa Milli Awami Party (PkMAP) won three seats in the National Assembly, fetching 211,989 votes. The party had fielded 30 candidates.

Sheikh Rashid Ahmed's Awami Muslim League Pakistan fielded 16 candidates and could win only one seat from Rawalpindi. It bagged 93,051 votes. The party with the lowest votes was Pakistan Awami Inqalab with a lone candidate receiving seven votes.

Published in The Express Tribune, May 22nd, 2013.

Elections and religious minorities

December 12, 2012

Samson Simon Sharaf

As the election fever intensifies and political parties select winnable candidates for each constituency, the religious minorities of Pakistan despite the cosmetic Joint Electorate will be confined once again to the sidelines. Though the present electoral laws permit them to vote for candidates in the mainstream national and provincial elections, the choice of reserved minority seats is not theirs and will be at the whims of political party leaders. Once the main elections are over, every political party according to its proportion in the National and Provincial Assemblies will get a list of its share in special seats according to the priority list submitted to the Election Commission prior to the elections. It seems that the non-Muslims of Pakistan will have no say in this indirect selection that violates Articles 51 and 226 of the Constitution of Pakistan.

The selection process will be discreet and arbitrary based on no democratic practice or principal and casting of secret ballot. This argument also applies to all other special seats including women. Though many petitions pertaining to the irregularity of the process are pending in the higher judiciary, the courts do not recognise the urgency in correcting the contradictions within the constitution in violation of the above mentioned articles and the fundamental rights of its citizens; nor has any political party shown the moral inclination to come to the assistance of its fellow non-Muslim citizens. Pathetically and as a slur, the political parties failed to display any intent and desire to correct these imbalances amply demonstrated by the treatment meted out to religious minorities in the 18th Amendment, in the ironic name of national reconciliation.

It is also sad that political parties that boycotted the 2008 elections have never raised their voice for these marginalised citizens. Lost in the quest of winning candidates, political parties across the board have neither the time, nor the intent to address the issues in the larger interests of 'diversity as strength' and 'nation building'. Quaid-i-Azam Mohammad Ali Jinnah's 'constitutional guidelines' of August 11, 1947, lie buried in the debris of 'opportunist constitutionalism' and repeated 'inventive nationalism' that does not treat religious minorities at par with the majority community.

Yet, as a silver lining, it is still possible to redress many imbalances under the aegis of the political parties, the Election Commission of Pakistan and the higher judiciary. There remains a very strong feeling amongst the non-Muslim communities that the reluctant restoration of the Joint Electorate in 2002 was at best a cosmetic exercise to prove to the world the essentials of 'political pluralism'. It had taken the resignation of Late Derek Cyprian, a Federal Minster to force the Musharraf government to adopt the Joint Electorate.

At worst, it maintains the political intent in alienating religious minorities at the cost of 'yes-men' ready to serve their political masters. In essence, it is an exercise that enables political parties to select those to special seats that neither represent their real constituencies, nor gel with their people at the grassroots. In Punjab, it has been exploited to grab church properties through selected representatives. Moreover, unlike the separate electorates wherein religious communities were proportionally represented, the new rules hold no such bars resulting in an imbalance in

Parliament. Right now, out of the 10 seats in the National Assembly, eight are occupied by Hindus and two by Christians. In the Senate, only one Christian member is selected against three Hindus. In actual census, both religions are almost equal in population. The unrepresentative character gets more pronounced when one notices that most of the members selected from Punjab are Christians from Faisalabad, neglecting other areas of the province and the Hindus.

The same also applies to the selection of Hindus from Sindh at the cost of Christians. Though the 1998 census puts the religious minorities of Pakistan at 3.86 percent, the population today can be estimated at 6,665,093. Yet, considering the demographic spread, the analysis of the electoral rolls and past elections, depict an entirely different picture. Christians varying from 6-2 percent of the population are mostly concentrated in Islamabad, Lahore, Faisalabad, Sheikhupura, Gujranwala, Sialkot, Kasur, Sahiwal, Khanewal, Narowal, Rawalpindi, Karachi and Quetta.

The major concentrations of Hindus are in Tharparkar, Umerkot, Mirpur Khas, Sanghar, Hyderabad, Badin, Ghotki, Jacobabad, Sukkur, Karachi, Dadu, Nawabshah, varying from 48 percent to 2 percent of the population. Converted into electoral constituencies, the conclusions are surprising.There are 98 National Assembly seats where the non-Muslim votes, according to ECP lists of 2012, are more than 10,000. Of these, 58 are in Punjab, 37 in Sindh and one each in Islamabad, Quetta and Peshawar.

In Sindh, the non-Muslim voters dominate in areas like Tharparkar, Umerkot and Mirpur Khas. There are three national constituencies in Pakistan where the votes of non-Muslims are more than 100,000. Eight National Assembly constituencies vary from 50,000-99,999, 12 from 25,000-49,999, and 75 constituencies whose votes vary from 10,000-24,999 votes. This means that given an opportunity, the non-Muslims are capable of fielding candidates on general seats and capable of winning them in approximately 10 seats all over Pakistan; provided the political parties show the conviction and courage of fielding them.

Alternatively, if properly utilised, they have the capability in these constituencies to swing results. In another finding, in the 2002 elections, there were 82 national constituencies where the victory margin was less than the votes of non-Muslims. In 2008, this figure dropped to 59 mainly because the non-Muslim voters did not trust the electoral process. This means that the system does not enjoy their confidence. The political parties vying to win elections in these 98 constituencies have a choice to tap this potential or consign them to seclusion.

In the unkindest cut of all, even if the non-Muslims join political parties, the effort notwithstanding their qualifications, capabilities and services to the nation is to confine them to minority roles. The mental inertia that inhibits the bureaucracies of political parties and their leaders is far too strong to cut across self-created exclusive divides and open doors to diversity and exclusivity. On their part, the non-Muslim communities in Pakistan also stand divided on religious and narrow self-centred basis. This divide is exploited by the political parties in their own numerical interests.

Consequently, while there is a proliferation of selected and self-proclaimed community and prayer leaders, there is no cohesion in the ranks of non-Muslims to challenge the status quo through a unified concerted effort. Most, feeling disgusted and discouraged, take refuge in the many civil rights organisations and NGOs that operate as part of the civil society for the redress of grievances and political discrimination. This puts the issues related to religious minorities in international limelight, but unworthy of drawing the attention of political elites.

Elections 2013 are an opportunity wherein many imbalances in the system can be addressed through real co-option of the non-Muslims in the electoral process. This article should serve as a guide to all political parties and minority leaders to exploit the vast potential in political pluralism to make credible changes in the electoral process and subsequent constitutional amendments. It is also time for the ECP and superior judiciary to address many petitions that lie at their doors and pass rulings based on the true spirit of the Constitution of Pakistan, before the elections are finally announced. Note:

All statistics are taken from Mr George Clement, former MNA, and Study on 'Religious Minorities of Pakistan' sponsored by Church World Services Pakistan/Afghanistan. The writer is a retired army officer, current affairs host on television and political economist.

Email: samson.sharaf@gmail.com

Pakistan Hikes Spending as Sharif Eyes Next Years Elections

By Kamran Haider, Faseeh Mangi and Ismail Dilawar

Pakistans government raised spending 4.3 percent in a bid to accelerate economic growth before elections next year, which Prime Minister Nawaz Sharif is widely expected to contest for a second consecutive term in office.

Sharif approved an annual budget of 5.1 trillion rupees ($49 billion) targeting economic growth of 6 percent in the next financial year starting July, the highest rate in more than a decade. Thats after his administration undershot an earlier estimate for this year.

The fiscal deficit will be reduced to 4.1 percent next year from an estimated 4.2 percent this year, Finance Minister Ishaq Dar said on Friday in Islamabad, while presenting the spending plan in the National Assembly, the lower house of Parliament. Inflation will be kept below 6 percent, he said.

"Pakistan is on the path of development, very tough structural reforms have been done since government came in power in 2013," said Dar, who in a February interview pledged that the government wouldn't go on a spending binge before the election. The National Assembly will now hold a debate on the spending plan and approve it by June 30.

Widening Deficits

Sharif has ushered in a period of relative stability since averting a debt crisis in 2013 by submitting to a $6.6 billion International Monetary Fund loan program that ended in September. Pakistan's economy expanded 5.3 percent this fiscal year, missing a target of 5.7 percent. That growth rate has been underpinnned by more than $50 billion in Chinese-financed infrastructure projects across the country, part of it's "One Belt, One Road" plan across Asia.

Nevertheless, South Asia's second-largest economy is starting to look vulnerable with its current account deficit tripling to $7.3 billion in the ten months through April. Foreign exchange reserves also declined 15 percent to $15.9 billion in May, after peaking at $18.9 billion in October last year.

"It's pre-election, there is a lot going on," Ali Khalpey, chief executive officer at EFG Hermes Frontier, said in an interview in Karachi before the budget presentation. "There is only one way to fund it and that's increase the tax net for the whole economy."

Despite continual attempts, Pakistan has failed to significantly widen its tax base in recent years, despite efforts to lure more filers under the IMF reform program. Only about 1 percent of Pakistan's 200 million people pay taxes and the country has one of the lowest tax-to-GDP ratios in South Asia.

Pakistan's traditional exports, such as cotton and textiles, have also waned during Sharif's term, declining 3 percent this fiscal year despite

government incentives such as a zero-rated sales tax regime for exporters in five industries.

Military Spending

One key budget beneficiary is the powerful military, which has ruled Pakistan for much of its history since gaining independence 70 years ago from the U.K. Defense spending was hiked by 9 percent to 920 billion rupees as Pakistan's relations with neighboring India and Afghanistan drastically soured this year following repeated border clashes with both nations.

Like previous years, the military will get 100 billion rupees for anti-terror offensives and to help people affected by the operations. The more than decade-long fight against insurgency has cost Pakistan $123 billion, according to Dar. The government also raised bureaucrats' salaries and pensions by 10 percent.

The government may have to borrow more from Chinese banks to avoid a massive fall in foreign currency reserves, Sakib Sherani, chief executive of Islamabad-based research company Macroeconomic Insight Ltd., said before the budget announcement.

The central bank in its most recent quarterly report said Pakistan received $382 million in loans from China during the last quarter of 2016 to finance the country's "growing current account gap." Those disbursements reached $848 million in the first half of the year through June 2017.

"Exports won't be picking up, this will be another difficult year," Sherani said. "The government will go for short-term borrowing to keep reserves at decent level."

EXERCISE 9[18]

DAWN NEWS

PML-Q candidate clinches UC-73 top slot after vote recount

The Newspaper's Correspondent March 22, 2017

GUJRAT: An election tribunal of Gujranwala has declared successful a PML-Q-backed candidate for chairman slot in Union Council-73, Karnanan, nullifying his PML-N rival's win on Tuesday.

The Q-candidate, Chaudhry Hassan Bilal Ranian, in his petition against the winning N-League candidate Muhammad Anwar, stated that his rival had committed rigging in the local bodies polls held in October 2015.

Ranian said that out of the total 1,272 votes were cast in the union council but only 1,164 had been counted, missing out the remaining 108 votes. He said because of this irregularity the PML-N candidate won by margin of only 37 votes. He had sought vote recount in the UC.

The tribunal Judge, Mr Abdul Rahman, ordered vote recount, resulting in Q-candidate's victory. Mr Ranian is nephew of PML-Q runner up in 2013 general elections in Punjab Assembly constituency PP-113, Dinga, Kharian tehsil, Chaudhry Ijaz Ahmed Ranian.

PML-Q chief Chaudhry Shujaat Hussain, senior leader Chaudhry Pervez Elahi and party's parliamentary leader in the Punjab Assembly, Moonis Elahi, have felicitated Mr Ranian over his success.

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[18] https://www.dawn.com/news/1322024 Date of access; August 22, 2017.

PML-Q has already been leading a strong opposition in the district council in alliance with the PTI. With Mr Ranian declared successful, the Q's numerical strength in the house has further increased.

Chaudhry Shujaat's sister Begum Sameera Elahi, who was the joint candidate of both the opposition parties for district council chairman slot was defeated by a margin of 14 votes by her rival Tanveer Kotla of PML-N.

Published in Dawn, March 22nd, 2017

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