

## **MCJ-353 Web Analytics (3 Credit Hours)**

### **Course Objectives**

1. Data-based journalism is increasingly important at all levels of news organizations. This course will introduce the students to fundamental concepts and skills for gathering, analyzing, and visualizing data using online resources.

### **Learning Outcomes**

2. After this course, the students will be able to do the following, in the field of journalism:

- a. Source, gather and merge data
- b. Analyse data and turn it into meaningful information
- c. Visualise data and present it in a readable format for audience

### **3. Content**

- a. Introduction to Data Journalism
- b. Common structured data formats
- c. Sourcing data
- d. Data mashing
- e. Analysing using offline and online sources
- f. Visualising data
- g. Right to information and freedom of information
- h. Analysis using database and spreadsheet softwares
- i. Web scrapping
- j. Building visualisations with HTML, CSS and JavaScript
- k. Distributions, co-relations and significance testing
- l. Geodata: Shapefiles, KML, and GeoJSON
- m. Mapping with fusion tables and JavaScript
- n. GitHub and opensource communities
- o. News apps and web-apps

### **Reference Books**

1. Gray, J., Bounegru, L., & Chambers, L. (2012). *The data journalism handbook*. Sebastopol, CA: O'Reilly Media.
2. News Reporting and Writing Nov 10, 2010 by Missouri Group and Brian S. Brooks

3. Writing and Reporting News: A Coaching Method (Wadsworth Series in Mass Communication and Journalism) Jan 1, 2012 | Large Print by Carole Rich
4. Breaking Cat News: Cats Reporting on the News that Matters to Cats May 10, 2016 by Georgia Dunn
5. Kaushik, A. (2007). *Web analytics*. Indianapolis, Ind.: Sybex.