

# Data-driven Research & Investigative Journalism

Investigative journalism involves exposing to the public, matters that are concealed – either deliberately or accidentally. (UNESCO, 2011)

## Techniques of Investigative journalism and data-driven research must be:

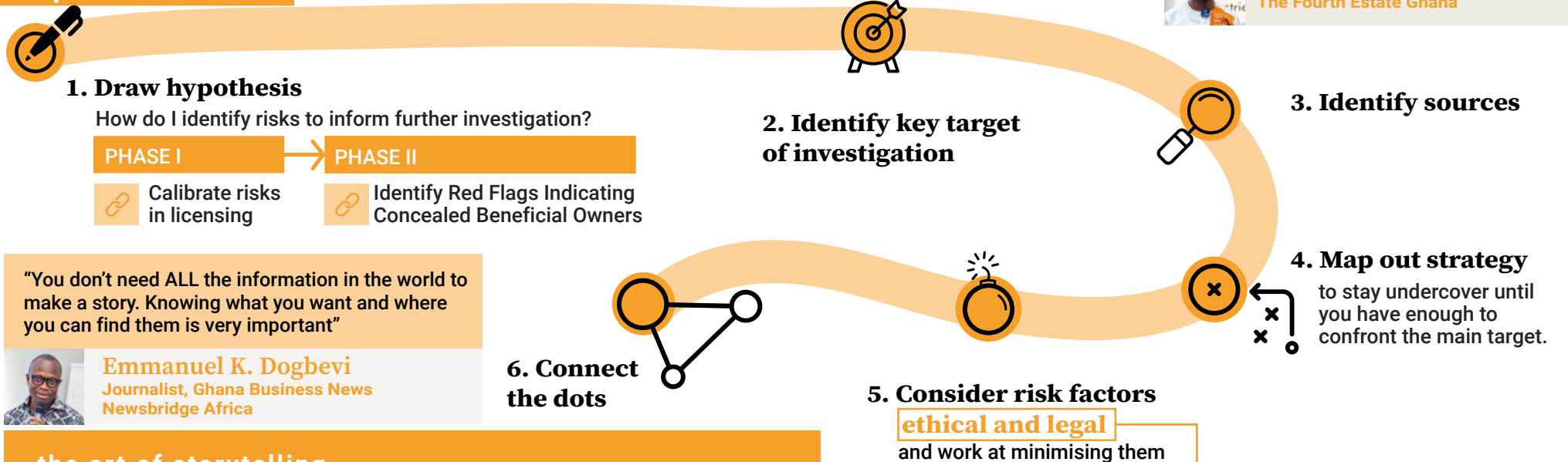
- Systematic in practice
- Critical and in-depth in nature and scope
- Go beyond typical, ordinary information
- Data-based and fact-driven (including leaked documents)

“Data-driven research and investigative reporting is not rocket science. Be inventive, be risky, be courageous. Do not just observe.”



Manasseh Azure Awuni  
The Fourth Estate Ghana

## steps to consider



“You don’t need ALL the information in the world to make a story. Knowing what you want and where you can find them is very important”



Emmanuel K. Dogbevi  
Journalist, Ghana Business News  
Newsbridge Africa

## the art of storytelling

A well told story is as important as the solid investigation beneath it. A good story:

- △ Balances between logical presentation and engaging narration.
- ◇ Show your reader a picture. Your reader must see and not be told.
- Reflects real life situations and connects with your audience. Your story should be relatable, interesting and gripping.
- △ Offers a clear message and highlights important lessons.
- ◇ Pays attention to details and avoids the possibility of misinformation.
- Is not easily forgotten.

## ethical and legal considerations



Use cover methods only when necessary. Use open methods as much as possible.



Don’t accept gifts from sources, victims or anyone in the investigation process.



Give targets of the investigations the right to respond even if the evidence is overwhelming.



Consult legal advice throughout the investigative process.