

INFO 1004 DATA ANALYSIS AND STORYTELLING

Credit Points 10

Coordinator Roger Dawkins ([https://directory.westernsydney.edu.au/search/name/Roger Dawkins/](https://directory.westernsydney.edu.au/search/name/Roger%20Dawkins/))

Description This subject will introduce students to the fundamentals of data analysis and data storytelling skills for the communication industries. Students will gain practical experience finding data sets, cleaning and analysing data, developing insights and communicating findings in visual, oral and written formats for various audiences in contexts including advertising, journalism and public relations. Students will use industry standard analysis and visualisation tools to effectively answer research problems and communicate the impact of data, ethically and mindfully. Skills learned are transferable, for example, to audience analysis, market research, product development and other research contexts. This subject will introduce students to the fundamentals of data analysis and data storytelling skills for the communication industries. Students will gain practical experience finding data sets, cleaning and analysing data, developing insights and communicating findings in visual, oral and written formats for various audiences in contexts including advertising, journalism and public relations. Students will use industry standard analysis and visualisation tools to effectively answer research problems and communicate the impact of data, ethically and mindfully. Skills learned are transferable, for example, to audience analysis, market research, product development and other research contexts.

School Humanities & Comm Arts

Discipline Information Technology, Not Elsewhere Classified.

Student Contribution Band HECS Band 2 10cp

Check your fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 1 subject

Equivalent Subjects DESN 1018 - Visual Storytelling and DESN 1019 - Visual Storytelling (WSTC)

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Gather and clean numerical data sets from online sources using industry standard software.
2. Effectively communicate insights about a data-driven research problem by choosing an appropriate visualisation format and making basic informed design decisions.
3. Create a data-driven story, demonstrating an awareness and understanding of insight and storytelling concepts, using industry standard tools for a defined audience.
4. Reflect on the social and ethical implications of data analysis and visualisation in the communication industries.

Subject Content

1. Data (numerical/statistical) collection and the importation of large data sets.
2. Manipulation of data in spreadsheets (formatting data, cleaning data, parsing data, sorting data and creating formulas).
3. Analysis of data to develop insights to address research problems (in the context of advertising, journalism and public relations).

4. Communication of insights in visual and written formats using industry standard tools (e.g., Tableau).
5. Reflections on the ethics of data analysis and storytelling.

Special Requirements

Essential equipment

Access to a computer and the internet.

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/ Group Task	Mandatory
Short Answer	30 minutes (practicals) or 250 words (written tasks)	20	N	Individual	N
Professional Task	1 x data set; 1 x data visualisation; 1 x presentation (5 minutes)	30	N	Group	N
Applied Project	1 x data set; 1 x data-driven story of images and words	40	N	Individual	N
Reflection	500 words	10	N	Individual	N

Teaching Periods

Sydney City Campus - Term 1 (2025)

Sydney City

On-site

Subject Contact Ming Diao ([https://directory.westernsydney.edu.au/search/name/Ming Diao/](https://directory.westernsydney.edu.au/search/name/Ming%20Diao/))

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=INFO1004_25-SC1_SC_1#subjects)

Spring (2025)

Parramatta - Victoria Rd

Hybrid

Subject Contact Roger Dawkins ([https://directory.westernsydney.edu.au/search/name/Roger Dawkins/](https://directory.westernsydney.edu.au/search/name/Roger%20Dawkins/))

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=INFO1004_25-SPR_PS_3#subjects)