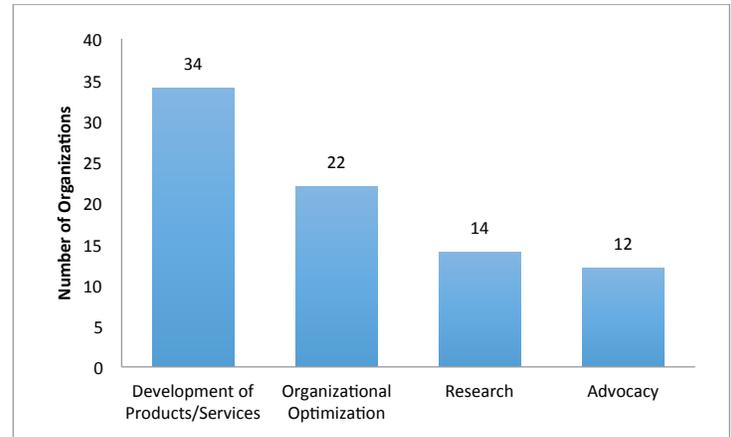# OPEN DATA FACT SHEET
MEDIA & COMMUNICATIONS

Open data has become an essential resource for journalism and fact-checking, targeted advertising and promoting campaigns. The most widely used types of open data include government operations, demographic and social, economic and health.

HOW ORGANIZATIONS USE OPEN DATA

Around the world, media and communications organizations are using publicly available data:

- As a key source for reporting and investigative journalism on issues ranging from elections or the environment to healthcare and crime
- For visualizations and infographics
- To train journalists on how to work with data as a source.
- To helps news, public relations, advertising and advocacy organizations target their campaigns, combining geodata, local business data, and neighborhood demographics for example

TOP APPLICATIONS OF OPEN DATA FOR THE SECTOR

USE CASES

Chequeado
A fact-checking service that monitors political activities in Argentina
URL: http://chequeado.com/
Country: Argentina
Impact: Enforces accountability in political discourse
Data Used: Public safety data from the Ministry of Public Safety and Attorney General of the Province of Buenos Aires; Legal data from the Ministry of Justice; Demographics and social data from the Census; Economics statistics from the National Directorate of External Sector Statistics

Factly
A data journalism platform that seeks to integrate public information for informed reporting
URL: https://factly.in/
Country: India
Impact: Creates fact-based reporting through articles, infographics, and videos
Data Used: Census data, crop data from Ministry of Agriculture , pension data from The Planning Commission and Department of Rural Development, communal violence data from Ministry of Home Affairs

TOP 5 DATA TYPES USED FOR THE SECTOR