

Splice Beta Online 2020

Kuang Keng Kuek Ser, Founder, DataN

How to build a data-focused team in your newsroom



[Watch the video](#)

00:01:02.518,00:01:05.518

Shirley Cheong: :D Everyone's welcome to jump in and show your gear :)

00:01:15.389,00:01:18.389

Shirley Cheong: We are just chatting and chilling

00:01:17.740,00:01:20.740

Shirley Cheong: GENESIA!

00:01:47.476,00:01:50.476

Shirley Cheong: Yan Naung Oak!

00:02:00.897,00:02:03.897

Shirley Cheong: Time to show off gear

00:02:09.199,00:02:12.199
Fahad Malik: AKG earphones

00:02:10.963,00:02:13.963
Fahad Malik: the best

00:02:35.558,00:02:38.558
Fahad Malik: I also use Skull Candy Bluetooth for music

00:03:16.163,00:03:19.163
Fahad Malik: I so want to visit India. Half of my family is there
GENESIA

00:03:38.965,00:03:41.965
Shirley Cheong: Now everyone is screaming GENESIA!

00:03:56.031,00:03:59.031
Shirley Cheong: Hi hi Keng!

00:04:05.975,00:04:08.975
genesia alves: @fahad - i am starting a campaign to dissolve all the borders. my husband is sindhi and they have so much FOMO for karachi

00:04:47.656,00:04:50.656
Elijah Roderos: Hahaha saw it

00:04:50.949,00:04:53.949
Fahad Malik: Wow that is cool. I'll campaign for you in Lahore, Punjab :D

00:04:59.004,00:05:02.004
Shirley Cheong: Elijah refreshed the page!

00:05:05.758,00:05:08.758
Shirley Cheong: WOOHOO!

00:05:07.905,00:05:10.905
genesia alves: @fahad - come on! let's do this. :oD

00:05:16.340,00:05:19.340
Shirley Cheong: Us versus K-Drama!

00:05:32.827,00:05:35.827
Elijah Roderos: We will be starting to address you as mighty Keng from now on i guess...

00:05:44.678,00:05:47.678
Shirley Cheong: Hello Johanna!

00:05:47.766,00:05:50.766
Shirley Cheong: Hello Kai :)

00:06:17.821,00:06:20.821
Shirley Cheong: MIGHTY KENG

00:06:26.159,00:06:29.159
Shirley Cheong: Cliffhangar

00:06:37.181,00:06:40.181
Shirley Cheong: TV lingo please

00:06:51.332,00:06:54.332
Fahad Malik: All up for it. I'll take the play cards on CRAZY Wahga Boarder where they do crazy military dills, showing off some fake symbolic power of Pak vs Indian Army :D
@Genesisia

00:06:54.042,00:06:57.042
Yan Naung Oak: Thanks Keng!

00:07:13.882,00:07:16.882
Shirley Cheong: Alive and mighty!

00:07:58.708,00:08:01.708
Shirley Cheong: Super exciting

00:07:59.466,00:08:02.466
Yan Naung Oak: noooo! Keng's the pro

00:08:05.466,00:08:08.466
Shirley Cheong: We've been recording for 10mins Keng

00:08:10.205,00:08:13.205
Shirley Cheong: HAHA

00:08:26.774,00:08:29.774
Yan Naung Oak: Hi Eva!

00:08:30.370,00:08:33.370
genesia alves: @fahad i'm going to find you on twitter. i have a small crew from across the border and we need to all get likeminded people together

00:08:31.263,00:08:34.263

Shirley Cheong: Hello Eva!

00:08:38.422,00:08:41.422

Shirley Cheong: Hello Karen and Wajd!

00:08:44.126,00:08:47.126

Shirley Cheong: Yo Lila!

00:08:54.349,00:08:57.349

Shirley Cheong: That's even better! WOW!

00:08:55.435,00:08:58.435

Wajd Hammad: Hey Shirley :)

00:09:01.640,00:09:04.640

Eva Constantaras: Hi Yan, Shirley, Wajd!

00:09:11.078,00:09:14.078

Fahad Malik: @genesia looking forward to it. btw, I am more active on LinkedIn

00:09:17.063,00:09:20.063

Shirley Cheong: Rick!

00:09:24.002,00:09:27.002

Rick Eyre: Howdy

00:09:30.883,00:09:33.883

Shirley Cheong: Hello Magda :)

00:09:40.102,00:09:43.102

Kuek Ser Kuang Keng: Eva, you are making me nervous!

00:09:42.344,00:09:45.344

Shirley Cheong: Is this your first time here at Beta?

00:09:45.985,00:09:48.985

genesia alves: @fahad okay... gonna go look for you

00:10:21.422,00:10:24.422

kaye yeo: Hello Shirley.

00:10:23.461,00:10:26.461

Jo Son: hi again :)

00:10:34.955,00:10:37.955

Shirley Cheong: hey Lu min!

00:10:46.440,00:10:49.440

Shirley Cheong: hello Hannah!

00:10:53.676,00:10:56.676

Eva Constantaras: Ha, Keng can't wait to learn all your secrets!

00:11:09.171,00:11:12.171

Kuek Ser Kuang Keng: Eva, you know all my secrets already!

00:11:29.196,00:11:32.196

Shirley Cheong: Hello Dede

00:11:51.380,00:11:54.380

Shirley Cheong: Hello Long Hui!

00:12:00.667,00:12:03.667

Shirley Cheong: You can download an extension for that

00:12:34.978,00:12:37.978

Shirley Cheong: One more minute and we'll start :)

00:12:40.827,00:12:43.827

Kuek Ser Kuang Keng: alright

00:12:42.832,00:12:45.832

Patricia Torres-Burd: hi Magda and Genesis!

00:13:03.341,00:13:06.341

genesis alves: Hi Patricia! Nice to see you again!

00:13:04.849,00:13:07.849

Eva Constantaras: Hi Pat!

00:13:39.913,00:13:42.913

Patricia Torres-Burd: hi Eva!

00:13:41.863,00:13:44.863

Shirley Cheong: Hey Marium!

00:13:50.804,00:13:53.804

Shirley Cheong: So are we!

00:13:56.042,00:13:59.042

Patricia Torres-Burd: Marium is back!

00:14:02.551,00:14:05.551

Fahad Malik: Marium is standing next to me :P

00:14:17.398,00:14:20.398

Shirley Cheong: All these data superstars...Killing us softly with data

00:14:19.024,00:14:22.024

genesia alves: All fans of Marium now!

00:14:26.659,00:14:29.659

Shirley Cheong: Hello Eelin

00:14:31.845,00:14:34.845

Shirley Cheong: Let's go!

00:14:35.370,00:14:38.370

Shirley Cheong: GENESIA!


00:14:39.055,00:14:42.055

Hannah Teoh: people who attend multiple sessions need a special badge 

00:14:47.545,00:14:50.545

Shirley Cheong: Working on that Hannah ;D

00:14:49.562,00:14:52.562

Marium Chaudhry: Hi guys!!!! Pat and Genesia 

00:15:00.147,00:15:03.147

Shirley Cheong: Especially for hearing this intro for the XXXX times

00:16:47.884,00:16:50.884

Shirley Cheong: Right now, it's about building a data-focused mindset for operations :)

00:17:35.665,00:17:38.665

Shirley Cheong: Share your takeaways for the wider community #splicebeta

00:17:44.243,00:17:47.243

Shirley Cheong: Shameless plugs and calls for collaboration are welcome! Please introduce

yourself in this chat.

00:17:54.270,00:17:57.270

Shirley Cheong: If Telegram is your thing, we have a group for the Beta community. :)
<https://t.me/spicebeta2020>

00:18:17.411,00:18:20.411

Shirley Cheong: You can catch all the recordings here <http://bit.ly/BetaVideoPlaylist>

00:18:24.111,00:18:27.111

Shirley Cheong: Facebook & Twitter @spicenewsroom
Instagram @spiceasia
Yes, we should keep our social handles consistent >0<

00:18:41.706,00:18:44.706

Shirley Cheong: Haikel Fahim from Telum Media
He will be sharing Covid has changed media jobs. Here are the trends we're seeing
Tomorrow at 4 PM (Singapore Time)
<https://splicebeta.com/program/haikel-fahim-telum-media-jobs-trends>

00:18:41.956,00:18:44.956

Kuek Ser Kuang Keng: my email : kuangkeng@gmail.com
feel free to reach out for any question, collaboration etc.

00:19:16.052,00:19:19.052

Shirley Cheong: Right after at 5pm Singapore time)
BYOB with Megane Chatain and Henrik Grunnet
Come with your favourite beverage and hang! (Ours is beer)
<https://splicebeta.com/program/henrik-grunnet-megane-chatain-byob-ims-media-bridge-product-demo>

00:20:15.131,00:20:18.131

Hannah Teoh: bummed i won't be able to go to BYOB tmr :/

00:20:58.317,00:21:01.317

Shirley Cheong: Hey Bilal

00:23:20.424,00:23:23.424

Shirley Cheong: Hey Yura!

00:24:09.499,00:24:12.499

Patricia Torres-Burd: hi Shirley is Membership MPP still tomorrow evening (Singapore) as well ?

00:24:12.291,00:24:15.291

Shirley Cheong: Eva is in the call too :) We have lots of Data giants in this call

00:24:13.729,00:24:16.729

Rishad Patel: Christine! Welcome :)

00:24:32.244,00:24:35.244

Christine Liehr: Hello hello! :)

00:24:33.062,00:24:36.062

Shirley Cheong: @Pat - Yes it is! You are so sharp! I was just telling the guys to mention it later :)

00:25:14.952,00:25:17.952

Patricia Torres-Burd: no worries - just wanted to make sure I had it right -

00:25:27.494,00:25:30.494

Shirley Cheong: We will mention it and share link later

00:26:43.067,00:26:46.067

Shirley Cheong: @Everyone -- Get ready your questions for Keng! Drop them in here and we'll get to them after the presentation.

00:28:45.461,00:28:48.461

Christine Liehr: Good project! :)

00:29:04.185,00:29:07.185

Rishad Patel: And such a good law.

00:29:41.098,00:29:44.098

Christine Liehr: And so true on the complaints side!

00:29:58.450,00:30:01.450

Fahad Malik: I think the width of many roads in Pakistan is 1.5 meters :P

00:30:12.483,00:30:15.483

Rishad Patel: :)

00:30:38.447,00:30:41.447

Rishad Patel: Sounds like India, Fahad :)

00:35:53.097,00:35:56.097

Rishad Patel: "Poet and handlebar" is looking like dodgy translation

00:36:04.115,00:36:07.115

Hannah Teoh: kind of a long winded question but sometimes editorial teams rely a lot on anecdotal quotes to color a story even if the data says otherwise about the hypothesis. eg if there were many cyclists riding in unsafe conditions on the roads, but 1 motorist says he/she is a safe driver and has never encountered issues with cyclists, sometimes the data and anecdotes are at odds with each other. how do you strike a balance with data-resistant (sometimes grumpy) editorial folks?

00:36:11.308,00:36:14.308

genesia alves: but a great name for a hipster pub

00:36:19.243,00:36:22.243

Rishad Patel: YES

00:37:08.121,00:37:11.121

Eva Constantaras: Here is a story about Balochistan road safety that was developed using the methodology Keng is explaining. The hypothesis was: Roads are a bigger threat to public safety than terrorists even though terrorist attacks are mostly what media covers:
<https://balochistanvoices.com/2018/02/balochistan-five-times-people-die-highway-accidents-suicide-blasts/>

00:37:55.312,00:37:58.312

Dede Ariwibowo: thanks Eva

00:38:10.239,00:38:13.239

Shirley Cheong: Thanks for sharing, Eva!

00:38:22.040,00:38:25.040

Fahad Malik: Nice report. Eva

00:44:01.328,00:44:04.328

Shirley Cheong: Hey Yaliang

00:44:25.021,00:44:28.021

Shirley Cheong: @Yaling - sorry, had to mute you :)

00:45:41.248,00:45:44.248

Shirley Cheong: Good question back to the editors

00:46:59.543,00:47:02.543

Yan Naung Oak: oh wow there's going to be a new batch for the Sigma awards coming up!
<https://twitter.com/sigmaawards/status/1306508272518791173>

00:47:25.126,00:47:28.126

Rishad Patel: I liked that last slide: conversions + content production + lifecycle of the news cycle :)

00:47:36.602,00:47:39.602

Eva Constantaras: @Keng do you have any examples of newsrooms testing the hypothesis "Investing in our data journalism output will help us grow our digital audience." (Maybe don't tell us if the hypothesis was proved false).

00:48:04.233,00:48:07.233

Yan Naung Oak: Thanks Keng!

00:48:23.674,00:48:26.674

Shirley Cheong: Thank you, Keng!

00:48:32.315,00:48:35.315

Shirley Cheong: Could you stop screen share?

00:48:59.776,00:49:02.776

Lila Shroff: Do you have any thoughts on best practices for promoting ethics in data journalism? And on the flipside, how to promote data literacy among readers?

00:50:45.044,00:50:48.044

Yan Naung Oak: Hi folks, as Keng said, our team is prototyping a new project to make it easy for folks to learn data journalism skills. Please check out Thibi Recipes <https://www.thibi.recipes/>

We'd love to get in touch with people who want to beta test, and if your newsroom wants to co-create a data journalism story with our team, we'd love to partner (for free!)

00:52:23.582,00:52:26.582

Rishad & Alan (Splice Beta): Eva -- going to you next

00:54:39.026,00:54:42.026

Shirley Cheong: Eva is with Team Thibi.

Grab the opportunity to work with them! It's a great opportunity to learn from the best and also for Team Thibi learn how they can make this product useful for the community. Win-win. :) <https://www.thibi.recipes/>

00:55:07.171,00:55:10.171

Marium Chaudhry: Great Q Eva!

00:55:08.575,00:55:11.575

Pooja Pande: Thoughts on data journalism as possible antidote to fake news/hate-fuelled misinfo? Like, where do they meet, can they meet? Former is ALL reason, logic, numbers and latter is well, anything but. Curious to know if there are any projects/ideas Keng's come across in this space? (And gotta run now, will catch this on YT. Thank you Keng & Team Splice!)

00:56:24.601,00:56:27.601

Patricia Torres-Burd: <https://katadata.co.id/>

00:56:34.130,00:56:37.130

Shirley Cheong: Thanks, Pat!

00:57:36.288,00:57:39.288

Shirley Cheong: The chat transcript will be available on our website, along with Keng's presentation. :)

<https://splicebeta.com/resources>

00:57:45.688,00:57:48.688

Patricia Torres-Burd: the other project that focuses all their work in data journalism is <https://www.hukumonline.com/> they focus on legal data for both government and legal industry consumers

00:58:36.466,00:58:39.466

Patricia Torres-Burd: Malaysiakini News Lab
<https://newslab.malaysiakini.com/en>

00:58:47.183,00:58:50.183

Yaling Jiang: How do I encourage my small newsroom to be data-driven if many of us don't have the know-how & resources to do data journalism? And do you have any recommendations for visual tools to use?

01:02:23.659,01:02:26.659

Lee Long Hui: Hi guys, I am Long Hui from Malaysiakini. I am one of the members of Kini News Lab. I just want to add on what Keng's said. The news lab didn't involved in producing commercial content as it's conflict of interest. It has been carried out by our ads department which create unique products "inspired" by the news lab's projects. XD

01:03:01.146,01:03:04.146

Shirley Cheong: Thanks for jumping in Long Hui! We need to get you guys in here next time. :)

01:04:32.009,01:04:35.009

Kuek Ser Kuang Keng: Long Hui, no worries. I've made sure I mentioned that those projects were done by your marketing department using skills/ideas from your team :)

01:04:52.079,01:04:55.079

Marium Chaudhry: Yan and Keng, how do we get you guys to teach our small newsroom how to become data journalists? :)

01:05:43.352,01:05:46.352

Kuek Ser Kuang Keng: Marium, email me at kuangkeng@gmail.com!

01:06:04.382,01:06:07.382

Shirley Cheong: @Marium -- And also sign up to beta test with Thibi Recipes :)
<https://www.thibi.recipes/>

01:06:35.871,01:06:38.871

Marium Chaudhry: Opening it up right now! Thanks Shirley and EMAILING YOU Keng! Thank you!

01:06:35.986,01:06:38.986

Rishad Patel:

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data:image/jpeg;base64,/9j/4AAQSkZJRgABAQAAAQABAAD/2wCEAAkGBxITERASEBMTFR
USFRAYFRcVGBgVGBUWGBUWGBBoXFRYHighGBomHhgVlJehJSkrLi4uFx8zODMsNygtLis
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ysrKysrK//AABEIAM0A9gMBIlgACEQEDEQH/xAAAbAAABBQEBAAAAAAAAAAQAQMEB
QYCB//EAEIQAEDAgMEBgUKBQQDAQAAAAEAAhEDIQQSMQVBUXETIjJhgZEGcqGxwSN
CUINUkrLR0tMUYoLh8AcWwvEzZKMV/8QAFQEBAQAAAAAAAAAAAAAAAAAAAH/xAAEQ
EBAQEBAAAAAAAAAAAAAAAAAAUERMf/aAAwDAQACEQMRAD8A9tw7pbJ4n3ldkhNYXsjm7
8RUDa+z6ISpS
```

01:06:51.130,01:06:54.130

Rishad Patel: Sorry that was me trying to share the owl meme :)

01:07:35.325,01:07:38.325

Hannah Teoh: Shirley who dis spam bot in the chat?

01:07:38.917,01:07:41.917

Rishad Patel: Be a Thibi Recipes beta tester! Jump in and volunteer now :)

01:07:43.231,01:07:46.231

Marium Chaudhry: OMG love this! Data and food!

01:07:45.023,01:07:48.023

Eva Constantaras: @Pooja I made the case this week for why data journalism is so important in times of political turmoil, when citizens are demanding quality information and by extension, in the absence of reliable actionable news, the vacuum will be filled with misinformation
<https://bit.ly/32A9SIIm>

01:07:48.340,01:07:51.340

Marium Chaudhry: Volunteering!

01:07:56.940,01:07:59.940

Shirley Cheong: @Hannah -- someone that I can't kick out! LOL

01:08:06.606,01:08:09.606

Kuek Ser Kuang Keng: Yaling, here's the webinars that might be helpful to get your team started
bit.ly/data-n-playlist

01:08:08.947,01:08:11.947

Shirley Cheong: Please sign up to beta test!

01:08:18.227,01:08:21.227

Yaling Jiang: I'd love to be a beta tester!

01:08:25.034,01:08:28.034

Lila Shroff: Thank you!

01:08:34.386,01:08:37.386

Jo Son: thanks..

01:08:44.039,01:08:47.039

Shirley Cheong: Haikel Fahim from Telum Media

He will be sharing the trends in media jobs since Covid

Tomorrow at 4 PM (Singapore Time)

<https://splicebeta.com/program/haikel-fahim-telum-media-jobs-trends>

01:08:54.348,01:08:57.348

Shirley Cheong: BYOB with Megane Chatain and Henrik Grunnet

Come with your favourite beverage and hang! (Ours is beer)

<https://splicebeta.com/program/henrik-grunnet-megane-chatain-byob-ims-media-bridge-product-demo>

01:08:55.552,01:08:58.552

Yan Naung Oak: Yay! Thanks guys! please feel free to email me at yan@thibi.co or go to

<https://www.thibi.recipes/> and put in your email in the box at the bottom

01:09:16.663,01:09:19.663

Shirley Cheong: And you don't want to miss this!

Ariel Zirulnick & Jessica Best from Membership Puzzle Project
Tomorrow at 9PM (Singapore time)

01:09:21.973,01:09:24.973

Marium Chaudhry: Yan, subscribed to the email updates! Does that work? Or should I email you as well

01:09:29.070,01:09:32.070

Shirley Cheong: They will be sharing how to staff a membership newsroom — skills needed, job descriptions and roles

<https://splicebeta.com/program/ariel-zirulnick-jessica-best-membership-newsroom-skills>

01:09:53.811,01:09:56.811

Shirley Cheong: Save all these to your calendar! Bring a drink :)

01:09:54.696,01:09:57.696

Eva Constantaras: @Marium if you subscribed on <https://www.thibi.recipes/> we will sign you up as a beta tester!

01:09:57.315,01:10:00.315

Patricia Torres-Burd: they will also share and talk about the new guide launched yesterday (fully interactive)!

01:10:02.264,01:10:05.264

Shirley Cheong: Fresh off the oven

01:10:04.933,01:10:07.933

Yan Naung Oak: @Marium yup that works! We'll get in touch. Thanks!

01:10:12.732,01:10:15.732

Marium Chaudhry: Super excited about the membership session!

01:10:14.650,01:10:17.650

Shirley Cheong: That's a great teaser!

01:10:28.251,01:10:31.251

Shirley Cheong: Come see the people involved in that report too

01:10:30.080,01:10:33.080

Patricia Torres-Burd: <https://membershipguide.org/>

01:10:30.612,01:10:33.612

Christine Liehr: I need to take another call. Thanks for this informative session! Loved the Berlin focus :)

01:10:37.420,01:10:40.420

Marium Chaudhry: Thanks Eva and Yan. Eva, I loved the balochistan voices story

01:10:38.106,01:10:41.106

Shirley Cheong: Thanks Pat!

01:10:43.166,01:10:46.166

Wajd Hammad: Thank you!

01:10:43.877,01:10:46.877

Shirley Cheong: Thank you, everyone!

01:10:44.811,01:10:47.811

Marium Chaudhry: Thanks guys!

01:10:49.057,01:10:52.057

Dede Ariwibowo: thanks all

01:10:49.699,01:10:52.699

kaye yeo: thank you!

01:10:50.472,01:10:53.472

Patricia Torres-Burd: bye !

01:10:59.946,01:11:02.946

Patricia Torres-Burd: Keng this was great!