

MEDIA ENGAGEMENT IN OFFICIAL STATISTICS: HOW? & WHY?

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DATA JOURNALISM, FISH AND CHICKEN EGGS: REFLECTIONS FROM THE FRONTLINE

- ▶ Dateline: 2004 – MALARIA DEATHS AND DDT
- ▶ MoH: Refused with statistics on deaths and hospital bed occupancy related to Malaria.
- ▶ MoE: Gimmicks: Tossed from one office to another on DDT usage for Malaria control and environmental effects.
- ▶ NEMA: Never responded to the questionnaire sent on DDT usage in Kenya (How much tonnage/Where it was being used?)
- ▶ KNBS: Could not comment on other ministries functions.

- ▶ WITH ALL SOURCES OF PRIMARY DATA CLOSED WHERE DO I TURN TO?

Dateline: 2010 – Good for Africa, Bad for America”: Obsolete Chemicals Dumped in Africa

MoH: No comment from Health Headquarters’ on Furadan imports

PCPB: Asked for questionnaire. They never responded after questionnaire was submitted.

KWS: No comment even on reported wildlife deaths from usage of obsolete chemicals

NEMA: No comment.

KNBS: Could not comment on other ministries functions and could not release any data

WITH ALL SOURCES OF PRIMARY DATA CLOSED WHERE DO I TURN TO?

- ▶ Dateline: 2014 – Africa Loses out on Oceans
- ▶ MoAFL: No comment Ocean resources, fisheries and ocean mining
- ▶ MOE: No Comment as well
- ▶ Only this time it was formality.
- ▶ <https://newafricanmagazine.com/4170/>



“ ENEKE THE BIRD SAYS, “MEN HAVE LEARNED TO SHOOT WITHOUT MISSING THEIR MARK AND I HAVE LEARNED TO FLY WITHOUT PERCHING ON A TWIG.

”

- CHINUA ACHEBE, *THINGS FALL APART*

When Primary Doors are locked. Secondary gates of data, open. In my case: The government was a frustration field. I had to find other sources of good and credible data to boost my stories or lose out entirely. I found perching spots where my feathers were not ruffled in UN, INGOs, Multilateral agencies, Civil Societies and others.

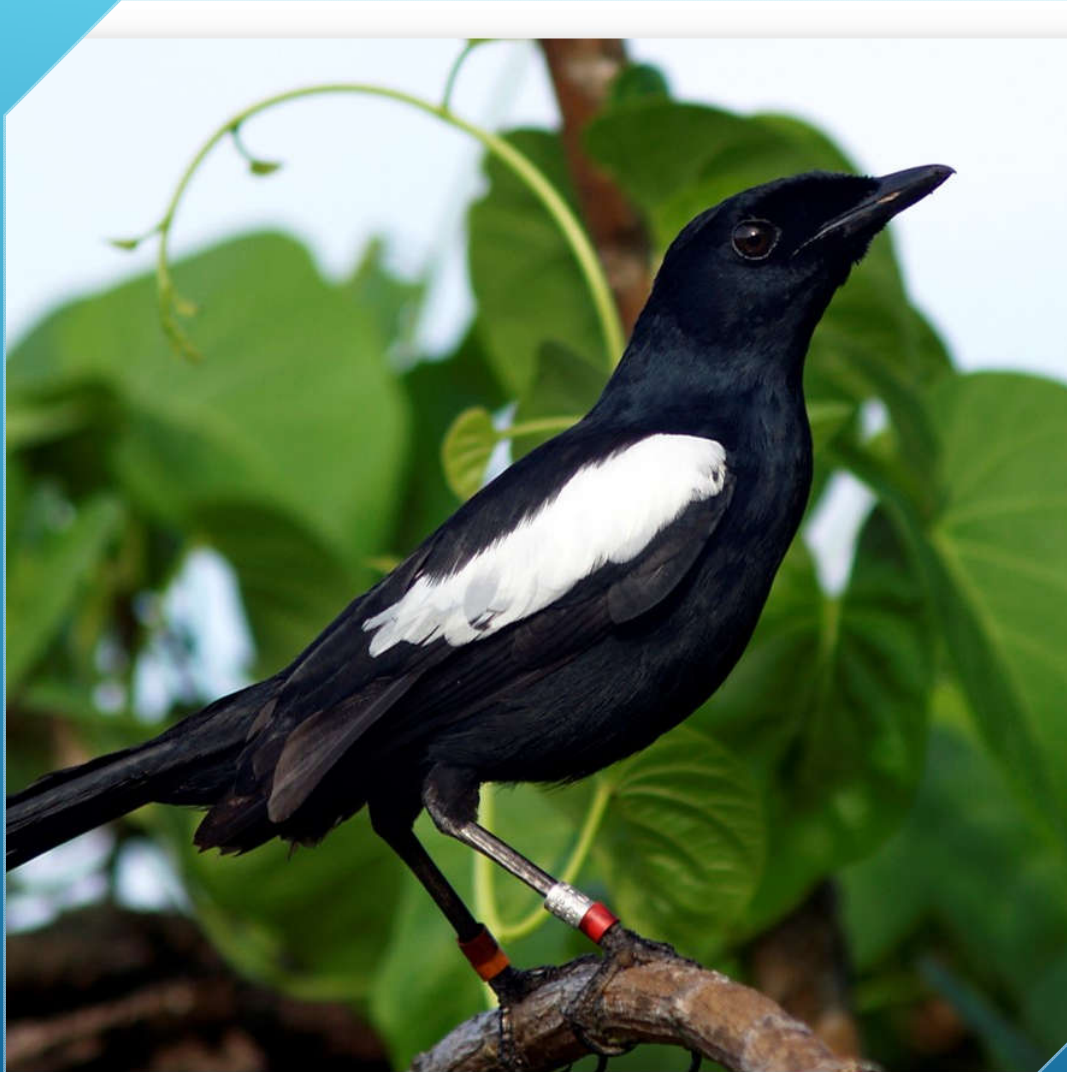
**HOW TO
LIE
WITH
STATISTICS**



BY DARRELL HUFF
PICTURES BY IRVING GEIS

The silence from government and cagey responses on statistics (data) only prove to journalists what they learnt in J-School from a fellow journalist.

“How to Lie with Statistics”



CONTROL THE NARRATIVE

Seychelles Magpie Robin: Saved by Data & A Narrative

With numbers (data and statistics) you shape and control the narrative. Silence is not golden on data.

From Experience: The data I got from secondary sources (UN, Civil Society and International Organizations) engineered and shaped the narrative in the way these organizations desired. It helped propel and elevate their ideas.

Back to the Chicken and fish eggs story.



THANK YOU