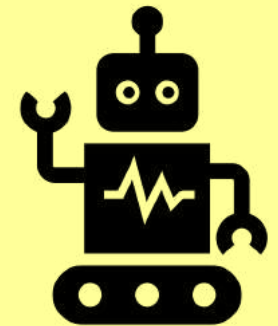


Beta or Deadline?

Why Developers
and Journalists
Need Each Other



Andreas Marckmann Andreassen

- Fellow at University of Southern Denmark
- Book on automation printed in 20,000+ copies in Denmark
- Digital Editor and Head of News, Fagbladet Journalisten

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A survival guide for automation

- How will automation change journalism?
- What competences do we need?
- A new ethical charter for automated journalism.
- How journalists and developers can work together.
- How to make an automation strategy.



>Data literacy in 3 levels

- LEVEL 1:

What is automation?

- LEVEL 2

How can I use algorithms and data in my job?

- LEVEL 3

How can I code my own algorithms using data?

”It is all about the team. You need a division of labour. Everyone needs to be familiar with algorithms, but only smaller subsets need to be able to use them.”

James Hamilton, *Hearst Professor of Communication and Director of the Journalism Program at Stanford University*

43 %

we need to recruit new people
with new competences

”In the tech world, the idea of the **permanent beta** rules. Your product never has to be finished, you can always update it.”

*Aske Kammer, Director of Center for Media & Innovation,
Danish School of Media and Journalism*

> Different Cultures

- Beta vs Deadline
- Push vs Pull
- Agile
- Psychological Safety

” Journalists do not have to code.

But **we need people** in the newsroom
who can!

Thank you!

Feel free to reach out:

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