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| <b>Deliverable No and name</b>    | D2.5 Resource List for Journalists                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
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| <b>Publicity level</b>            | Public                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Short description</b>          | D2.5 is a curated resource list designed to support journalists and media managers in navigating tools, methodologies, courses, and communities related to data-driven journalism. Organised across nine thematic categories and covering 43 resources, the document is intended as a practical guide for European media professionals at all levels. It is available in all seven CARL project languages: English, French, Czech, Slovak, Spanish, Finnish, and Polish.            |
| <b>EU funding acknowledgement</b> | Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Education and Culture Executive Agency (EACEA). Neither the European Union nor the granting authority can be held responsible for them.                                                                                                                                                                |
| <b>D2.5 as part of WP2</b>        | This deliverable presents the resource list developed under Work Package 2 — Knowledge Scaling: Materials and Guidelines for Data-Driven Media Professionals. It compiles curated external tools, methods, and references to complement the other WP2 outputs (D2.1 to D2.4) and support media professionals in navigating the broader landscape of data-driven journalism. As lead beneficiary of D2.5, Louie Media coordinated contributions from all CARL partner organisations. |
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# Resource List for Journalists

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## Introduction

This resource list has been compiled as part of the CARL project (Content Analysis and Research Lab), funded by the European Union under Grant Agreement No. 101180139. It is delivered as D2.5 under Work Package 2 — Knowledge Scaling: Materials and Guidelines for Data-Driven Media Professionals — which focuses on building capacity and providing practical guidance for data-driven media professionals across Europe.

The document is intended for journalists, editors, and media managers who want to develop a more data-informed approach to their work — whether through better understanding of audience behaviour, more rigorous use of open data, more effective data visualisation, or the thoughtful integration of AI tools into editorial workflows.

Resources have been selected and described by Louie Media with contributions from CARL partner organisations: SME (Slovakia), Prensa Ibérica (Spain), and Karjalainen (Finland). They are organised into nine thematic categories and are marked with a level indicator (Beginner / Intermediate / Advanced / All levels) to help readers identify the resources most relevant to their current experience.

This list is not exhaustive. It reflects the tools and references that CARL partners have found most valuable in their own newsroom contexts, supplemented by a selection of widely recognised external resources. We encourage readers to explore, adapt, and share these resources with their teams.

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## 1. Audience Analytics & Metrics

Tools in this section help journalists and media managers understand how audiences find, consume, and engage with their content. They range from real-time traffic dashboards to behavioural analytics and are relevant to both editorial and strategic decision-making.

### Chartbeat

**Category:** *[Audience metrics | Headline testing]* | **Level:** *[Beginner to intermediate]*

**Link:** <https://chartbeat.com/>

Chartbeat is a real-time audience analytics platform widely used in newsrooms. It allows editorial teams to monitor live traffic, test headlines and images through A/B testing, and identify which content performs best with readers. Particularly useful for digital editors and heads of audience who want to make faster, evidence-based editorial decisions.

### Deep.bi

**Category:** *[Audience metrics | Dashboard | Newsroom analytics]* | **Level:** *[Advanced]*

**Link:** <https://www.deep.bi/>

Deep.bi is an adaptable data ingestion and visualisation tool designed for media companies. It enables newsrooms to build custom dashboards, including real-time views of article performance across platforms, and to integrate multiple data sources into a single interface. Best suited for teams with existing analytics infrastructure looking to consolidate and customise their data view.

### Microsoft Clarity

**Category:** *[Audience behaviour | UX analytics]* | **Level:** *[Intermediate to advanced]*

**Link:** <https://clarity.microsoft.com/>

Microsoft Clarity is a free behavioural analytics tool that generates heatmaps and session recordings to show how users interact with a website. It helps editorial and product teams evaluate page design, identify



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friction points in the user experience, and make layout decisions based on observed behaviour rather than assumptions. A low-cost option for teams beginning to work with UX data.

### **Ausha PSO (Podcast Search Optimization)**

**Category:** *[Podcast distribution | Audience discovery | Audio SEO]* | **Level:** *[Beginner to intermediate]*

**Link:** <https://www.ausha.co/podcast-search-optimization-pso-boost-your-podcast-seo-visibility/>

PSO (Podcast Search Optimization) is a discipline developed by Ausha to improve a podcast's visibility in listening platform search results. Ausha's PSO Control Panel provides podcast producers and publishers with tools to build and manage a PSO strategy, covering title optimisation, keyword targeting, and platform-specific ranking factors. Relevant for any newsroom or media organisation producing audio content.

### **| Taboola Newsroom**

**Category:** *[Content Analytics | Google Discover | Editorial Optimization]* | **Level:** *[Intermediate | Advanced]*

**Link:** <https://www.taboola.com/newsroom>

Taboola Newsroom is used by the Tułódź.pl newsroom to monitor the performance of published articles and analyze their potential in content discovery channels, particularly Google Discover. The platform provides data on page views, traffic growth, audience engagement, and the predicted performance of individual articles. This enables editors to quickly identify content that is gaining momentum and decide whether it should be further promoted, updated, or expanded.

The platform also supports ongoing analysis of the effectiveness of specific topics, authors, and content categories. Near real-time data helps the newsroom understand which editorial decisions contribute most to audience growth and which articles have the greatest potential to reach new readers. These insights are used to evaluate publication performance, improve editorial planning, and optimize content for greater visibility in Google Discover and other traffic channels.

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## **2. Data Sources & Open Data**

Finding reliable data is one of the core challenges in data journalism. This section lists trusted repositories, databases, and monitoring tools that journalists can use to identify, access, and verify datasets for editorial purposes.

### **Spanish Government Open Data Portal (datos.gob.es)**

**Category:** *[Open data | Data sources | Spain]* | **Level:** *[All levels]*

**Link:** <https://datos.gob.es/es/>

The Spanish government's centralised open data portal aggregates publicly relevant datasets from national and regional institutions. It covers a wide range of topics including demographics, economics, health, and transport, and makes data freely available for reuse by individuals and organisations. A key starting point for journalists working on stories involving Spanish public data.

### **| The GDELT Project**

**Category:** *[Media monitoring | Global data | Investigative journalism]* | **Level:** *[Advanced]*

**Link:** <https://www.gdeltproject.org/>

The GDELT Project monitors media publications worldwide, analysing content in over 100 languages and extracting entities such as people, organisations, locations, and themes. It provides one of the most comprehensive real-time databases of global news coverage, enabling journalists to track how topics evolve across countries and cultures over time. Particularly valuable for investigative and international reporters.

### **| Our World in Data**

**Category:** *[Data sources | Global statistics | Research]* | **Level:** *[All levels]*



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**Link:** <https://ourworldindata.org/>

Our World in Data is a free, open-access resource that publishes research and data on global issues including health, inequality, education, climate change, and conflict. All datasets are sourced from verified institutions and are accompanied by detailed methodology notes. A reliable starting point for journalists working on long-form or data-driven stories on societal topics.

## **Eurostat**

**Category:** *[Open data | EU statistics | Data sources]* | **Level:** *[All levels]*

**Link:** <https://ec.europa.eu/eurostat/>

Eurostat is the statistical office of the European Union, providing official statistics on EU member states across a wide range of topics. Its data portal offers downloadable datasets, interactive charts, and thematic publications. An essential reference for any journalist covering European affairs, policy, or cross-country comparisons.

## **Google Dataset Search**

**Category:** *[Data discovery | Open data]* | **Level:** *[All levels]*

**Link:** <https://datasetsearch.research.google.com/>

Google Dataset Search is a specialised search engine that indexes publicly available datasets from repositories, government portals, and research institutions. It allows journalists to quickly locate data on almost any topic without needing to know in advance where the data might be held. A practical first step in any data journalism research process.

## **OpenDataSoft**

**Category:** *[Open data | European data | Data sources]* | **Level:** *[All levels]*

**Link:** <https://www.opendatasoft.com/>

OpenDataSoft is a platform used by governments, public institutions, and organisations across Europe to publish and share open data. Its public data network provides access to thousands of datasets on topics ranging from transport and environment to culture and public administration. Useful for journalists covering local and national public affairs in multiple European countries.

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## **3. Data Analysis Tools & Methods**

This section covers tools and learning resources for working with data: cleaning, structuring, querying, and analysing datasets. Resources range from accessible entry points to more advanced technical approaches.

### **Google Sheets – Data Analysis Features**

**Category:** *[Data analysis | Spreadsheets]* | **Level:** *[Beginner]*

**Link:** <https://support.google.com/docs/table/25273>

Google Sheets is a free, browser-based spreadsheet tool widely available to journalists and newsrooms. Beyond basic calculations, it supports pivot tables, filters, conditional formatting, and formula-based analysis that cover most everyday data journalism needs. An ideal starting point for journalists with no prior data analysis experience who want to work with structured data.

### **OpenRefine**

**Category:** *[Data cleaning | Data preparation]* | **Level:** *[Beginner to intermediate]*

**Link:** <https://openrefine.org/>

OpenRefine is a free, open-source tool for cleaning and transforming messy datasets. It allows journalists to identify inconsistencies, standardise formats, reconcile entities, and reshape data structures without writing code. Particularly useful when working with data exported from government portals or scraped from websites, where quality and consistency are often low.

### **R for Journalists – Online Course (learn.r-journalism.com)**

**Category:** *[Data analysis | Programming | Training]* | **Level:** *[Intermediate to advanced]*

**Link:** <https://learn.r-journalism.com/en/introduction/>



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This free online course teaches journalists how to use the R programming language for data analysis and reporting. It covers data import, cleaning, visualisation, and basic statistical analysis through journalism-specific examples and exercises. Designed for reporters who need to work with large or complex datasets and want to move beyond spreadsheet tools.

### | Discover Snoop

**Category:** *[Google Discover | Topic Monitoring | Competitive Analysis]* | **Level:** *[Intermediate | Advanced]*

**Link:** <https://discoversnoop.com/>

Discover Snoop is primarily used by the Tułódź.pl newsroom to identify topics with strong potential for Google Discover. Editors monitor articles published by other news websites that have already been featured in Google Discover. If a particular topic, headline style, or editorial approach performs well for other publishers, it is treated as an indication that a similar story may also perform well when covered from Tułódź.pl's own local perspective.

In everyday editorial work, Discover Snoop helps the newsroom identify promising topics more quickly, monitor competitors, and analyze emerging content trends. It provides valuable insights into the types of stories currently being promoted by Google Discover, supporting editorial planning and topic selection. While it does not replace editorial judgment, it helps prioritize stories with a higher probability of reaching a wider audience through Google's content recommendation system.

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## 4. Data Visualisation

Visualising data effectively is a key skill for journalists and media managers communicating findings to audiences. This section includes tools for creating charts and interactive graphics, as well as frameworks for choosing the right type of visualisation for a given story.

### | Flourish (with LLM integration)

**Category:** *[Data visualisation | AI-assisted workflows]* | **Level:** *[Beginner to intermediate]*

**Link:** <https://flourish.studio/>

Flourish is a browser-based data visualisation tool that enables journalists to create interactive charts, maps, and graphics without coding. When combined with AI tools such as Claude or Gemini, it becomes even more powerful: the AI can fetch, format, and structure data directly for use in Flourish templates, significantly speeding up the production process. Suitable for journalists and graphic editors at all skill levels.

### | FT Visual Vocabulary

**Category:** *[Data visualisation | Chart selection | Reference]* | **Level:** *[All levels]*

**Link:** <https://ft-interactive.github.io/visual-vocabulary/>

Developed by the Financial Times, this interactive guide helps journalists and editors choose the right type of chart for their data story. It starts from the type of relationship in the data — comparison, distribution, correlation, etc. — and suggests appropriate visualisation formats with explanations of when and how to use each. An essential reference tool for anyone communicating data to audiences.

### | Datawrapper

**Category:** *[Data visualisation | Publishing]* | **Level:** *[Beginner]*

**Link:** <https://www.datawrapper.de/>

Datawrapper is a free, widely used tool for creating publication-ready charts, maps, and tables directly from data files or copy-pasted data. It requires no coding knowledge and produces clean, responsive visualisations that can be embedded in any digital publication. Used by major newsrooms across Europe and beyond, it is one of the most accessible entry points into data journalism production.



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## RAWGraphs

**Category:** *[Data visualisation | Advanced chart types]* | **Level:** *[Beginner to intermediate]*

**Link:** <https://www.rawgraphs.io/>

RAWGraphs is a free, open-source visualisation tool focused on less common chart types — such as alluvial diagrams, beeswarms, and treemaps — that are not available in most standard tools. It is particularly useful for journalists exploring complex relationships within datasets and looking for more expressive ways to represent their findings. No coding required.

## Observable

**Category:** *[Data visualisation | Interactive graphics | Programming]* | **Level:** *[Advanced]*

**Link:** <https://observablehq.com/>

Observable is a web-based platform for creating interactive data notebooks and visualisations using JavaScript. It is aimed at more technically confident journalists and data teams who want full control over their visualisations and analysis. Observable notebooks are shareable and can be used both for editorial exploration and for publishing interactive graphics.

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## 5. AI-Assisted Workflows

AI tools are increasingly present in newsrooms, supporting tasks from research and interview preparation to content summarisation and data formatting. This section presents tools that journalists and editorial managers can use to enhance their workflows without requiring technical expertise.

### Microsoft Copilot

**Category:** *[AI tools | Editorial workflows | Content production]* | **Level:** *[Beginner]*

**Link:** <https://copilot.microsoft.com/>

Microsoft Copilot is an AI assistant integrated into Microsoft 365 tools. Journalists use it to generate interview question ideas, identify new angles on stories, draft summaries of long documents, and create article summary boxes — for example, three-bullet-point highlights at the top of articles. When configured as a custom agent, it can automate repetitive tasks such as article summarisation during busy production periods.

### Claude (Anthropic)

**Category:** *[AI tools | Research | Data analysis | Writing]* | **Level:** *[All levels]*

**Link:** <https://claude.ai/>

Claude is an AI assistant developed by Anthropic, designed for complex reasoning, document analysis, and long-form writing tasks. Journalists can use it to analyse datasets, summarise research materials, draft or improve text, and assist with translation or multilingual work. Its ability to process long documents makes it particularly useful for investigative reporters working with large volumes of source material.

### NotebookLM (Google)

**Category:** *[AI tools | Research | Document analysis]* | **Level:** *[Beginner to intermediate]*

**Link:** <https://notebooklm.google.com/>

NotebookLM is a research tool from Google that allows users to upload multiple documents and ask questions across all of them simultaneously. Journalists can use it to work with large collections of sources — reports, transcripts, interviews — and extract relevant information quickly. It generates summaries, identifies connections between sources, and can answer specific questions with citations to the original material.

### Perplexity

**Category:** *[AI tools | Research | Fact-checking]* | **Level:** *[Beginner]*

**Link:** <https://www.perplexity.ai/>

Perplexity is an AI-powered search engine that provides cited answers to questions based on real-time web sources. Unlike standard search engines, it synthesises information from multiple sources into a



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single, readable response while showing its references. Useful for journalists conducting initial research on a topic or looking to verify facts quickly, with the ability to trace each claim back to its source.

### | ChatGPT Plus

**Category:** *[Artificial Intelligence | Writing and Editing | Productivity]* | **Level:** *[All levels]*

**Link:** <https://chatgpt.com/>

ChatGPT Plus is used by journalists at TuŁódź.pl to support a wide range of everyday editorial tasks. It is primarily used to rewrite and optimize article headlines for Google Search and Google Discover, proofread texts for spelling, grammar, punctuation, and style, and prepare concise summaries based on lengthy official documents, press releases, and reports. This allows journalists to quickly identify the most relevant information and present it in a clear and accessible way. The newsroom also uses ChatGPT Plus to paraphrase texts, generate subheadings and leads, propose alternative headlines for different distribution channels, and analyze large volumes of information from multiple sources. It assists with document summaries, translations, SEO-oriented content improvements, editorial planning, and preparing social media copy. ChatGPT Plus serves as a productivity tool that accelerates repetitive editorial processes while leaving all final editorial decisions and content verification to the newsroom staff.

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## 6. Data Protection & Digital Privacy

Working with data responsibly requires an understanding of the legal and ethical frameworks that govern data collection, storage, and use. This section provides accessible resources for journalists and media managers seeking to comply with data protection regulations and protect their sources and readers.

### | GDPR Guide for Professionals – CNIL (France)

**Category:** *[Data protection | GDPR | Legal compliance]* | **Level:** *[Beginner]*

**Link:** <https://www.cnil.fr/en/gdpr-developers-guide>

The CNIL (French data protection authority) publishes practical, accessible guidance on implementing the General Data Protection Regulation (GDPR) for organisations of all sizes. Its guides cover consent, data minimisation, user rights, and compliance processes in clear language, making them useful for media organisations seeking to align their audience data practices with European law.

### | Privacy Rights Clearinghouse

**Category:** *[Digital privacy | Data rights | Reference]* | **Level:** *[Beginner]*

**Link:** <https://privacyrights.org/>

The Privacy Rights Clearinghouse is a US-based non-profit resource that publishes plain-language guides on digital privacy, data breaches, and individual rights. While focused primarily on the US context, its resources on data broker ecosystems, tracking technologies, and consumer rights provide useful background knowledge for journalists covering privacy issues or managing reader data.

### | EFF – Surveillance Self-Defense

**Category:** *[Digital security | Source protection | Investigative journalism]* | **Level:** *[Beginner to intermediate]*

**Link:** <https://ssd EFF.org/>

Surveillance Self-Defense, published by the Electronic Frontier Foundation (EFF), is a free, practical guide to protecting digital communications and sources. It covers topics such as encrypted messaging, secure browsing, password management, and threat modelling, with guides tailored to different risk profiles including journalists. An essential resource for reporters working in sensitive contexts or handling confidential sources.



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## 7. Editorial & Publishing Tools

This section covers digital tools that support editorial production workflows, from live coverage to content management. While not exclusively focused on data, these tools are widely used in newsrooms and can be combined with data-driven approaches to improve editorial efficiency.

### | Livecenter

**Category:** *[Live blogging | Editorial tools | Event coverage]* | **Level:** *[Beginner]*

**Link:** <https://livecenter.norkon.net/>

Livecenter is a platform for producing live blogs and real-time event coverage. It allows journalists to publish sequential updates quickly during breaking news events or live sports, with built-in tools for formatting, media embedding, and multi-author coordination. Simple to use and easy to set up, it is particularly effective for teams covering events where speed and clarity are essential.

### | Canva

**Category:** *[Graphic Design | Photo Editing | Social Media]* | **Level:** *[All levels]*

**Link:** <https://www.canva.com/>

Canva is a tool used by journalists at TuŁódź.pl to prepare visual content for online publications and social media. In everyday newsroom work, it is primarily used for basic photo editing, image cropping, adapting visuals to the required formats, and creating graphics to accompany news articles, event announcements, and short informational posts.

The newsroom also uses Canva to produce information boards, graphics with headlines and quotes, simple visual summaries, and content published on Facebook and other social media platforms. Custom templates help maintain a consistent visual identity across the website while significantly reducing the time needed to prepare graphics for breaking news and daily publications. Although Canva does not replace professional graphic design software, it effectively supports repetitive editorial tasks that require speed and visual consistency.

### | Marfeel

**Category:** *[Web Analytics | Content Management | Social Media]* | **Level:** *[Intermediate | Advanced]*

**Link:** <https://www.marfeel.com/>

Marfeel is the primary analytics platform used by journalists and editors at TuŁódź.pl to monitor website performance and evaluate the effectiveness of published content. It provides real-time data on article views, audience engagement, traffic sources, and the performance of individual journalists. These insights help the newsroom identify the most successful topics, evaluate editorial decisions, and plan future coverage based on audience behavior. Another important area of use is the Amplify module, which supports content distribution across social media platforms.

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## 8. Training Resources & Professional Communities

Continuing professional development is essential in a fast-evolving field. This section lists key learning resources, online courses, and professional communities where journalists and media managers can deepen their data skills and stay informed about best practices in data journalism.

### | The Data Journalism Handbook (Vol. 1 & 2)

**Category:** *[Training | Reference | Data journalism]* | **Level:** *[All levels]*

**Link:** <https://datajournalism.com/read/handbook/two>

The Data Journalism Handbook is a comprehensive, open-access reference work produced by leading practitioners in the field. It covers the full spectrum of data journalism — from finding and cleaning data to visualisation, ethics, and newsroom organisation — through essays, case studies, and practical examples.



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Available free online and an essential read for any journalist or editor looking to develop a serious understanding of data-driven reporting.

### **Knight Center for Journalism in the Americas – Online Courses**

**Category:** *[Training | MOOC | Data journalism]* | **Level:** *[All levels]*

**Link:** <https://www.journalismcourses.org/>

The Knight Center offers free and low-cost massive open online courses (MOOCs) on a wide range of journalism topics, including data journalism, digital security, investigative reporting, and multimedia storytelling. Courses are taught by experienced practitioners and are available in multiple languages including English, Spanish, French, and Portuguese. An accessible entry point for journalists seeking structured professional development.

### **Global Investigative Journalism Network (GIJN)**

**Category:** *[Professional community | Investigative journalism | Training]* | **Level:** *[Intermediate to advanced]*

**Link:** <https://gijn.org/>

GIJN is an international network supporting investigative and data journalists worldwide. Its website publishes guides, toolkits, training materials, and a regularly updated resource centre covering data journalism methods, OSINT, financial investigation, and digital security. It also organises the Global Investigative Journalism Conference and maintains a directory of investigative journalism organisations. A key professional community for journalists working with data.

### **Sigma Awards**

**Category:** *[Reference | Data journalism | Best practices]* | **Level:** *[All levels]*

**Link:** <https://sigmaawards.org/>

The Sigma Awards recognise the best data journalism projects produced globally each year. The awards site publishes detailed descriptions and links to winning and nominated projects, providing an annual overview of the state of the art in data-driven reporting. A useful resource for editorial teams seeking inspiration, benchmarking their own work, or staying informed about emerging formats and methods.

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## **9. CARL Project Deliverables**

The following resources are the official outputs of the CARL project (Grant Agreement No. 101180139). They form an integrated suite of tools and materials designed to support media professionals in developing data literacy and implementing data-driven practices in their organisations. All are freely accessible at [dataforcreators.com](https://dataforcreators.com).

### **D2.1 – Digital Whitepaper on Data Analytics in Media**

**Category:** *[CARL project output]* | **Level:** *[All levels]*

**Link:** <https://dataforcreators.com/library/digital-whitepaper-on-data-analytics-in-media/>

The CARL Digital Whitepaper provides the theoretical and strategic foundation for the project. It maps the current landscape of data analytics in European newsrooms, identifies key challenges and opportunities, and outlines a framework for data-driven transformation. Aimed at media managers and editorial leaders seeking a comprehensive overview of the field.

### **D2.2 – E-Learning Course for Media Professionals**

**Category:** *[CARL project output | Training]* | **Level:** *[All levels]*

**Link:** <https://dataforcreators.com/learning/>

A free, self-paced online course structured around four progressive modules — from Data Aware to Insights Driven. Each of the twenty lessons combines explanatory content, editorial examples and hands-on activities. Suitable for journalists and media professionals at all levels, with no prior data experience required.

### **D2.3 – Data Maturity Framework & Self-Assessment Test**

**Category:** *[CARL project output | Self-assessment]* | **Level:** *[All levels]*



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**Link:** <https://dataforcreators.com/maturity-test/>

An interactive self-assessment tool that helps newsrooms evaluate their current level of data maturity across five dimensions. The results provide a personalised roadmap for progression and direct users toward the most relevant learning resources. Designed for editorial teams and media managers.

## **D2.4 – Case Studies: Data-Driven Transformation in Media Organisations**

**Category:** *[CARL project output | Case studies]* | **Level:** *[All levels]*

**Link:** <https://dataforcreators.com/library/case-studies-data-driven-transformation-in-media-organisations/>

A collection of 20 real-world editorial case studies from CARL partner newsrooms across six European countries. Each case study illustrates how a media organisation has used data to improve audience understanding, content strategy, or operational efficiency. A practical reference for editors and managers looking for concrete examples of data-driven journalism.

### **Case study: Using Data Analysis to Enhance Political Reporting**

**Category:** *[CARL project output | Investigative data journalism]* | **Level:** *[Intermediate]*

**Link:** <https://dataforcreators.com/library/using-data-analysis-and-data-journalism-to-enhance-political-reporting/>

This case study examines how Czech journalists used data analysis to track politicians' social media behaviour and coverage patterns. It illustrates practical methods for incorporating data into political reporting workflows and demonstrates the editorial value of structured data collection.

### **Case study: How Czech Daily E15 Boosted Its Market Position with a Data-Driven Content Strategy**

**Category:** *[CARL project output | Content strategy]* | **Level:** *[Intermediate]*

**Link:** <https://dataforcreators.com/library/how-czech-daily-e15-boosted-its-market-position-with-a-data-driven-content-strategy/>

This case study documents the data-driven editorial transformation of Czech daily E15, from audience analytics to content planning. It provides a replicable model for newsrooms looking to use data to sharpen their editorial positioning and grow their digital audience.

### **Leaflet #1 – How Newsrooms Use Data in Europe**

**Category:** *[CARL project output | Overview]* | **Level:** *[All levels]*

**Link:** <https://dataforcreators.com/library/how-newsrooms-use-data-in-europe-to-focus-on-reporting/>

A concise overview of how European newsrooms are currently integrating data into their editorial workflows. Based on findings from CARL partner organisations, this leaflet highlights key trends, common challenges, and emerging good practices across different media markets.

### **Leaflet #2 – Cracking the Gen Z Code: Communicating with the Next Generation**

**Category:** *[CARL project output | Audience strategy]* | **Level:** *[All levels]*

**Link:** <https://dataforcreators.com/library/leaflet-2-cracking-the-gen-z-code-communicating-with-the-next-generation/>

This leaflet explores how data can help newsrooms better understand and reach younger audiences. It presents audience analytics approaches, platform-specific insights, and editorial strategies used by CARL partners to engage Gen Z readers and listeners.

### **Leaflet #3 – Video Podcasts: How European Media Are Adapting Their Formats**

**Category:** *[CARL project output | Distribution & formats]* | **Level:** *[All levels]*

**Link:** <https://dataforcreators.com/library/leaflet-3-video-podcasts-how-european-media-are-adapting-their-formats-to-every-platform/>

An overview of how European media organisations are developing video podcast formats and adapting content distribution across platforms. Includes data-backed insights on audience behaviour, format performance, and platform strategies drawn from CARL partner experience.

### **CARL Newsletter #1 – Introduction & SME.sk's Data Journey**

**Category:** *[CARL project output | Newsletter]* | **Level:** *[All levels]*

**Link:** <https://dataforcreators.com/library/carl-newsletter-1-introduction-sme-sk-s-data-journey/>



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The first CARL newsletter introduces the project and shares the data journey of SME.sk, a leading Slovak news platform. It covers how the editorial team began integrating audience data into daily decision-making and the lessons learned along the way.

### **CARL Newsletter #2 – Introducing Karjalainen**

**Category:** *[CARL project output | Newsletter]* | **Level:** *[All levels]*

**Link:** <https://dataforcreators.com/library/carl-newsletter-2-introducing-karjalainen-and-their-carl-journey/>

Newsletter #2 presents Karjalainen, a Finnish regional newspaper, and its experience engaging with the CARL project. It describes the newsroom's starting point, their approach to data adoption, and the tools and practices they have found most valuable.

### **CARL Newsletter #3 – Introducing Louie Media**

**Category:** *[CARL project output | Newsletter]* | **Level:** *[All levels]*

**Link:** <https://dataforcreators.com/library/carl-newsletter-3-introducing-louie-media/>

Newsletter #3 presents Louie Media, a Paris-based narrative podcast studio and the first feminist podcast studio in France. It explores how a narrative audio company approaches audience data and the specificities of analytics in the podcast sector.

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