

# Research in Journalism for Policymaking

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What is journalism?

What is research?

Journalism and research have different research methods, but have core functions like observation, investigation and deliberation that can fit into both these disciplines. Moreover, they can add dynamism to research and reduce academic gate keeping.- ANDREA MONCADA, *Journalism as research*

Journalism and research have different roles and target audiences but in the long run, they both have common goals.

- To inform/educate with accuracy.
- Cause change, where applicable.

The processes of information gathering are also very similar whether it is via field work, observations or the analysis of specimens in labs for researchers, or through interviews, photography, observations and legwork for journalists. Each side is relating with the public to gather their raw materials and engaging with this same public to consume their finished products.

Each side is thinking of what addition they can make to the body of knowledge with their work.

# Journalism, the middle man between researchers and the public



What do researchers do with their work beyond the academic cycle?

What can journalists do with research work?

# Humanising research through journalism for policy change

- A good human angle story has people at its core. This is because the story makes it easily relatable to the audience because they can see themselves or someone they know in the story or may be even familiar with the story and are able to see how it could be about them or a loved one.
- A good human story should provoke emotions. According to researchers at Cardiff University, "The benefit of telling a story like this is so the reader can relate to it in an emotional way."
- People are always interested in people. It is simply human nature. As a good journalist it is important to know how stories affect people and be able to use this knowledge in your reporting to RAISE AWARENESS, POINT PEOPLE IN THE RIGHT DIRECTION FOR GUIDANCE/HELP WHILE KEEPING THEM ENGAGED WITH THE ISSUE.
- The 5 Ws and H, also apply as well as the 'So What'/'currency'.

# Steps to reporting

Liasing with researchers

Knowing where to look for ideas from research

Stakeholder mapping

Organising your story

Elements for your story

Following up

Making a 'stale' story fresh



# Let's talk about the stories!



You talk, I talk and we all  
decide!



