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Data journalism as a strategy for media development in a digital economy

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In 2010s digital data become strategic sources in many spheres, concerning the scope of the media in particular. Big data appears in many integral strategic projects all over the world (e.g. The Digital Single Market - a part of the Digital Agenda for Europe 2020 program of the EU, an initiative of Europe 2020 proposed strategy [2], a Russian Government strategy program to create conditions for the country's transition to a digital economy 2017-2025 [1]).

These achievements of modern strategic governance open up new horizons for journalism. These processes in the governmental sphere continue and strengthen the revolution in computer technology, computerization and digitalization which already have created unprecedented opportunities for the use of digital data in media. Today the Internet, media convergence, cloud technologies, the rapid development of mobile devices and software also alter journalism practices.

Last years big and open data as strategic sources create a new communication scheme in all spheres and for governments, media, journalists (and audience as prosumers). Since the late 2000s, the active introduction of these digital formats as the basis for media content has contributed to the emergence of a new direction - data journalism. Originally the term used to refer to structured, machine-readable data used in journalism along with traditional text [5]. Since the beginning of 2010s, the phenomenon has been recognized by the scientific community, but the generally accepted definition of data journalism has not yet been developed; researchers note that it consists of a combination of competences of several professions and skills [3], combines data analysis, spreadsheets, graphs and significant news stories [6].

In the scientific literature data journalism practices both in Russia and abroad are not sufficiently systematized. Existing researches are located at the crossroads of various scientific disciplines and concepts and are multidisciplinary. The base for the study of big and open data and data journalism are works of E. Appelgren (2014, 2017), J. Gray (2013), S. Cohen (2011), A. Hermida and M.L. Young (2017), M. Lorenz (2013), W. Loosen et al (2017), C. Nippard (2011), S. Parasie and E. Dagiral (2012), S. Rogers (2011, 2013), etc.

In Russia data journalism might be seen as a part of a new governmental digital economy strategy. In all economic spheres and society digital data would be a key factor. It is a necessary condition for increasing the country's competitiveness, the quality of life of citizens, economic growth and national sovereignty. In this economy communication infrastructures and networking provide a global integrative platform over which people can communicate, collaborate, interact and devise strategies. Data journalism might be an effective mediator between citizens and authorities, business and science. It is a strategic source because it involves four key audiences (state, business, science and public) in communication.

Due to this, the audience receives an opportunity to familiarize themselves with data to verify the results of actions of the journalists, and become more confident in the activities of the team working on such projects. Along with the spread of information, data journalism in democratic states is intended to provide a kind of control, publishing data references along with articles and data visualizations. From this point of view, data journalism builds a new generation of civil infrastructure from the code of the public databases. Such code can include

open sources, tools for journalistic research, open databases of past elections, or, for example, applications to find nearby day care center. Data journalism projects embody the principles on which the Internet is built, it strengthen the relationship between journalists and civil society. Data and code-free treatment in social media and mobile applications push the boundaries of digital democracy and digital economy as well.

Data journalism is an important tool of modern strategic communication, because publications are usually characterized by a high level of interactivity. Even the quick turnaround, generally visualized "brief form of data journalism" - the term proposed by E. Borges-Rey [4: 841] - which is created daily and mostly by one specialist, differs from the usual journalistic practices by increased interactivity. Our study of "brief" data journalism form in the leading foreign press (480 publications in The Guardian and The New York Times selected by simple random sampling - 60 per year, 2014-2017), relied on R. Schulmeister's classification of interactivity [7] confirms it. It reveals new complex forms of content involving the audience in communication.

Thus, government support for the development of the digital economy in Russia determines the obligatory interaction between the authorities, business, science and the public. Media might be an indispensable element of the communication space of the digital economy to ensure the interactive interaction of all clusters and all groups. Data journalism is the optimal tool for implementing these strategies.

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