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DATA-DRIVEN STORYTELLING AS AN ANALYSIS TOOL IN ECONOMIC JOURNALISM

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This article is dedicated to the analysis of the use of data and sociological information in economic journalism, with an emphasis on the mechanisms for forming narratives within data-driven storytelling. It examines how the combination of sociological research, statistics, and visualisations influences the creation of economic content and contributes to a deeper understanding of social processes. The article explores ways to transform complex data sets into journalistic stories accessible to a wide audience through contextualisation, interpretation, and the integration of human experiences. It also clarifies the role of sociological analysis in modern media and defines data-driven storytelling as a cognitive tool that allows for the combination of empirical facts with narrative techniques to create evidence-based and socially significant material.

Keywords: data-driven storytelling, data interpretation, data journalism, narrative, sociology, human stories, storytelling.

Statement of the Problem. In the 21st century, journalism is undergoing a profound transformation, driven by the rapid development of digital technologies, expanded access to data sets, and a growing public demand for analytical, evidence-based material. These changes are particularly evident in economic journalism, which increasingly combines traditional forms of presentation with sociological analysis, statistical argumentation, and data visualisation.

In modern media, data is no longer just illustrative material: it becomes the foundation for forming the journalistic story, determining the logic of the presentation, the structure of the problem, and the method of interpreting social processes. This is why the importance of data-driven storytelling is growing an approach where data is transformed into narratives capable of explaining social patterns through human experiences.

In the context of the war in which the Ukrainian media landscape currently operates, the role of data and sociological methods becomes even more significant. Economic journalists are forced to work with unstable markets, inconsistent statistical series, the results of numerous sociological surveys, as well as information about the behavior of

businesses and households during a crisis period. In such conditions, data helps to identify trends, confirm or refute public perceptions, and create materials that form an objective vision of the situation. At the same time, combining data with storytelling provides an empathetic dimension to journalistic materials: figures 'come alive' in people's testimonies, allowing for a better understanding of the social consequences of economic processes.

The aim of the article is to define the role of data-driven storytelling as an analysis tool in economic journalism and to clarify the mechanisms for integrating sociological methods into the journalistic narrative.

Theoretical Foundations of the Research. The theoretical foundations of the research are based on modern approaches to the use of data in journalism and social sciences. Starting with A. Howard's work 'The Art and Science of Data-Driven Journalism'¹ which is one of the fundamental works that outlined the conceptual framework of data journalism in the early 2010s, to publications by contemporary researchers who argue that data journalism goes beyond merely collecting figures and involves interpreting data within a broader social and economic context, building cause-and-effect relationships, and analytically comprehending information.

H. Gans emphasises the convergence of journalism and sociology, stating that modern journalists increasingly use surveys, statistical methods, and trend analysis, which makes journalism a tool for social cognition².

An important contribution to the understanding of data-based narratives was made by researcher Cole Nussbaumer Knaflc (Storytelling with Data)³, who argues that data gains persuasiveness only when presented in the form of a thoughtful visual and textual narrative focused on audience perception. Her approach reinforces the concept of data-driven storytelling as a way to transform complex statistics into accessible and meaningful stories.

Drawing on the research by Cole Nussbaumer Knaflc, the authors of the publication 'Data-driven Storytelling to Support Decision Making in Crisis Settings: A Case Study'⁴ indicate that a good visual story should combine: a logical structure (plot), a focus on key insights, minimalism and clean graphics, and explanatory texts. The article presents an empirical case study in which the authors explore how applying the principles of data-driven storytelling in data visualisation can improve decision-making in crisis settings specifically, during the COVID-19 pandemic. The focus is on real government software that monitored citizens' isolation and passes during quarantine. The authors emphasise that during the rapid development of the system (unstable requirements, tight deadlines), the visual and narrative aspects were neglected. This case study, therefore, allowed for

¹ Howard, A. B. (2014), *The Art and Science of Data-Driven Journalism*, Tow Center for Digital Journalism, Columbia University, New York. URL: <https://academiccommons.columbia.edu/doi/10.7916/D8Q531V1> (accessed 5 September 2025).

² Gans, H. J. (2018), «Sociology and Journalism: A Comparative Analysis», *Contemporary Sociology: A Journal of Reviews*, vol. 47, no. 1, pp. 3-10. <https://doi.org/10.1177/0094306117744794> (accessed 7 September 2025).

³ Knaflc, C. (2021), *Storytelling danych: A Guide to Data Visualization for Professionals*, trans. from English by K. Krzyżanowski, Onepress, Gliwice, 272 p.

⁴ Lezcano Airdi, A., Diaz-Pace, J.A. & Irrazábal, E. (2021), «Data-driven Storytelling to Support Decision Making in Crisis Settings: A Case Study», *JUCS – Journal of Universal Computer Science*, vol. 27, no. 10, pp. 1046-1068. <https://doi.org/10.3897/jucs.66714> (accessed 9 November 2025).

an assessment of how the implementation of best visualisation practices is capable of improving the understanding of information.

Methodological Framework. The methodological framework of the article is based on a combination of qualitative and analytical methods, which corresponds to the nature of the phenomenon under study the transformation of data into journalistic narratives. Firstly, a content analysis of economic journalism materials that use sociological indicators, statistics, or survey data was applied.

The case study method was also used, allowing for a detailed examination of selected journal and online publications (including materials from the Pulitzer Center, LB.ua, 'Slidstvo.Info,' etc.).

Particular attention was paid to the mechanism of constructing journalistic stories through the sequence: 'figure → context → human experience → consequence'. This made it possible to trace how sociological data acquires an emotional and explanatory function. The method of comparative analysis was applied to compare different models of data usage in Ukrainian and international economic media. This allowed for the determination that Ukrainian journalists are significantly more active in incorporating sociology into their materials during wartime, as data becomes a key tool for trust and justification.

Presentation of the Main Material of the Research. The methodological arsenal of contemporary journalism is actively expanding through the use of data as a foundation for creating persuasive and evidence-based stories. Today, journalists increasingly combine analytical approaches with tools from sociology, economics, statistics, and digital analytics in order to explain social processes through the language of numbers and narratives.

This tendency is particularly evident in economic journalism, which extends far beyond dry indicators and official reports. Data-driven storytelling enables journalists not merely to operate with data, but to build narratives around it by demonstrating how economic trends affect people, businesses, and communities. For example, figures from sociological surveys on living standards, inequality, or the labor market often serve as the starting point for journalistic materials in which data comes to life through concrete human experiences.

The study by Alexander Benjamin Howard 'The Art and Science of Data-Driven Journalism'⁵ is one of the foundational works that outlined the conceptual framework of data journalism in the early 2010s. Howard emphasised that the use of data in journalism should not be based on the mechanical collection of numbers, but on their conscious application for identifying patterns, verifying facts, and constructing well-grounded conclusions.

He stressed that journalists must interpret data within a broader context, combining analytics, visualisation, and explanatory narrative. Howard also described in detail how newsrooms can organise their work with data, which competencies are considered essential, and which practices of leading media organisations have become benchmarks for the field.

He further emphasised that high-quality data journalism is possible only under conditions of source transparency, responsible analysis, and interdisciplinary collaboration. At the same time, the contemporary development of data journalism and new technologies provides grounds to argue that data today 'comes alive' through specific human experiences, transforming into stories that allow for a deeper understanding of social processes.

⁵ Howard, A. B. (2014), *The Art and Science of Data-Driven Journalism*, Tow Center for Digital Journalism, Columbia University, New York.

In Ukrainian journalism, this integration became particularly noticeable after 2014 and gained new momentum during the period of the full-scale war. Economic journalists are increasingly using large volumes of open data, the results of sociological research, consumer surveys, data from state statistics, and information provided by international organisations.

This approach makes it possible not only to document events on the ‘economic front’, but also to identify systemic patterns, including changes in consumer behavior, the ways in which industries adapt to wartime conditions, and how businesses respond to market losses and labor migration.

The application of a data-driven approach in journalism transforms the very logic of content creation. The journalist is no longer merely an observer, but simultaneously an analyst, a researcher, and a storyteller.

Data becomes a plot-forming element. It defines the thematic focus of the material, structures its composition, and, through visualisations such as charts, maps, diagrams, and interactive elements, helps audiences see what often remains hidden.

Visualisation in journalism is becoming increasingly important. Therefore, illustrations and interactive graphics must convey information accurately and clearly, and must also be optimised for mobile devices, as audiences frequently consume content through them⁶. This approach enables the creation of in-depth, well-argued, and socially significant journalistic texts in which numbers are transformed into stories about real decisions, losses, choices, and challenges faced by the people behind the statistics.

The combination of a data-driven approach with a sociological dimension adds additional depth to journalism. Data points to trends, while sociology helps explain the causes and consequences of these trends for different groups within society. It is precisely sociological analysis that allows journalists to perceive the living social fabric behind large numerical datasets, including motivations, fears, and behavioral patterns that shape social processes.

Thus, data-driven storytelling⁷, when combined with sociological approaches, ensures not only factual accuracy but also empathetic understanding of reality, transforming journalism into a tool for deep social insight.

The American sociologist Herbert J. Gans, widely known for his research on media and society, has repeatedly drawn parallels between sociology and journalism in his scholarly work. One of the key texts in which he examines this relationship in detail is ‘Sociology and Journalism: A Comparative Analysis’⁸.

Gans emphasises a clear tendency toward the convergence of journalism and sociology observed over recent decades. He argues that this convergence occurs largely due to the increasingly active use of sociological data and analytical approaches in journalistic materials.

⁶ Russ-Mohl, S. & Schulz, T. (2025), *Journalism: A Handbook*, trans. from German by V. Klymchenko and V. Oliynyk, scientific ed. V. Ivanov, Academy of Ukrainian Press, Free Press Center, Kyiv, p. 15.

⁷ Reveal Embedded Analytics (no date), «What Is Data-driven Storytelling», *Reveal Embedded Analytics*. URL: <https://www.revealbi.io/glossary/data-driven-storytelling> (accessed 5 October 2025).

⁸ Gans, H. J. (2018), «Sociology and Journalism: A Comparative Analysis», *Contemporary Sociology: A Journal of Reviews*, vol. 47, no. 1, pp. 3-10. <https://doi.org/10.1177/0094306117744794> (accessed 7 September 2025).

In particular, Gans notes that in recent years journalists, especially those media outlets that serve highly educated audiences, have become more analytical by offering causal explanations and interpretations that at times resemble sociological analysis. In addition, they have begun to include news reporting and analytical content based on large datasets and big data.

This observation highlights key aspects of the transformation of contemporary journalism. First, it points to the growing analytical orientation of journalistic practice, as journalists increasingly move beyond the simple reporting of facts and seek to uncover cause and effect relationships between events and phenomena. They aim to explain not only what has happened, but why it has happened.

Second, it underscores the growing role of sociological approaches grounded in analytical reasoning. These approaches often intersect with the methods and objectives of sociological research, which likewise seeks to identify patterns in social processes, understand group motivations, and examine the influence of social structures.

Third, it highlights the expanding role of data in journalism, particularly the use of large datasets and big data. This allows journalists to identify non-obvious trends, conduct deeper analysis of social problems, and present information based on empirical evidence rather than isolated facts or opinions.

Thus, Gans emphasises that contemporary journalism, especially journalism oriented toward educated audiences, is increasingly transforming into an important instrument of social analysis that actively integrates sociological tools to achieve a deeper understanding and representation of social processes.

Sociology and journalism represent distinct yet deeply interconnected fields of knowledge and social practice. Their interaction has a long history that dates back to the formative periods of both disciplines. Although their primary goals and methods differ, their shared object of study inevitably leads to continuous intersection and mutual enrichment. Journalism is one form of public activity. Therefore, in addition to its core functions, such as informing and shaping public opinion, it can also be understood as influencing social processes and performing the role of a specific ‘mirror’ of society by reflecting its dynamics in real time⁹.

In the context of economic journalism, this ‘mirror of society’ not only reflects economic dynamics but also performs a navigational function, helping citizens and businesses orient themselves within complex economic conditions.

Sociology, in contrast, is a systematic science that studies society, including its structure, development, patterns of functioning, social groups, institutions, and human behavior. Its aim is not merely to record facts, but to reveal the underlying causes and consequences of social phenomena, construct theoretical models, and identify general patterns.

Despite these differences in forms and final outputs, journalism and sociology share numerous common features, as they work with the same material – human society and its complex social reality. This shared ‘material’ encompasses a wide range of phenomena, from mass movements and political processes to changes in everyday life, consumer preferences, cultural trends, and personal stories. When covering a particular event or issue,

⁹ Mykhailyn, I. L. (2011), *Fundamentals of Journalism*, 5th ed., revised and expanded, Tsentr Uchbovoi Literatury, Kyiv, 496 p.

a journalist often – consciously or unconsciously – draws on categories and concepts that lie at the core of sociological analysis: social roles, groups, conflicts, norms, values, and public opinion.

In this context, sociological analysis and journalistic storytelling operate in tandem: sociology explains patterns and regularities, while storytelling gives these patterns a human face and voice. Thus, this ‘shared material’ is not only an object of study for sociologists, but also a narrative resource for journalists, who create vivid and emotionally engaging stories based on data-driven foundations¹⁰.

After selecting relevant figures that characterise sociological indicators, it is important to integrate them into a narrative that is understandable to the audience. This can be done through data visualisation (charts, diagrams, infographics), which structures complex processes, or through narrative formats in which numbers are embedded in the stories of particular social groups or individuals¹¹.

Let us examine several journalistic narratives in which sociological data is embedded. One such example is the article ‘On the Front Lines of the Ukrainian Media’s Fight for Funding in Wartime’¹².

In this material, sociological data is integrated directly into the narrative structure. Let us consider the key elements of how sociology is used within the narrative. The article mentions that media managers “calculate risk probability in percentages”. This is a small but illustrative example of how a numerical indicator, a percentage, activates sociological logic within the text, even when the primary focus remains on human stories. Further in the article, the results of an IMI survey (Institute of Mass Information) are cited. According to the survey, 59.2% of respondents believe that the termination of U.S. support would have a catastrophic effect on independent media. This figure functions as a ‘point of gravity’ for the reader, demonstrating that the concerns of individual newsrooms are not isolated cases but part of a broader shared trend.

The article does not rely solely on numbers. It also includes interviews with media professionals, such as the head of Gwara Media and other editors, which provide emotional grounding for the story. For example, an editor explains that they ‘calculate risk probability in percentages’ in order to cope with uncertainty in a combat zone. This combined logic of number plus human voice represents a classic storytelling technique that makes sociology ‘come alive’.

In other words, by understanding how audiences perceive and process information, journalists increase their chances of communicating effectively with readers¹³.

The material also presents not only financial data, but an emotional dimension, including proximity to the front line, frequent shelling, and the risks faced by media

¹⁰ Storr, W. (2023), *The Science of Storytelling: Why Stories Influence Us and How to Influence Others*, trans. from English by M. Hosovska, 2nd ed., Nash Format, Kyiv, p. 183.

¹¹ Viytovych, T. (2024), «From Data to Narratives: The Art of Storytelling in Economic Journalism», *Visnyk of the Lviv University. Series Journalism*, issue 54-55, pp. 201-211. URL: <http://publications.lnu.edu.ua/bulletins/index.php/journalism/article/view/12160> (accessed 28 October 2025).

¹² Hylton, A. (2025), «On the Front Lines of the Ukrainian Media’s Fight for Funding in Wartime», *Pulitzer Center*. URL: <https://pulitzercenter.org/stories/front-lines-ukrainian-medias-fight-funding-wartime> (accessed 14 September 2025).

¹³ Knaflig, C. (2021), *Storytelling danych: A Guide to Data Visualization for Professionals*, trans. from English by K. Krzyżanowski, Onepress, Gliwice, p. 109.

workers during wartime. Numbers related to budgets and grant dependence emphasise that media organisations in such conditions are not merely businesses, but institutions engaged in a struggle for survival.

Survey results from IMI further reinforce this narrative. For instance, data showing that many newsrooms received a significant share of their budgets from U.S. grants, including cases where 35% of editorial teams relied on such grants for more than 75% of their funding, highlights the critical dependence of independent media on external support. This dependence makes the system highly vulnerable to changes in political decisions and international relations.

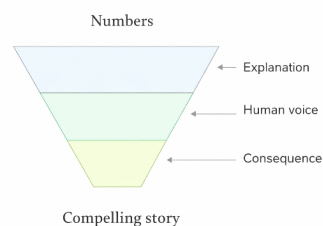
The publication also notes that only 14% of editorial teams would be able to survive for more than a year without additional funding, while approximately 45.5% could last only three to six months. These timeframes function as an element of narrative tension, showing that the situation is not only difficult, but also marked by critical temporal thresholds beyond which the consequences would become irreversible.

Let us consider the project ‘Challenges to Freedom of Speech and Journalists in Wartime: A Sociological Study’¹⁴ which serves as a clear example of what can be described as ‘sociology within narrative’. An analysis of this material shows that the use of such data provides journalists with a ready-made framework for strong storytelling: figure → explanation → human voice → consequence, as defined by the author. Let us examine this chain in more detail. The starting point in data-driven storytelling is numerical data. At the initial stage, journalists identify data that is interesting and socially significant. This may include statistical indicators, survey results, financial reports, or any other information presented in numerical form. It is essential that such data is relevant to the audience and reflects important trends or pressing social issues.

Turning to other academic sources, the authors of the publication ‘Datanarrative: Automated Data-Driven Storytelling with Visualisations and Texts’ define data-driven storytelling as a method of presenting data that combines narrative techniques, textual explanations, and visualisations in order to communicate key insights and causal relationships embedded in the data¹⁵.

Such stories are based on identifying the most significant trends and deviations within datasets and transforming them into a clear, coherent narrative supported by charts and diagrams. The authors emphasise that effective data-driven storytelling follows the structure ‘insight → visualisation → explanation’, which allows abstract data tables to be transformed into an accessible, logically organised, and persuasive narrative.

Turning Data into Compelling Stories



¹⁴ Bondarenko, P., Pechonchuk, T., Sukharina, A. & Yavorskyi, V. (2023), *Challenges to Freedom of Speech and Journalists in Wartime: A Sociological Study*, ZMINA Human Rights Center, Kyiv, 56 p.

¹⁵ Islam, M. S., Laskar, M.T.R., Parvez, M.R., Hoque, E. & Joty, S. (2024), «DataNarrative: Automated Data-Driven Storytelling with Visualizations and Texts», *Proceedings of the 2024 Conference on Empirical Methods in Natural Language Processing (EMNLP)*, Miami, Florida, USA, Stroudsburg, PA: Association for Computational Linguistics, pp. 19253–19286. <https://doi.org/10.18653/v1/2024.emnlp-main.1073> (accessed 1 November 2025).

As an example, the article ‘The Number of Complications Among People with Type 2 Diabetes Has Increased in Ukraine, Study Finds’¹⁶ presents statistical data indicating a rise in diabetes cases among young people. On its own, this figure may be alarming, but it does not tell the full story. The next step, therefore, involves providing context and explaining the significance of the numbers.

At this stage, the journalist investigates the underlying causes behind the data and clarifies their importance for the audience. This may include an analysis of social, economic, or political factors influencing the situation. In the case of diabetes, the journalist examines changes in dietary habits, increased stress levels, and insufficient physical activity among young people, and also turns to expert voices, such as doctors and dietitians, to obtain professional commentary and explanation.

The most crucial element in this framework is the inclusion of the human voice. Numbers can be abstract and distant, but the stories of real people make them tangible and emotionally resonant. Journalists must identify individuals directly affected by the issue being covered and tell their stories. In the case of diabetes, this involves speaking with young people living with the condition and presenting their everyday challenges, the impact of the disease on their lives, and their hopes for the future. These narratives make the problem more real and encourage empathy among audiences.

The final step is to demonstrate the consequences of the problem and articulate a call to action. Journalists should explain the potential outcomes if the current situation persists and propose possible solutions. In the case of diabetes, this may involve advocating for improvements in the healthcare system, the implementation of educational campaigns, or support for research in prevention and treatment.

There are numerous examples of successful data-driven storytelling across different fields. Among them are investigations into corruption, where journalists use data on financial transactions, asset declarations, and official documents to uncover corrupt schemes and hold those responsible accountable. Environmental journalism relies on data related to air, water, and soil pollution to demonstrate the impact of human activity on the environment and to advocate for environmental protection. Crime analysis uses crime statistics to identify trends and patterns and to assess the effectiveness of law enforcement agencies.

One such publication is ‘Slidstvo.Info: NACP Will Not Verify the Lifestyle of MP Kuznetsov’¹⁷. In this investigation, journalists established that the deputy’s wife had purchased land and a residential property for a substantial amount, using asset data and official documentation. Analysing the way data was used, we can see that the first step involved identifying the object and the value of the assets. Journalists determined that the deputy’s wife acquired a land plot and a partially constructed house in Kyiv. An expert estimated the value of the estate at over USD 400,000.

In its response to journalists, the National Agency on Corruption Prevention (NACP) also indicated that the value of the acquired property, according to expert monetary

¹⁶ Korniienko, V. (2025), «The Number of Complications among People with Type 2 Diabetes Has Increased in Ukraine – Study», *LB.ua*, 10 November. URL: https://lb.ua/health/2025/11/10/706104_ukraini_zrosla_kilkist.html (accessed 25 October 2025).

¹⁷ Korniiichuk, Ya. (2025), «NACP Will Not Verify the Lifestyle of MP Kuznetsov, Whose Family Owns a Mansion in Kyiv Worth Over \$400,000», *Slidstvo.info*. URL: <https://www.slidstvo.info/news/nazk-ne-pereviriatyme-sposib-zhyttia-nardepa-kuznetsova-sim-ia-iakoho-volodiie-maietkom-u-kyievi-zapnad-400-tysiach/> (accessed 25 October 2025).

valuation, amounted to 2.64 million UAH for the land plot purchased in 2021. Thus, data on asset value automatically created ‘markers’ of suspicion. A large sum required comparison with declared income. The next step involved comparing income and legally obtained funds. In its response, the NACP explained that to verify lifestyle or asset declarations, it is necessary to demonstrate a discrepancy between the value of assets and lawful income exceeding a specific threshold of 1,505,250 UAH.

During the investigation, journalists also relied on official responses and documents. The publication includes an excerpt from the NACP’s response to a journalistic inquiry, in which the agency explains why it would not conduct verification or monitoring. This response references the legal framework, including legislative changes and the rules governing the acquisition of unjustified assets, as well as the thresholds that determine the agency’s jurisdiction.

This represents a classic journalistic technique: data combined with an official response from a state authority adds objectivity to the material. Through contrast, logical sequencing, and the use of legal mechanisms, data in this investigation shaped both the narrative and the argumentation.

Let us also examine the investigation by Bihus.Info ‘A People’s Deputy Who Declared a Land Cruiser at 20,000 UAH Moved into a Mansion Worth Several Million Dollars’¹⁸.

This investigation uses asset declarations, public registries, and open data to construct a narrative about the discrepancy between officially declared income and actual property ownership. In preparing the material, journalists relied on the following data sources: electronic declarations, public real estate registries, land registries, business information, financial reports, observations, documentary evidence, and official responses.

Data-driven storytelling has several advantages compared to traditional journalistic methods. In terms of objectivity, data provides a factual foundation for storytelling and reduces the influence of subjective opinions and bias. In addition, data can be visualised through charts, diagrams, and interactive tools, making stories more engaging and easier for audiences to understand. This, in turn, can have a significant social impact by raising awareness, influencing behavior, and supporting informed decision-making.

Despite these advantages, data-driven storytelling also faces certain challenges. Access to relevant data is not always easy, particularly when information is confidential or not available in open sources. Moreover, incorrect interpretation of data can lead to erroneous conclusions and the dissemination of misleading information.

Overall, data-driven storytelling represents a powerful tool for journalists, enabling them to transform dry numbers into compelling narratives that resonate with audiences. By using data as the basis for storytelling and supplementing it with context, analysis, and human voices, journalists can communicate important messages to society and contribute to positive social change. Despite existing challenges, data-driven storytelling is becoming an increasingly important approach in contemporary journalism, and its role is expected to continue growing in the future.

¹⁸ Opanasenko, M. (2025), «An MP from the ‘OPZZh’ Party Who Declared Land Cruisers at UAH 20,000 Moved into a Mansion Worth Several Million Dollars», *Bihus.info*. URL: <https://bihus.info/nardep-vid-opzzh-yakyj-deklaruvav-land-cruisery-po-20-tysyach-gryven-pereyihav-v-mayetok-za-kilka-miljoniv-dolariv/> (accessed 28 October 2025).

From their perspective, sociologists can use journalistic materials as a source of primary information about public sentiment, social challenges, and current debates. This allows them to respond more rapidly to changes in the social environment and to formulate new research questions. Such interaction between journalism and sociology is particularly evident in economic journalism, where data becomes not merely illustrative but foundational for narrative construction.

Journalists strive to convey reality, or specific aspects of it, accurately and impartially. To achieve this, they require verified and precise information, which is often obtainable only through the application of scientific methods, including sociological research techniques. As a result, data-oriented journalism increasingly aligns with the principles of sociological inquiry, from data collection to the interpretation of findings.

“Obviously, the conscious application of the core elements of sociological methodology in journalism enhances the quality of journalistic output, making it more substantiated and objective”¹⁹.

As noted by the author of the article ‘Journalism and Sociology: Uneasy Bedfellows’²⁰, although journalists and sociologists use similar tools, such as interviews, surveys, and statistics, journalists, unlike scholars, operate under constraints of time and audience attention. Consequently, they must transform data into narrative form in order to make it accessible and meaningful to readers.

The results and prospects of further research are discussed. The study reveals that the integration of sociological methods, including surveys, interpretation of large datasets, and analysis of behavioral trends, shapes a new type of journalistic thinking. This type of thinking is oriented not only toward informing audiences but also toward explaining the causes and consequences of economic phenomena.

The research also demonstrates that data ‘comes alive’ when combined with human stories, which increases empathy and improves the accessibility of complex socio-economic topics for a broad audience. Prospects for further research are associated with analysing the impact of algorithmic tools and artificial intelligence on journalists’ work with data, comparing models of data-driven storytelling across different countries, and examining how these approaches transform the structure of media content in conditions of war and social crises. An important direction for future studies is also the assessment of audience perception of such materials.

Economic journalism today goes beyond the description of dry financial indicators or macroeconomic trends, since economics is primarily about people, their needs, decisions, and interactions. Sociological methods, including surveys, focus groups, and statistical analysis, help journalists understand the deeper patterns underlying economic processes and translate these patterns into clear, evidence-based stories.

In contemporary journalism, sociological research is becoming not only a source of data, but also a mechanism for creating narratives that combine empirical facts with human experience. This combination serves as the foundation for producing high-quality, evidence-based, and socially significant journalistic materials.

¹⁹ Lubkovych, I. M. (2005), *Sociology and Journalism: Textbook*, PAIS, Lviv, p.114.

²⁰ Mohammad, A. (no date), «Journalism and Sociology: Uneasy Bedfellows», *Al Jazeera Media Institute*. URL: <https://institute.aljazeera.net/en/ajr/article/1477> (accessed 7 October 2025).

Within the framework of data-driven storytelling, journalists work as researchers. They do not merely cite survey results or sociological reports, but interpret them through human stories, creating a bridge between numbers and emotional experience. This process gives rise to a ‘sociological narrative’, in which data on income, employment, or inequality is combined with concrete life examples that demonstrate how macro-level processes affect everyday realities.

Thus, the synergy between sociology and data-driven journalism creates a deeper and more human-centered media discourse. In this discourse, facts do not merely inform, but also explain, helping audiences grasp the cause-and-effect relationships underlying social phenomena.

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DATA-DRIVEN STORYTELLING ЯК ІНСТРУМЕНТ АНАЛІЗУ В ЕКОНОМІЧНІЙ ЖУРНАЛІСТИЦІ

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Стаття присвячена аналізу data-driven storytelling як одного з основних інструментів сучасної економічної журналістики та досліджує, як поєднання соціологічних даних, статистики, візуалізацій і людських історій формує нову якість медійного контенту. У дослідженні розглянуто механізми трансформації великих масивів даних у переконливі журналістські наративи, що поєднують доказову базу з емоційним і соціальним виміром. Особливу увагу приділено ролі соціологічних методів – опитувань, інтерпретації поведінкових тенденцій, аналізу масових даних – які стають фундаментом для пояснення складних економічних та суспільних процесів у зрозумілій для аудиторії формі.

У статті підкреслено, що підхід data-driven storytelling структурує журналістський матеріал через послідовність «цифра → пояснення → людський голос → наслідок», дозволяючи поєднати аналітику з емпатійним оповіданням. На прикладах українських та міжнародних медіа показано, як цифрові дані «оживають» у поєднанні з реальними історіями людей, розкриваючи соціальний контекст економічних явищ – від фінансової нестабільності до змін у поведінці бізнесу в умовах війни. У публікації окреслено перспективи застосування алгоритмічних інструментів та штучного інтелекту у створенні дата-наративів, а також підкреслює зростаюче значення соціологічного підходу для підвищення доказовості, глибини та суспільної значущості економічних журналістських матеріалів.

Ключові слова: data-driven storytelling, інтерпретація даних, журналістика даних, наратив, соціологія, людські історії, сторітелінг.

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