Investigative Journalism and Data-Driven Reporting Training Course



02 - 06 Nov 2026

Baku

5100 € (Per Person)

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Course Introduction / Overview:

In today's complex information landscape, the role of the investigative journalist has never been more critical. This course is designed to equip a new generation of reporters with the dual competencies of traditional investigative techniques and modern data-driven reporting. We move beyond surface-level news gathering to explore the methodologies that uncover truth, hold power accountable, and drive societal change. As Bill Kovach and Tom Rosenstiel articulate in their seminal work, "The Elements of Journalism," the primary purpose of journalism is to provide citizens with the information they need to be free and self-governing. This principle is the cornerstone of our curriculum. Participants will learn how to develop story ideas, cultivate sources, navigate legal and ethical frameworks, and master computer-assisted reporting. At BIG BEN Training Center, we provide a robust learning environment that bridges the gap between raw data and compelling narrative, empowering you to transform complex datasets into impactful stories that resonate with the public and uphold the highest standards of journalistic integrity. This program is an intensive, hands-on journey into the heart of accountability journalism.

Target Audience / This training course is suitable for:

- Journalists and reporters seeking to deepen their investigative skills.
- Editors and newsroom managers.
- Data analysts interested in journalistic applications.
- Researchers and academics in media and communication studies.
- Content creators and documentary filmmakers.
- Public relations professionals managing complex information.
- Advocacy and NGO communication specialists.
- Freelance writers and investigative bloggers.

Target Sectors and Industries:

- Media and publishing houses.
- Broadcast and digital news agencies.
- Non-profit and advocacy organizations.
- Governmental accountability and transparency offices.
- Corporate compliance and investigation units.
- Academic and research institutions.
- Independent journalism and freelance media.
- Public relations and strategic communications firms.

Target Organizations Departments:

- News and editorial departments.
- Research and analysis units.
- Digital media and content strategy teams.
- Corporate communications and public affairs.
- Legal and compliance departments.
- Internal audit and investigation teams.
- Data science and analytics departments.
- Documentary and long-form content production units.

Course Offerings:

By the end of this course, the participants will have able to:

- Master advanced techniques for sourcing and verifying information from human and digital sources.
- Effectively file and follow up on public records and Freedom of Information Act (FOIA) requests.
- Apply a rigorous ethical framework to all stages of the investigative process.
- Utilize spreadsheets and basic data analysis tools to clean, analyze, and interpret datasets.
- Employ Open-Source Intelligence (OSINT) techniques for digital investigations.
- Structure and write compelling, evidence-based long-form investigative narratives.
- Visualize data to create clear and impactful infographics and interactive story elements.
- Develop strategies for protecting sources and ensuring digital security.
- Critically evaluate data for bias, accuracy, and relevance to a story.
- Pitch, plan, and execute a complete investigative project from concept to publication.

Course Methodology:

The training methodology at BIG BEN Training Center is designed for maximum engagement and practical skill acquisition. We believe in a hands-on, immersive learning experience that goes beyond theoretical lectures. The course is built around a series of real-world case studies, deconstructing famous investigative reports to understand the methods, challenges, and breakthroughs involved. Participants will engage in interactive workshops focused on practical skills such as data cleaning, advanced search queries, and source verification. A significant portion of the training is dedicated to collaborative projects, where teams work together on simulated investigations, fostering teamwork and critical problem-solving skills. Our expert instructors provide continuous, constructive feedback throughout the process, guiding participants as they develop their own investigative story proposals. The sessions include role-playing exercises for interview techniques, group discussions on complex ethical dilemmas, and practical assignments using journalistic software and tools. This blended approach ensures that participants not only learn the concepts but also gain the confidence to apply them effectively in their professional work immediately upon completion of the course.

Course Agenda (Course Units):

Unit One: Foundations of Modern Investigative Journalism

- The principles and purpose of accountability reporting.
- Historical context and landmark investigative cases.
- Understanding the legal landscape: libel, privacy, and shield laws.
- Establishing an ethical framework for investigative work.
- Developing the investigative mindset: curiosity, skepticism, and persistence.
- From idea to hypothesis: how to find and frame a compelling story.
- Organizing complex information and project management for journalists.

Unit Two: Sourcing, Interviewing, and Public Records

- Cultivating and managing human sources.
- Advanced interviewing techniques for reluctant or hostile subjects.
- The art and science of the Freedom of Information Act (FOIA).
- Navigating local, state, and federal public records.
- Techniques for backgrounding individuals and corporations.
- Source verification in the age of misinformation.
- Protecting sources and maintaining confidentiality.

Unit Three: Introduction to Data-Driven Reporting

- Fundamentals of Computer-Assisted Reporting (CAR).
- Finding reliable data from government and private sources.
- Introduction to spreadsheets for journalists: sorting, filtering, and formulas.
- The process of data cleaning and preparation for analysis.
- Asking the right questions of your data.
- Basic statistical concepts for reporters.
- Avoiding common pitfalls and misinterpretations of data.

Unit Four: Advanced Digital Investigation and Data Analysis

- Open-Source Intelligence (OSINT) techniques for journalists.
- Investigating social media platforms and the deep web.
- Using advanced search operators for effective online research.
- Introduction to Structured Query Language (SQL) for database analysis.
- Fundamentals of data visualization: charts, graphs, and maps.
- Tools for creating interactive and static data visualizations.
- Digital security practices for protecting your work and communications.

Unit Five: Crafting the Narrative and Impact

- Structuring the long-form investigative story.
- Techniques for narrative storytelling with data.
- Weaving together documents, interviews, and data into a cohesive report.
- Writing with clarity, precision, and impact.
- Fact-checking and the rigorous verification process before publication.
- Working with editors and legal counsel.
- Strategies for maximizing the impact of your investigation.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of widespread misinformation, how does the burden of proof for an investigative journalist shift when using data-driven evidence versus traditional human sources?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by holistically integrating the timeless principles of investigative journalism with the cutting-edge tools of data reporting. Unlike programs that focus narrowly on either traditional methods or technical data skills, we treat them as two sides of the same coin. Our curriculum is built on the philosophy that the most powerful stories emerge from the synthesis of human intelligence and data-driven evidence. We move beyond a simple "how-to" on software and instead cultivate the critical thinking required to question data, understand its limitations, and ethically weave it into a compelling human narrative. The course emphasizes the investigative mindset a blend of skepticism, ethical reasoning, and relentless persistence which is a skill that transcends any single tool or platform. Participants will not just learn to analyze a spreadsheet; they will learn how to make that spreadsheet tell a story that holds power to account. The focus on practical, case-based learning and collaborative projects ensures that attendees leave with not just knowledge, but with the confidence and a structured methodology to undertake complex investigations from conception to publication.