

Intro to Data Journalism

JOUR 71003

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This year, CUNY spent \$_____ on
campus beautification.

This year, CUNY spent **\$800,000** on campus beautification.

This year, CUNY spent **\$5 million**
on campus beautification.

This year, CUNY spent **\$100 million** on campus beautification.

Data provides **proportion**

This year, CUNY spent 20 percent of its total budget on campus beautification.

Data provides **internal comparisons**

This year, CUNY spent more of its total budget on campus beautification than financial aid for students.

Data provides external comparisons

This year, CUNY spent more money on campus beautification than any other university in the United States.

Data provides **change over time**

While CUNY's spending on campus beautification hit a 5-year low this year, the university still spent more than any other university in the United States.

ALWAYS ASK:

Compared to what?

Getting the Data

Data provides **proportion**

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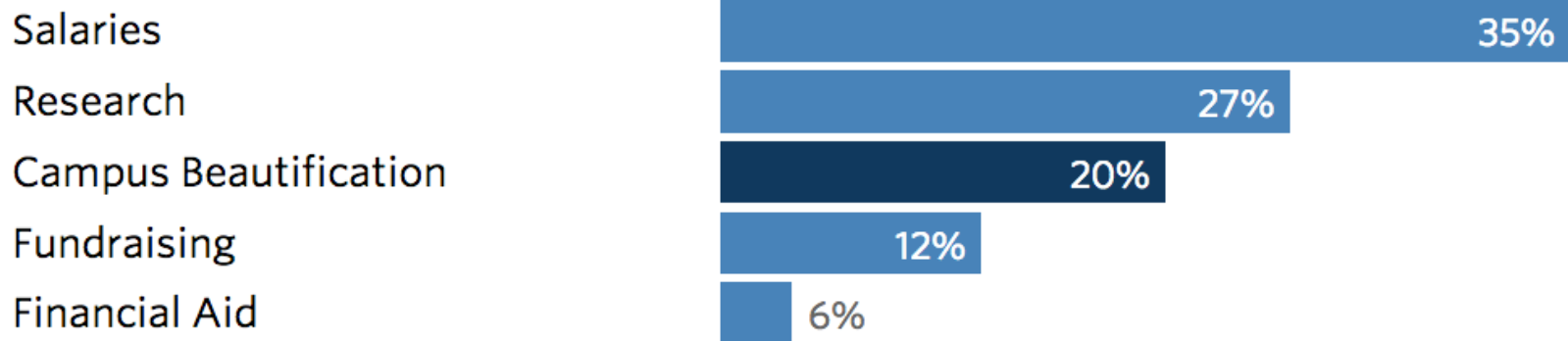
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Charting the Data

Data provides **proportion**

CUNY spends 20 percent of total budget on beautification

A breakdown of CUNY's 2020 budget spending.



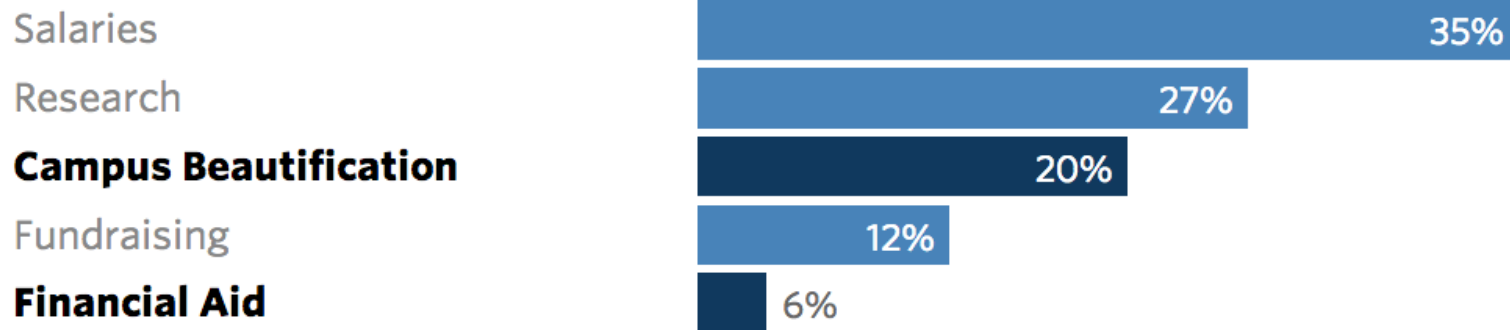
Source: City University of New York

Credit: Sisi Wei/CUNY Graduate School of Journalism

Data provides **internal comparisons**

CUNY spends more on campus beautification than student aid

A breakdown of CUNY's 2020 budget spending.



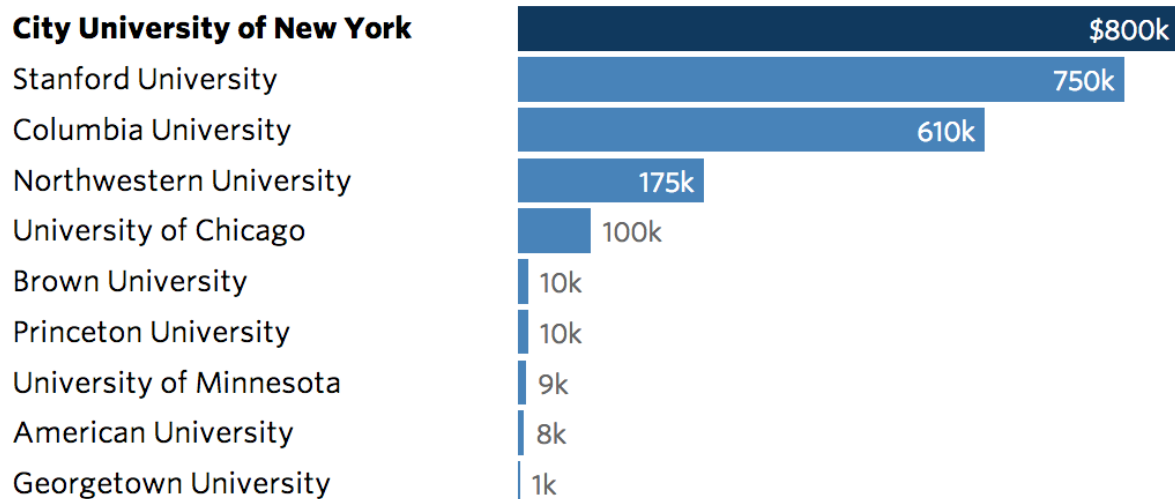
Source: City University of New York

Credit: Sisi Wei/CUNY Graduate School of Journalism

Data provides external comparisons

CUNY ranks first for campus beautification spending, compared to other U.S. universities

Ten universities that spend the most on campus beautification.



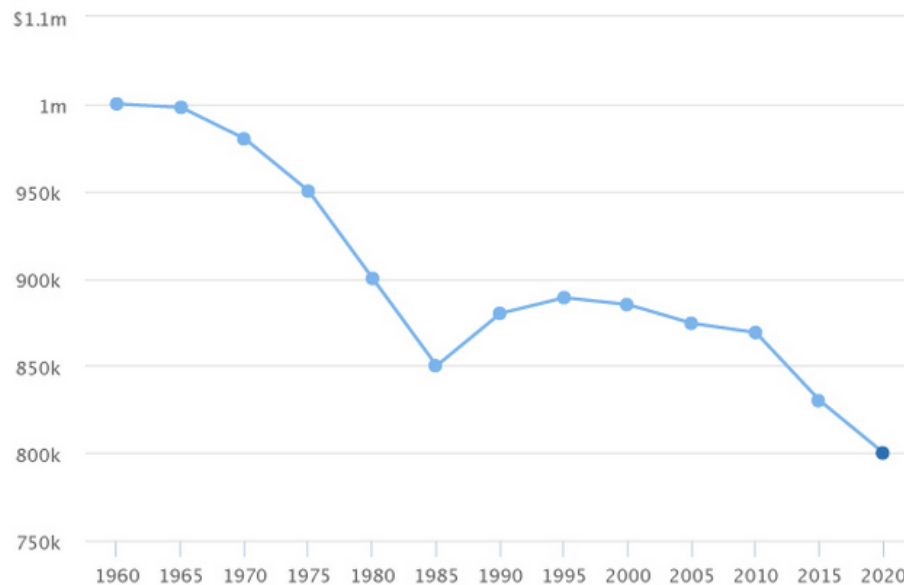
Source: United States Department of Education

Credit: Sisi Wei/CUNY Graduate School of Journalism

Data provides **change over time**

CUNY spending on campus beautification reaches all-time low

CUNY yearly spending on campus beautification, 1960 to 2020. Despite cutbacks, the university still spends significantly more than its peers on campus beautification.



Source: City University of New York
Credit: Sisi Wei/CUNY Graduate School of Journalism