

Statistical excellence in journalism – 2010 winners

The 2010 awards recognise work published in the period 1 January 2009 to 31 December 2009.

Print/online articles

First prize – Mark Easton

Project Blueprint: 'Not sufficiently robust' – BBC News online

This investigative blog article brought important attention to bear on a report on a government initiative that lacked statistical robustness in both what was done and how it was evaluated. The explanation of the failings was clear and the style of reporting appropriately engaging, with a good use of expert commentary.

Runner-up – Helen Rumbelow

Exposing the myths of breastfeeding – The Times

This article carefully investigated the evidence for the strength of the claims being made regarding a matter of 'received wisdom'. Statistical terms were well explained and a good range of sources reported, providing information and argument that would allow readers to form their own judgments or to find out more.

Special commendation – Simon Rogers

Datablog – The Guardian

This initiative was innovative in providing access to statistical information to the public. There was novel use of techniques such as data-mashing and of engaging readers in crowd-sourcing. Graphical interpretations of data were well-visualised, and there was commendable openness with data, providing it in easily accessible ways and clearly identifying sources.

Broadcast

First prize – producer Richard Knight

Report on statistics of domestic violence – More or Less, BBC Radio 4, 15 May 2009

This was an excellent report showing how sources can be checked with clear explanations of concepts and terminology, and a good use of experts. In addition, the report made important points about the difficulty that can be had in collecting data, particularly when addressing sensitive social issues.