

DATA ANALYTICS

CUSTOMER STORY

Visual data underpins press freedom goal

AJF creates Press Freedom Tracker to extend its advocacy role in APAC





CUSTOMER STORY

“We saw a need for a project in APAC that gave people both an overview and a detailed look at press freedom, via an interactive data visualisation. We thought the Qlik Sense data analytics platform presentation was the most compelling for our purpose.”

Olivia Pirie-Griffiths, Executive Director, Alliance for Journalists' Freedom

Advocating press freedom in the APAC region

The Sydney-based Alliance for Journalists' Freedom (AJF) was incorporated as a public not-for-profit company in 2018. The organisation's purpose is twofold: AJF works with Australian governments to ensure legislation supports press freedom and campaigns in Asia-Pacific wherever journalists have been imprisoned, threatened, censored or killed.

In mid-2020, the organisation was looking to expand its advocacy into Asia-Pacific (APAC). The research developed since underscores how governments – whether they seek to or not – are whittling away at their own societies' freedoms by stifling the media's freedom.

“We realised we needed to first fully understand what the press freedom landscape looked like in Asia-Pacific,” says Olivia Pirie-Griffiths, AJF's Executive Director. “Data did exist, but it was presented in different ways to what we've done. We saw a gap. That is no criticism of the wonderful and necessary work many organisations were and are doing, we simply saw a need and an opportunity to develop something that supports press freedom from another angle. AJF's advocacy focuses on building trust and relationships, and the PFT emulates that.”

The purpose of AJF's work in the region is, “Not to advocate the transplanting of an Australian-style democracy into other countries, but instead to support others to act independently to protect their own press freedom and transparency.

Solution Overview

Customer Name

Alliance for Journalists' Freedom (AJF)

Industry

Communications

Geography

Asia-Pacific

Function

IT

Business Value Driver

Customer Intelligence, Reimagined Processes

Challenges

- Help audiences understand the problem of press freedom more deeply
- Extend advocacy goals to Asia-Pacific region
- Support other countries to act independently to protect their own press freedom

Solution

Used the Qlik Sense analytics platform to create an interactive Press Freedom Tracker (PFT) map easily digested by AJF's audience.

Results

- Receives significant positive feedback from target audiences
- Facilitates increasing advocacy reach to countries in the APAC region
- Underpins the AJF Asia-Pacific Dialogue project

This has positive civic and possibly even economic implications for those countries – press freedom helps maintain the integrity of a society, by exposing corruption and holding those in power to account. Through our work we also seek to strengthen relationships and communication in the region, because we think this is fundamental to the success of APAC in the decades ahead,” says Pirie-Griffiths.

Creating an interactive visual data map

AJF identified the need to develop a project that provided a visual overview of the data in the region it was trying to better understand. The organisation spoke with two companies and saw examples of their data platforms and how they visualised the information. “We thought the Qlik Sense data analytics platform was the most compelling for our purpose,” says Pirie-Griffiths.

“As a result, we have created the Press Freedom Tracker (PFT). It was built with the help of Qlik’s business management partner, Decision Inc. The company delivers data literacy as a service and that allowed the integration to run smoothly. The PFT is an interactive map that updates developments with implications for press freedom in real time. It categorizes types of incidents that stifle press freedom: physical attacks, police actions, governments introducing laws and regulatory changes, court cases, imprisonments and other incidents that qualify as violations of press freedom.”

A fundamental element of the AJF is its advocacy style. Its philosophy is to work collaboratively with governments and it avoids doing so in a judgmental or didactic fashion. Pirie-Griffiths says: “We want to build relationships based on communication and trust, and strengthen support for press freedom by striking the appropriate balance between press freedom and the other fundamental institutions in a democracy. Change from within the tent, so to speak.

“The Qlik Sense solution, which has been a major pro bono initiative, delivered a great level of depth and clarity that would allow it to be easily digested by our audience. We really liked the way Qlik covered all the bases and did so in a way that looks great. It represents different strata of data as you dig deeper.”

This was made possible because of Qlik’s corporate social responsibility program, which provides support to non-profits through free or discounted licenses to help organisations drive their missions forward.

Asia-Pacific Dialogue project to encourage press freedom

The Qlik Sense solution captures details of the targets against whom incidents are being perpetrated, be they journalists, media organisations or even whistleblowers and sources to media sources. “In 12 months, we now cover 18 countries in the Asia-Pacific, and the Qlik platform provides a level of data that we have not seen elsewhere. Especially the capacity to dig deep into that data and see what exactly happened to an individual or an organisation on a specific date,” says Pirie-Griffiths.

The timeline function allowed AJF to focus on tracking and visualising how the impacts on press freedom changed with two crises, the arrival of Covid-19 and the crisis in Myanmar.

The PFT activity sits alongside AJF’s other APAC project which is called the Asia-Pacific Dialogue. “Its purpose is to hold roundtables to encourage collaboration between governments, security agencies, media and others to make it easier to solve press freedom issues as they arise, in a way that is sensitive to different nations’ sovereignty. Qlik’s depiction of our data provides a wealth of knowledge upon which to build the conversations in our Asia-Pacific Dialogue program,” says Pirie-Griffiths.

AJF launched the PFT tracker to an international group, including media, Australian government departments, academics, diplomats, students, thinktanks and other press freedom and advocacy organizations from around the region. “We received significant positive feedback especially about how easy it was to interact with the map, and the volume and detail of our data. People were excited that they could easily access details right down to individual incidents. We’re excited to keep developing the PFT and see what more we can achieve in the years ahead.”

The keys to success



18

countries covered in 12 months, up from four previously. This number is continuing to grow



PFT

sits alongside and supports the Asia-Pacific Dialogue project

“The Qlik solution had a great level of clarity that would allow it to be easily digested by our audience. We really liked the way Qlik covered all the bases in a way that looks great, representing a different strata of data as you dig deeper.”

Olivia Pirie-Griffiths, Executive Director, Alliance for Journalists' Freedom



About Qlik

Qlik's vision is a data-literate world, where everyone can use data and analytics to improve decision-making and solve their most challenging problems. Qlik provides an end-to-end, real-time data integration and analytics cloud platform to close the gaps between data, insights and action. By transforming data into active intelligence, businesses can drive better decisions, improve revenue and profitability, and optimize customer relationships. Qlik does business in more than 100 countries and serves over 50,000 customers around the world.

qlik.com