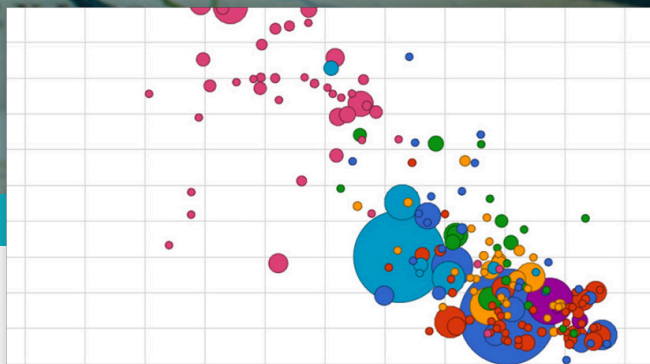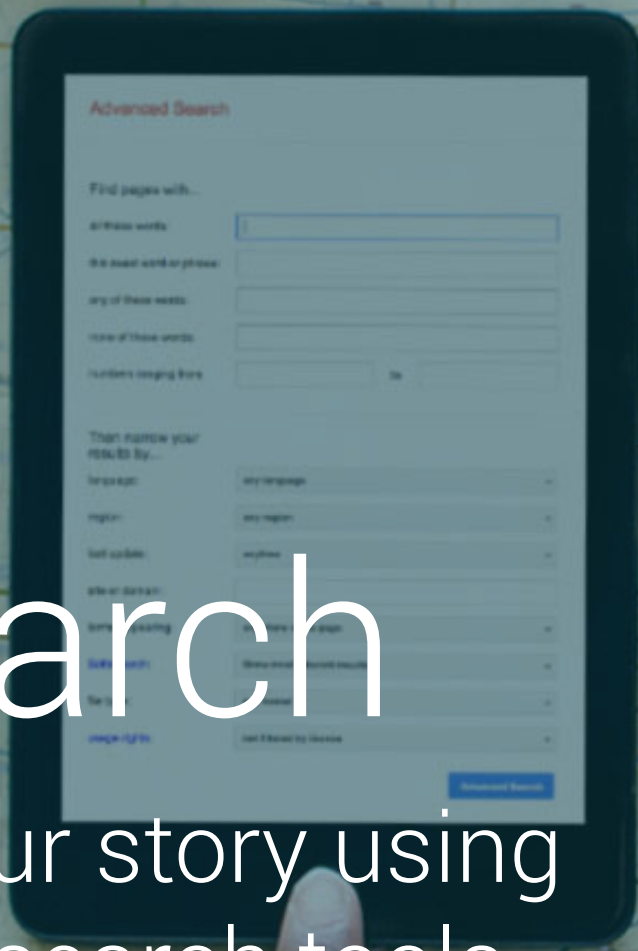# Research

Develop your story using Google's research tools.

6 min estimated time

Public Data Explorer: Access a world of data.

Use high-quality data sets to create compelling visuals.

Google News Lab

Lesson Overview

Find and visualize high-quality data.

When you're researching a story or on a tight deadline, finding quality datasets can be a roadblock. Google Public Data Explorer helps you find, interpret and share data to show how our world is changing.

It aggregates datasets from trusted sources and gives you simple tools to create sophisticated visualizations. With Google Public Data Explorer, you can monitor change over time, identify trends, compare metrics and strengthen your story using data.

Card 1

A single source for quality data.

With datasets from the World Bank, IMF, Eurostat and more, Public Data Explorer provides global statistics on the environment, economics, labor, health, education, poverty and more. You'll also find more granular data from state and local governments, universities and nonprofits. So, whether your search is broad like "global CO2 emissions" or narrow like "high school dropout rates in Texas," there's a wealth of data to support your story.
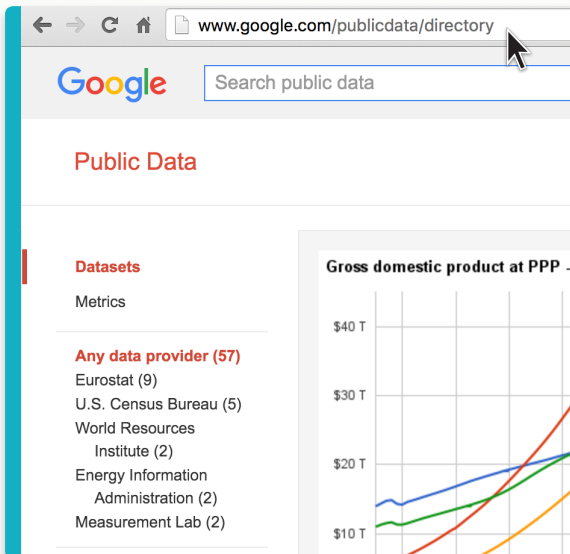

Fig. 1a

Public Data Explorer can also help you uncover new data sources. When browsing, click on the blue links just as you would in Google Search to learn when the data was published and who created it. Click on More Info to go to the site where the dataset is hosted, often in multiple file formats.
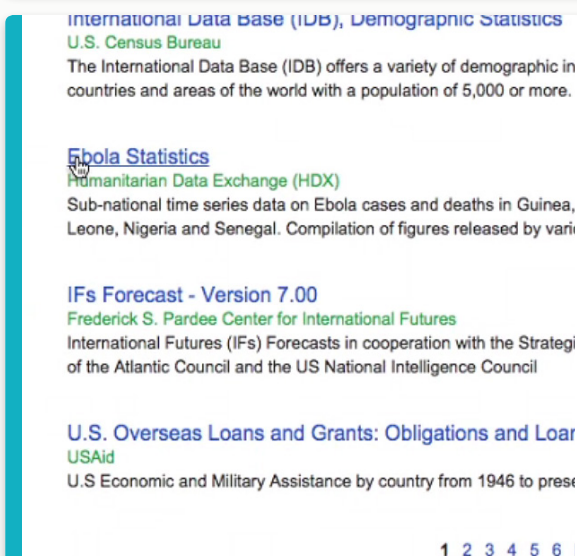

Fig. 1b

Public Data Explorer can also help you uncover new data sources. When browsing, click on the blue links just as you would in Google Search to learn when the data was published and who created it. Click on More Info to go to the site where the dataset is hosted, often in multiple file formats.

Lesson progress

Card 2

A library organized for fast, easy search.

The Google Public Data Explorer helps you search datasets and metrics by keywords as quickly as you would with Google Search.
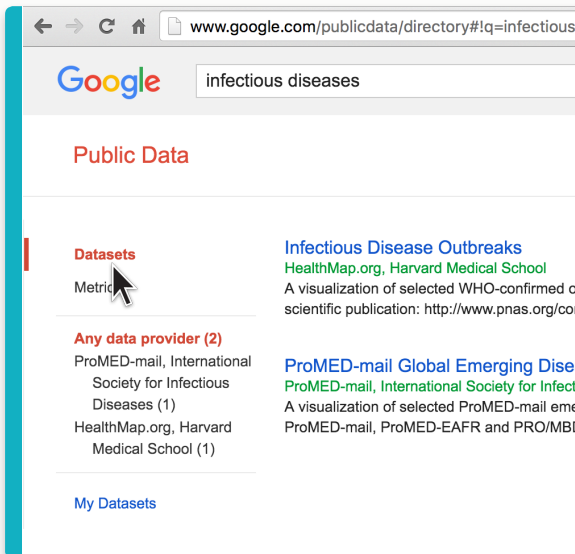

Fig. 1a

A dataset is a bundle of statistics created by a single data provider. For example, "Population of the United States," from the US Census Bureau, and "World Development Indicators," from the World Bank.
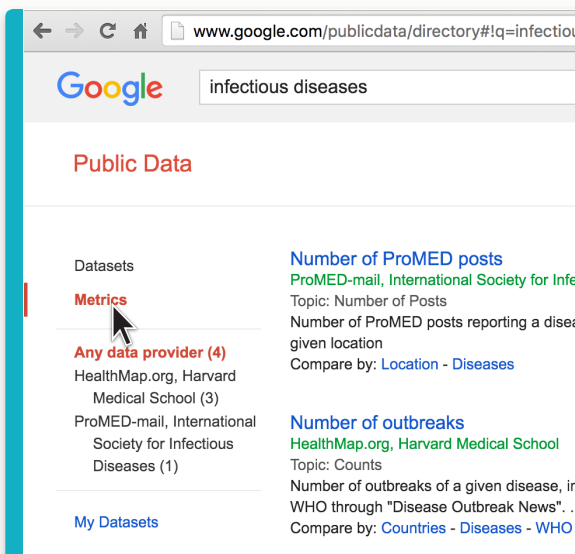

Fig. 1b

Metrics are statistics that are components of a larger dataset. These include topics like "population," "unemployment rate," and "GDP." By default, search results appear in "metrics" mode. You can switch modes by clicking "Datasets" on the left side of the page.

Lesson progress

Card 3

Tell your story through charts, graphs or maps.

When it comes to statistics, visual representations can be powerful. In Google Public Data Explorer, the visualizations are dynamic, so you can watch them move over time, change topics, highlight different entries and alter the scale. You can easily publish your chart with your story.

Fig. 1a

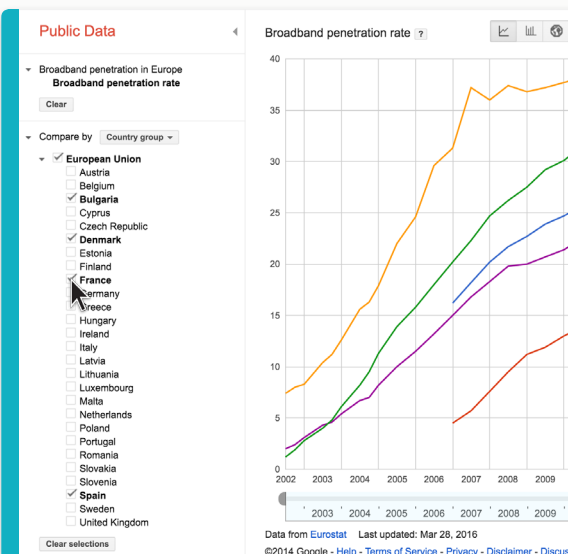Step 1 - Select a chart type (Line, bar, map, bubble).

Fig. 2a

Step 2 - Select statistics to show, compare and filter.
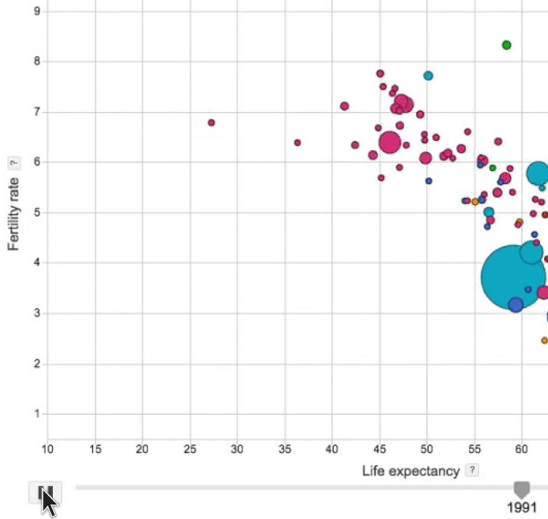
Lesson progress

Fig. 3a

Step 3 - Click on the play button (in a bar, map, or bubble chart) to animate it over time. In a line chart, you'll adjust the x-axis time range by sliding the tabs in the timeline.
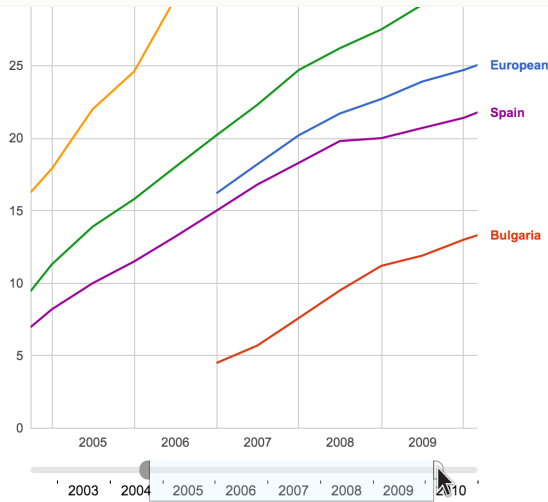

Fig. 3b

Step 3 - Click on the play button (in a bar, map, or bubble chart) to animate it over time. In a line chart, you'll adjust the x-axis time range by sliding the tabs in the timeline.

Data from Eurostat   Last updated: Mar 28, 2016

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End of lesson

You completed "Public Data Explorer: Access a world of data."

Now that you have completed the "Public Data Explorer: Access a world of data." lesson keep going and return to the Research Page to see more lessons about how Google tools can help you in your research.

Don't stop now. Learn more about tools that will help you gather, craft and share your stories.

Visit newslab.withgoogle.com/process/research for more Research lessons.

Lesson progress