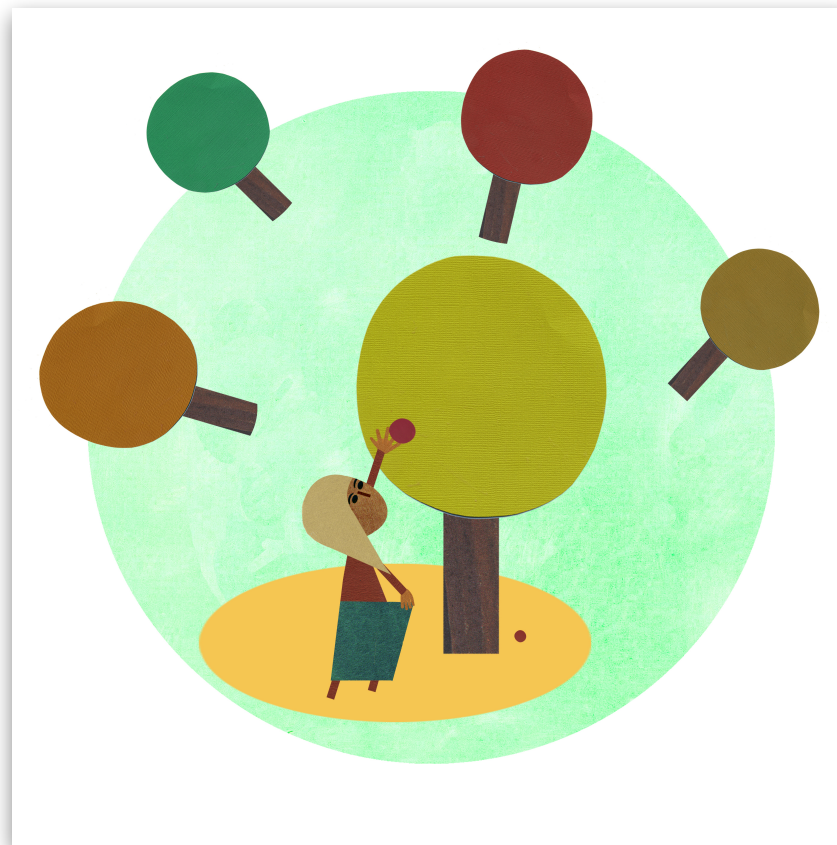# EFFECTIVE DATA STRATEGIES

SEPTEMBER 19TH, 2014
FABRIDERS,
STROUD

*

Type: Cox
Location Picked: Kent
Size: 80 grams
Date picked: 24/06/2014
Price: 30 pence

*

Type: Cox
Location Picked: Kent
Size: 80 grams
Date picked: 24/06/2014
Price: 30 pence

Amount Per 100 grams

Calories 52

Total Fat 0.2 g		0%
Saturated fat 0 g		0%
Polyunsaturated fat 0.1 g		
Monounsaturated fat 0 g		
Cholesterol 0 mg		0%
Sodium 1 mg		0%
Potassium 107 mg		3%
Total Carbohydrate 14 g		4%
Dietary fiber 2.4 g		9%
Sugar 10 g		
Protein 0.3 g		0%

Vitamin A	1%	Vitamin C	7%
Calcium	0%	Iron	0%
Vitamin D	0%	Vitamin B-6	0%
Vitamin B-12	0%	Magnesium	1%

Type: Braeburn
Location picked: Kent
Date: 23/06/2013

price per kilo from farmer: 1 pound 25 pence
Price per kilo at market: 2 pounds

Price paid to apple picker: 1 pound per bushel
Time taken to pick a bushel: 8.5 minutes

Data Advocacy Project Action Cycle

a.

STEP 1

Identify the primary users of the information:
▸ Are they citizens or journalists?
▸ Or other civil society organisations?

STEP 2

Understand how the users will interact with the information.
▸ Where is the data coming from?
▸ How will you engage your audience and persuade them to produce data that can be aggregated and put to use by your audiences?
How will data be transformed to useful information?
▸ How will the project allow users to do something that they couldn't do before?
▸ How will the information be used?

STEP 3

Identify the intended outcome of your action.
▸ What will be the reaction of your target group?
▸ How will this project lead to greater accountability?

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VARIABLES

INDIVIDUALS

The individuals that will make use of the information

DATA

The data that will become the information that people use.

TARGET

The targets (the people whose behaviour you are trying to change to increase their accountability and responsiveness).

*

Everything is a data project....

EVERYTHING

Why?

DATA IS EVERYWHERE

DATA

The data
that will become the
information that people use.

*