Effective Data Strategies

For Activist and Advocacy Campaigns

"Everything is a data project"

Because data is everywhere, you just need to turn it into meaningful information.

What is Data?

- Data is discrete pieces of information, such as prices, measurements, dates, names of places and people, and addresses.
- Evidence is when data is used to establish facts or expose truth.

What about an Apple?

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What about an Apple?

Type: Cox
Location Picked: Kent
Size: 80 grams
Date picked: 5/10/2014
Price: 30 pence

*

What about an Apple?

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%

This is a bushel of apples

This is a bushel of data

Type: Braeburn
Location picked: Kent
Date: 05/10/2015

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

Price paid to apple picker: 75 pence per bushel
Time taken to pick a bushel: 7.5 minutes
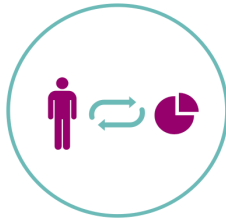Per Hour: 9 pounds an hour

Data Action Cycle

a.
STEP 1

Identify the primary *users* of the data.
- Will they be citizens, journalists, or civil society organisations?

STEP 2

Understand how the users will *interact* with the data
- How will the data be transformed into *useful* information?
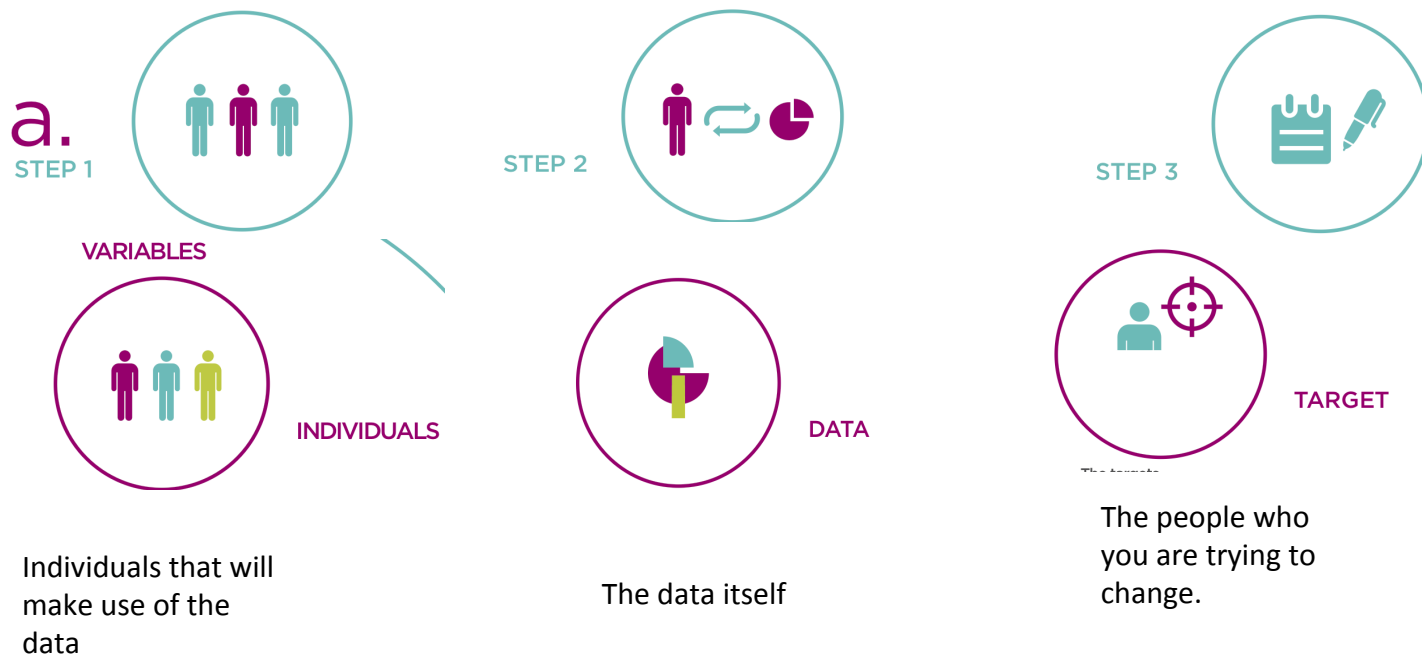- How will the project allow users to *do* something they couldn't do before?

STEP 3

Identify the *outcome* of your actions
- How will your target group *react*?
- How will this support your *goals*?

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Data Action Cycle

a.

STEP 1

VARIABLES

INDIVIDUALS

Individuals that will
make use of the
data

STEP 2

DATA

The data itself

STEP 3

TARGET

The targets

The people who
you are trying to
change.

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Data pipeline and resources

FINDING DATA

GETTING DATA

CLEANING DATA

ANALYSING DATA

PRESENTING DATA

DATA PORTALS:
* Governments (UK, Brazil, etc.)
* Organisations (World Bank)
* Science (NASA)

Tabula

import io

forms

SurveyMonkey

I ♥ SPREAD SHEETS .BIZ

OPEN Refine

R

ABZV Datawrapper

infogr.am

Data Sources: Existing

Many sources frequently release data for public use. Some examples:

1. **Government** In recent years governments have begun to release some of their data to the public. Many governments host special (open) government data platforms for the data they create. For example the UK government started data.gov.uk. Similar data portals exist in the US, Brazil and Kenya – and in many other countries! Does your country have an open data portal (Datacatalogs.org is a good starting point)?

2. **Organisations** Other sources of data are large organisations. The World Bank and the World Health Organization for example regularly release reports and data sets.

3. **Science** Scientific projects and institutions release data to the scientific community and the general public. Open data is produced by NASA for example, and many specific disciplines have their own data repositories, some of which are open. More and more initiatives exist trying to provide access to already published data (e.g. Dryad)

Source: School of Data (schoolofdata.org)

Data Sources: Existing

To help people to find data, projects like the **Open Access Directory's data repository list** or the **Open Knowledge Foundation's datahub.io** have been started. They aim either to collect data sources, or collect together different data sets from various sources.

- See more at: http://schoolofdata.org/handbook/courses/finding-data/#sthash.gUxglLRQ.dpuf

Source: School of Data (schoolofdata.org)

Data Sources: Existing

Finding more Data using Google

You can search for CSV files on Google by typing **+filetype:csv** in the search bar. Searching for "South Africa +filetype:csv" will result in CSV files mentioning South Africa. You can try different other filetypes as well (such as: "xls" for excel spreadsheets or "pdf")

Source: School of Data (schoolofdata.org)

FAIR PLAY ALLIANCE

Investigative journalists taking Slovakian Government data and making it accessible to citizens.
- See http://www.fair-play.sk/

Data Sources: Grow Your Own

- You control what data you're collecting
- Involve others in your efforts
- You can make data available to others who might find it useful

Data Sources: Grow Your Own

If you are crowdsourcing from citizens

- Articulate a value or benefit to the people you are asking for data from
  - BE TRANSPARENT AND INCLUSIVE
  - KEEP POSITIVE
  - LISTEN AND LEARN

Harrassmap

Effort to stop sexual harrassment in the Streets of Cairo.

- http://harassmap.org/en/

Data Sources: Grow your own

Make it open (practice good data-karma)

Good open data:

- can be linked to and easily **shared**

- is available in a **standard**, **structured** format

- has guaranteed **availability** and consistency over time,

- is **traceable**, right back to where it originates,

- has a license that says it's **open data**

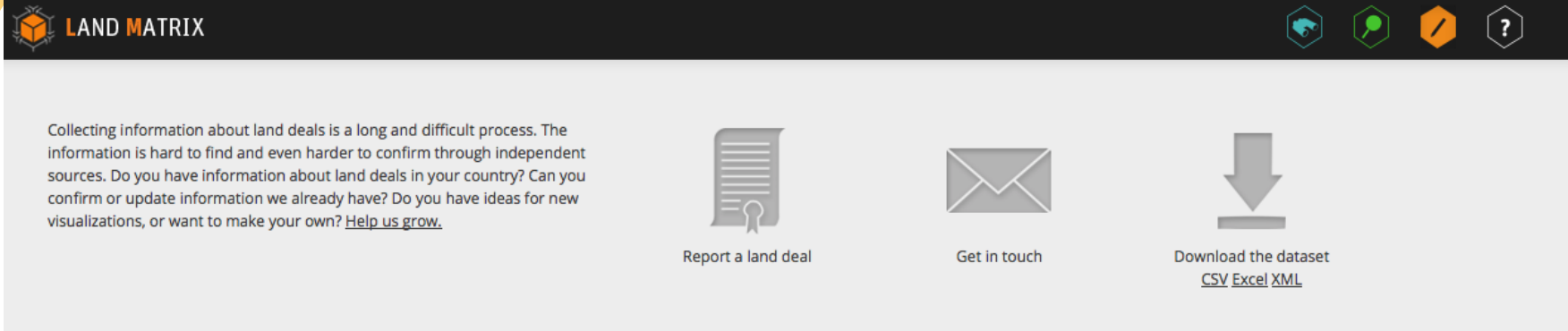source: Open Data Institute: http://theodi.org/guides/what-open-data

Crowdsourcing: Verification

- What sort of scrutiny will your data be put under?
  - Courts require more rigorous verification
- Verify to the point where you remain credible
- Always review crowd-sourced data

The Land Matrix

The Land Matrix

http://landmatrix.org/en/
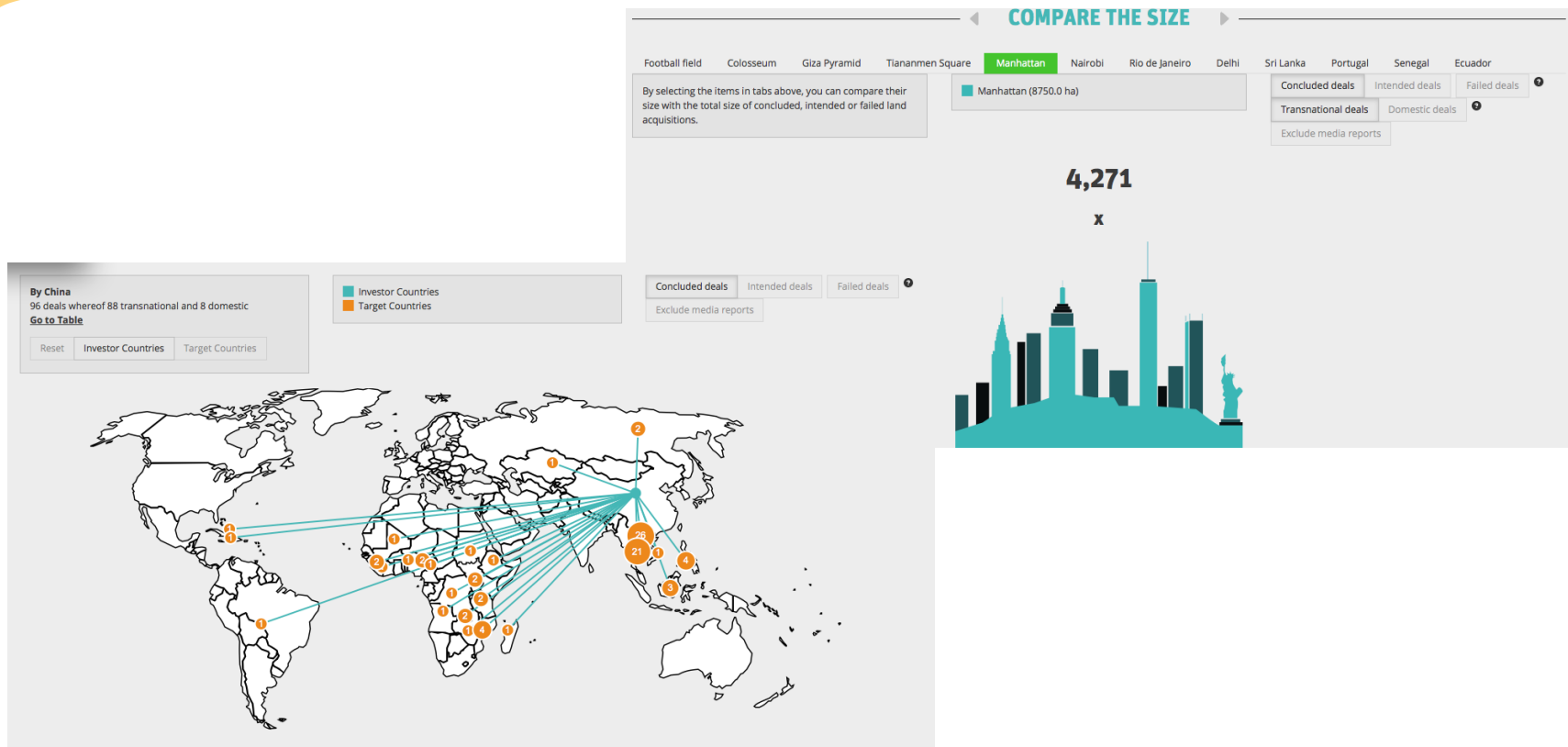
Resources

- Open Knowledge Foundation's School of Data - http://schoolofdata.org/
- FabRiders - http://www.fabriders.net/tag/data-advocacy/
- Visualising Information for Advocacy: https://visualisingadvocacy.org/working-data
- Open Data Institute: http://theodi.org/guides/what-open-data
- Ushahidi and Crowdmap: http://www.ushahidi.com/