

A decorative graphic on the left side of the slide. It features a vertical purple bar at the top, a blue bar below it, and a horizontal bar extending to the right. The horizontal bar is divided into four segments: blue, purple, yellow, and dark red. The dark red segment has a rounded right edge. Below the dark red segment is a yellow rectangular block.

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?



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%
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Calcium	0%	Iron	0%
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Vitamin D	0%	Vitamin B-6	0%
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Vitamin B-12	0%	Magnesium	1%
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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.

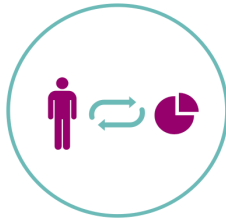
STEP 1



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?

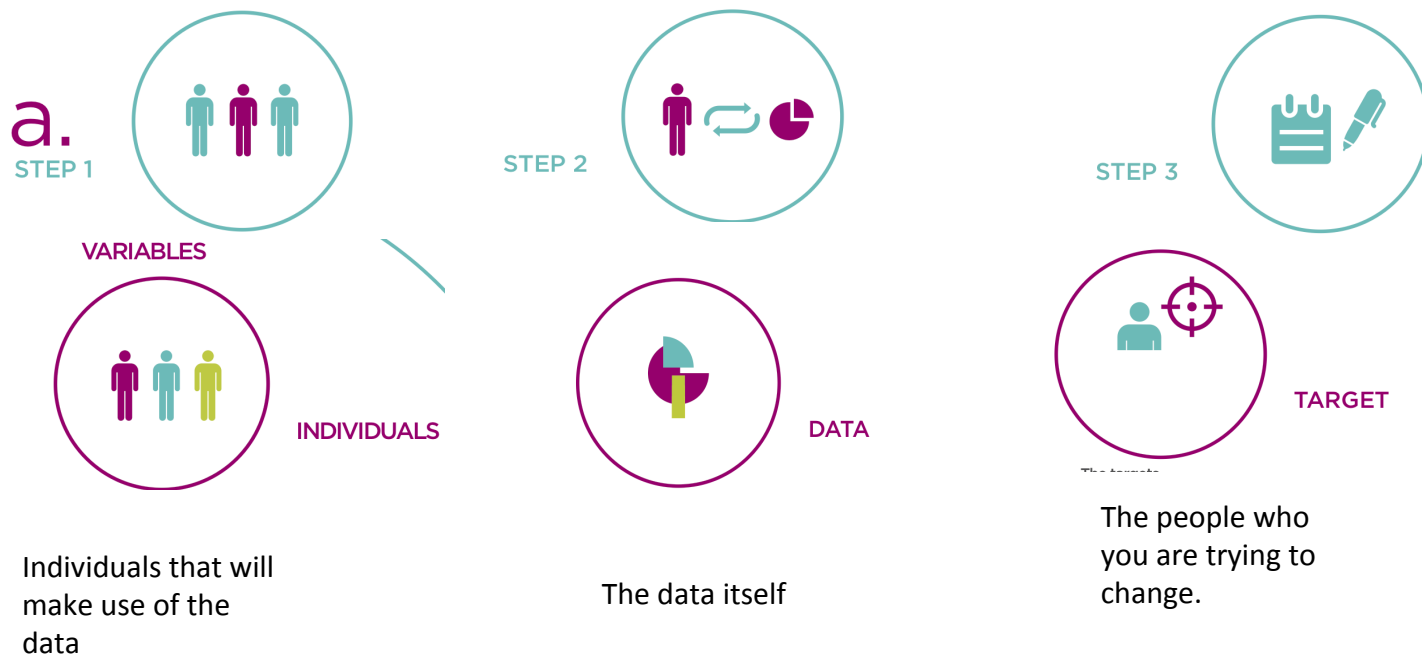
STEP 3



Identify the **outcome** of your actions

- How will your target group **react**?
- How will this support your **goals**?

Data Action Cycle



Data pipeline and resources



FINDING DATA

DATA PORTALS:

- * Governments (UK, Brazil, etc.)
- * Organisations (World Bank)
- * Science (NASA)



GETTING DATA

Tabula



import io

forms

SurveyMonkey



CLEANING DATA

I ♥
SPREAD
SHEETS
.BIZ

OPEN
Refine



ANALYSING DATA



PRESENTING DATA

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](https://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



FAIR-PLAY BIELA VRANA

ALIANCIA FAIR-PLAY POZERA POLITIKOM NA PRSTY.

Odkrývame, kde zneužívajú moc a naše peniaze. Tlačíme ich k otvorenosti a férovosti. Navrhujeme riešenia, ktoré prinášajú úspory, posilňujú občanov i vládu práva. Stojíme za odvážnymi.

—prečítajte si viac o Fair-play

—Rada Európy odmietla ďalších kandidátov na sudcu Európskeho súdu pre ľudské práva

Komisia, ktorá kandidátku skúmala, dala jednohlasne takéto odporúčanie parlamentnému zhromaždeniu Rady Európy. Zhromaždenie ho dodržalo a vyzve vládu SR na predloženie ďalších kandidátov.

—Prečo nám vládnu psychopati / diskusia

V stredu 8. októbra o 19.30 budeme v Modrom salóne SND diskutovať s Egonom Gálom, Gabrielom Hruštíčom a

→ Home

- Aktuality
- Projekty
- Média
- Donori
- O nás
- Kontakt

Twitter Facebook YouTube Email RSS

Aktuality

Najčítanejšie

- Hľadáme dobrovoľníkov!
- Pomôžte odhaliť tajomného úradníka z kauzy emisie
- V Centrálnom registri zmlúv neupozorňujú na všetky opravy
- Network na Pohode - 4 prednášky o tom, v akej krajine žijeme

všetky aktuality

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



HOME WHO WE ARE WHAT WE DO TAKE ACTION NEWS RESOURCE CENTER SUBMIT A REPORT



GET INVOLVED

Volunteer with us, or support us in other ways.



REPORT HARASSMENT

Report it to us if it happens to you, or if you witness it.



GET HELP

Access free services if you've been sexually harassed.



Effort to stop sexual harassment in the Streets of Cairo.

- <http://harassmap.org/en/>

Data Sources: Grow your own

Make it open (practice good data-karma)

Good open data:

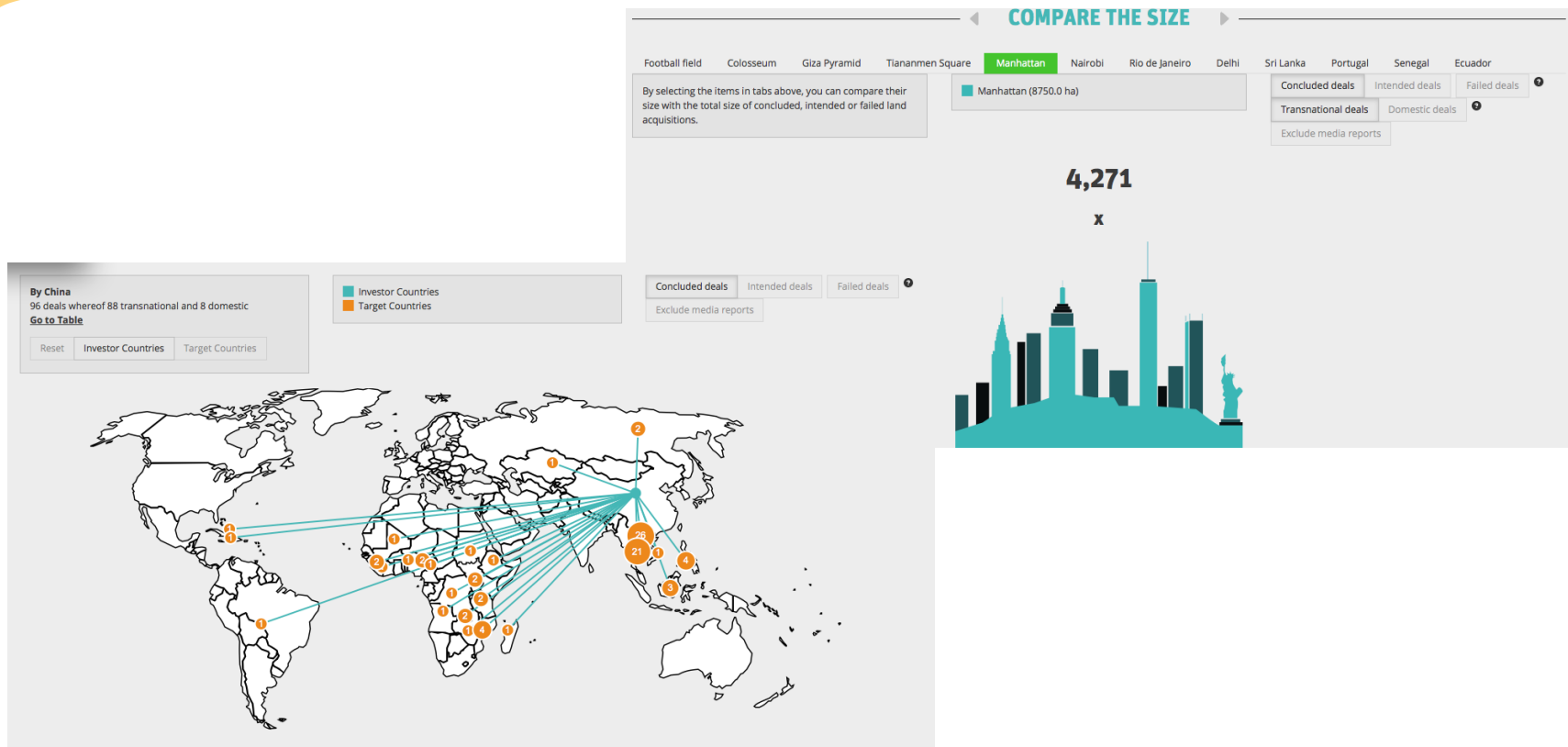
- can be linked to and easily **shared**
- is available in a **standard, structured** format
- has guaranteed **availability** and consistency over time,
- is **traceable**, right back to where it originates,
- has a license that says it's **open data**

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

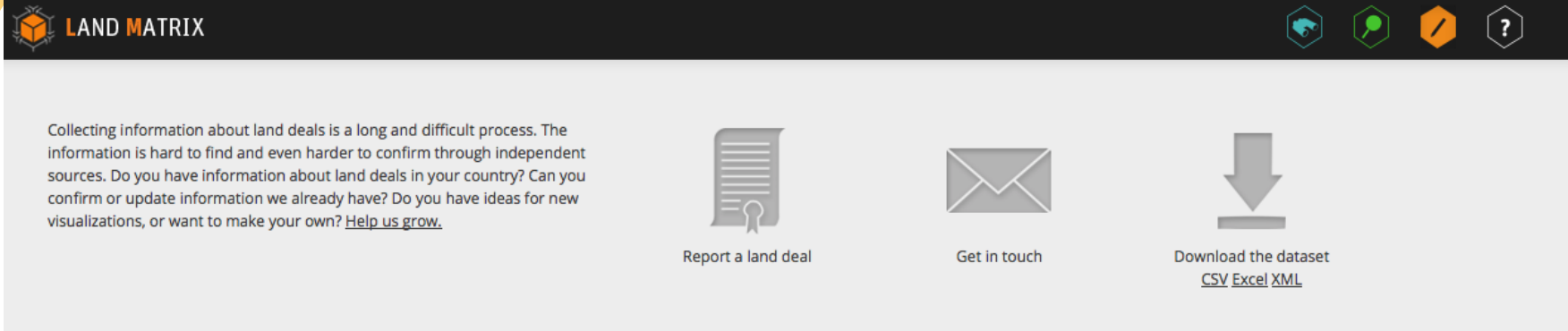
Crowdsourcing: Verification

- 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/>