Using Technology to Engage Citizens with Well-being Statistics

Workshop 2: Perspectives from Official Statistics and Government

Big Data in the ESS

Paris, 27th October 2014

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My definition of big data

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The data deluge

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Analytics

"Your recent Amazon purchases, Tweet score and location history makes you 23.5% welcome here."

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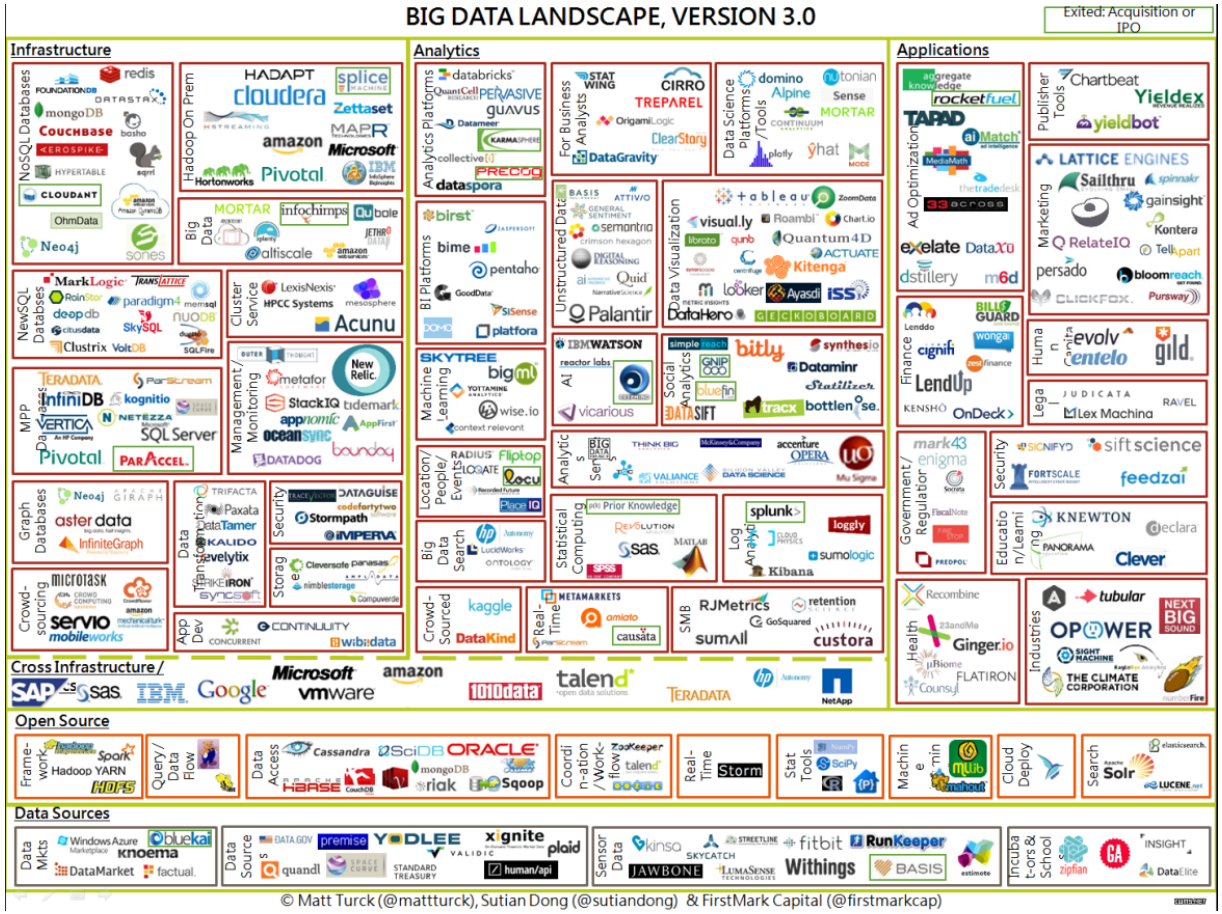
An emergent market



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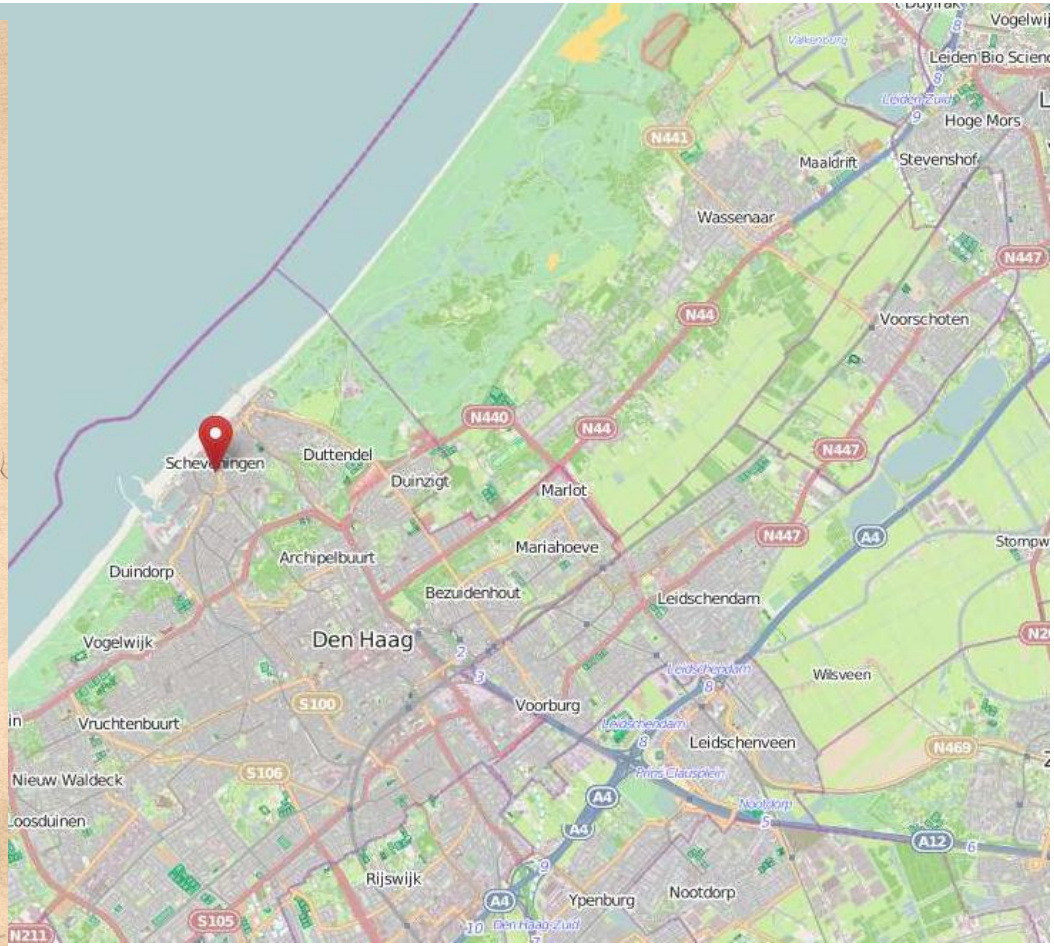
Scheveningen Memorandum

September 2013

- **Big data strategy**
- **Roadmap**

Heads of the National Statistical Institutes of the EU



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Big data strategy

- **Start with concrete pilots**
- **3 time-frames**
  - **Short-term: pilots, where we are, what do we need**
  - **Medium-term:**
  - **Long-term:**
- **Review the roadmap**

Roadmap

"As is" versus "To be"

Big data sources integrated in ESS official statistics production

> 2020	Topics dev official sta Governr Pilots finalised IT infrastructure, Methods, Quality Framework
By 2020	Commission big data strategy Identification and analysis of output portfolio Pilot projects launched Skills and training requirements identified
By 2016	Horizon 2020 Research Framework Programme Communication strategy Exchange with stakeholders

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T O P I C S

Policy	Quality	Skills
Experience sharing	Legislation	IT Infrastructures
Methods	Ethics / Communication	Pilots

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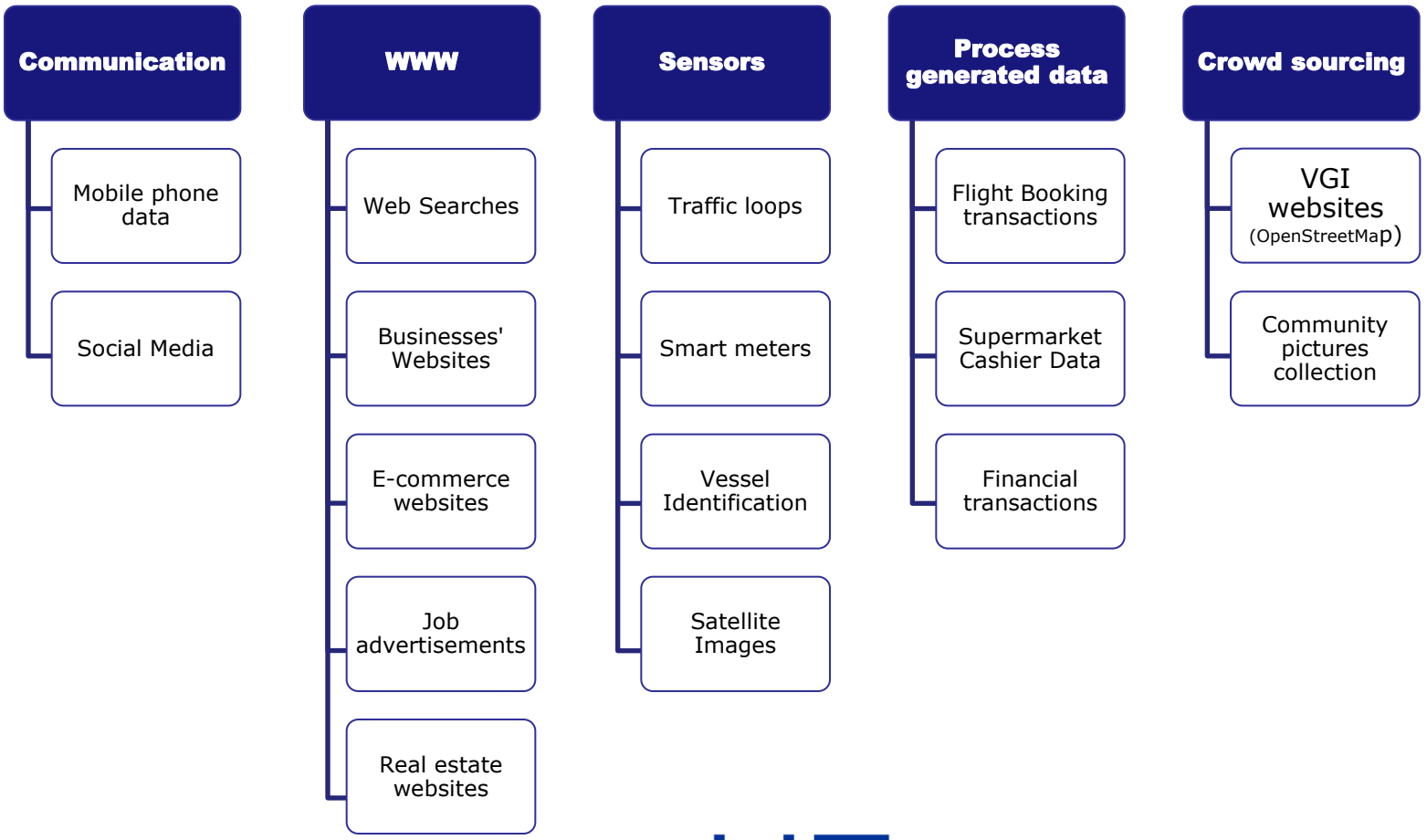
Sources of Big Data for Pilots



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Crowdsourcing

- **Citizens as donors of own data**
  - **Censors in mobile phones**
  - **Voluntary surveys (e.g. Generation E)**
  - **Surveys via mobile apps**
- **Citizens as data gatherers**
  - **Open content generate by citizens**
    - Open Street Map
    - Wikipedia
  - **Citizens as observers**

Thank you for your attention

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