

Introduction to the dimensions of digitalisation

Module 3.1: Introduction to Data



Faceapp

Cool or dangerous?



10 min



Faceapp

Terms of use (1/2)

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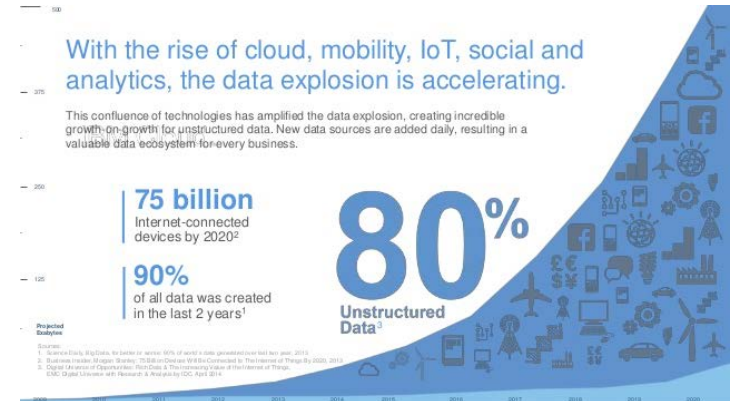
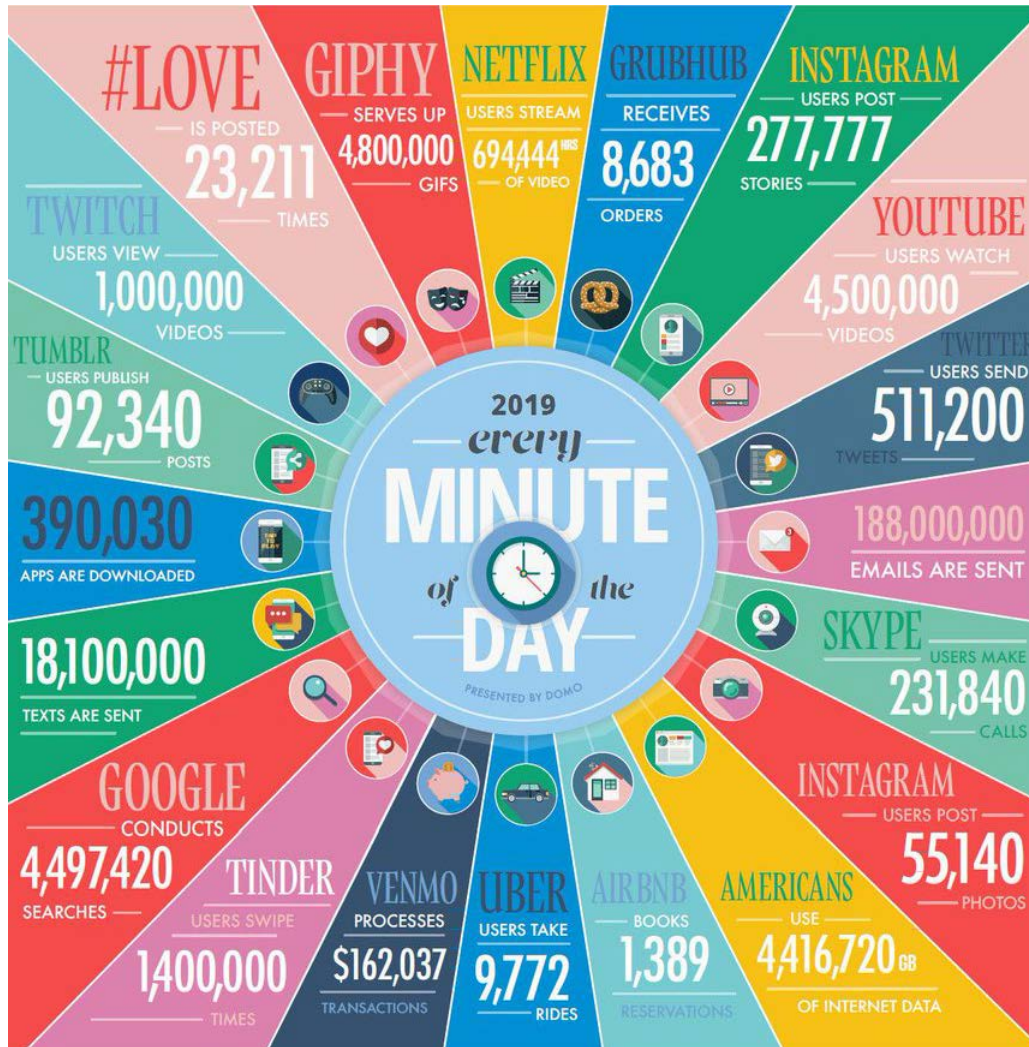
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Terms of use (2/2)

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Which risks / threats does a lack of privacy pose?



Process mediated data

- Health records
- Mobile phone data
- Credit card data

Machine generated data

- Road sensors
- Satellites
- Smart meter Internet of Things

Human sourced data

- Social media
- Internet searches
- Email or SMS content

Crowd-sourcing data





















- Citizen-generated data
- Images collection

Relevant actors

- *Individuals*
- *Economy*
- *Governments*

Potential

➤ Economic Prosperity

2018					2008				
RANK	COMPANY		FOUNDED	US\$bn	RANK	COMPANY	FOUNDED	US\$bn	
1.		*	1976	890	1.	 PetroChina	1999	728	
2.		*	1998	768	2.	 EXXON	1870	492	
3.		*	1975	680	3.		1892	358	
4.		*	1994	592	4.	 中国移动 China Mobile	1997	344	
5.		*	2004	545	5.	 ICBC	1984	336	
6.	 Tencent 腾讯	*	1998	526	6.	 GAZPROM	1989	332	
7.			1955	496	7.		1975	313	
8.	 Alibaba.com	*	1999	488	8.		1907	266	
9.			1886	380	9.		2000	257	
10.			1871	375	10.		1885	238	

* Companies based on the platform model

Sources: Bloomberg, Google

➤ Better / informed decisions



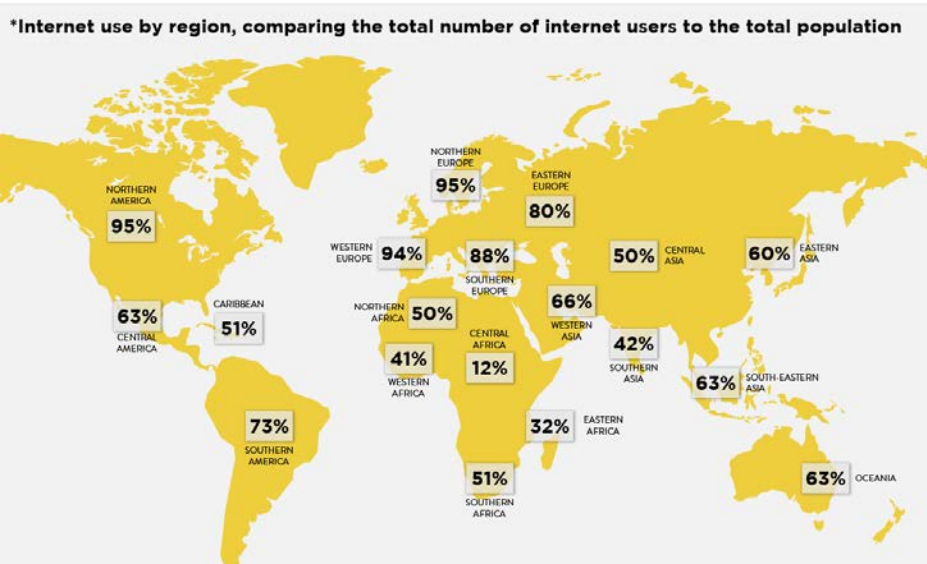
(Using new data sources for policymaking, EU 2017)

➤ Transparency / Accountability



Risks / Challenges

- *Digital Divide*
lack of data, quality of data



- Privacy
- Cyber Security
- Manipulation
- Lack of interest to openness

Open Government data

Regional Rank	East Asia & Pacific Global Rank Score (/100)	Europe & Central Asia Global Rank Score (/100)	Latin America & Caribbean Global Rank Score (/100)	Middle East & North Africa Global Rank Score (/100)	North America Global Rank Score (/100)	Sub-Saharan Africa Global Rank Score (/100)
1	 Korea 5 th 81	 UK 1 st 100	 Mexico 11 th 73	 Israel 28 th 46	 Canada 2 nd 90	 Kenya 35 th 40
2	 Australia 5 th 81	 France 3 rd 85	 Uruguay 17 th 61	 Tunisia 50 th 32	 USA 4 th 82	 South Africa 46 th 34
3	 New Zealand 7 th 79	 Netherlands 8 th 75	 Brazil 18 th 59	 UAE 60 th 26		 Mauritius 59 th 26
4	 Japan 8 th 75	 Norway 3 rd 74	 Colombia 24 th 52	 Kazakhstan 59 th 26		 Ghana 59 th 26
5	 Philippines 22 nd 55	 Spain 11 th 73	 Chile 26 th 47	 Qatar 74 th 19		 Tanzania 67 th 22

Table 1: Barometer's fourth edition regional champions with their respective overall rankings and scores.

Open Data Charter principles

- Open by default
- Timely & comprehensive
- Accessible & usable
- Comparable & interoperable
- For improved governance & citizen engagement
- For inclusive development & innovation

Data from different perspectives

Example: Kenyan Open Data Initiative

Anmelden

EXPLORE DATA CATEGORIES



Agriculture



Education



Environment



Energy



Health

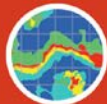
Unlock the Data

Anyone can use this data at no cost. Download raw data and share your insights with your teams or build new applications that serve specific users.



Explore

Dig into the data.



Visualize & Analyze

Highlight spatial patterns and discover trends.



Build

Develop new apps using templates and APIs.



Share

Embed analyses on your website.

EXPLORE DATA BY TYPE



Explore Data on the Map of Kenya



Find Tables, Documents and Government Portals with data.



Discover Data available on request



Discover all datasets



- Multistakeholder initiative

- Not only data collection but also application (20+ initiatives since 2011) and (political) actions



- No data updates
- Lack of legal and policy structures

Data for Development

Examples of innovative data use (UN Global Pulse)



Example: Data Innovation for Sustainable Development



CASE STUDY:



Measuring poverty from outer space

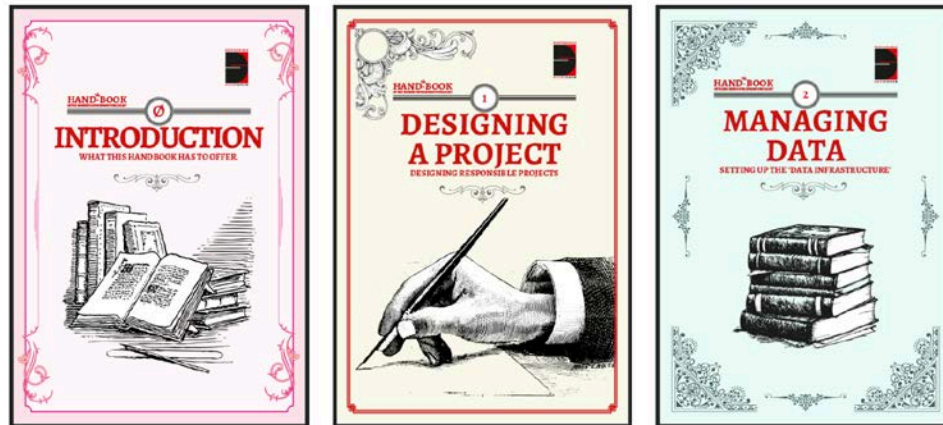
Measuring poverty is a long-running challenge for development practitioners. The household survey, which is widely used, is time consuming, expensive, and often requires elaborate data collection and analysis processes. In Sudan, due to armed conflict, household surveys are obviously much, much more complicated.

One innovative proxy indicator for poverty levels is electricity consumption, as households tend to decrease their consumption when they have fewer resources. The UNDP Sudan office set out to test whether satellite data could be used to estimate poverty levels via changing night-time energy consumption. The team used data pulled from night-time satellite imagery, analyzing these illumination values over a two-year period, in conjunction with electric power consumption data provided by the national electricity authority. The proof-of-concept successfully showed that the availability of electricity can be measured from outer space and also reflected the energy poverty prevalent in the country.

Combined with desk research from similar recent studies in Kenya and Rwanda by the World Bank, the team found that night-time satellite imagery has potential to be a reasonable proxy for poverty. The proof-of-concept provides the validation needed to rally further resources and continue investigation.

Dealing with Data

Helpful Guidance for Policymaker



**The Hand-Book of the
Modern Development
Specialist (The Engine
Room)**

what could go wrong?

We don't know much about how data-driven projects can go wrong until they go terribly wrong. There are strong incentives not to share experiences of responsible data harm, and those who share stories, especially of dramatic harm, usually don't wish to be attributed. Nonetheless, there are a number case studies described in this guide that illustrate the breadth of harm that can result from irresponsible data practices. Here are some broad examples of things that can go wrong:

Individuals can be harmed physically, emotionally or financially. When personally identifiable information is leaked in sensitive contexts it can spark violence, discrimination, or exclusionary policies.

Groups can be harmed without individuals ever being identified, through the enactment of discriminatory policies on the basis of data, on the basis of perceived relationships or through subtle social dynamics or engineering.

Project credibility and relationships with local partners and beneficiaries can be harmed when stakeholders feel as though they are exploited for data without receiving benefits, or when projects have adverse and unintended consequences.

misconceptions and common myths

If you are working with data and want to speak about the importance of responsible data, you may run into a number of recurring ideas that get into the way of moving this discussion forward - be it within your organization or in your interaction with other stakeholders, such as donors or beneficiaries of your projects.

Below are a number of those we have encountered so far and would like to address:

it is not my job, the IT department has this covered.

Actually, IT staff don't always understand these challenges very well either; they likely



only
act
ed