

# Influence Mapping

## State of the Art

December 2015



InfluenceMapping



# Table of Contents

[What is Influence Mapping?](#)

[Current State of the Art](#)

[Case Studies](#)

[Influence Map](#)

[Open Duka](#)

[La Fabrique de La Loi](#)

[Political Party Time](#)

[Parltrack](#)

[Lobbyradar](#)

[Cargografías](#)

[The Influence Mapping Toolbox](#)



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# What is Influence Mapping?

Influence mapping is an emerging, diverse field. Situated somewhere between data journalism, network visualisation, political science and activism, influence mapping is still building an identity as a practice in its own right. You could be an influence mapper and not even know it yet.

Influence mapping is at a stage where there are many people doing similar work but, because the community is still fragmented, learning is not being shared as effectively or as widely as it could be. To make the most of the excellent work and expertise already in the space, we set out to create a resource where the varied expertise and in-depth knowledge of influence mappers can be shared and built upon: a toolbox that will help newcomers and experts to map influence and make the most of their work.

So, what is influence mapping? Primarily, influence mapping is about making impact. This can be through a diverse range of practices that span from journalism to activism to research. It can be about finding things out - revealing secrets, discovering links. Or it can be about getting the word out, telling a story, or even generating evidence that can be used in a legal process. Or it can be about making tools and databases that make doing all that easier.

Whether it is through identifying key people, exposing or creating transparency in power relationships, or network mapping and visualisation, influence mapping is ultimately a way to hold accountable those in power - a process that allows citizens to have oversight on governments, organisations and corporations.

Thus, we can delineate influence mapping as:

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**Projects using varied methodologies and creating tools that help to find evidence, stories and visualisations that aim to hold those in power accountable for their decisions**

We've used this loose definition to guide the design of the influence mapping toolbox. This online toolbox aims to help people learn about existing influence mapping projects, and to share learning about common practices, tools and project experiences, so that influence mapping as a practice can grow and have even more impact.

## Current State of the Art

Here we provide a brief overview of the state of the art in influence mapping, with insights gleaned from our in-depth research into the projects operating within the space. Much of the project content is available in the [influence mapping toolbox](#), along with information and advice on practices and tools.

What do influence mapping projects look like? Many projects have narrative or infovisualisation outputs, or a mix of both, such as Connected China's visualisation walkthrough of China's elite (Figure 1). On the other hand, there are projects that make data more easily accessible by collecting, collating and processing data from multiple sources to create searchable or list-based databases and APIs. These projects, such as LittleSis and Open Corporates, in addition to creating stories and visualisations from their own data, also underpin investigative work by others.

## opencorporates

OpenCorporates is the largest open database of companies in the world

## LittleSis

LittleSis is a free database of who-knows-who at the heights of business and government

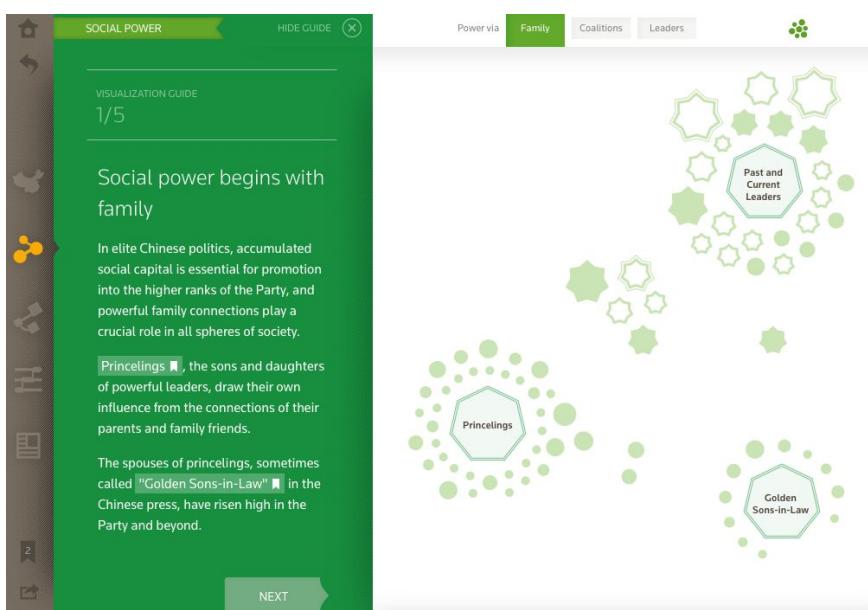


Figure 1: Connected China provides a narrative walkthrough of China's elite and powerful Chinese institutions

Projects within the influence mapping space have significant elements of data journalism and data visualisation, but as a practice as a whole it goes beyond both. While some projects focus on creating traditional journalistic reportage from data investigations, many of the projects we've come across have an element of trying to sustain a practice of shining a light on power structures, trying to create accountability mechanisms that are ongoing. They Rule, for instance, was set up in 2001 by designer Josh On (Figure 2) using static data gathered from company websites. Based on LittleSis data since 2011, the project is still active and used by a global community to explore corporate networks, 14 years later.

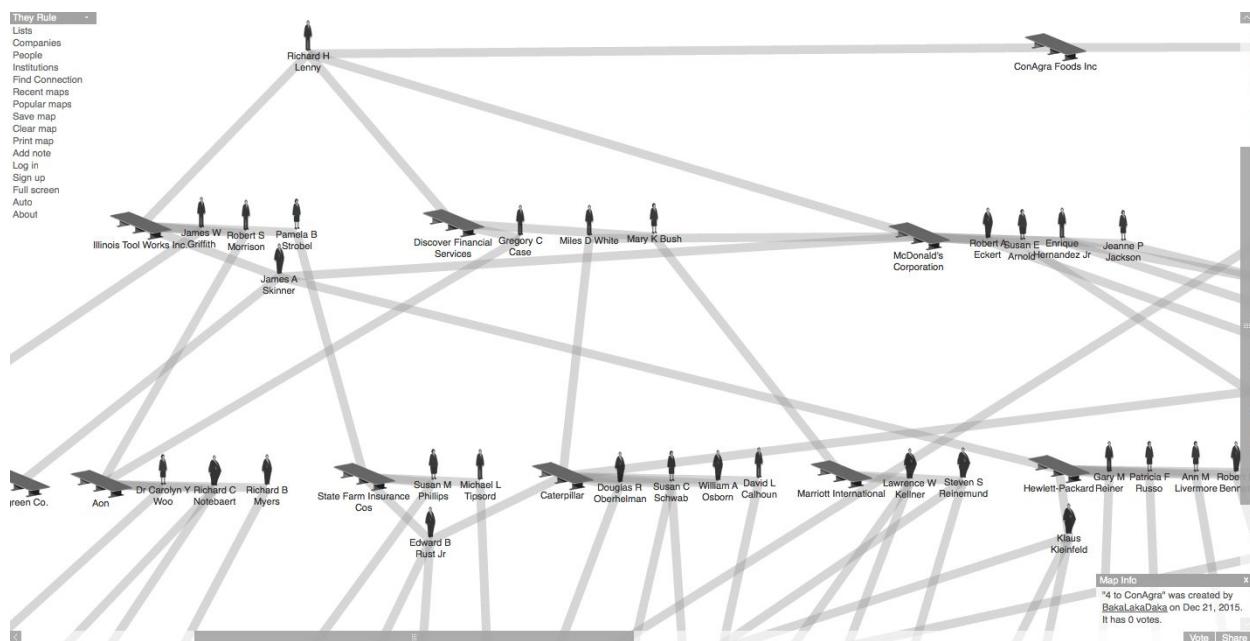


Figure 2: A recent map from the They Rule platform, 4 to ConAgra, a work in progress

Influence mapping projects usually require deep knowledge of a few different fields - in-depth knowledge of data investigative techniques, technology, visualisation, investigative and legal skills can all come into play. Often, influence mapping projects are carried out by teams of between 3 and 10 people who bring in a variety of these skills and more. The Influence Map project, for instance, which measures and lists corporate influence on climate policy, as well as bringing in a developer and a designer, also benefits from the experience of a physicist, a research director and an analyst. It is very rare to see an influence mapping project realised by only one person, something we have seen only in They Rule and Parltrack. And in both of these cases, the realisation of the project benefitted from support of an extensive and diverse network.

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**Influence mapping projects usually require deep knowledge of data investigative techniques, technology, visualisation, investigative and legal skills**

In fact, a supportive community has benefitted many influence mapping projects, whether it is as suppliers of inspiration or information, people to bounce ideas off or to help provide guidance on a bumpy road. One fifth of the projects we've seen have been published by an established journalistic source (eg: Al Jazeera, ProPublica, The Guardian), which has provided them with a solid infrastructure and the ability to leverage an extant communications network to increase the project's reach, something that is otherwise a challenge for projects going it alone.

Certain organisations are having a huge impact in influence mapping. ICFJ, the Sunlight Foundation and the European Commission have each contributed to funding 5 projects. Journalistic organisation ProPublica has self-commissioned three and ICIJ has self-commissioned two projects. The Knight Foundation has been involved in funding two of the projects. Around one fifth of the projects are wholly or partially self-funded.

Funding is a challenge for many of the projects, even those that, like Influence Map, are established as a business. There is a paradox here, because many of the projects are conceptualised as something having long term impact and a long term model, but they are generally reliant on short-term funding options such as grants of a few years. This means that often the projects need to be dynamic in terms of team composition and skills, frequently relying on freelancers and interns, and sometimes alongside informal contributions from the open source community.

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**Many projects are designed for long term impact  
but are reliant on short term funding**

Of the projects that we studied in-depth, funding was a key issue for the project's sustainability, and a considerable amount of work in the influence mapping space is done *pro bono*, motivated by a drive to make public important findings. For example, Parltrack has been created funded by *ad hoc* donations, and Cargografías was created in its early stages on a voluntary basis, and then funded sporadically by micro grants. Since the funding for La

Fabrique de La Loi, which tracks the evolution of the lawmaking and voting process in the French parliament, has ended, the project is sleeping but it was updated *pro bono* when the surveillance bill was taken through parliament.

As participants repeated during the Technology for Investigative Journalism meeting in London this year, there is not enough money in the field to create multiple versions of tools and datasets. The sector needs to become more coherent, and more interoperable. One solution for this is, for example, Who's Got Dirt, a kind of Meta API, which has the capacity to query all the APIs to the various relevant databases that are publically available.

Indeed, many of the projects rely on public or open data. These data are often scraped or downloaded from publically-available sources, sometimes in partnerships with “data providers”. Much work in the influence mapping space has been done in programming scrapers to fetch the data from target websites, and in establishing workflows to deal with large tranches of difficult to parse data. In around half the cases the resulting software has been made available to the community using open licenses.

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**There is a tension within the community between open and closed data policies, arising from different motivations and sustainability needs**

Open data licensing is rarer, with only a quarter of the projects releasing their data under an open license as qualified by The Open Definition: “Open data and content can be freely used, modified, and shared by anyone for any purpose”. Another quarter made their data publically available but without a valid open license. While this means the data is available for reuse, the lack of a stated open license means that there could be confusion on the part of those wanting to use it, which could hamper reuse. A handful were partially available, usually because commercial reuse was restricted, and less than half published data under a restricted license. Sometimes restrictions in reuse of data are cascade from original data licenses. However, this split between restricted and publically available data is perhaps a product of the tension within the community between the different motivations of creating change versus the journalistic necessity to generate high-value stories from investigations - which usually means being the first or the only outlet with a story.

Another tension is the fact that some projects aim to create sustainability by generating revenue from the data, which means it needs to be exclusive. An alternative model for some

projects is to sell software as a service, which is for instance the model [kumu](#) employs, but this can restrict the impact of the tool and the demographic of the user base. The choice between open and closed data and software is causing a schism within the influence mapping community, which some consider to be eroding the potential for impact from the community's work. Indeed, from our in-depth case studies we have seen that openness to reuse has reportedly increased the reach of individual projects, strengthened the community of practice and diversified and broadened the practitioner base, bringing in valuable new expertise.

Beyond reuse, assessing impact is often a challenge in projects that aim to produce broader social change. Particularly, it is challenging to reliably trace a project causing change in a broader context. Through the course of our research, our impact assessment methodology was designed to take into account both the reach of the project, and direct and indirect indicators of wider impact.

The online and offline reach of projects varies widely. The projects with the largest online reach were often carried out by established news sources, for instance The Counted from The Guardian, The Fifa Files from The Sunday Times, China's African Spending Spree from Al Jazeera and Dollars for Docs from ProPublica. However, there were some exceptions, notably both Open Corporates and their Financial Visualisation, which have a high Alexa page rank of 34,328 and high OSE domain authority ranks.

Other projects have been enormously important in facilitating other influence mappers. LittleSis data, for instance, is used by paradigm shifting project TheyRule, which changed how visualisations were used in activism, and has also received acclaim as an artistic work. LittleSis data has also been cited in over 500 times in news media.

Alongside online statistics and page rankings, we have looked for documented instances of projects being targeted in some way, implying impact. Some projects have been targeted by legal action, as in the case of the [OCCRP's Proxy Platform](#), which was the target of an unsuccessful libel case. Similarly, anti-corruption NGO [K-Monitor](#) have been targeted for investigation by the Hungarian government.

Outcomes for the projects vary from academic papers through to [bankers' resignations](#) after ICIJ's Secrecy for Sale: Inside the Global Offshore Money Maze revelations. [Non-profit Explorer](#) has been cited as a tool to direct public donations, and perhaps the project with the

most traceable impact is The National Institute on Money in State Politics's Follow the Money, which has been cited in legal proceedings over 1,000 times in the past decade.

As discussed at the Technology for Investigative Journalism conference - in this realm, you know you're having an impact if someone wants to stop you from doing it. This is an important lesson from investigative journalism that applies directly to influence mapping. If your project is successful in making an impact the requirements for rigorousness in the data analysis and investigation are extremely high. The outcome must be watertight to either be used as evidence or to generate a story that can be published without putting you at risk of being subject to legal action.

**Successful influence mapping projects could be targets for legal action so it's important to ensure practices, background data and findings are watertight to safeguard the project and its intended impact**

When embarking on a project, therefore, from the beginning it is important to have trust in the data you are using - to trust the sources, the quality and the cleanliness of the data, to ensure that the conclusions that are drawn from it are also trustworthy. Furthermore, it is paramount to follow rigorous procedures and best practice in data modelling and analysis, and to know the law and the region you are working and publishing in and how it applies to your work.

The trustworthiness of the tools used, and communications methods, are also important here from a digital security standpoint, and highlights the importance of planning and threat modelling when embarking on an influence mapping project.

This being said, experienced practitioners, when asked to give advice to newcomers considering tackling an influence mapping project, advised to go for it, even if it would be in a small way - just to start and get something out there which can then be built upon. Influence Mapping projects are still part of an experimental field. There are myriad opportunities for learning: projects have to invent their own models, their own objectives and be as modular as possible to deliver an output. While there are many challenges in terms of funding and sustainability, the community is diverse, expert and growing. Key now to the development of influence mapping as a community of practice is to approach the community development strategically, focus on building a coherent and collaborative community, avoiding

unnecessary repetition of projects and tools, and furthering understanding on how to create the most impact from the work.

# Case Studies

We picked a handful of projects for deeper investigation, and interviewed project representatives to explore further the influence mapping space. These projects represent diverse practices, geographical and thematic focus, and technological approaches.

**InfluenceMap**

HOME ABOUT METHODOLOGY RESOURCES MEDIA FAQ CONTACT US

MEASURING CORPORATE INFLUENCE ON CLIMATE POLICY

Click to view interactive table of all our results  
VIEW OUR FULL SCORING TABLE

InfluenceMap  
We are a neutral and independent UK-based non-profit that is to map, analyze and score the extent to which corporations are influencing climate policy and legislation worldwide.  
Our scores may also be reported as a measure of a corporation's resilience in the case of a shift towards a low carbon regulatory regime. We applied this analysis and scoring to the world's leading 100 industrial corporations and 30 influential trade associations. Our platform is open and free and is used by investors, analysts, campaigners and the corporate sector itself.  
Click to see a condensed summary of our results and which corporations lead in their sectors.

The freely accessible database of information on Kenyan entities

Search by name, company or organisation

Providing citizens, journalists, and civic activists with a practical and easy-to-use tool to understand the ownership structure of the world they live in, demonstrating the practical applications of open information for normal citizens

Influence Map

LA FABRIQUE DE LA LOI

Les parlementaires font-ils la loi ?

Explorez l'évolution de la loi au fil de la procédure parlementaire avec La fabrique de la Loi !

Explorer plus de 290 textes de lois \*

\* parmi 450 promulgués depuis 2000  
faute d'OpenData officiel

Les derniers textes débattus

Renseignement  
156 amendements

Économie réelle  
518 amendements

Les textes les plus amendés

Marriage pour couple de personnes du même sexe  
603 amendements

Collectivités territoriales  
2022 amendements

A PROPOS BLOG OPENDATA SIGNALER UN BUG MENTIONS LEGALES CONTACT

La Fabrique de la Loi

About Parltrack

Parltrack is a European Initiative to Improve the transparency of legislative processes. It combines information on dossiers, representatives, vote results and committee agendas into a unique database and allows the tracking of ongoing debates and votes. All of the data presented is available in an open standard or JSON format. Using Parltrack it's easy to see at a glance which dossiers are being handled by committees and NGOs.

code AGPLv3.0+, data CC-BY v3.0, site content CC-BY-SA 3.0  
© European Union, 2011 - Source: European Parliament

Parltrack

CARGO GRÁFICAS ARGENTINA La línea de tiempo de los candidatos Páginas Argentinas

ARGENTINA OTROS PAÍSES

Búsqueda Superida

- Candidato Presidente 2015
- Candidato Gobernador Provincia de Buenos Aires
- Candidato Gobernador Provincia de Tucumán

Línea de tiempo

NOTICIAS

TERITORIO

Cargograffas

Open Duka

Political Party TIME

BLOG CALENDAR COMMITTEES DATA/API FAQ ABOUT CONTACT GET INVOLVED

ON THE POLITICAL MONEY TRAIL

From the early hours of the morning until late in the evening, politicians are breaking bread and sipping cocktails with donors. Sunlight's Party Time lets you know who's fundraising and where.

SEND US AN INVITATION UPLOAD

Latest Blog Entries Newest Events Added Upcoming Events

Political Party Time

heute.de MIZ ZDF-Medieninformatik-Zentrum

ZDFLobbyradar

Worum geht es beim Lobbyradar?  
Wie funktioniert der Lobbyradar?  
Was kann der User selbst machen?  
Hier sind die Infos:  
ZUFÄLLIG

Die Lobbyradar-Ergebnisse sind übersichtlich.  
Wir zeigen Ihnen die verbindungen  
dort, wo Sie gerade suchen.  
Hier die drei Kästen:  
ZUFÄLLIG

Alle Beiträge zum Thema  
Anfrage und Votenzettel zum  
Lobbyradar bei ZDF-heute.de  
ZU DEN ARTIKELN

Wer mit wem?  
Wo treffen die Lobbyisten auf die Entscheidung? Suchen Sie selbst nach Verbindungen  
VORLÄUFER

Lobbyradar

## Influence Map

**Organisational Structure:** Non profit Community of Interest Company (CIC)▫

**Status:** Currently updated

**Start date of the project:** 2015

**Team:** 10 people

**Type of funding:** Funded until now through mixed funding (self-funds and UK-based Foundations)

**Budget amount:** Not disclosed

**Location:** London (United Kingdom)

**URL:** <http://influencemap.org>

**Type of output:** A scoring system ranks and categorises corporations according to how they influence climate policy.

Influence Map measures and lists corporate influence on climate policy worldwide. The project was created to provide a ranking system that is, in their own words, “as objective as possible”, as a tool to address gap in how corporations influence climate legislation.

### InfluenceMap

We are a neutral and independent UK-based non-profit whose remit is to map, analyze and score the extent to which corporations are influencing climate policy and legislation worldwide.

Our scores may also be regarded as a measure of a corporation's readiness in the case of a shift towards a low carbon regulatory regime. We applied this analysis and scoring to the world's leading 100 industrial corporations and 30 influential trade associations. Our platform is open and free and is used by investors, engagers, campaigners and the corporate sector itself.

Click to see a condensed summary of our results and which corporations lead in their sectors.

The project outputs to date have been a list of rankings of corporations released in 2015. This report created a good deal of traction in the media, with almost 30 citations of the report in the press. The project also reports engagement from stakeholders such as investor groups and policymakers:

"We had opinions from some very, very influential, some senior climate policy legislators who said that our, for example, our report on oil and gas industry lobbying was very timely and very helpful in balancing similar propaganda coming from the oil and gas industry."

Dylan Tanner, Founder and VP.

To generate the score for each corporation, Influence Map aggregates information from 8 different publicly available data sources, querying these sources with 12 questions relating to climate policy. To constitute the score, the Influence Map's team uses a traditional method encountered in other Influence Mapping projects, relationship mapping, to weight the data, which was then processed by the team's algorithm to generate a numerical score to feed into the Influence Map rankings. ([More detailed information on the project's methodology](#)).

The project's aim to be "as objective as possible", and their quantified-approach, provides more leverage to stakeholders, who might have had to deal with atomised sources of data about climate policy and corporate influence in the past.

The impact of the project has been amplified by their project management strategy, which involved from its early stages engagement with a core user group of specialists in the sector who have used the tool and organically disseminated their findings. This is combined with a strong and strategic media engagement strategy, timing important reports to coincide with important events or reports in the same sector and formatting them in an easily accessible manner to bring the most newsworthy information to the top line.

The team of 10 combines expertise from a variety of different disciplines, including design, software development, physics and analysis, aiming now to bring in visualisation expertise to increase legibility of the outputs. In terms of sustainability of the project, the aim is to increase the project's links to specialist media. However, plans for the future of Influence Map will be affected by the financial resources available to the project.

## Open Duka

**Organisational Structure:** Project incubated at the Open Institute

**Status:** Currently updated

**Interviewee:** Benjamin Charagu, Social-Innovation Lead of Open Institute

**Start date of the project:** 2012

**Team:** Size variable (from Small to Medium)

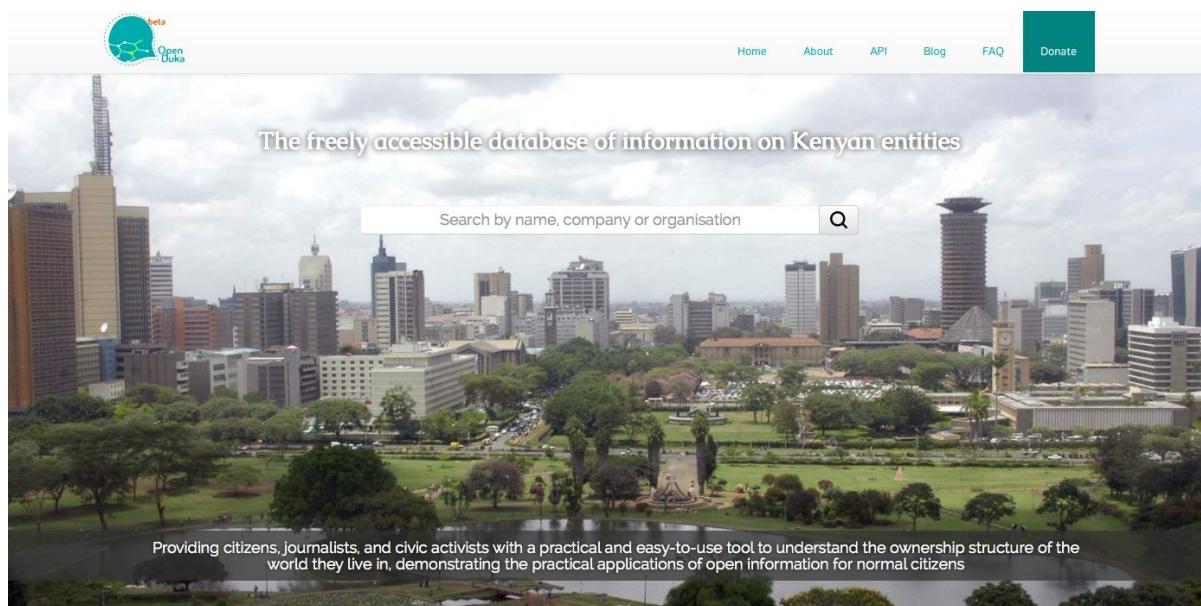
**Type of funding:** Grants    **Budget amount:** Not disclosed

**Location:** Nairobi (Kenya)

**URL:** <http://openduka.org>

**Type of output:** A free database about Kenyan entities to browse between networks of relationships linking people, organisations, tenders, contracts, cases and land parcels together.

Open Duka was started to gather information in one repository to create a searchable database of institutions and actors in power and commerce in Kenya, in order to foster more accountability and to facilitate oversight by citizens, journalists and civic activists.



Incubated by the Open Institute, the project is open source and the database is freely available and can be queried via the Open Duka API. Data has been scraped from online sources that provide shareholder information, procurement information, legal cases and company information, from data providers and partners The Kenyan Gazette and Kenya

Law. Open Duka's site is coded in PHP and the database is managed with MyTML library. Visualisation is now based on D3 javascript library.

The project has faced challenges since its inception, most notably access to data and tools. For example, the lack of a proper API to the Kenya Law data has slowed down access to their content. The problem with access to data has been exacerbated by lack of funds for tools to convert between different data formats. On occasion, Open Duka has found it necessary to translate data that was not machine readable with the tools available and to enter data manually into the database.

Alongside technological challenges in managing the database and visualisation tools, the team came across specific challenges when they attempted to use Document Cloud to extract information from documents: "Document Cloud couldn't pick up the entities, for example, the African names, can't pick, or it doesn't know how to identify a person and an institution based on our locality," says Charagu.

At this stage, the impact of the project has been not been formally assessed, and the online outreach is fairly small.

Benjamin Charagu and his team at the Open Institute are looking to change the model of Open Duka in order to potentially improve its impact by offering the database to organisations which might need entities mapping. However, these plans hang in the balance as the project's funding situation is critical making the future of Open Duka uncertain.

## La Fabrique de la Loi

**Organisational Structure:** Project incubated at Sciences Po in collaboration

with the NGO Regards Citoyens

**Interviewee:** Benjamin Ooghe-Tabanou,

**Status:** Maintained but not regularly updated

**Start date of the project:** 2011

**Team:** Large

**Type of funding:** Grant

**Budget amount:** €150,000 grant from the Ile de France Region fund over 3 years

**Location:** Paris (France)

**URL:** <http://www.lafabriquedelalo.fr>

**Type of output:** 290 law texts analysed and visualized (from proposal bill to its published version) showing how parliamentary process in France works.

La Fabrique de la Loi publishes and tracks the evolution of bills through French Parliament from their inception to the final publication, showing which the related voting history for the different MPs and changes to the texts chronologically. Aside from the web interface, the data is also made accessible through an API.

The screenshot shows the homepage of the La Fabrique de la Loi website. At the top, there is a search bar with the placeholder "Chercher une loi promulguée depuis 2010". To the right of the search bar are several logos: CEE, médialab, CNRS, Ile de France, and DENISITY. Below the search bar, the main title "Les parlementaires font-ils la loi ?" is displayed in a large, bold, serif font. A subtext below it reads "Explorez l'évolution de la loi au fil de la procédure parlementaire avec La Fabrique de la Loi !". A green button labeled "Explorer plus de 290 textes de lois \*" is visible. A small note below the button states "\* parmi 415 promulgués depuis 2010 faute d'OpenData officielle". The page is divided into two main sections: "Les derniers textes débattus" on the left and "Les textes les plus amendés" on the right. Under "Les derniers textes débattus", there are two items: "Renseignement" with 1156 amendments and "Économie réelle" with 518 amendments. Under "Les textes les plus amendés", there are two items: "Mariage pour couples de personnes du même sexe" with 9201 amendments and "Collectivités territoriales" with 2122 amendments. At the bottom of the page, there is a footer with links: À PROPOS, BLOG, OPENDATA, SIGNALER UN BUG, MENTIONS LÉGALES, and CONTACT.

The goal of La Fabrique de la Loi is “to easily understand and visualize the French parliamentary process”. The site and API are the product of a three year long research project between two research labs from Sciences Po in Paris: The [medialab](#) and the [Center for European Studies \(CEE\)](#) and [Regards Citoyens](#), an NGO urging for transparency in the public sphere.

The project started in 2011, funded by a grant of €150 000 from The Region Ile de France to sponsor and support innovation and research for citizens. The grant was used to support the team during three years, including funding the salary of two PhDs candidates and the designers who worked on the visualization part of the website, and to support conferences and workshops.

To retrieve the texts and the different MPs votes, the team programmed scrapers to extract data from different websites and reformat it. However, as Benjamin Oogue-Tabanou reported “this process did not succeed in 30% of the cases”. In some other cases, data was missing after scraping the websites of the National Assembly and the Senate. Often members of the team had to manually input information.

There has not been an impact assessment regarding the project so far and Oogue-Tabanou even considers it “confidential”. However, according to Oogue-Tabanou, the project has been used by MPs assistants, by activists during the campaign against the surveillance bill in France to track the parliamentary processes. Looking at it with hindsight Oogue-Tabanou even hopes that the project contributed to raise awareness about political open-data in France.

The tools used by the project team are all open source, which is a choice and a statement according to Oogue-Tabanou: “transparency has to be applied even to the code”. The scrapers were programmed with Python and D3.js was used to compute the visualisations. Finally, La fabrique de la loi tried to document as much as possible their technological choices [on their website](#).

Today, La Fabrique de La Loi is no longer regularly updated and the project is, as Oogue-Tabanou qualified it, “sleeping”, but the team voluntarily chose to upload information from time to time regarding “symbolic and key” texts such as the surveillance bill which was voted by the Parliament in July 2015.

## Political Party Time

**Organisational Structure:** Project incubated at the Sunlight Foundation

**Interviewees:** Jen Topper, Communications Director at Sunlight Foundation and Joshua Stewart, Deputy Communications Director at Sunlight Foundation

**Start date of the project:** 2007

**Team:** Size variable (from Small to Medium)

**Type of funding:** Donations

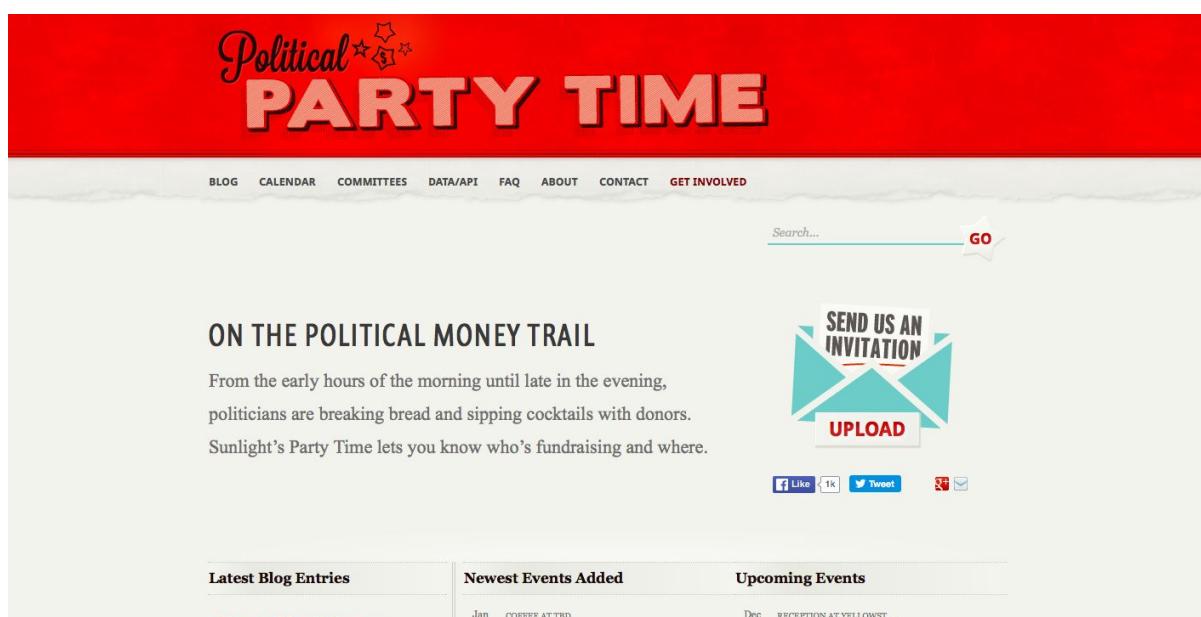
**Budget amount:** Not disclosed

**Location:** Washington D.C. (USA)

**URL:** <http://politicalpartystime.org>

**Type of output:** A tracking system to shed light on cocktail parties and informal meetings organized to raise money for political campaigns or influence candidates through lobbying

Political Party Time helps to track political fundraising events and the movement of political actors from event invitations. This information can be used to map the relationships between candidates and private interests from different sides. Launched in 2007 by the Sunlight Foundation, the project is still maintained by the organisation but no longer funded.



The screenshot shows the homepage of Political Party Time. At the top, there's a red banner with the title "Political PARTY TIME". Below the banner, a navigation bar includes links for BLOG, CALENDAR, COMMITTEES, DATA/API, FAQ, ABOUT, CONTACT, and GET INVOLVED. There's also a search bar with a "GO" button. The main content area features a section titled "ON THE POLITICAL MONEY TRAIL" with text about tracking fundraising events. To the right, there's a "SEND US AN INVITATION" button with an "UPLOAD" option, and social sharing icons for Facebook, Twitter, and Email. At the bottom, there are three columns: "Latest Blog Entries", "Newest Events Added", and "Upcoming Events".

Invitations to fundraising events are contributed by users who can submit an invitation by emailing or by sending it anonymously through the website interface. A small reporting team actively contributes to Political Party Time by tracking these invitations. As Topper and

Stewart put it, Political Party Time aims for “content generation”. Its objective is to lead storytelling based on the fundraising event information collated on the website.

The site is fairly simple and it uses open source tool programmed by Sunlight Foundation. Stewart explains that “they created a standardized form that allows admin, with basic data entry training, to enter fundraising invite data. The key is to tag the post with as much information as possible from the invite. This allows for our database to connect to previous hosts, lawmakers, and even venues.” The metadata is made available as bulk downloads “so any individual or organization can download our entire invite database”. The data collection is entirely done manually. Sunlight Foundation is currently working on scripts to automate the data collection (scraping from PDFs) but so far this has not been released.

No precise metrics for impact assessment have been reported, however the two interviewees mentioned how one of the recent achievement of the project was to uncover Jeb Bush’s presidential campaign launch. By tracking the body of evidence (the invitations), the project managed to infer his political candidacy.

## Parltrack

**Organisational Structure:** Self-initiative/independent project

**Interviewee:** Stef, founder and project manager

**Start date of the project:** 2011

**Team:** One person

**Type of funding:** Donations

**Budget amount:** Not disclosed

**Location:** Not disclosed

**URL:** <http://parltrack.euwiki.org>

**Output:** A database to track dossiers, representatives, vote results and committees agendas in the European Parliament.

Parltrack is a free database of European Union dossiers, committee meetings and the people who contributed to them. The project started in 2011, during the campaign against ACTA (the Anti-Counterfeiting Trade Agreement).

The screenshot shows the Parltrack website's 'About' page. The top navigation bar includes links for 'About', 'Sources', 'Legal', 'Privacy', 'Contact', 'Credit', 'Statistics', 'Additions', and 'Please Donate'. Below the navigation, a yellow box highlights the 'About' link. The main content area is titled 'About Parltrack' and contains a paragraph describing the project as a European initiative to improve legislative transparency. To the right of the text is a photograph of the European Parliament's plenary hall, showing many MEPs seated at their desks. At the bottom of the page, a footer note states: 'code AGPLv3.0+, data ODBLv1.0, site-content CC-By-SA-3.0 © European Union, 2011 - Source: European Parliament'.

Since its launch, Parltrack has been lead by one person, who maintains the project and manages the website. Parltrack is built using open source tools: Python for the scrapers and Mongo DB for the data management. The project has benefitted from open source development through coding contributions from the wider community. Parltrack also benefitted from crowdsourcing campaigns and donations, the most recent reached €11,000 to pay the maintenance of the website.

Parltrack uses web scrapers to gather data automatically, predominantly from the website of the European Parliament. There are frequent changes to this site, however, and as a result frequent changes to the web scrapers are necessary to maintain consistent data collection. This is often a time consuming exercise: “I had to debug the site for like half a day to find out why one of my scrapers didn’t work, and then it turned out that the European parliament changed the URL of one of their search interfaces.” Stef, Parltrack. This dynamic environment informed the decision to use Mongo DB, which was considered a good choice of database to store data from the European Parliament “which are constantly changing”.

In terms of impact, the Parltrack dataset has been used by other projects such as Political Memory, LobbyPlag and Score EP. “I really like to think of it [Parltrack] as a data provider, and I have all these cool NGOs and projects who use my data and do really really cool stuff with it that I’m really proud of, so, to support these people and projects.” Stef, Parltrack. The project is lauded by hacktivists as one of the cornerstones of the transparency movement, according to European political news site Politico, and has underpinned work by Transparency International on lobbying.

Parltrack will remain an independent project and will host freely the database, an ideological choice to keep the data available and open so that others can build on Parltrack and challenge the existing power structures - to “make the powerful people sweat”.

## Lobbyradar

**Organisational Structure:** Project incubated at ZDF (Zweites Deutsches Fernsehen)

**Interviewee:** Dominik Wurnig and Jan Schneider, project managers and journalists

**Start date of the project:** 2015

**Team:** Size variable (from Small to Medium)

**Type of funding:** Funded by ZDF

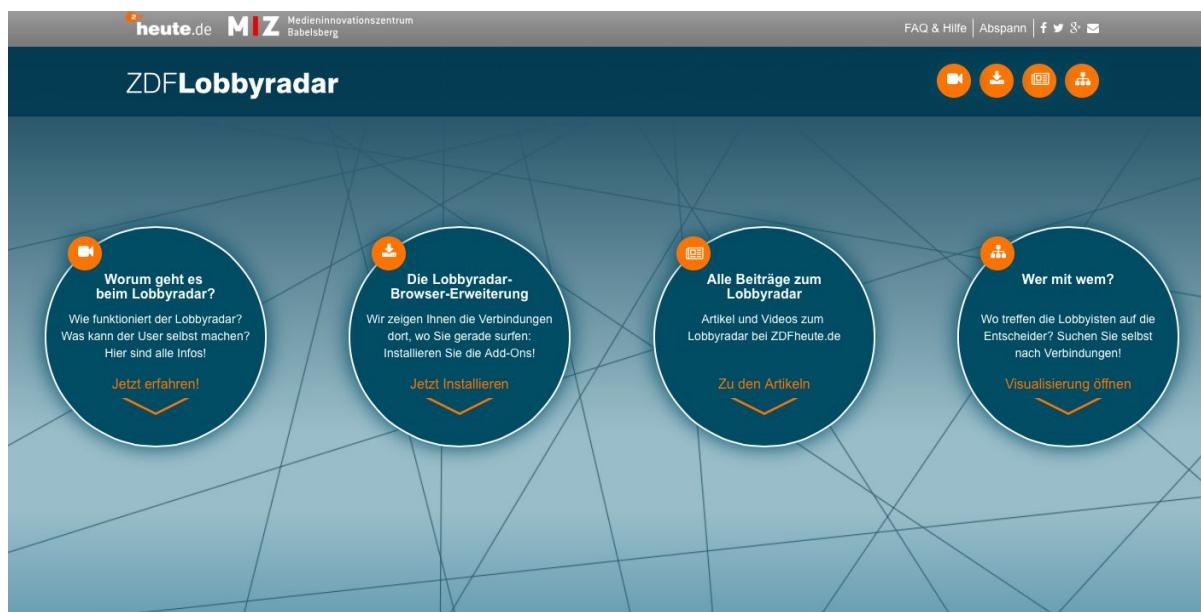
**Budget amount:** €150,000

**Location:** Germany

**URL:** <http://lobbyradar.de> (currently offline), archived at <http://lobbyradar.org>

**Type of output:** A visualization and a plugin which shows the different ties between lobbyists and politicians in Germany.

Lobbyradar uncovers the lobbying groups and private interests in German politics, by enabling users to explore network visualisations that show links between institutions and people of influence within the german political sphere. There is also a browser plugin, which, once installed, supplies information about politicians and lobbyists via a tooltip when their name appears on a website.



The project started as a cooperation between ZDF (Zweites Deutsches Fernsehen) and the Medieninnovationszentrum Babelsberg (MIZ) with the aim to tackle lobbying and its intersection within the political sphere in Germany. The project took shape during a

scholarship of the three journalists Michael Hartlep, Dominik Wurnig and Jan Schneider at MIZ and included a series of brainstorming workshops organized between journalists, coders and designers.

Lobbyradar's team was spread across multiple cities in Germany and mainly composed of the three journalists, working on the project part-time over six months alongside programmers from Open Data City. These disparate locations were challenging for the team, and coordination was mainly through Skype and other tools for remote communication.

The project used open source components "such as Angular, d3, Leaflet, Mongo DB and countless npm modules and built our own open source software around it". The project used mostly bespoke scripts based on node.js for web scraping to gather data from public sources. However, in some instances manual scraping and manual data cleaning was necessary.

Usability was an important factor for the project's team, and was considered to be crucial for improving the impact of the work. After building the website and the plugin, Lobbyradar organized user-centered workshops to get feedback from potential users in order to improve and iterate their website. It was this drive for usability that drove the team to develop the browser plugin, currently available for Firefox, Chrome and Safari, in an effort to increase awareness for the system and its content. The Lobbyradar website has had 500 000 unique visits. However, no statistics about the number of plugin users exist so far.

Lobbyradar's data has been updated regularly and contains more than 60 000 data points. However, as of December 2015 the <http://lobbyradar.de> has closed down pending a new partner to be legally responsible for the site's content. The current data will be hosted on a mirror site, <http://lobbyradar.org>. Wurnig and Schneider are now looking for potential new funders to make the project evolve, continue and grow, aiming to have the site back online in January 2016.

## Cargografías

**Organisational Structure:** Self-initiative/independent project

**Interviewee:** Andrés Snifcofsky, founder and project lead

**Start date of the project:** 2013

**Team:** Small

**Type of funding:** Grants

**Budget amount:** Not disclosed

**Location:** Buenos Aires (Argentina)

**URL:** <http://cargografias.org>

**Type of output:** The political trajectories of presidential candidates and government members in Argentina visualised on timelines.

Cargografías allows you to explore the timelines of the electoral mandates of the Argentinian representatives, in order to foster transparency in Argentinian politics, to help citizens to get a full picture of the political history of the presidential candidates and members of the government in Argentina, and thus make decisions based on these facts.

The screenshot shows the Cargografías website interface. At the top, there's a navigation bar with the logo 'CARGO GRAFÍAS' and 'ARGENTINA' followed by the subtitle 'La línea de tiempo de los Funcionarios Públicos Argentinos'. To the right are links for 'ARGENTINA', 'OTROS PAISES', and social media icons for Twitter, Facebook, and Email. Below the header, a section titled 'Funcionario seleccionado: 6' displays six thumbnail portraits of officials, each with a 'Chequeado' (verified) badge. Below these thumbnails is a search bar with placeholder text 'Ingresá el Nombre y/o Apellido' and a 'BUSQUEDA' button. A 'COMPARTEIR' button is also present. A 'Búsqueda Sugerida' section lists three items: 'Candidatos Presidente 2015', 'Candidatos Gobernador Provincia de Buenos Aires', and 'Candidatos Gobernador Provincia de Tucumán'. At the bottom, there's a 'Línea de tiempo' section with filters for 'NOMBRE', 'ROL', and 'TERRITORIO'.

Cargografías started in 2013 as a pro bono initiative by founder Andrés Snifcofsky. A graphic designer by training, Snifcofsky chose this issue of transparency in politics as an opportunity to expand his skills in interactive design. Snifcofsky started by manually scraping the

information in order to create a prototype quickly: “So I built, like, a 500 rows of information, of names and dates and roles, so I used that little data set as a starting point, as a proof of concept to build the visualization,” he says.

The project has benefitted from its very beginnings from collaborative and co-learning environments, such as collaborative workshops uniting the interactive design and data journalism communities in Buenos Aires, project management and programming workshops. It was here that Snifcofsky met developers who entered the team and helped him building the last version of Cargografías. The project uses open source tools such as D3.js and open source standards for data management such as Popolo and Popit, made available by MySociety. Cargografías made a decision to use Popit because it was also a standard within the community of practice as a way also to promote open data: “We chose Popit mostly because we wanted to get some connection with the rest of the community”.

Data for Cargografías is scraped from online sources and cross checked using bespoke web scraping scripts. Where data sources are not machine readable, the data are processed manually. Methodologies from journalism have been adopted, such as the cross checking of data and the importance of making editorial decisions on the use of the data when structuring and ordering it.

The project has always had very limited financial resources and the money was only enough to pay people in a “symbolic way” and to improve the infrastructure as Snicofsky underlines it: “I got three different micro-grants in the next two years that got me where we are right now, that we have a functioning platform”.

It is particularly hard to assess the impact of Cargografías, as its aim is to inform voters - an output that is difficult to measure. However, its importance as an idea is somewhat reflected by its expansion into Brazil.

The aim is to expand Cargografías further to cover the whole Latin American continent, providing information about the political backgrounds of candidates in multiple countries. The different regional chapters would be lead by regional teams. This new model opens up Cargografías to more diverse sources of funding in different countries and if successful could allow it to become a reference for citizens at a regional scale.

## The Influence Mapping Toolbox

The influence mapping toolbox aims to collect in one place the learning and expertise of the influence mapping community, in a way that makes it accessible and useful to practitioners.

[Visit the Influence Mapping Toolbox](#)

The content of the toolbox is organised into **projects, tools and practices** of influence mapping. The toolbox aims to help build the community around influence mapping practices and increase impact by sharing learning and collecting projects in one place. You may be an influence mapper and not even know it yet. The toolbox clarifies what influence mapping is. With the influence mapping toolbox, not only can you discover how your project fits into the influence mapping ecosystem, it also provides inspiration, guidance, and access to the influence mapping community.

❖ Toolbox      Practices      Projects      Tools      Case Studies      About



How can researchers, journalists and activists map out the influence of personal ties, economic interest and other relationships in politics?

The influence mappers toolbox brings together resources to help you

- Identify data for your project
- Organise your data
- Make sense of your data
- Present your data and findings

You can also

- Take a tour of the [tools available](#)
- Learn about the best approaches to build your own tools?
- Find out who's doing work like yours. Go to [Projects](#)
- Read through our influence mapping [case studies](#).
- Learn about our influence mapping essential [Practices](#)

You can explore past and current influence mapping projects to find inspiration on possible outputs. Projects can be sorted by type of output, theme, budget, team size,

geographic focus, open source and open data approaches, and many other features, so that you can fine-tune your browsing to look at projects most relevant to your work.

• Toolbox      Practices      Projects      Tools      Case Studies      About

## EUCommunity

### Logo



### Description

#### URL

<http://euractory.eucommunity.eu/>

#### Keywords

database, politics, Europe, European community, european experts,

#### Project Current Phase

Beta version

#### Project Start Date

2013

#### Launch Date

2015

#### Most Recent Update

2015

#### Update Frequency

yes

#### Thematic Focus

Exposure

Each project has a page that gives a detailed breakdown of the project background, experience and practices, which links out to the project's documentation of practices, such as data acquisition, publishing protocols and so forth. Project pages also list the tools used to realise that project. These link through the the page for each tool, which in turn displays the projects that have used the tool.

Finding the right tool can be one of the most troublesome challenges, particularly for newcomers and the less tech-savvy. The tools section of the influence mapping toolbox allows you to navigate around tools in the same way as projects, with the addition of being able to filter the tools lists according to your technical experience.

[Visit the Influence Mapping Toolbox](#)

The toolbox practices sections details the steps needed to plan and execute an influence mapping project. The practices guide you through how to set up a project, including building in ethical approaches and rigour from the beginning. They give advice on how to collaborate with experts with varied backgrounds, and point to online resources of existing

projects who have documented their process, and pertinent guides and handbooks from around the web.

Toolbox

Practices Projects Tools Case Studies About

## Practices

List of practices

### Plan

*When you get started on a project it's usually an intuition or a question that guides you, but to achieve your goals, a little bit of planning goes a long way.*

- **Get Started:** Get started on an influence mapping project
- **Project Design:** Define your problem and structure your project
- **Ethics:** Do the right thing
- **Collaboration:** Get the right skillset in your team
- **Planning:** Devise a way to achieve your goals

Read Poderopedia's project documentation

Poderopedia

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The counted

[Read More](#)

Secrecy for Sale:  
Inside the Global  
Offshore Money  
Maze

[Read More](#)

From there, the practices section tackles collection and organisation of data, to help you navigate the best practices and tools for acquiring, then making sense of and creating stories or evidence from data. Finally, the practices section tackles publishing, including what can be done to increase a project's chances of having an impact.

The toolbox is built on the foundations of existing influence mapping projects. Using as open an interpretation of influence mapping as possible, we have included projects that fit rigorously within the influence mapping space alongside inspirational projects that provide good examples of individual facets of influence mapping practices from which new influence mapping projects can learn. These projects provide great examples of practices such as visual accessibility, evidence generation, investigations, and mapping endeavours that show influence on debated or publicly available information.

Finally, the toolbox provides the descriptions of the case studies, which show in detail the variety of circumstances in which influence mapping projects can evolve, the different practices employed and the outcomes possible.

[Visit the Influence Mapping Toolbox](#)