

Data for Good

Peter Darche
Data Engineer, DataKind



Big Data Revolution to Shake Up Drug Research

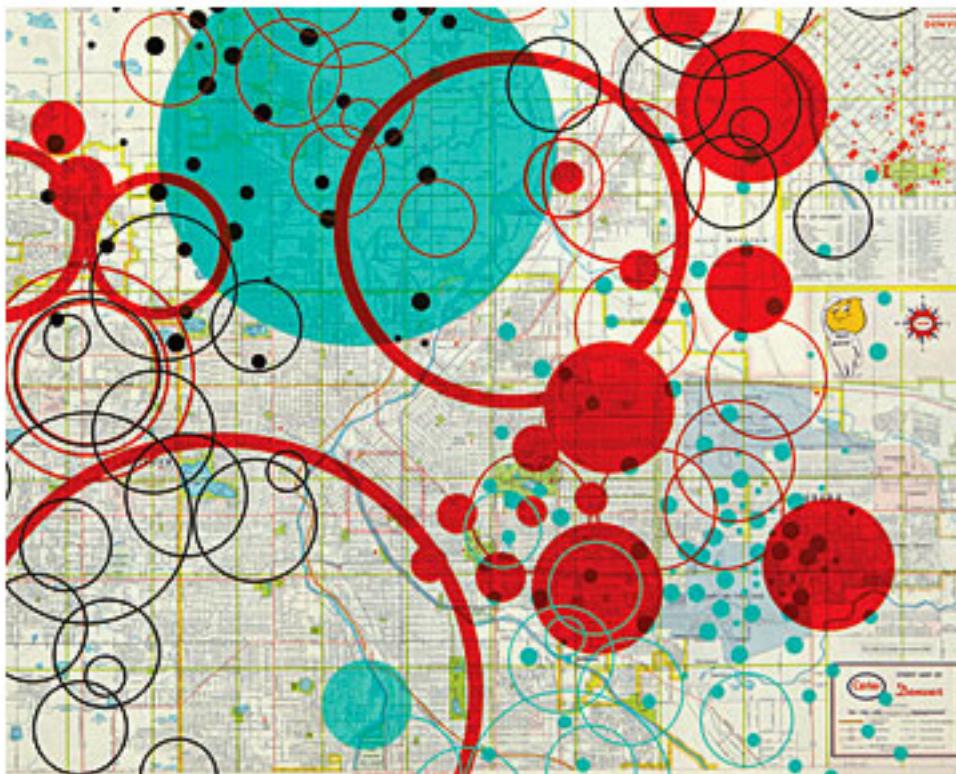
By Adam Samson, Victoria Craig / Published August 16, 2013 / FOXBusiness



Big Data: The Management Revolution

by Andrew McAfee and Erik Brynjolfsson

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Artwork: Tamar Cohen, *Happy Motoring*, 2010, silk screen on vintage road map, 26" x 18"

"You can't manage what you don't measure."

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The ‘big data’ revolution in healthcare

Accelerating value and innovation

Big Data Will Anchor The Next Revolution In The Mobile Industry

■ MARCELO BALLVE | NOV. 1, 2013, 10:15 AM | 🔥 1,538 | ⚙



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The world is awash in data.

CIBC, a Canadian bank, predicts that information-generation growth will increase 50 times over the next decade. IDC, a market research firm, similarly forecasts



The Social Data Revolution(s)

by Andreas Weigend | 4:58 PM May 20, 2009

Comments (16)



In 2009, more data will be generated by individuals than in the entire history of mankind through 2008. Information overload is more serious than ever. What are the implications for marketing?

The world has witnessed two revolutions in the way consumer data has been solicited and collected. And consumers have changed the way they use the web to converse, shop and transact. As a result, people have elevated their expectations for good, healthy customer relationships and exchanges. And this has put pressure on marketers to forge astute, coherent strategies for how they engage people, what data they gather, and how they use it.

CIO Journal.

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October 9, 2013, 4:12 PM ET

The Coming Sensor Revolution

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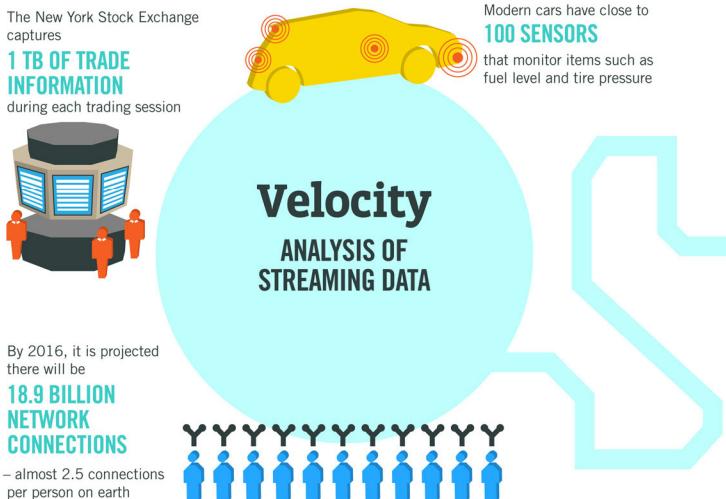
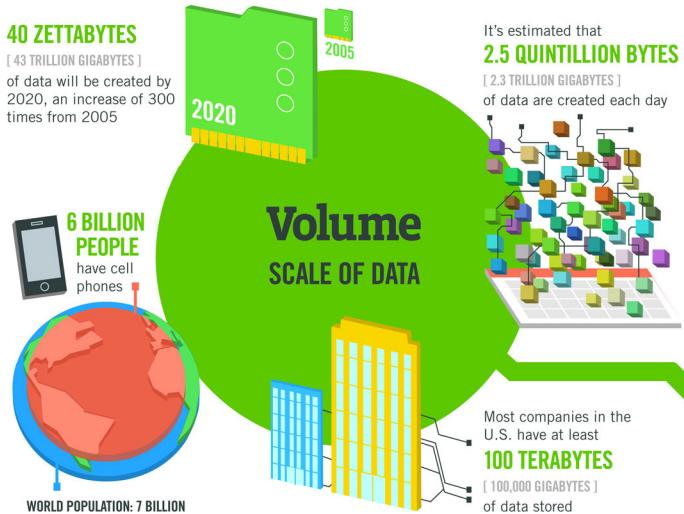
ORLANDO, FL — We're living through the most exciting period in technology since 1995, says [Gartner Inc.](#) IT -0.43% analyst Mark Raskino. Bouncing on the balls of his

1) What is ‘big data’?

**2) Why is it
‘revolutionary’?**

1) What is ‘big data’?

**2) Why is it
‘revolutionary’?**



The FOUR V's of Big Data

From traffic patterns and music downloads to web history and medical records, data is recorded, stored, and analyzed to enable the technology and services that the world relies on every day. But what exactly is big data, and how can these massive amounts of data be used?

As a leader in the sector, IBM data scientists break big data into four dimensions: **Volume**, **Velocity**, **Variety** and **Veracity**.

Depending on the industry and organization, big data encompasses information from multiple internal and external sources such as transactions, social media, enterprise content, sensors and mobile devices. Companies can leverage data to adapt their products and services to better meet customer needs, optimize operations and infrastructure, and find new sources of revenue.

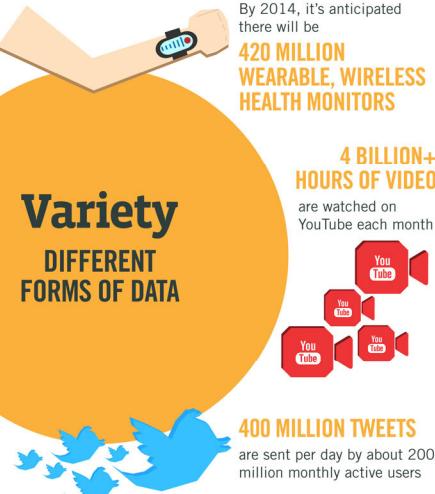
By 2015 4.4 MILLION IT JOBS will be created globally to support big data, with 1.9 million in the United States.



As of 2011, the global size of data in healthcare was estimated to be

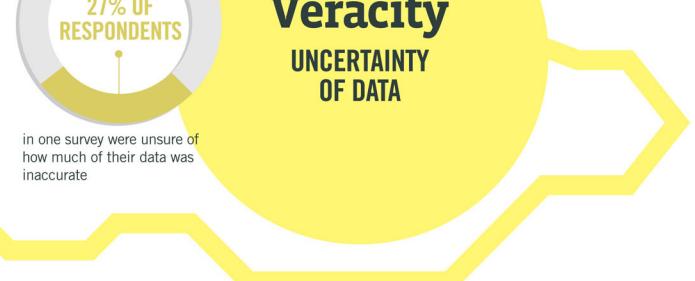
150 EXABYTES
[161 BILLION GIGABYTES]

30 BILLION PIECES OF CONTENT
are shared on Facebook every month

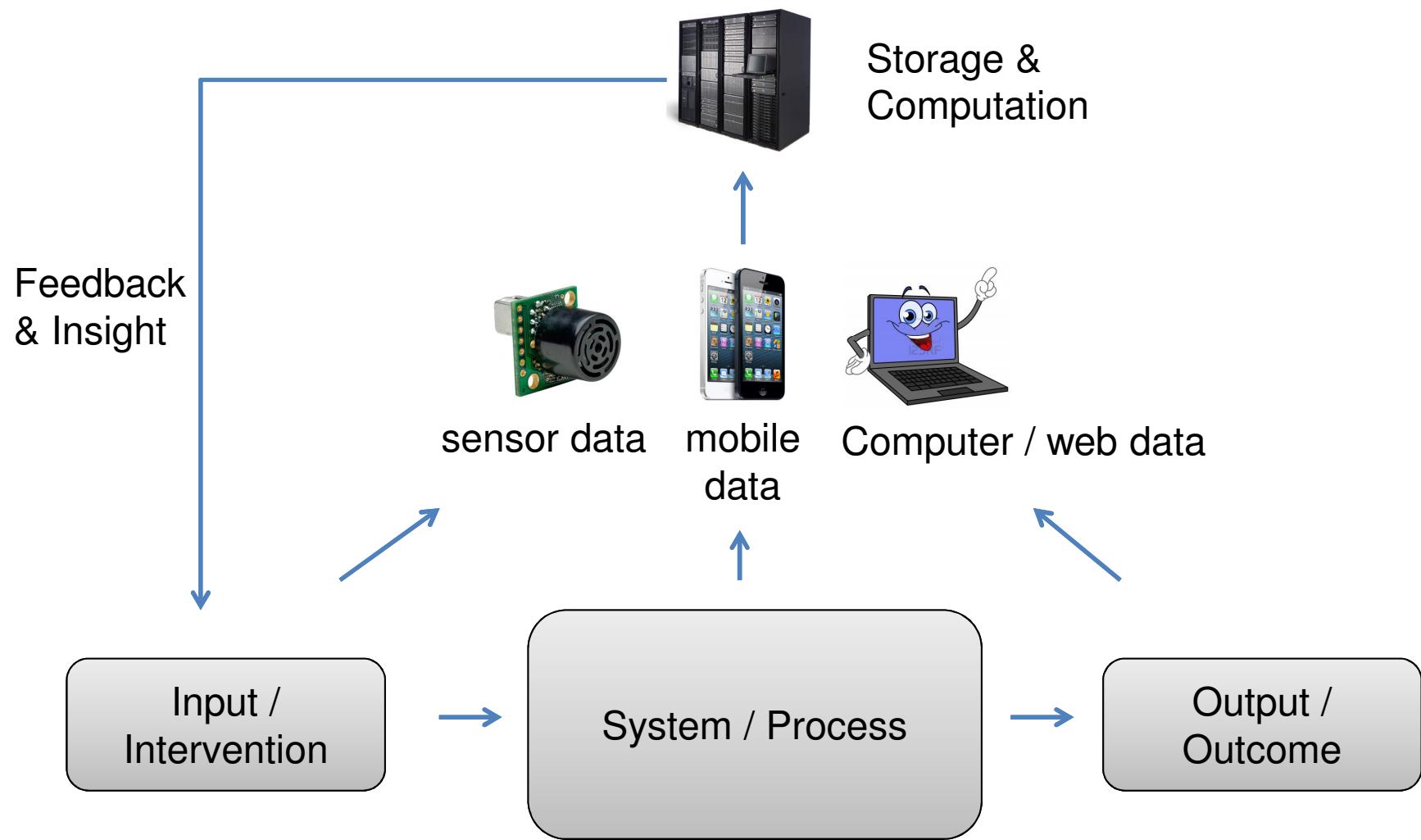


1 IN 3 BUSINESS LEADERS don't trust the information they use to make decisions

27% OF RESPONDENTS in one survey were unsure of how much of their data was inaccurate



Today: ‘Big Data’



1) What is ‘big data’?

2) Why is it
‘revolutionary’?



‘Big Data’
allows us to do
science in domains
we couldn’t
previously.

Doing science in
domains it wasn't
done before
revolutionizes
those domains

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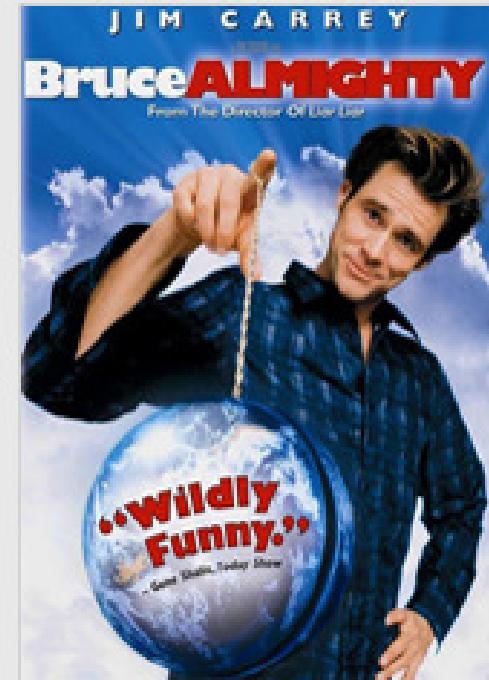
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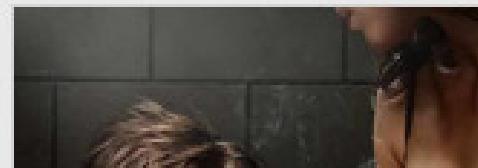
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Tom Willerer



Dramas





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This app is designed for both iPhone and iPad

Free

Category: Catalogs
Updated: Oct 05, 2013
Version: 2.1.10
Size: 10.7 MB
Languages: English, Japanese
Seller: AppGrooves Corporation
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Rated 4+

Compatibility: Requires iOS 5.0 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5.

Description

*** Featured in the App Store's What's Hot in Life Style (U.S., Japan, and other countries)! ***

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iOS 7 support.

Screenshots

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USING DATA IN THE SERVICE OF HUMANITY

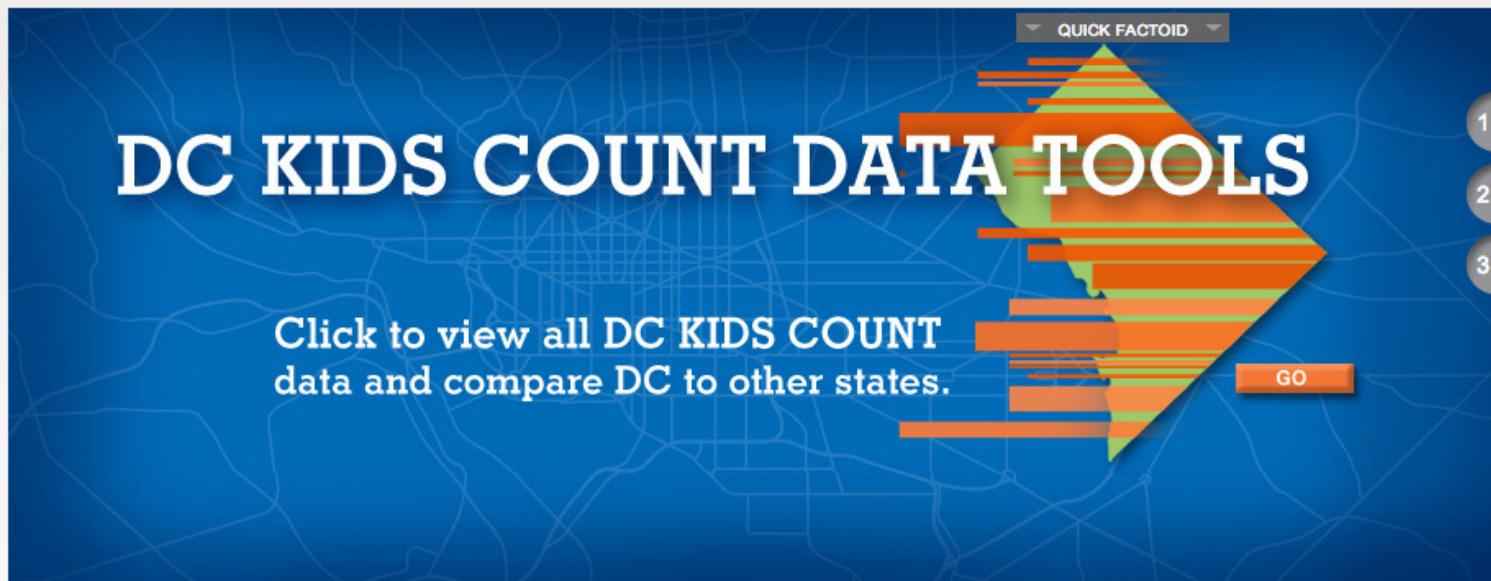




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1 Day left until DC Action's Fall Soirée

by HyeSook Chung on 11/5/2013

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2012 e-Databook

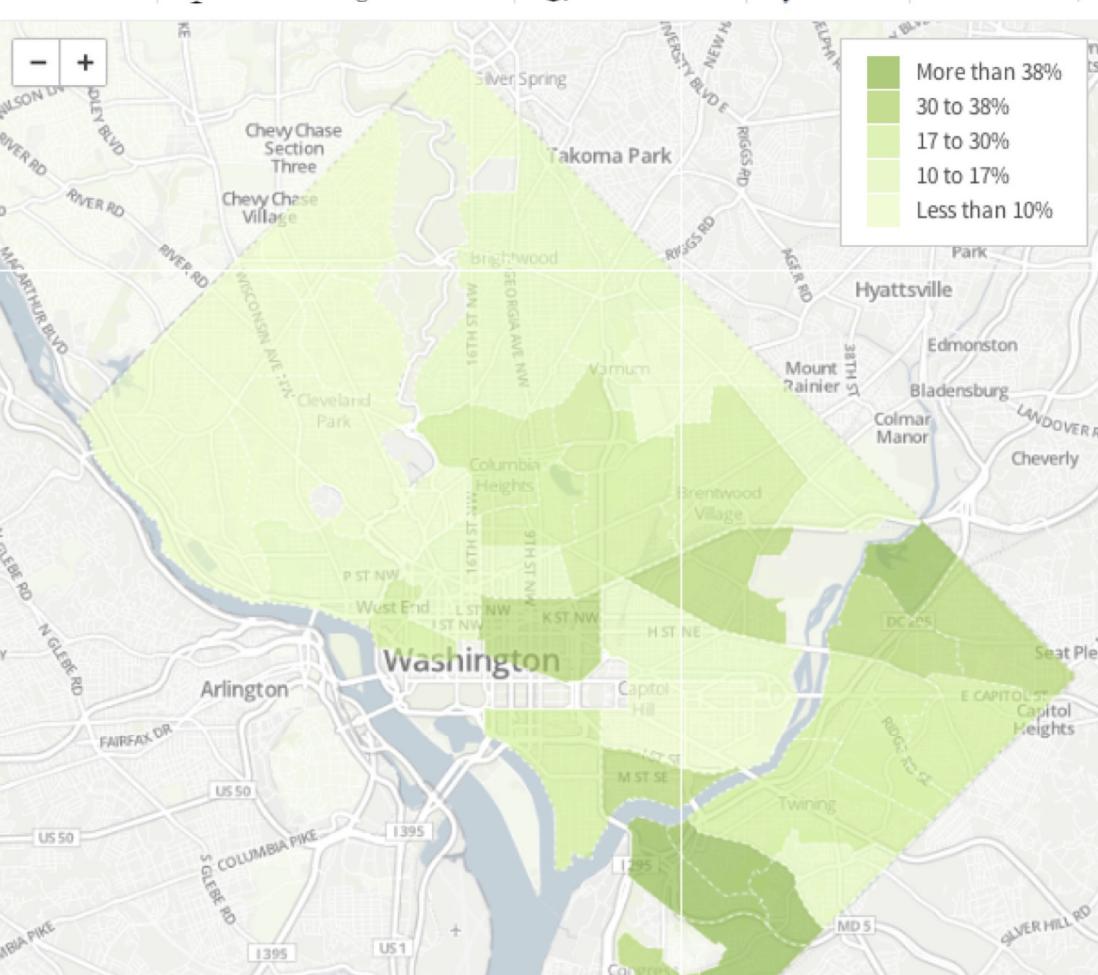


<http://www.dactionforchildren.org/node/357>

DC Action for Children designed the maps and interactive tools here to bring to life our data on the well-being of children and families, neighborhood by neighborhood. We invite you to use them to learn what you want to know about the health, safety and future success of children, families and neighborhoods in DC. We look forward to hearing your analysis!

CROSS-TAB ANALYSIS

High poverty



NEIGHBORHOODS

Brookland, Brentwood, Langdon

Population (Total):	8,459
Population (Under 18):	1,845
Median family income:	\$58,400
Single mother families:	54.6%
Children in poverty:	41.3%

Race & ethnicity (18 and over):



White: 13.5%
Black: 76.8%
Hispanic: 6.1%
Asian/Other: 3.6%

Race & ethnicity (under 18):



White: 6.3%
Black: 82.9%
Hispanic: 7.3%
Asian/Other: 3.5%

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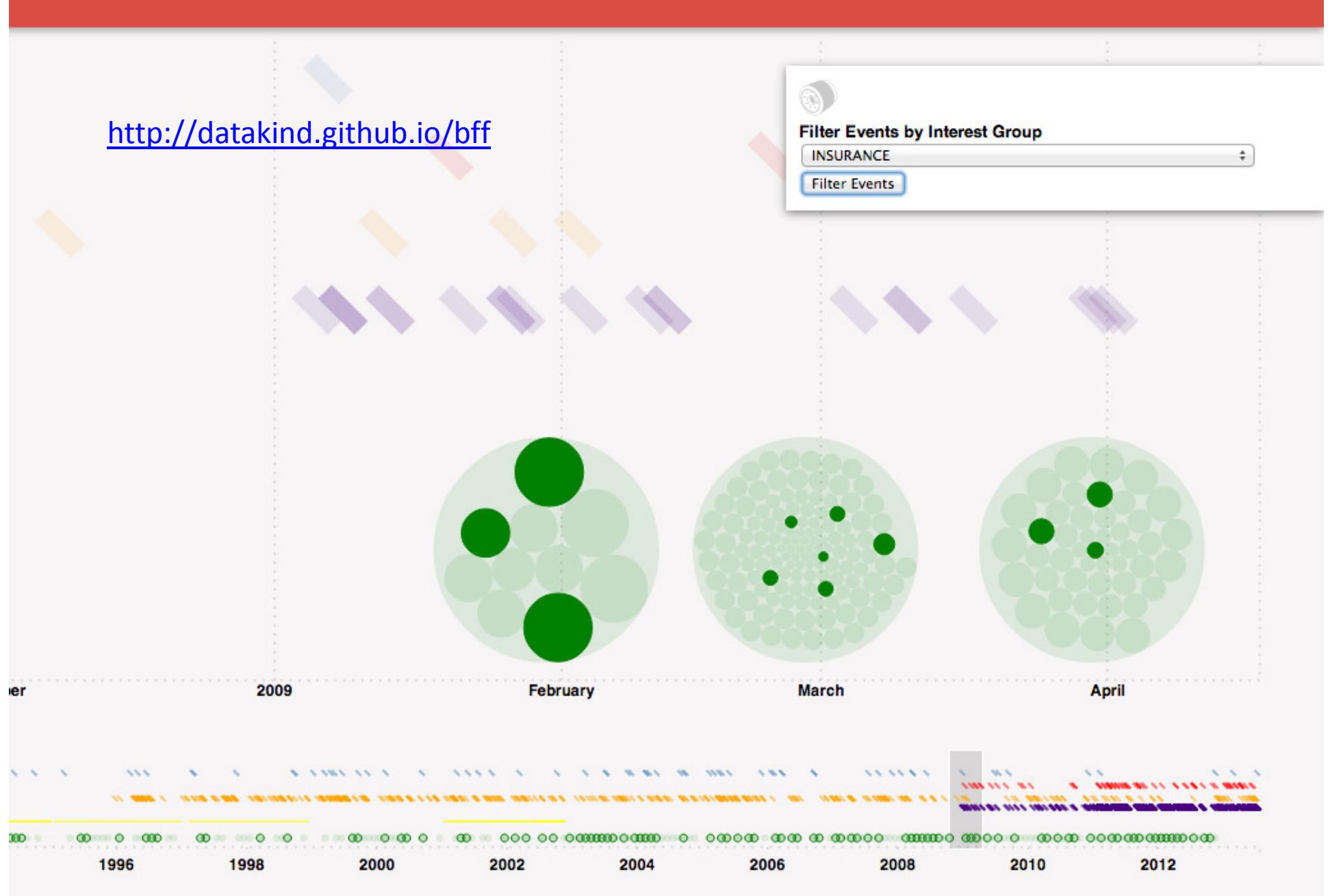
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Global Snapshot of Wellbeing - Mobile Survey

Description:

The objective of this ongoing collaborative project is to experiment with new tools that can replicate the standards of traditional household surveys, in real-time on a global scale. In particular, Jana and Global Pulse are testing the potential of deploying mobile surveys, over SMS, in multiple countries. The project will also explore the feasibility of conducting longitudinal surveys over time and the possibility of reaching underrepresented populations that have access to mobile phone technology.

Partner:

JANA (www.jana.com)

Project Overview:

Household surveys have long been the gold standard for collecting data on populations, both for national statistics, impact assessment, and programme monitoring & evaluation. However, household surveys are burdensome and costly, and thus difficult to scale. Mobile-based surveys have already shown, in recent years, their potential to complement traditional [data collection at the country-level](#).

For this project, Global Pulse partnered with Jana to conduct a survey at global scale.

In its network, Jana has over 2 billion mobile subscribers who have opted into a process where they will answer survey questions in exchange for a small amount of airtime. Since the majority of plans in the developing world and emerging markets rely on pay-as-you-go fees, this method has the potential to cover a great deal of the world's mobile users.

Global Pulse collaborated with Jana to develop a set of questions about well-being and interconnectedness that were translated into 15 languages, and sent over mobile phones directly to citizens more than 30 countries, collecting more than 90,000 answers between August and November 2011. The short video below (produced by Paul Butler, as a part of [Data Without Borders](#)) demonstrates the rapidity of data collection by showing the number of responses collected from July 25 to October 16, 2011.

July 25



13 answers

Sunlight foundation:

<http://sunlightfoundation.com/api/>

UN My World Data Repository:

<http://54.227.246.164/dataset/>

Opencorporates

<https://opencorporates.com/>

EPA DataFinder

<http://www.epa.gov/datafinder/>

Foundation Center

<http://data.foundationcenter.org/>

Thanks!