



Data as Culture

September, 2014 · ulrich atz · @statshero



Sir Tim Berners-Lee, inventor of the web, tweeting from middle of the 2012 Olympics

CERN DD/OC
Information Management: A Proposal

Vague but exciting ...
Tim Berners-Lee, CERN/DD

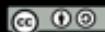
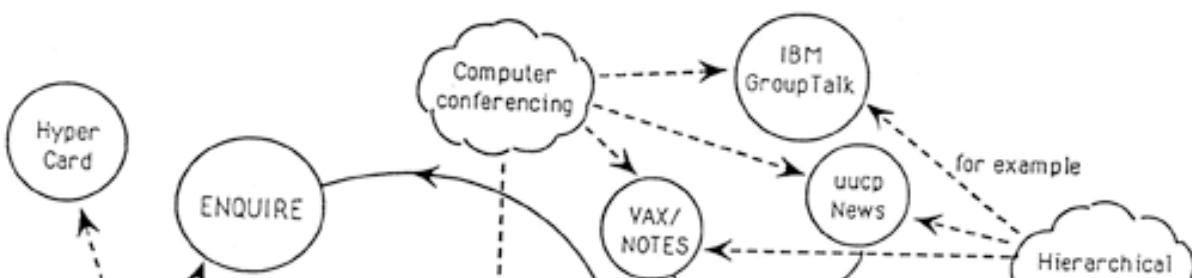
March 1989

Information Management: A Proposal

Abstract

This proposal concerns the management of general information about accelerators and experiments at CERN. It discusses the problems of loss of information about complex evolving systems and derives a solution based on a distributed hypertext system.

Keywords: Hypertext, Computer conferencing, Document retrieval, Information management, Project control





We are convening a community



15 Startups

MASTODON C



BIG DATA DONE BETTER

open^corporates

 Locatable

 transport API
powering change and innovation in transport

 CARBON CULTURE.
Join in, team up, make a difference

 HB
Honest Buildings

 OPENBANK PROJECT

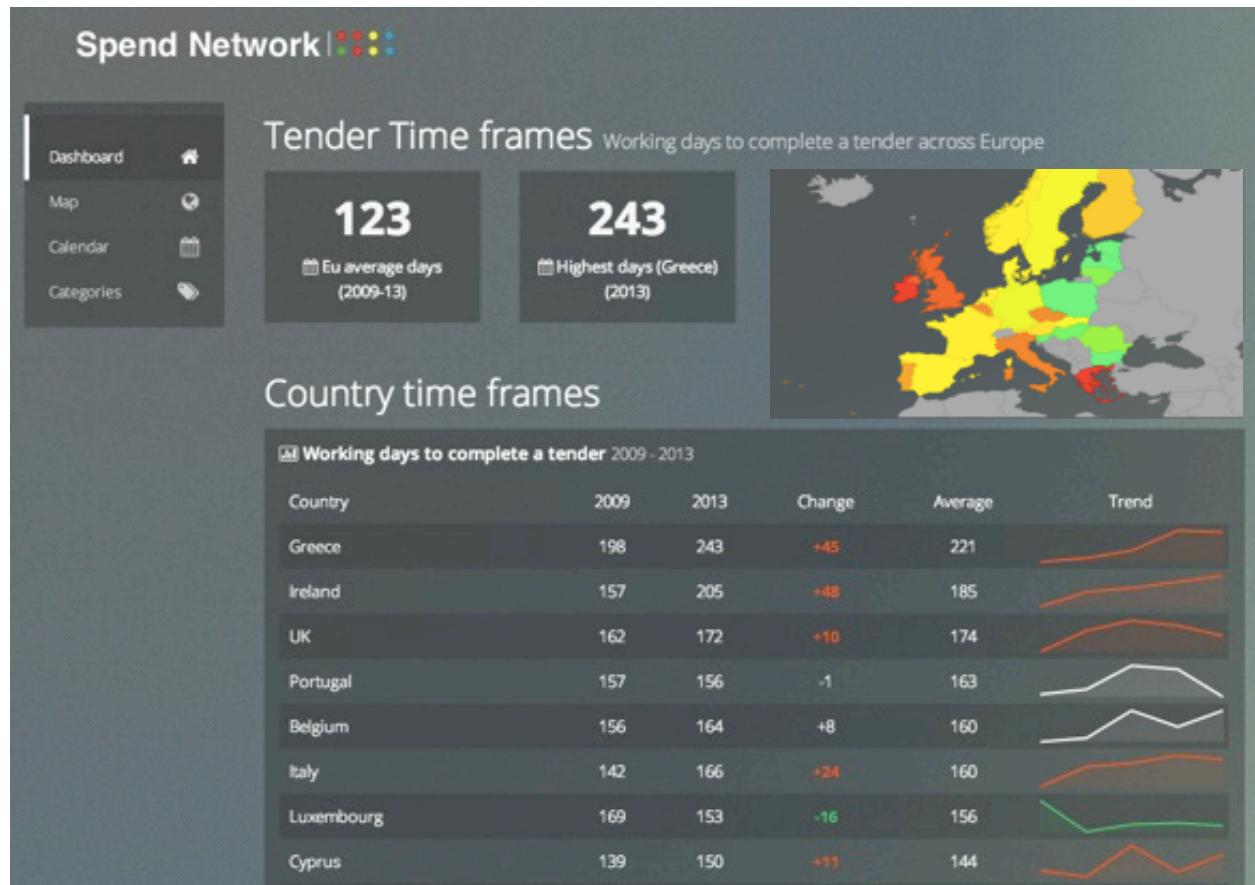
 Demand LOGIC

PROVEN AND INNOVATIVE

Spend Network



Identifying £22bn of cashflow delay to the UK economy



<http://tt.spendnetwork.com/>

Convened domain experts

- + Entrepreneur think-tanks
- + Federation of small businesses
- + Government procurement

Analysed and cleaned data

- + 350,000 EU tenders
- + 38 million UK transactions
- + 1.8m documents + 9,000 CSVs

National reach

- + Front-page Daily Telegraph (Business Section)

Development opportunities

- + Discover issues
- + Create interventions
- + Predictive bid analytics

100 Members

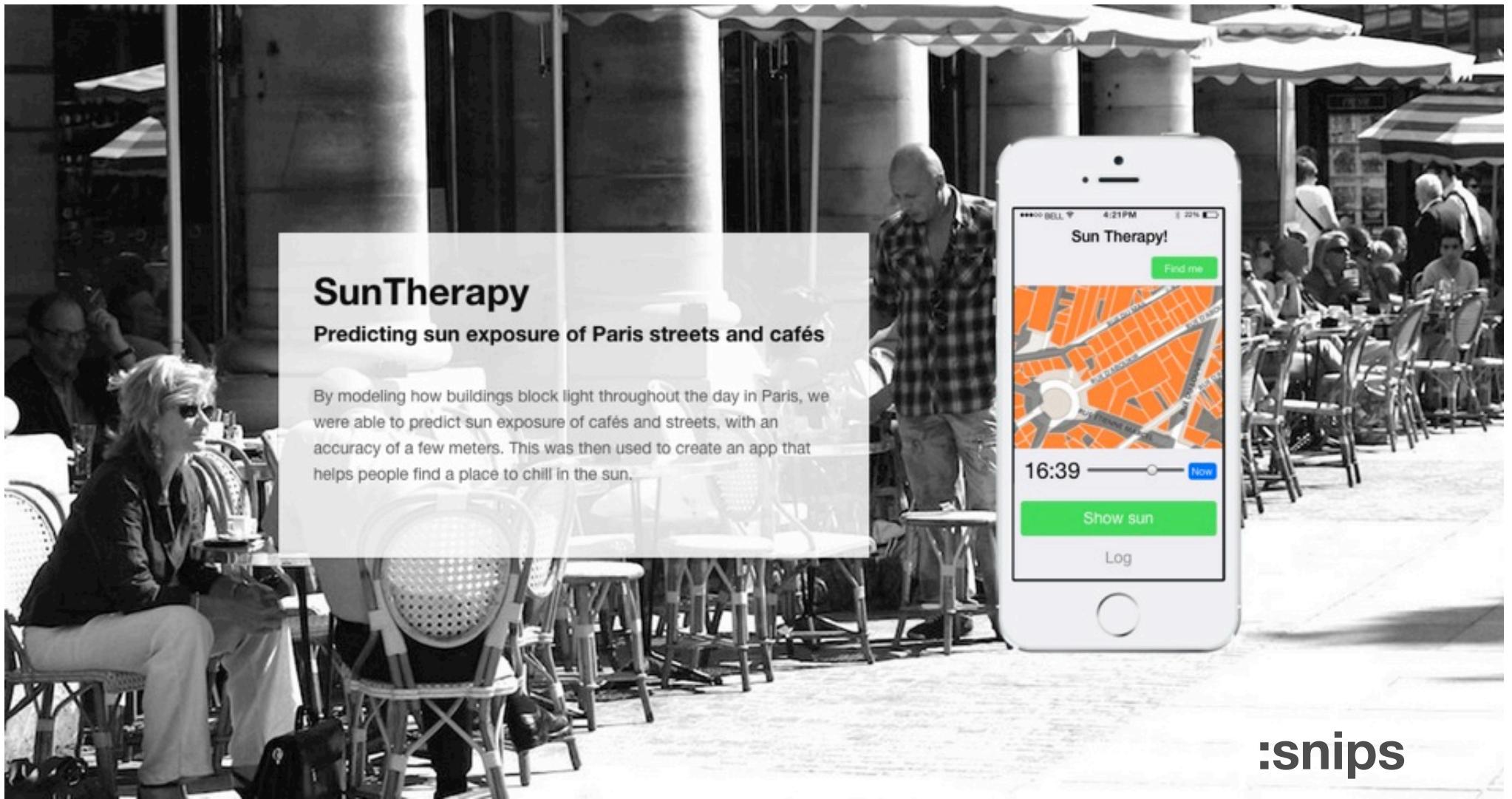


Quanta Computer



OMIDYAR NETWORK™





:snips

Democratic Engagement

sign in search

jobs soulmates more edition: UK

the guardian

UK world sport football comment culture economy life fashion environment tech money travel all sections

home news

How open data can help shape the way we analyse electoral behaviour

Election data can help give insights into voting behaviour, but the lack of open data is hampering the analysis researchers can do argue the **Open Data Institute** and **Deloitte**

Harvey Lewis, Ulrich Atz, Gianfranco Cecconi and Tom Heath

Monday 2 June 2014 07.00 BST

6 comments

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Paper is still the chosen medium for data collection when it comes to elections. Photograph: Rob Stothard/Getty Images

Most popular

PM could face calls to postpone UK election if Scots vote for independence

Police telling victims to solve crimes by themselves

Charities should stick to knitting and keep out of politics, says MP

New Zealand perform haka to bewildered USA



“train the world’s political and national leaders”

Multi-year World Bank programme



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Working for a World Free of Poverty

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News

This page in: [English](#)

PRESS RELEASE

New Partnership Seeks to Bring Benefits of Open Data to Developing Countries



Friday lunchtime lecture series

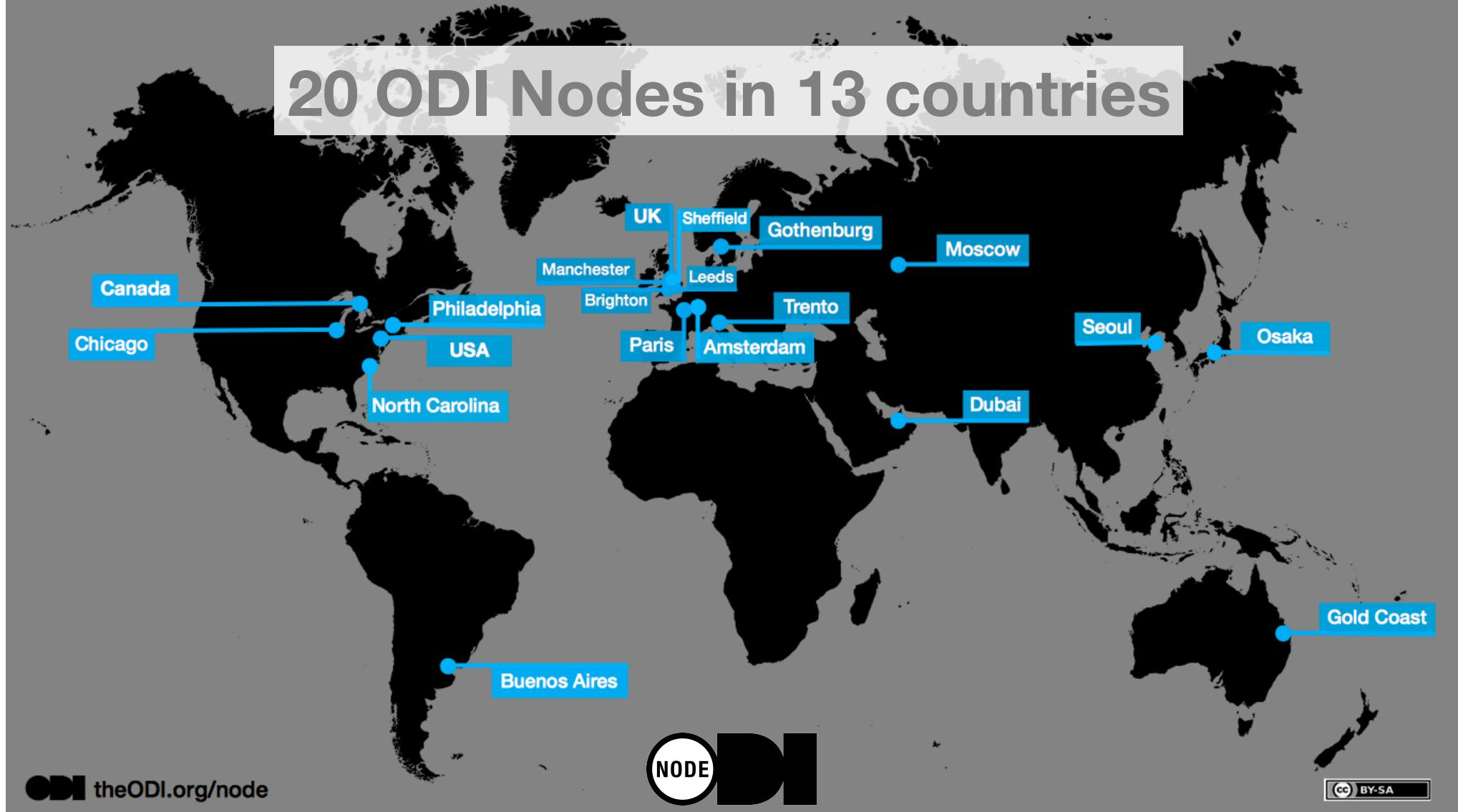


**Come join us on ODI Fridays.
You bring your lunch, we provide
tea & coffee and an interesting talk.**

COMMUNITY



20 ODI Nodes in 13 countries

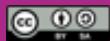


Relevant projects

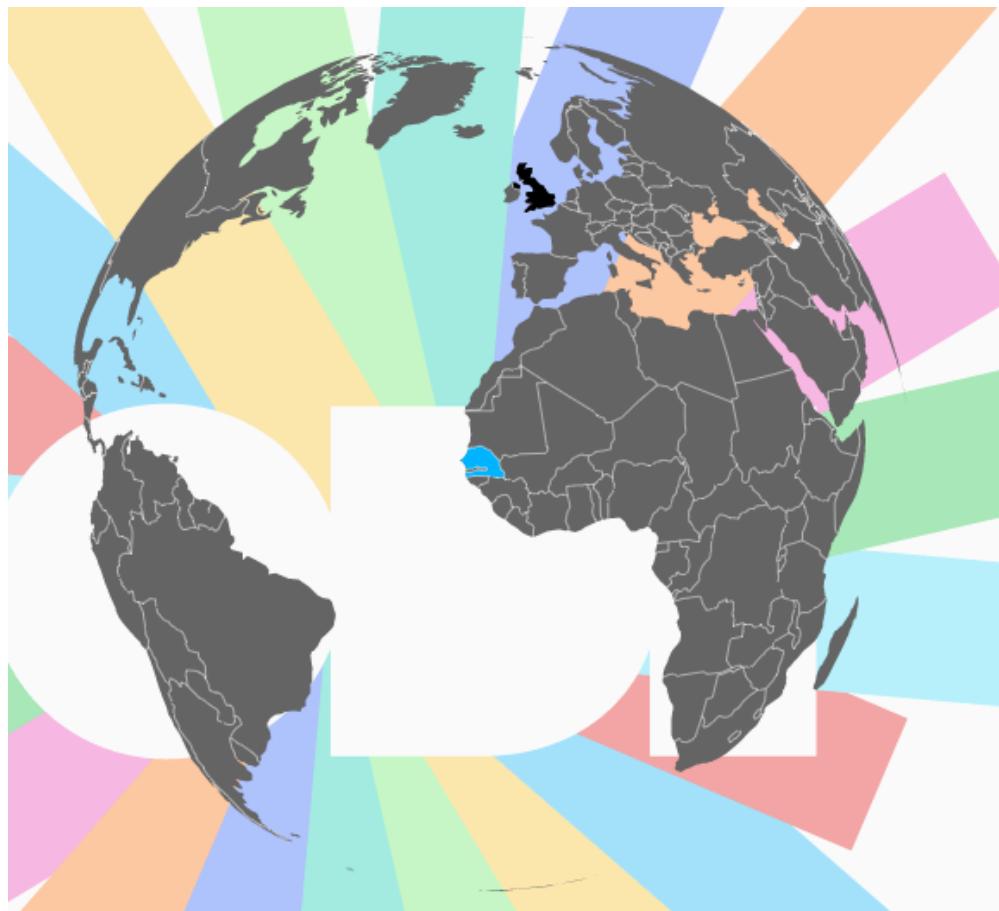
1. Open Data Certificates
2. Open Data Monitor
3. Open Data Case Studies



All open data are good,
but some are better.



<http://certificates.theODI.org>



Where can you create certificates?

Different countries have different laws, so their certificates are slightly different too. Choose your country to create the right certificate.

Senegal

Create a certificate

SN alpha

This certificate hasn't been properly [localised](#) yet, and we need your help! Please contact certificate@theodi.org

Legend

[Certificate in alpha stage](#) [Certificate in beta stage](#) [Certificate In final stage](#)

The first robust quality badge for open data.



Expert

An exceptional example of information infrastructure.



Standard

Regularly published open data with robust support that people can rely on.



Pilot

Data users receive extra support from, and can provide feedback to, the publisher.



Raw

A great start at the basics of publishing open data.



Apprenticeship Success Rates in England 2011/12

Published by Skills Funding Agency. Licensed under **OGL** Open Government Licence.

Openness rating: ★☆☆☆☆ Open Data Certificate: Pilot Level

Apprenticeship Success Rates for institutions in England for the academic year 2011/12. The data shows success rates, retention rate and achievement rates by type of provision and characteristics of the learners. It also shows success rates for each individual organisation.

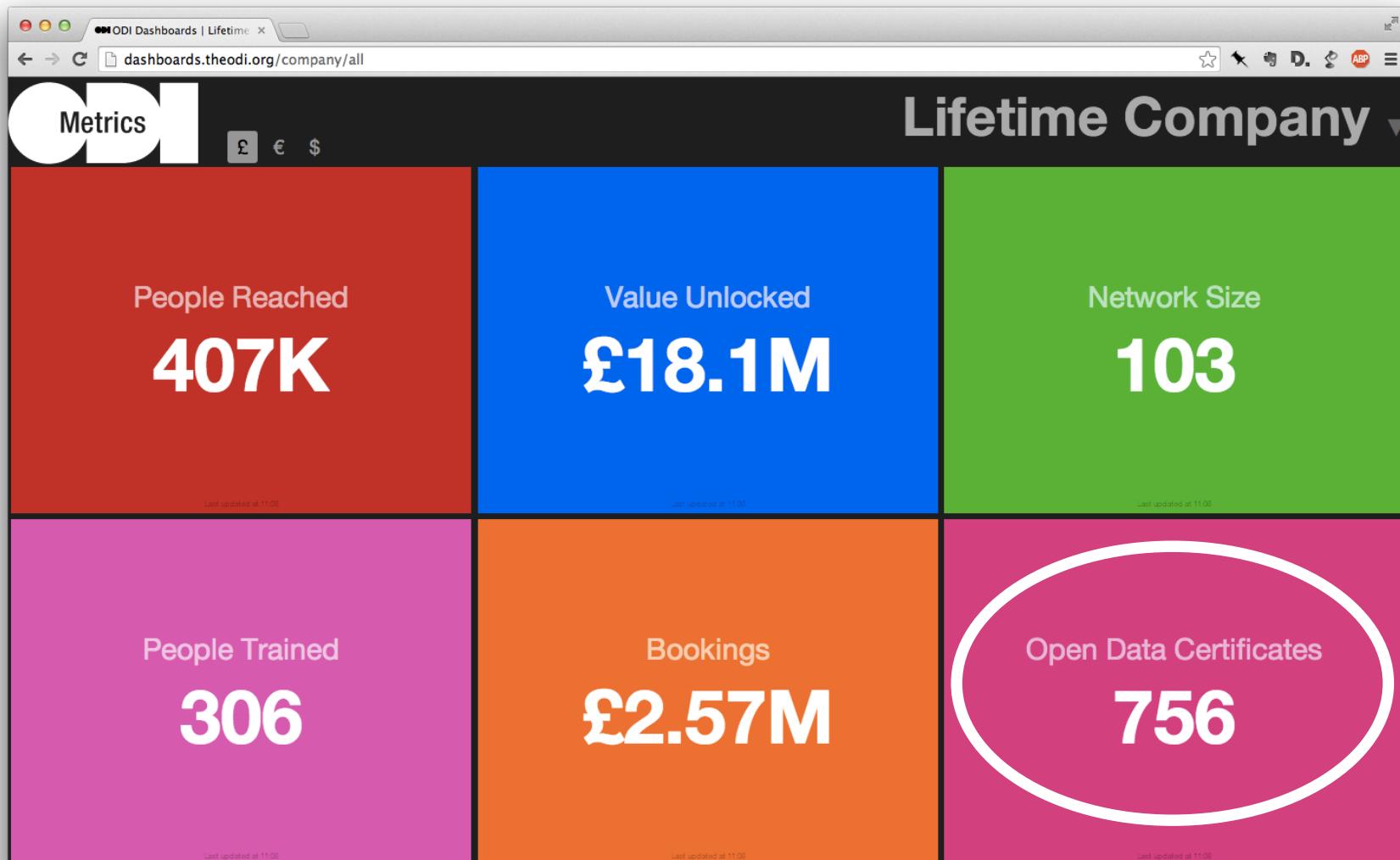
These datasets are also known as Apprenticeship National Success Rate Tables or Apprenticeship NSRTs.

DATA RESOURCES (24 IN A TIME SERIES)

 CSV	4/2011 Headline Success Rates	▼
 CSV	4/2011 Gender Success Rates	▼
 CSV	4/2011 Ethnicity Success Rates	▼
 CSV	4/2011 Headline Percentiles	▼
 CSV	4/2011 Gender Percentiles	▼
 CSV	4/2011 Ethnicity Percentiles	▼

Education

CC BY SA



OpenDataMonitor



Name:

Email:

[Subscribe to the ODM Newsletter](#)

Welcome

OpenDataMonitor provides the possibility to gain an overview of available open data resources and undertake analysis and visualisation of existing data catalogues using innovative technologies. By creating a highly extensible and customizable harvesting framework, metadata from diverse open data sources will be collected. Through harmonization of the harvested metadata, the gathered information can be structured and processed. Scalable analytical and visualisation methods will allow the end users to learn more about the composition of regional, national or pan-European open data repositories.

Conceptualizing Open Data Ecosystems: A timeline analysis of Open Data development in the UK

Maximilian Heimstädt*, Fredric Saunderson**, Tom Heath***

* School of Business & Economics, Free University, Berlin, m.heimstaedt@fu-berlin.de

** National Library of Scotland, Edinburgh, f.saunderson@nls.uk

*** Open Data Institute, London, tom.heath@theodi.org

Abstract: In this paper, we conceptualize Open Data ecosystems by analysing the major stakeholders in the UK. The conceptualization is based on a review of popular Open Data definitions and business ecosystem theories, which we applied to empirical data using a timeline analysis. Our work is informed by a combination of discourse analysis and in-depth interviews, undertaken during the summer of 2013. Drawing on the UK as a best practice example, we identify a set of structural business ecosystem properties: circular flow of resources, sustainability, demand that encourages supply, and dependence developing between suppliers, intermediaries, and users. However, significant gaps and shortcomings are found to remain. Most prominently, demand is not yet fully encouraging supply and actors have yet to experience fully mutual interdependence.



The Tau of Data: A New Metric to Assess the Timeliness of Data in Catalogues

Ulrich Atz

Open Data Institute, 65 Clifton Street, EC2A 4JE, London, UK
ulrich.atz@theodi.org

Abstract: We review existing studies that assess the timeliness of data in catalogues and propose a new metric: tau, the percentage of datasets up-to-date in a data catalogue. Obsolete data will stifle innovation, whereas spotlighting timeliness can foster efficiency and support the sustainability of the open data ecosystem, for example, by encouraging automated publication of data. We validate the tau in three case studies: the World Bank catalogue, the UK data catalogue (data.gov.uk) and the London Datastore. For the World Bank and London we find that roughly half of the datasets are up-to-date, whereas data.gov.uk performs worse. However, there are considerable caveats when it comes to missing and undocumented metadata. The tau of data is easy to implement, can be readily interpreted and be generalised with further parameters across all data catalogues.



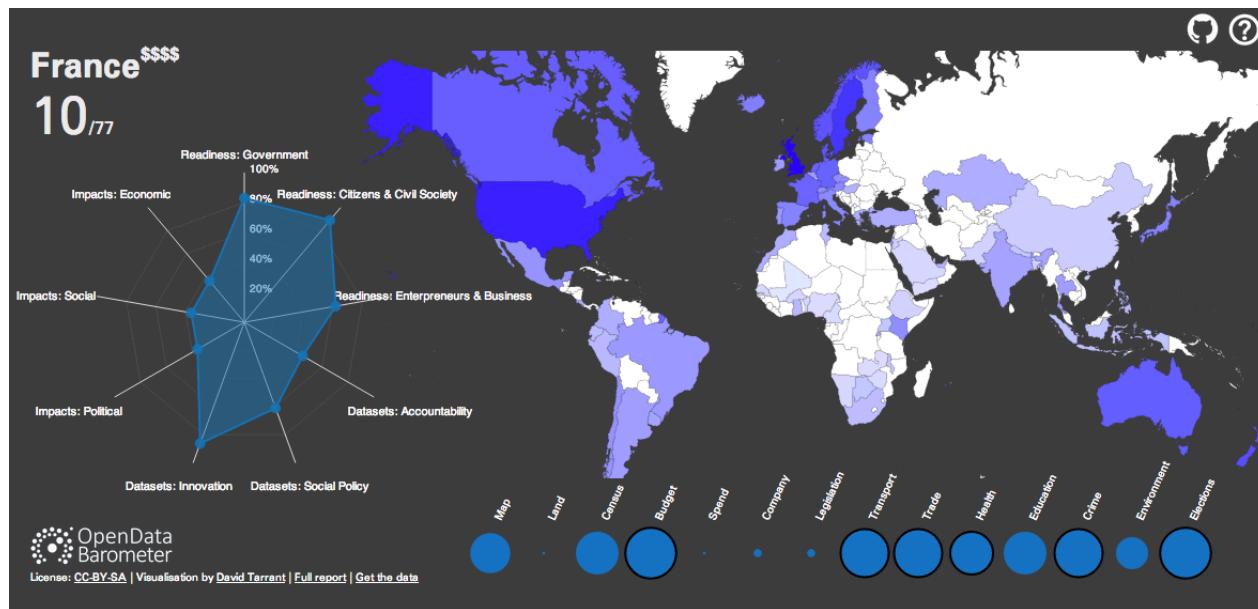
Keywords: open data, timeliness, data quality, data catalogue, datastore

How could it matter?

1. Open Data Certificates
2. Open Data Monitor
3. Open Data Case Studies



Insight into open data policy around the world



Readiness

Political, social and economic. Government, entrepreneurs and business, and citizens and civil society.

Implementation

Measuring progress against 14 “core” datasets (e.g. land, spending, transport, crime, health)

Impact

Analysis of positive political, social and environmental impact, and economic change.



<http://theodi.github.io/open-data-barometer-viz/>



Bristol City Council	http://data.ordnancesurvey.co.uk/doc/7020000000025523	Alan Price & Sons (Barged) Ltd	4290	01/12/2013	Transport Dept Charges	Waste Transfer Station - Avonmouth	
Bristol City Council	http://data.ordnancesurvey.co.uk/doc/7020000000025523	Alan Price & Sons (Barged) Ltd	3315	01/12/2013	Transport Dept Charges	Waste / HWRC's - St Phillips	
Bristol City Council	http://data.ordnancesurvey.co.uk/doc/7020000000025523	Alan Price & Sons (Barged) Ltd	600	01/12/2013	Transport Dept Charges	Waste / HWRC's - Avonmouth	
Bristol City Council	http://data.ordnancesurvey.co.uk/doc/7020000000025523	Alan Price & Sons (Barged) Ltd	1520	01/12/2013	Transport Dept Charges	Waste Transfer Station - Avonmouth	
Bristol City Council	http://data.ordnancesurvey.co.uk/doc/7020000000025523	Alan Price & Sons (Barged) Ltd	4680	01/12/2013	Transport Dept Charges	Waste Transfer Station - Avonmouth	
Bristol City Council	http://data.ordnancesurvey.co.uk/doc/7020000000025523	Alan Price & Sons (Barged) Ltd	9360	01/12/2013	Transport Dept Charges	Waste Transfer Station - Avonmouth	
Bristol City Council	http://data.ordnancesurvey.co.uk/doc/7020000000025523	Alison Dock Yard Ltd	8230	01/12/2013	R&M - Departmental response (Internal)	Docks Engineering	
Bristol City Council	http://data.ordnancesurvey.co.uk/doc/7020000000025523	Alec French Partnership Ltd	160569.39	01/12/2013	New Construction	BWP: Design Contract	BWP : Design Contract Capital
Bristol City Council	http://data.ordnancesurvey.co.uk/doc/7020000000025523	Alec French Partnership Ltd	65256.43	01/12/2013	New Construction	BWP: Design Contract	BWP : Design Contract Capital
Bristol City Council	http://data.ordnancesurvey.co.uk/doc/7020000000025523	Alec French Partnership Ltd	42770.37	01/12/2013	New Construction	BWP: Design Contract	BWP : Design Contracts Revenue
Bristol City Council	http://data.ordnancesurvey.co.uk/doc/7020000000025523	Alec French Partnership Ltd	100355.61	01/12/2013	New Construction	BWP: Design Contract	BWP : Design Contracts Revenue
Bristol City Council	http://data.ordnancesurvey.co.uk/doc/7020000000025523	Alert Systems Limited	2920	01/12/2013	Services - Security	Bodyguard	
Bristol City Council	http://data.ordnancesurvey.co.uk/doc/7020000000025523	Alexander & Thomas Architects	4391	01/12/2013	Grants paid out	Adaptations	Mandatory D F G's - Adaptations - Disabled facilities Grant
Bristol City Council	http://data.ordnancesurvey.co.uk/doc/7020000000025523	Alexander & Thomas Architects	500.25	01/12/2013	Grants paid out	Adaptations	Mandatory D F G's - Adaptations - Disabled facilities Grant
Bristol City Council	http://data.ordnancesurvey.co.uk/doc/7020000000025523	Alexander & Thomas Architects	706.13	01/12/2013	Grants paid out	Adaptations	Mandatory D F G's - Adaptations - Disabled facilities Grant
Bristol City Council	http://data.ordnancesurvey.co.uk/doc/7020000000025523	All Aboard! Watersports	6230	01/12/2013	TPP - Grants	Sports Externally Funded - Pathways	
Bristol City Council	http://data.ordnancesurvey.co.uk/doc/7020000000025523	All About Food	641.56	01/12/2013	Services - Professional fees	Early Years	
Bristol City Council	http://data.ordnancesurvey.co.uk/doc/7020000000025523	All Mighty You Consulting Ltd	6075	01/12/2013	Services - Consultants	Public Mental Health	
Bristol City Council	http://data.ordnancesurvey.co.uk/doc/7020000000025523	Alipay Net Limited	2367.32	01/12/2013	Services - Fees and Charges	Back Office Processing (Local Tax)	
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Bristol City Council	http://data.ordnancesurvey.co.uk/doc/7020000000025523	Alzheimers Society Bristol	3000	01/12/2013	TPP - Payments to voluntary groups	Dementia PCT Transfer	
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Bristol City Council	http://data.ordnancesurvey.co.uk/doc/7020000000025523	Amicus Foster Care	3661.01	01/12/2013	TPP - Placement Foster Care Inhouse	Independent Fostering Agencies	
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“the power revealed itself through multiple layers of boredom” – YoHa



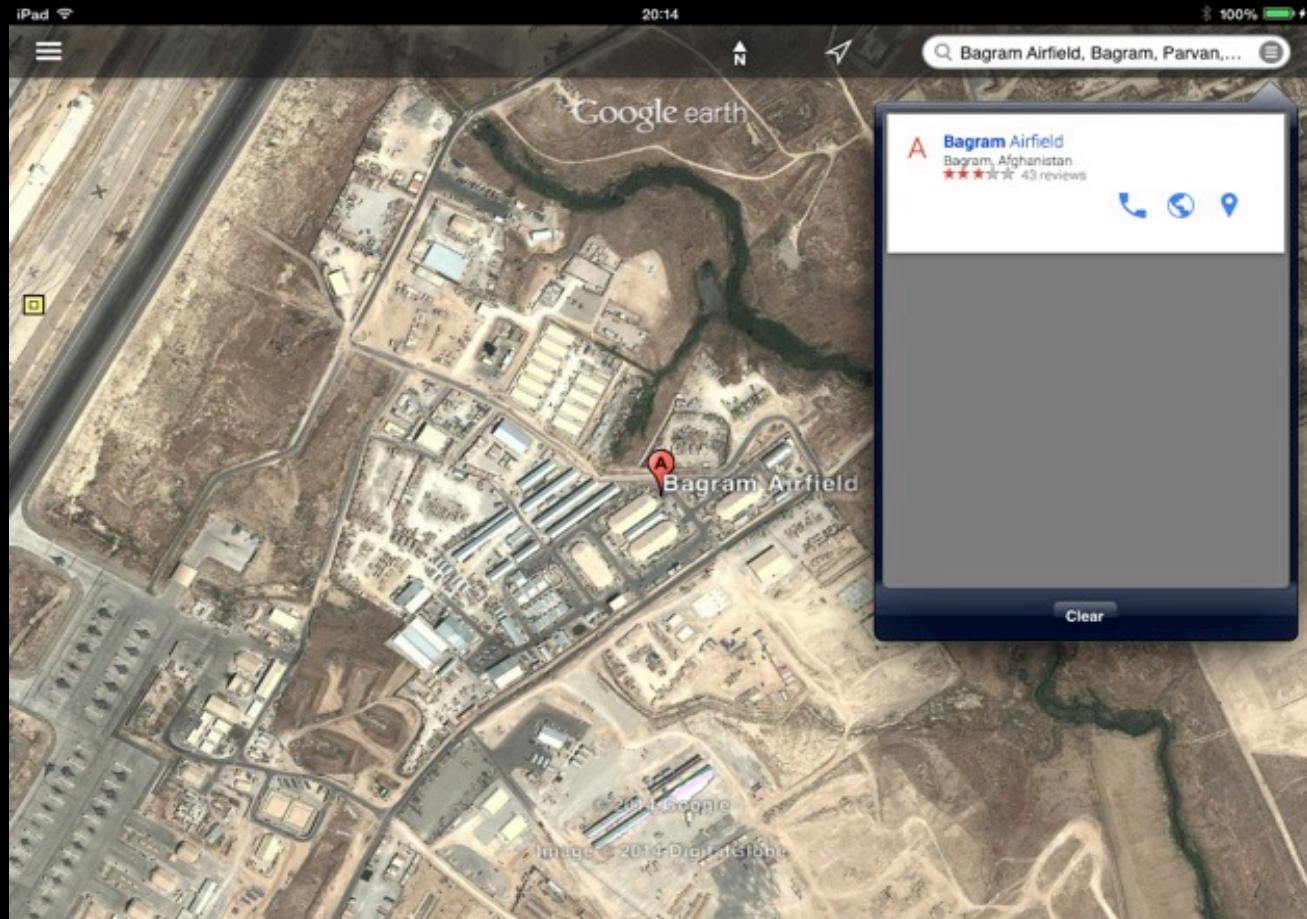


Invisible Airs,
YoHa





Watching the Watchers – James Bridle



Watching the Watchers – James Bridle



**PLEASE BE CAREFUL WHEN
SHARING PHOTOS ON SOCIAL
MEDIA. THEY CAN LEAD POACHERS
TO OUR RHINO**

**TURN OFF GEOTAG FUNCTION
AND DO NOT DISCLOSE WHERE THE
PHOTO WAS TAKEN**



More open data for more users ...

40+

Number of countries with
government open data platforms*

90,000+

Data sets on data.gov
(US site)*

1.4 million

Page views for the UK open data site
in the summer of 2013

102

Cities that participated in 2013
International Open Data Hackathon Day

1 million+

Data sets made open by
governments worldwide

* As of 2013

... can lead to more value

\$3 trillion

Approximate potential annual value
enabled by open data in seven "domains"

3 billion

Metric tons of carbon dioxide equivalent
emission reductions from buildings that could
be identified through the use of open data

35

Hours per year could be saved by commuters
from schedule changes based on open data

100,000+

Medical, health, and fitness apps
for smartphones

50%+

Consumer share of
potential value of open data

McKinsey Global
Institute (2013). Open
data: Unlocking
innovation and
performance with liquid
information.

The Climate Corporation: sold for \$1.1bn in October 2013

CLIMATE | BASIC

Better Data. Better Decisions.

The most advanced way to get insight into your fields.

Weather Tracker Alerts Scouting & Notes

LEARN MORE »

HOMESTEAD

POTENTIAL YIELD (ESTIMATE)
155

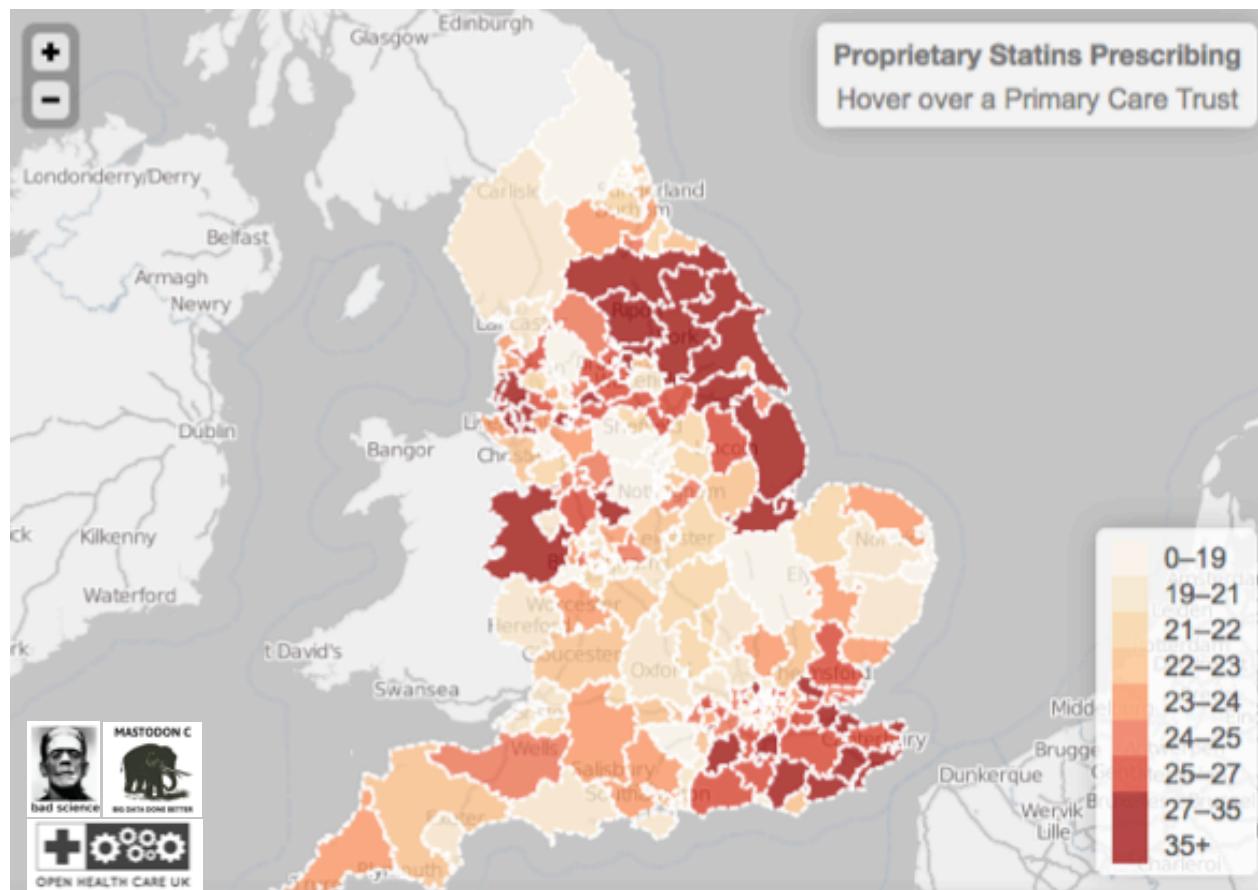
145 BASIC
120

HARVEST DATE
Sept 21

GROWTH STAGE
R6

EXCERPT LAST 72H
0.65"

£200m potential saving identified in 6 weeks



- Helped convene domain-experts
 - + health & data analytics
 - + communications

Analysed 35m records
+ all the data & clinical facts

- + National & international reach
 - + Economist & FT
 - + broadsheets & tabloid press
 - + cited in G8 & govt. reports

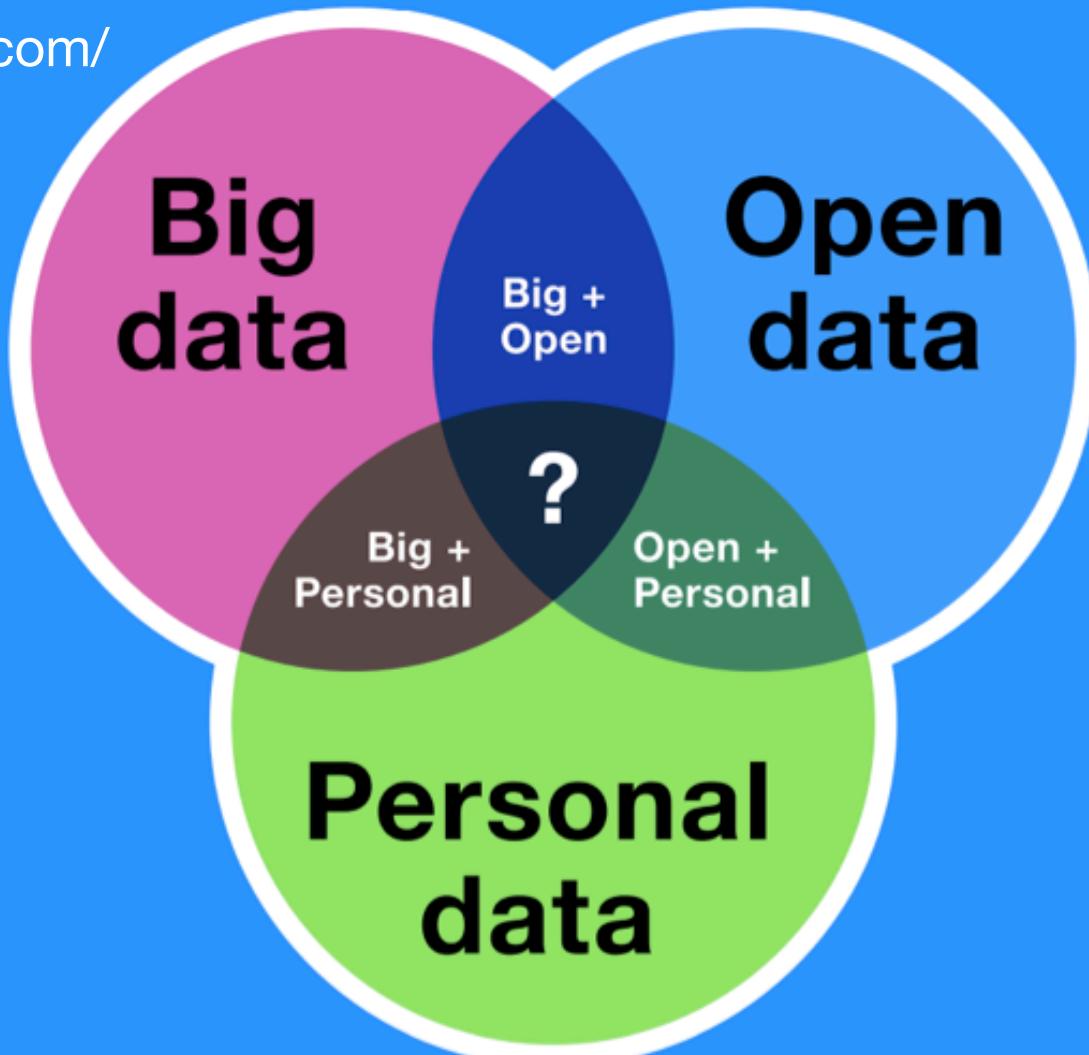
Long-term

+ £100^k now raised for phase 2

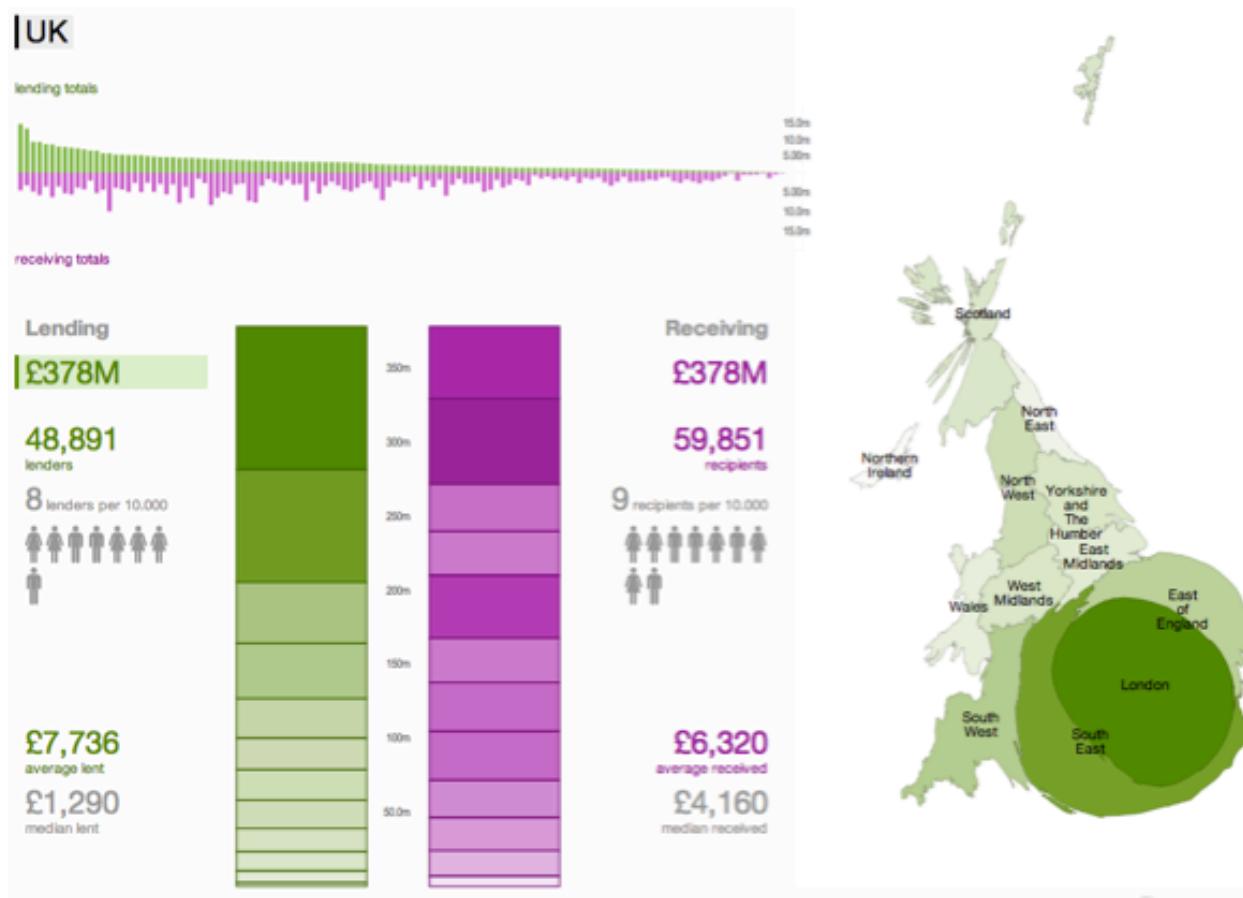
Scalable to £1bn

[BMJ]

[https://github.com/
theodi/data-
definitions](https://github.com/theodi/data-definitions)



Mapping £378m of peer-to-peer lending



Helped convene domain-experts

- + P2P lenders
- + Banking professionals
- + Data analytics (ODI)
- + Communications (ODI)

Analysed 14m records

- + All the data (i.e. not a model)
- + Anonymised and analysed
- + ODI analytics & research

National & international reach

- + Front-page Financial Times

Development opportunities

- + Be data intensive & policy-light
- + Create real-time view
- + Stimulate market



Pink Sheet Method (Stage 1, Future Everything) – Thickear



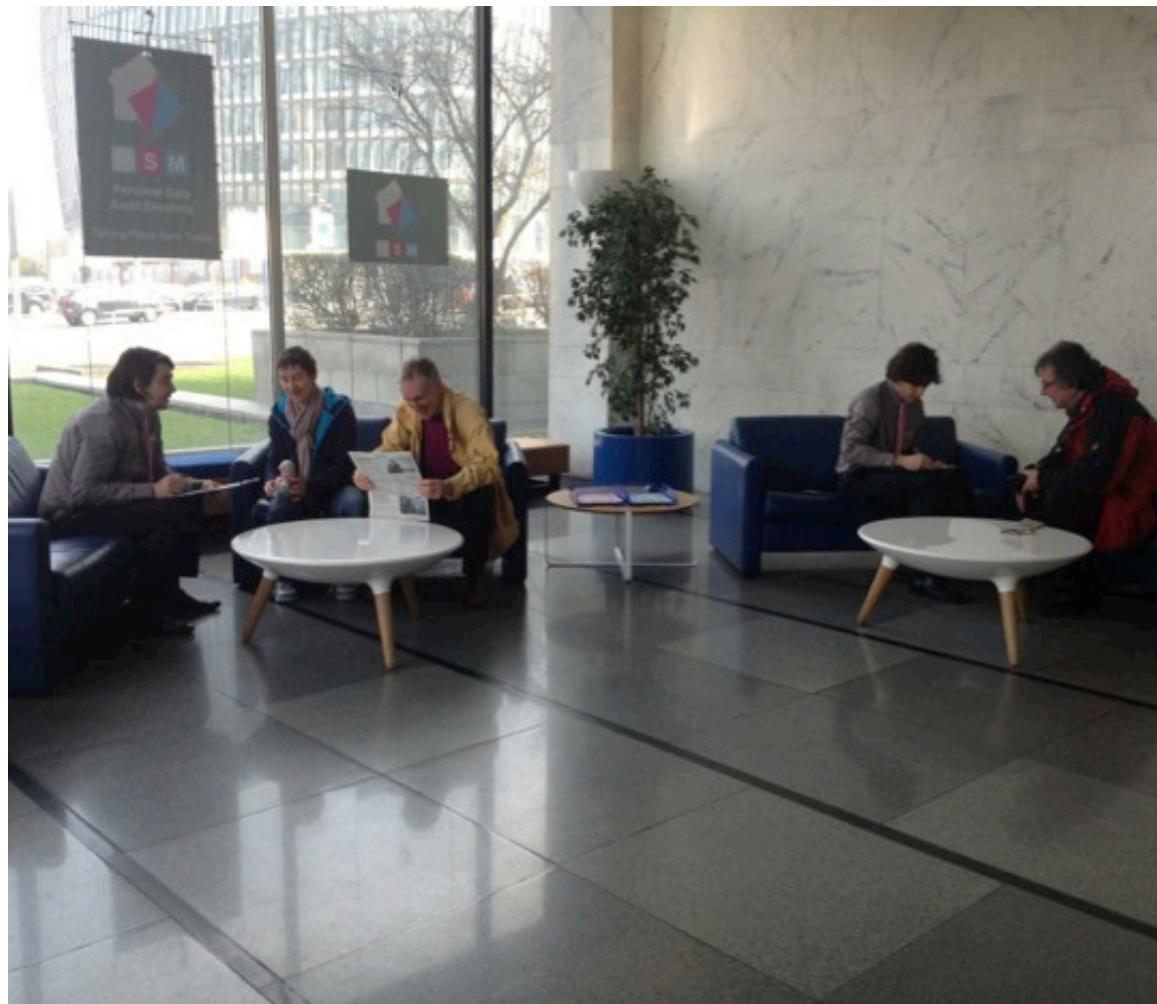
Pink Sheet Method
Event #1 White Sheet

29th - 30th March 2014, New Century House, Corporation Street, Manchester, M60 4ES

PLEASE READ THE INSTRUCTIONS CAREFULLY

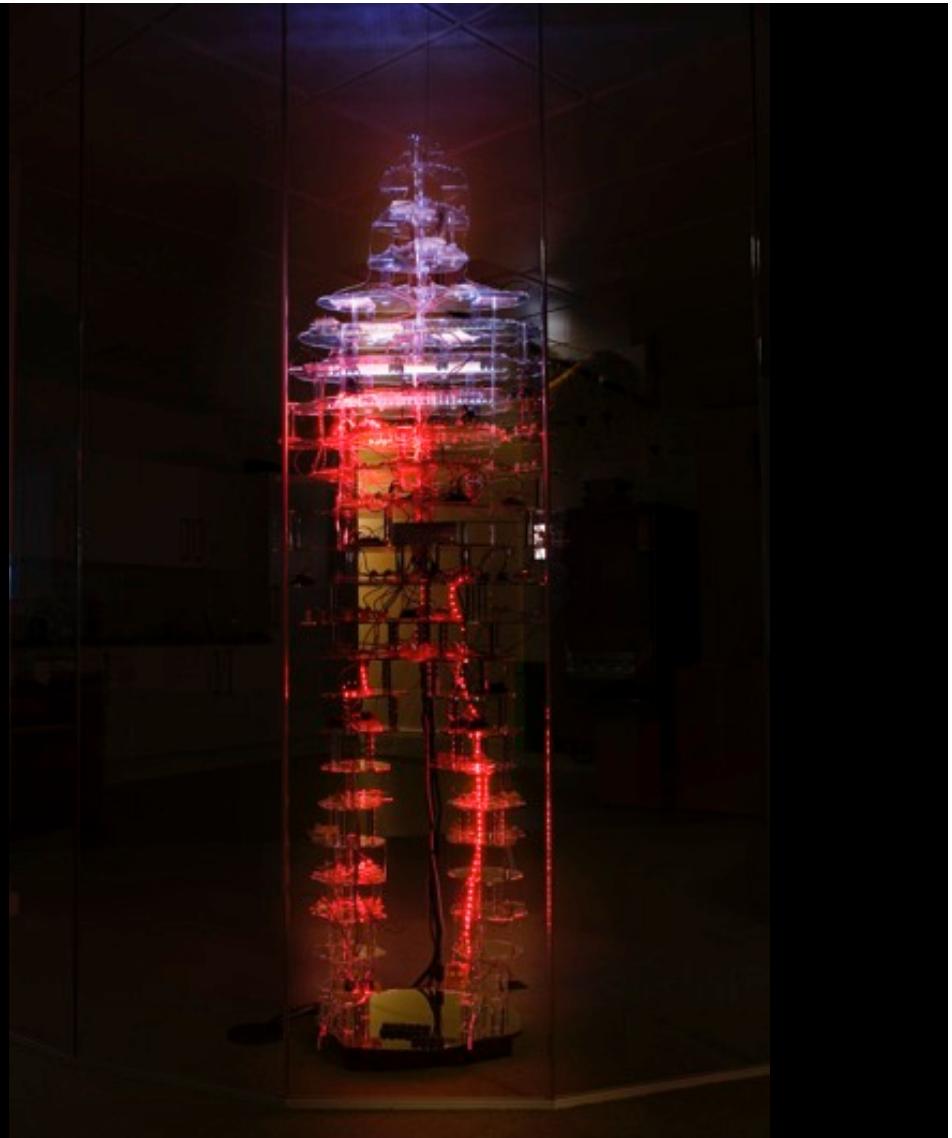
The text below contains important information on how to receive a limited edition artwork

C1 Q REF	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> RESPONSE	DO NOT FILL IN THIS ART FORM YOURSELF All sections of this form are for AUTHORISED USE ONLY Any forms completed by anyone other than an authorised third party artist will be deemed WITHOUT VALUE	B1 - B13 FN <input type="text"/> SN <input type="text"/> G <input type="text"/> AG <input type="checkbox"/> DB <input type="text"/> HC <input type="text"/> EC <input type="text"/> MS S <input type="checkbox"/> M <input type="checkbox"/> D <input type="checkbox"/> Sp <input type="checkbox"/> Cp <input type="checkbox"/> W <input type="checkbox"/>
<p>If in its original unmarked and triplicate state, this form represents an invitation to take part in PINK SHEET METHOD EVENT #1 and should be brought with you for your PERSONAL DATA AUDIT SESSION (PDAS).</p> <p>Sessions work on a first-come, first-served basis and will take place during reasonable working hours on SATURDAY 29th and SUNDAY 30th MARCH 2014. City Pictures, FutureEverything Festival, New Century House, Corporation Street Manchester M60 4ES.</p> <p>DO NOT MISS THESE DATES - No later dates will be made available.</p> <p>ABOUT YOUR PDAS</p> <p>PDAs should last no more than 10 minutes and are one-to-one interviews between you and an authorised third party artist. During the interview the artist will ask you a series of questions and record your answers on to this form. Once the interview is complete the artist will then validate your information and hand you back the top white sheet to keep. Instantly granting you the legal ownership of the limited edition print.</p> <p>All limited edition sheets are numbered and will be personally signed and dated by the artist at the end of your PDAS.</p> <p>Note: During the session you will be asked to provide personal details which may be required to deliver any rights associated with your artwork. Please note that limited rights include the right to sell your artwork, to give it away, to loan it, to exhibit it, to copy it, to make derivative works from it and to do anything else you like with it. You can withdraw your consent at any time.</p> <p>© PSM 2014</p>			
Validated by Q1 <input type="checkbox"/> Q2 <input type="checkbox"/> Q3 <input type="checkbox"/> Q4 <input type="checkbox"/>	Consent #1 <input type="checkbox"/> Edition number <input type="text"/> Artist's signature <input type="text"/> Date <input type="text"/> Stamp <input type="checkbox"/>	#2 <input type="checkbox"/> #3 <input type="checkbox"/> #4 <input type="checkbox"/> #5 <input type="checkbox"/> #6 <input type="checkbox"/> #7 <input type="checkbox"/> #8 <input type="checkbox"/> #9 <input type="checkbox"/> #10 <input type="checkbox"/> #11 <input type="checkbox"/> #12 <input type="checkbox"/> #13 <input type="checkbox"/>	CH Y <input type="checkbox"/> N <input type="checkbox"/> No. <input type="text"/> NA <input type="text"/> OC <input type="text"/> SM Y <input type="checkbox"/> N <input type="checkbox"/> O <input type="checkbox"/> DA <input type="text"/>



data as culture

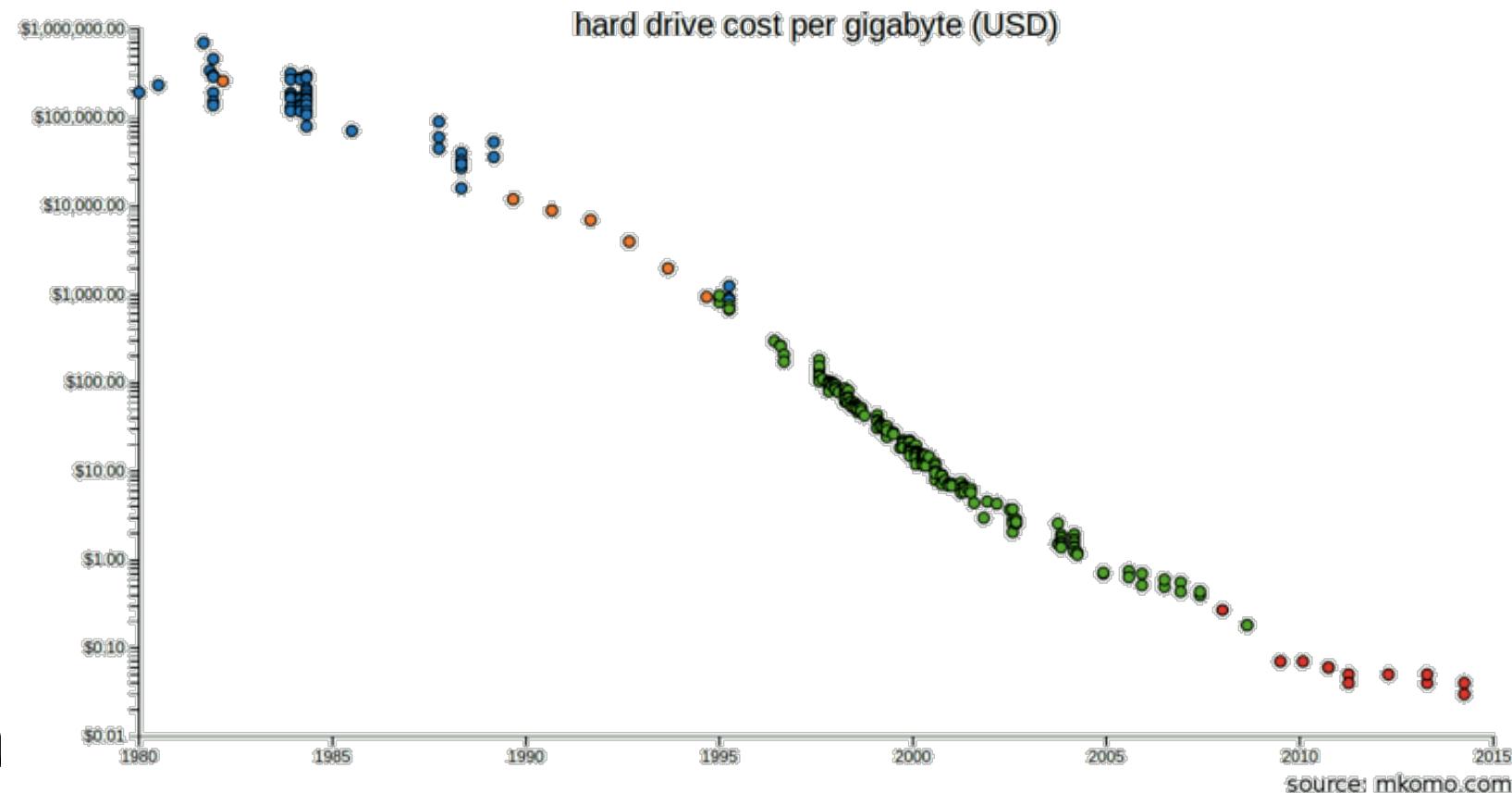
Stanza: Body 01000010011011110110010001111001



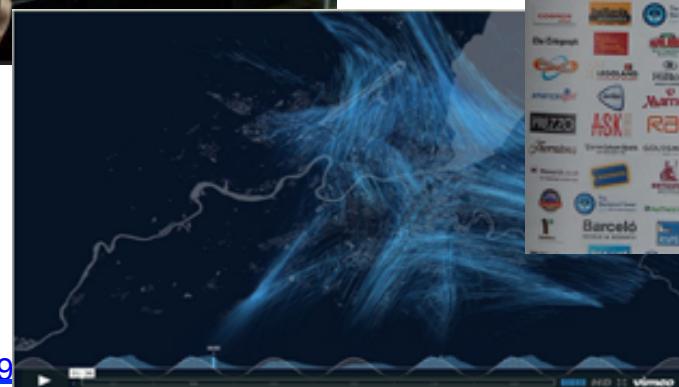


1. Commoditisation of data

The cost of working with data has lowered and is continuing to fall



2. Pervasive data collection



Sensors and Internet of Things
Mobile technologies
Shopping and behaviour monitoring

<http://www.londoncityairport.com/News/ReadArticle/9>

<http://www.villevivante.ch/#animation>



Data as Culture

2014 Exhibition catalogue of works for the Open Data Institute

Warning: this online exhibition catalogue exploits the vulnerabilities of your browser to track your profile and monitor your activity. Your metadata is stored and published after being sucked through a super-cookie that is injected in your system without your consent. No matter if you are on VPN, Anonymizer or TOR, in Incognito, Private or Do Not Track modes; in fact this website uses common attacks that make most of the privacy tools ineffective. For complaints and opt-out click [here](#).

List of artists and works

James Bridle - Watching the Watchers

metadata : Yours : Transmute it

James Brooks - Pillars of Hercules

metadata : Yours : Transmute it

YoHa - Invisible Airs Endless War

dataasculture.org - Paolo Cirio



Logs regarding your fingerprints, activity with the artwork Watching the Watchers by James Bridle

Download the logs as dataset in CSV format

This must be you (Cookie tracking): ID fingerprint: 7584272dae657720dba325b22532ec40

Fingerprints: Session Cookie: ; Domain and LSO Cookie: 7584272dae657720dba325b22532ec40

460; **Activity:** Open HomePage; **Target:** http://dataasculture.org/; **Times:** Last 2014-04-10 13:00:00, Previous 2014-04-10 12:53:08, First 2014-04-04 08:38:40
458; **Activity:** Open HomePage; **Target:** http://dataasculture.org/; **Times:** Last 2014-04-10 12:53:08, Previous 2014-04-09 09:50:33, First 2014-04-04 08:38:40
441; **Activity:** Open HomePage; **Target:** http://dataasculture.org/; **Times:** Last 2014-04-09 09:50:33, Previous 2014-04-04 08:38:40, First 2014-04-04 08:38:40
395; **Activity:** Open HomePage; **Target:** http://dataasculture.org/; **Times:** Last 2014-04-04 08:38:40, Previous 2014-04-04 08:38:40, First 2014-04-04 08:38:40

This is very probably you (Browser JS tracking): ID fingerprint: 662028af3b4920dbbb292e70eb647516

Fingerprints:

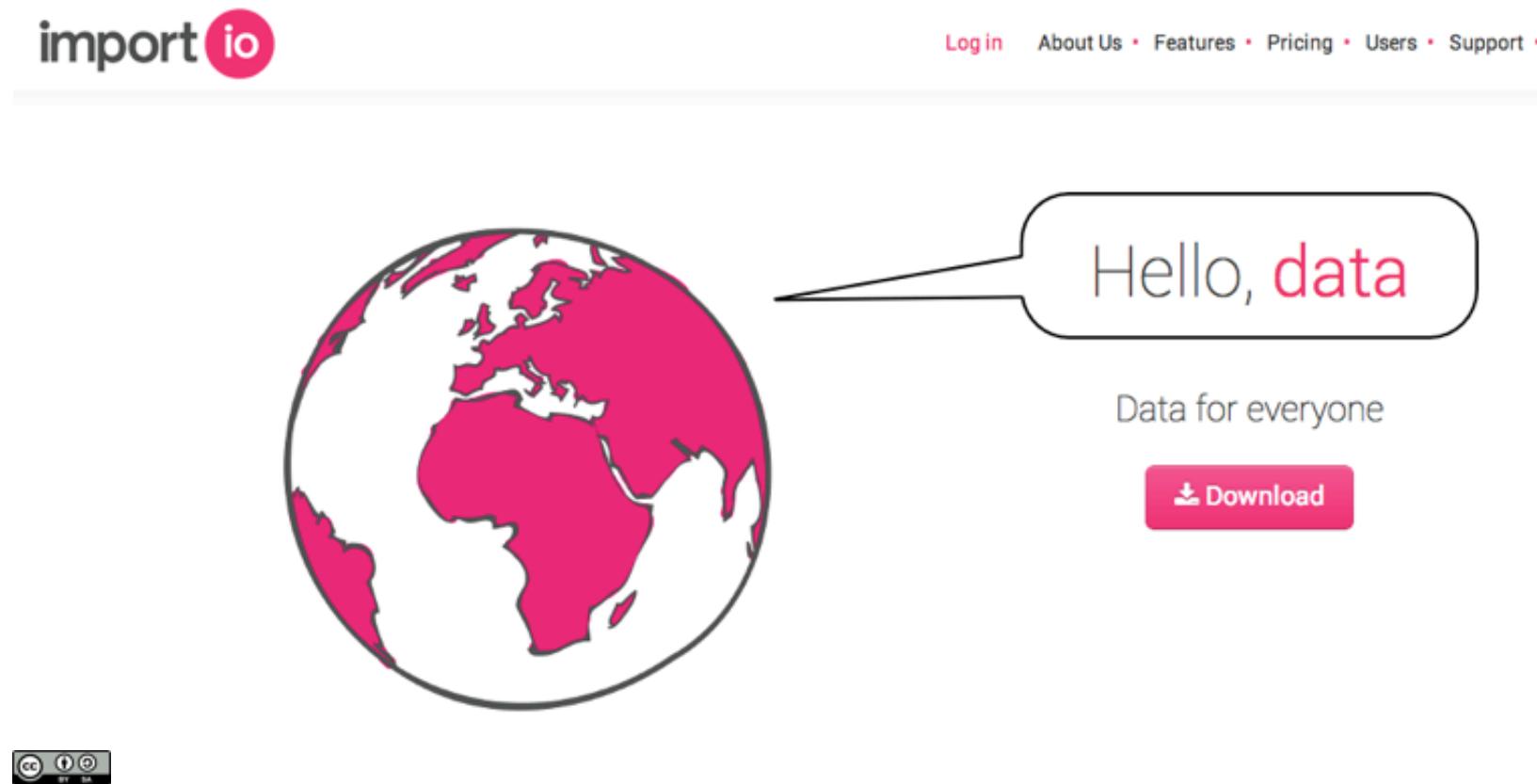
Browser: Mozilla/5.0 (Macintosh; Intel Mac OS X 10.6; rv:28.0) Gecko/20100101 Firefox/28.0 ~ ; ;
460; **Activity:** Open HomePage; **Target:** http://dataasculture.org/; **Times:** Last 2014-04-10 13:00:00, Previous 2014-04-10 12:53:08, First 2014-04-04 08:38:40
457; **Activity:** Open HomePage; **Target:** http://dataasculture.org/; **Times:** Last 2014-04-10 12:52:56, Previous 2014-04-10 12:52:56, First 2014-04-10 12:52:56
440; **Activity:** Open HomePage; **Target:** http://dataasculture.org/; **Times:** Last 2014-04-09 09:50:19, Previous 2014-04-09 09:50:19, First 2014-04-09 09:50:19
419; **Activity:** Open HomePage; **Target:** http://dataasculture.org/; **Times:** Last 2014-04-07 08:31:28, Previous 2014-04-07 08:31:28, First 2014-04-07 08:31:28

This could be you (IP network traking): ID fingerprint: b9bb8a85f77263271dca66aae7479c3b

Fingerprints: IP: 94.173.36.160; Network: cpc3-dals16-2-0-cust159.hari.cable.virginm.net

460; **Activity:** Open HomePage; **Target:** http://dataasculture.org/; **Times:** Last 2014-04-10 13:00:00, Previous 2014-04-10 12:53:08, First 2014-04-04 08:38:40
459; **Activity:** Open HomePage; **Target:** http://dataasculture.org/; **Times:** Last 2014-04-10 12:57:44, Previous 2014-04-10 12:50:57, First 2014-04-10 12:50:53
458; **Activity:** Open HomePage; **Target:** http://dataasculture.org/; **Times:** Last 2014-04-10 12:53:08, Previous 2014-04-09 09:50:33, First 2014-04-04 08:38:40
457; **Activity:** Open HomePage; **Target:** http://dataasculture.org/; **Times:** Last 2014-04-10 12:52:56, Previous 2014-04-10 12:52:56, First 2014-04-10 12:52:56
456; **Activity:** Open HomePage; **Target:** http://dataasculture.org/; **Times:** Last 2014-04-10 12:50:57, Previous 2014-04-10 12:50:55, First 2014-04-10 12:50:53
455; **Activity:** Open HomePage; **Target:** http://dataasculture.org/; **Times:** Last 2014-04-10 12:50:55, Previous 2014-04-10 12:50:53, First 2014-04-10 12:50:53
454; **Activity:** Open HomePage; **Target:** http://dataasculture.org/; **Times:** Last 2014-04-10 12:50:53, Previous 2014-04-10 12:50:53, First 2014-04-10 12:50:53
441; **Activity:** Open HomePage; **Target:** http://dataasculture.org/; **Times:** Last 2014-04-09 09:50:33, Previous 2014-04-04 08:38:40, First 2014-04-04 08:38:40
440; **Activity:** Open HomePage; **Target:** http://dataasculture.org/; **Times:** Last 2014-04-09 09:50:19, Previous 2014-04-09 09:50:19, First 2014-04-09 09:50:19
430; **Activity:** Watching the Watchers by James Bridle; **Target:** http://www.flickr.com/photos/stml/sets/72157632721630789/; **Times:** Last 2014-04-07 08:55:34, Previous 2014-04-07 08:00:34, First 2014-04-07 08:00:34
429; **Activity:** Website of Sam Meech; **Target:** http://punchcardeconomy.co.uk; **Times:** Last 2014-04-07 08:47:21, Previous 2014-04-07 08:47:12, First 2014-04-07 08:47:12
428; **Activity:** Website of Sam Meech; **Target:** http://punchcardeconomy.co.uk; **Times:** Last 2014-04-07 08:47:12, Previous 2014-04-07 08:47:12, First 2014-04-07 08:47:12
427; **Activity:** Website of Thickear; **Target:** http://www.thickear.co.uk; **Times:** Last 2014-04-07 08:46:58, Previous 2014-04-07 08:46:26, First 2014-03-20 13:41:47
426; **Activity:** Website of Thickear; **Target:** http://www.thickear.co.uk; **Times:** Last 2014-04-07 08:46:26, Previous 2014-03-20 13:41:47, First 2014-03-20 13:41:47
425; **Activity:** Open HomePage; **Target:** http://dataasculture.org/; **Times:** Last 2014-04-07 08:41:10, Previous 2014-04-07 08:34:33, First 2014-04-07 08:18:38
424; **Activity:** Open HomePage; **Target:** http://dataasculture.org/; **Times:** Last 2014-04-07 08:34:33, Previous 2014-04-07 08:34:31, First 2014-04-07 08:18:38
423; **Activity:** Open HomePage; **Target:** http://dataasculture.org/; **Times:** Last 2014-04-07 08:34:31, Previous 2014-04-07 08:18:38, First 2014-04-07 08:18:38
422; **Activity:** Invisible Airs by YoHa; **Target:** http://yoha.co.uk/invisible; **Times:** Last 2014-04-07 08:32:44, Previous 2014-04-07 08:32:44, First 2014-04-07 08:32:44
421; **Activity:** t3; **Target:** u3; **Times:** Last 2014-04-07 08:31:59, Previous 2014-04-07 08:31:59, First 2014-04-07 08:31:59
420; **Activity:** Open HomePage; **Target:** http://dataasculture.org/; **Times:** Last 2014-04-07 08:31:37, Previous 2014-03-20 16:18:23, First 2014-03-20 13:46:07
419; **Activity:** Open HomePage; **Target:** http://dataasculture.org/; **Times:** Last 2014-04-07 08:31:28, Previous 2014-04-07 08:31:28, First 2014-04-07 08:31:28
418; **Activity:** Endpoint War by YoHa; **Target:** http://yoha.co.uk/51424524; **Times:** Last 2014-04-07 08:19:29, Previous 2014-04-07 08:19:29, First 2014-04-07 08:19:29

3. Tools are getting easier to use – without the need for coding skills



The screenshot shows the homepage of import.io. At the top left is the logo "import io". To its right is a navigation bar with links: "Log in", "About Us •", "Features •", "Pricing •", "Users •", and "Support •". Below the navigation is a large graphic of a globe with pink continents against a white background. A speech bubble originates from the globe and contains the text "Hello, data" in pink. Below the globe, the tagline "Data for everyone" is displayed. A pink button at the bottom right features a download icon and the word "Download". In the bottom left corner of the page, there is a Creative Commons license logo.

import io

Log in About Us • Features • Pricing • Users • Support •

Hello, data

Data for everyone

Download

CC BY SA

4. Quantifying of personal data



<http://quantifiedself.com/2013/01/future-normal-quantified-self-tools-at-the-apple-store/>



Ellie Harrison: Vending Machine



We are looking for

- Trainers
- Collaborators
- **Examples and evidence base!**

Say hi at the ODI if you are in London!

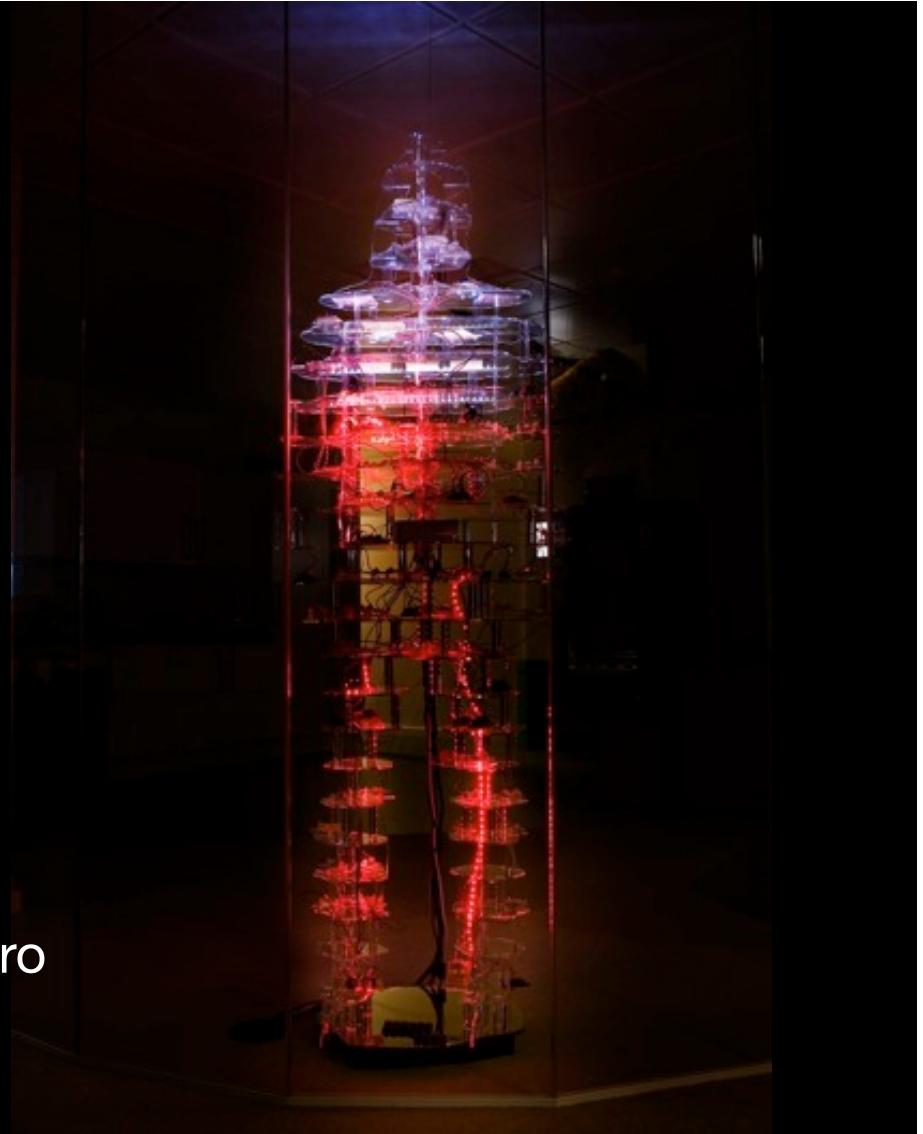


Email: ulrich@theodi.org • Twitter: [@statshero](https://twitter.com/statshero)

Thank you!



Email: ulrich@theodi.org · Twitter: [@statshero](https://twitter.com/statshero)





 **FAQ**

Terms apply only to Node-related work,
not all of the work of the host organisation



Fees apply for the ODI Trademark
License. Exclusions can be agreed.



Nodes have to commit time.
How much is up to you.



Nodes must support a community.
They are different from ODI Members.



ODI UK is the “root Node”. When there are
5 country Nodes, we'll create a board.

