

Engaging data users in an open Data Initiative

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Aim

Enable you to engage data users in an open data initiative

Learning Outcomes

- Identify what engaging users mean in an open data perspective
- Identify benefits of engaging data users in an open data initiative
- Describe ways which can be used to engage open data users
- Apply user engagement ways in open data initiatives



What do we mean when we say “engaging users”?

Activity: Individual

What are some of the benefits of engaging users in an open data initiative?

Benefits of engaging users

- Assurance that the data you publish will be used
- Meet the demand
 - Know what they need
 - If you can provide
- Allow the organization to learn through feedback

Activity: In groups

In groups, imagine you are part of an open data initiative and you want to make sure users are engaged. Describe what ways you will use



Ways of engaging data users

- Run support events, workshops or competitions on open data
- Ensure that there are officials who are able to actively engage with, understand and respond to the demand of data users
- Set up a communication channel to engage with data users such as social networks



Photo credit: ODI