Social Impact of Open Data

by Sandra Moscoso, World Bank

World Bank Group's Media Development Program,
Social Impact

“The net effect of an activity on a community and the well-being of individuals and families.” – Centre for Social Impact (Australia)

National Research Council & Syracuse University

- Social Benefits (public research data)
  - improve political transparency
  - enhance education and research
  - support personal decision-making capabilities

World Wide Web Foundation, Tim Davies

- Research: “Exploring the Emerging Impacts of Open Data in Developing Countries”
  - improved governance
  - support citizens' rights,
  - promote more inclusive development
Education
### Benefits in Education

**Community**
- School choice, career choice
- Advocacy
- Resource sharing among educators
- Data literacy
- Budget/procurement transparency
- Policy design
- Policy implementation
- Student-level education comparisons and analytics*
  - Privacy constraints
- School and system-level administration*

**Government/System**
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- School choice, career choice
- Advocacy
Where there is choice, there is angst

School choice...

- Holland: [http://schooltip.net/](http://schooltip.net/)
- Kenya: [http://findmyschool.co.ke/](http://findmyschool.co.ke/)

And...

- Tanzania: [http://www.shule.info/](http://www.shule.info/)
- Moldova: [http://afla.md/](http://afla.md/)
Advocacy

DC Action for Children

• Build tools and analyses used by DC Council, agencies, and NGOs to provide services for children and make policy decisions

• Organize a team of volunteers to create maps and visualizations that support advocacy efforts for NGOs and community organizations

http://www.dcactionforchildren.org/
Resource sharing among educators

Learning Registry

- 500 content contributors
- Paid and free content accessible to educators and caregivers
- Potential for greater impact relies on teachers accessing, promoting and expert curation, so best resources rise to top
- Long-term viability and sustainability rely on decentralized ownership by states, districts

http://learningregistry.org/
Data Literacy

TuvaLabs

• Increasing demand for data scientists (across industries) – Burtchworks Study
• Projections of US shortage of 140-190K employees w/ deep analytical skills by – McKinsey Global Institute
• Enables teachers to bring relevant and engaging topics into their classrooms; critical local and community issues
• Used by hundreds of teachers (and their students) across 19 countries

https://tuvalabs.com/
Policy design

DC’s Boundary Review Process

• Citizen and stakeholder engagement to support city-wide policy change
• **Map** by Washington Post reflects changes to student assignment
• Our DC Schools
  o 50 pages of policy translated into a 7 question survey
  o 400 participants reached via face to face session; 4000 participants reached via ourdcschools.org
  o All data collected (except that which compromised privacy) was published as open data then analyzed by others

http://ourdcschools.org/
Policy implementation

Education Reform Moldova

- Engagement of students and parents with school authorities to address **budget allocation** of primary, and secondary schools
- Monitor education services in 100 Moldovan schools
- Public hearings, community cards, independent budget analyses

http://www.thegpsa.org/sa
Social Impact in Development
Re-defining Development

- Access to data
- Communities of problem ‘experts’, data experts, technologists, and journalists: ‘Code for’, Hacks/Hackers chapters, etc.
- Thinking beyond transparency and accountability
- How is open data translating to actual solutions and benefits for people? (vs governments, institutions)
Uses of Open Data in Development

Survey, Research and Hangouts

World Bank and Inter-American Development Bank research.

Collecting cases via online survey (to be made open)

Series of Google Hangouts this summer, starting with Friday, July 25 @ 10:30 AM EST
- [https://plus.google.com/events/c9p4dfsth93jmh8olt9atglhhso](https://plus.google.com/events/c9p4dfsth93jmh8olt9atglhhso)

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Promising Innovations

People as a platform

- DIY SmartCity – transportation
- Media as a social service
- Community-driven advocacy
DIY SmartCity - transportation

- YourBus - India: [http://www.yourbus.in/](http://www.yourbus.in/)
- Tsaboin - Nigeria: [https://www.tsaboin.com/](https://www.tsaboin.com/)
- Prossess – Nigeria: [http://www.prossess.com/#hon](http://www.prossess.com/#hon)

Collect Data, Create infrastructure
Media as a social service

- InfoAmazonia - Brazil: [http://infoamazonia.org/](http://infoamazonia.org/)
Community-driven advocacy

- Follow the Money - Nigeria: http://www.followthemoneyng.org/
- Medicine Price Registry – South Africa: http://mpr.code4sa.org/

Collect data, raise awareness
Looking ahead

It’s not about open data...

• It’s about solving problems; it’s about getting help from the broader community to get to the solutions; it’s about helping ourselves
• Citizen engagement means nothing without transparency; need to include ‘open’ components as part of design of government, NGO, community, development, etc.
• Help the World Bank articulate how to measure the benefits of open data:
  o Join the discussion: http://blogs.worldbank.org/ic4d/open-data-goldmine-development?hootPostID=75d7ecf9d964987a0fe181857a318098
- Thank you -

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