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STATISTICS DIVISION

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**Meeting of the Expert Group on
International Statistical Classifications
New York, 6-8 September 2017**

Philippine Task Force on Big Data

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REPUBLIC OF THE PHILIPPINES
PHILIPPINE STATISTICS AUTHORITY

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United Nations Expert Group Meeting on International Classifications
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Outline of Presentation

1. Rationale
2. Task Force on Big Data Composition and Other Resource Persons
3. Terms of Reference
4. Proposed 2017 Philippine Classification Big Data Structure

PSA Task Force on Big Data

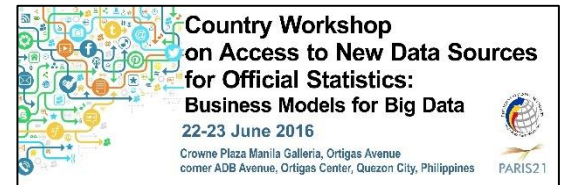
1. Rationale



- More frequent data
- More disaggregated variables
- Local-level data



Potential of third-party data, e.g., Big Data, as data sources for official statistics



One recommendation is to create a learning community/task force on big data



Task Force on Big Data for Official Statistics



2. Composition



Philippine Statistics Authority
Chair



Department of Information and
Communications Technology
Vice Chair

Members



Globe





2. Composition (Cont.)

Resource Persons:

- Cybercrime Investigation and Coordination Center (CICC)
- Department of Budget and Management (DBM)
- Department of Health (DOH)
- DOST – Project NOAH (Nationwide Operational Assessment of Hazards)
- Department of Transportation and Communications (DOTC)
- Intellectual Property Office (IPO)
- Marketing and Opinion Research Society of the Philippines (MORES)
- National Disaster Risk Reduction and Management Council (NDRRMC)
- National Mapping and Resource Information Authority (NAMRIA)
- National Privacy Commission (NPC)
- National Telecommunications Commission (NTC)
- Philippine Chamber of Commerce and Industries (PCCI)
- Philippine Statistical Association, Inc. (PSAI)
- Senate Economic Planning Office (SEPO)
- United Nations Development Programme (UNDP)
- World Bank

3. Terms of Reference

1. **Develop a harmonized ecosystem** between different stakeholders by **establishing a framework of data sharing** and exchange of good practices
2. **Look into the discussion of the Senate Bill on big data** and other related legislations that can influence the use of big data in the country.
3. **Recommend policies, standards and validation mechanisms** for big data that will be used for statistical purposes.
4. **Discuss policy issues and challenges, and recommend measures** to provide a viable environment for big data to be used to better inform/complement official statistics.
5. **Recommend a business model of big data sharing** that will be both beneficial to the data user and data provider.

4. Proposed 2017 Philippine Big Data Classification

| 2013 UNECE Big Data Classification | | | Proposed 2017 Philippine Classification of Big Data | | | |
|--|---|--|---|------|-------|---|
| 1. Social Networks (human-sourced information) | | | Div. | Grp. | Class | Description |
| | | | SECTION 1 - Social networks (Human-sourced information) | | | |
| 1100 | Social Networks: Facebook, Twitter, Tumblr etc. | | 11 | 110 | | Social Networks |
| | | | | | 1101 | Facebook |
| | | | | | 1102 | Twitter |
| | | | | | 1103 | Tumblr |
| | | | | | 1109 | Other social networks, n.e.c. |
| 1200 | Blogs and comments | | 12 | 120 | | Blogs and comments |
| | | | | | 1201 | Blogs |
| | | | | | 1202 | Comments |
| 1300 | Personal documents | | 13 | | | Personal documents |
| | | | | 130 | | Personal documents and multimedia resources |
| | | | | | 1301 | Personal documents |
| | | | | | 1302 | Multimedia resources |

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| 1. Social Networks (human-sourced information) | | | Div. | Grp. | Class | Description |
| | | | SECTION 1 - Social networks (Human-sourced information) | | | |
| 1400 | Pictures: Instagram, Flickr, Picasa etc. | 14 | 140 | | Pictures | |
| | | | | 1401 | Instagram | |
| | | | | 1402 | Flickr | |
| | | | | 1403 | Picasa | |
| | | | | 1409 | Other pictures, n.e.c. | |
| 1500 | Videos: Youtube etc. | 15 | | | Video- Audio | |
| | | | 151 | | Videos | |
| | | | | 1511 | YouTube | |
| | | | | 1512 | Vimeo | |
| | | | | 1519 | Other videos, n.e.c. | |
| | | | 152 | | Audio | |
| | | | | 1521 | Spotify | |
| | | | | 1522 | Deezer | |
| | | | | 1523 | SoundCloud | |
| | | 1529 | Other audio, n.e.c. | | | |



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| | | | SECTION 1 - Social networks (Human-sourced information) | | | |
| | 1600 | Internet searches | 16 | 160 | 1600 | Internet searches |
| | 1700 | Mobile data content: text messages | 17 | 170 | | Mobile data content |
| | | | | | 1701 | Call detail record (CDR) |
| | | | | | 1702 | Internet protocol detail record (PDR) |
| | | | | | 1703 | Short Message Service |
| | | | | | 1704 | Value Added Service |
| | | | | | 1705 | Multimedia Message Service |
| | | | | | 1709 | Other data mobile content, n.e.c. |
| | 1800 | User-generated maps | 18 | 181 | | User-generated maps |
| | | | | | 1811 | Participatory sensing/crowd sourcing |
| | | | | | 1819 | Other user-generated maps |
| | 1900 | E-Mail | | 182 | 1820 | Email |
| | | | 19 | 190 | 1900 | Other human-sourced information, n.e.c. |



4. Proposed 2017 Philippine Big Data Classification

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|--|------|----------------------------------|--|------|-------|---|
| SECTION 2 - Traditional business systems (process mediated data) | | | Div. | Grp. | Class | Description |
| | | | SECTION 2 - Traditional business systems (process mediated data) | | | |
| 21 | | Data produced by Public Agencies | 21 | 211 | | Data produced by public agencies |
| | 2110 | Medical records | | | 2110 | Medical records |
| 22 | | Data produced by businesses | 22 | | | Data produced by businesses |
| | 2210 | Commercial transactions | | 221 | | Commercial transactions |
| | | | | | 2211 | Point of sales transactions |
| | | | | | 2212 | Membership cards |
| | | | | | 2219 | Other commercial transactions, n.e.c. |
| | 2220 | Banking/stock records | | 222 | 2220 | Banking/stock records |
| | 2230 | E-commerce | | 223 | | E-commerce |
| | | | | | 2231 | Lazada |
| | | | | | 2232 | Zalora |
| | | | | | 2239 | Other e-commerce, n.e.c. |
| | 2240 | Credit cards | | 224 | 2240 | Credit cards |
| | | | | 225 | 2250 | Medical Records from private records |
| | | | | 229 | 2290 | Other traditional business systems, n.e.c. 10 |



4. Proposed 2017 Philippine Big Data Classification

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|--|------|-------------------------------------|---|------|-------|--|
| 3. Internet of Things (machine-generated data) | | | Div. | Grp. | Class | Description |
| | | | SECTION 3 - Internet of Things (Machine-generated data) | | | |
| 31 | | Data from sensors | 31 | | | Data from sensors |
| 311 | | Fixed sensors | | 311 | | Fixed sensors |
| | 3111 | Home automation | | | 3111 | Home automation |
| | 3112 | Weather/pollution sensors | | | 3112 | Weather/pollution sensors |
| | 3113 | Traffic sensors/webcam | | | 3113 | Traffic sensors/webcam |
| | 3114 | Scientific sensors | | | 3114 | Scientific sensors |
| | 3115 | Security/surveillance videos/images | | | 3115 | Security/surveillance videos/images |
| | | | | | 3116 | Biometric data |
| | | | | | 3119 | Other fixed sensors n.e.c. |
| 312 | | Mobile sensors (tracking) | | 312 | | Mobile sensors (tracking) |
| | 3121 | Mobile phone location | | | 3111 | Mobile phone location |
| | 3122 | Cars | | | 3112 | Cars |
| | 3123 | Satellite images | | | 3113 | Satellite images |
| | | | | | 3114 | Wearable technology |
| | | | | | 3119 | Other mobile sensors n.e.c. |
| 32 | | Data from computer systems | 32 | | | Data from computer systems |
| | 3210 | Logs | | 321 | 3210 | Logs |
| | 3220 | Web logs | | 322 | 3220 | Web logs |
| | | | | 329 | | Other data from computer systems, n.e.c. |
| | | | | | 3291 | Data from computer systems |
| | | | | | 3299 | Internet of Things |



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Thank You!



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