



Overview of the work of the Task Team on Social Media data

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Overview

- Mandate and deliverables of the Task Team on Social Media data
- Conference session
- Global Survey



Mandate of the Task Team



Objectives:

Clarify which kind of social media data can be collected, how it can be collected, how it can be analyzed and processed into statistics, useful for policy purposes

Deliverables:

- 1. Executing one or more pilot projects on the use of social media data for official statistics**
- 2. Documenting and publishing the lessons learned**
- 3. Preparing and maintaining a knowledge base on the use of these data**
- 4. Develop tools and applications, which can be used by the statistical community**
- 5. Develop templates of project plans, which could be used by interested countries.**



Deliverables



- **Pilot project in Mexico**
- **Pilot project of the Sandbox in Ireland**
- **Pilot project with UN Global Pulse**
- **Develop a knowledge base for the use of Social Media data, starting with an inventory of ongoing activities**



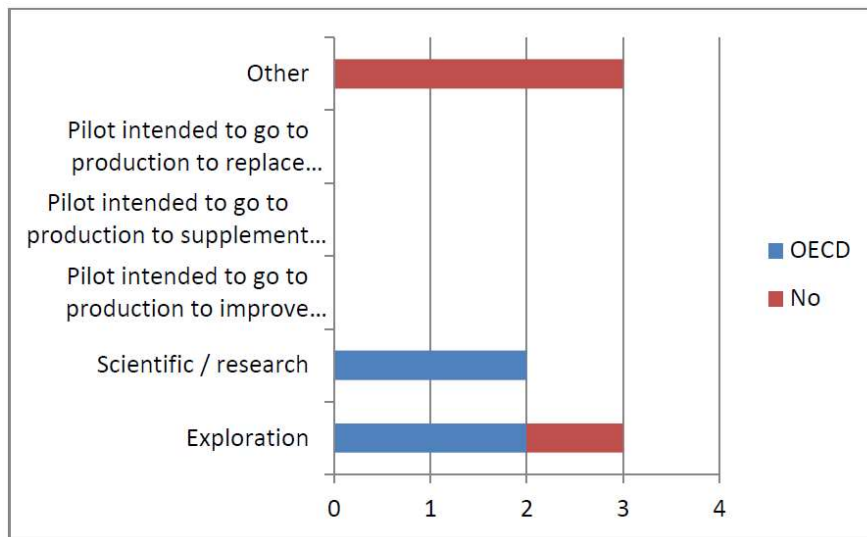
Session at the Conference



- ❑ “Social Media data”, Piet Daas, Statistics Netherlands
- ❑ “Use of data from social networks to obtain statistical and geographical information”, Juan Munoz, INEGI, Mexico
- ❑ “Food prices”, Jong Gun Lee, UN Global Pulse
- ❑ “Sandbox projects”, Albrecht Wirthmann, Eurostat

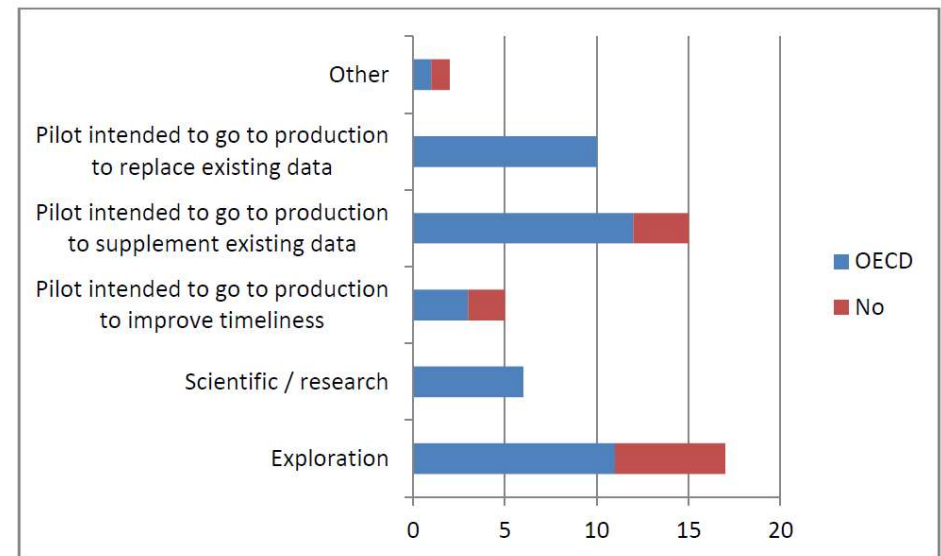
Projects overview

Social media



Only 6 countries (3 OECD, 3 non OECD)

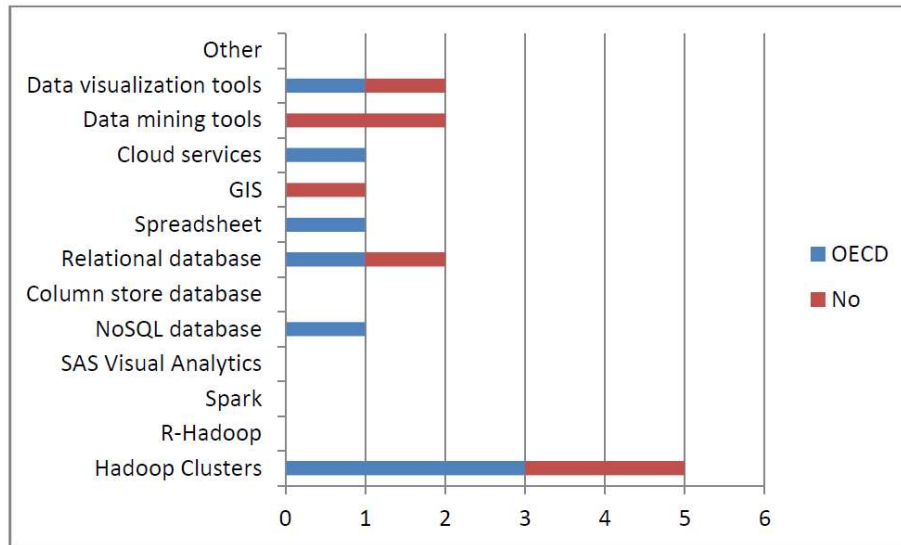
Web-scrapping



25 countries (6 non-OECD and 19 OECD); Poland had 3 projects and Indonesia 2—thus, the total number of projects was 28

Technology and tools

Social media: technologies



Web-scraping: technologies

