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

Ronald Jansen
Assistant Director
United Nations Statistics Division
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

- Pilot intended to go to production to replace...
- Pilot intended to go to production to supplement...
- Pilot intended to go to production to improve...
- Scientific / research
- Exploration

Only 6 countries (3 OECD, 3 non OECD)

Web-scrapping

- Pilot intended to go to production to replace existing data
- Pilot intended to go to production to supplement existing data
- Pilot intended to go to production to improve timeliness
- Scientific / research
- Exploration

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-scrapping: technologies