"How to communicate the value of big data for official statistics?"

Task Team on Advocacy & Communication

Second Global Conference on Big Data for Official Statistics
20-22 October 2015
Abu Dhabi, UAE

The Task Team

- Bangladesh
- Colombia
- Denmark

- Eurostat
- ITU
- UNECE
- UNESCAP
- UNSD
- World Bank

UNITED NATIONS
ESCAP
Economic and Social Commission for Asia and the Pacific

Advocacy & Communication Strategy

- **Overall objective:**

  effectively communicate the opportunities and challenges of Big Data for official statistics and advocate for active engagement and collaboration in this area

- **Target audiences:**
  - Primary target audience
  - Secondary target audience

- Outlines key **activities and outputs**

- Outlines the need for **financial resources** that are not readily available at the moment

UNITED NATIONS
ESCAP
Economic and Social Commission for Asia and the Pacific

GWG Brochure

The United Nations Global Working Group on Big Data for Official Statistics (GWG)

The GWG brings together the global community of official statisticians to participate, contribute and share knowledge and experience in using Big Data to produce official statistics. This working group aims to be a resource for producers and users of statistics from the government, private sector, academia, civil society and other organizations.

Our Mission

The GWG **prepares case studies, methods, tools, resources, as well as conducts pilot projects and surveys** about using Big Data for official statistics.

Our work is organized in **8 task teams:**
- Advocacy and communication
- Using Big Data for the Sustainable Development Goals (SDGs)
- Data access and partnerships
- Training, skills and capacity building
- Cross-cutting issues
- Mobile phone data
- Satellite imagery and remote sensing data
- Social media and web-scraping data

Why We Need Big Data

Policy makers, the media and society as a whole expect and demand better, faster and more detailed statistics.

The 2030 Agenda for Sustainable Development insists on accountability and no one left behind.

Emerging issues are difficult to measure with traditional data sources. Given these realities, the statistical community must modernize to stay relevant.

The Sustainable Development Goals have highlighted opportunities to use big data sources and techniques to fill data gaps, offer insights with higher frequency and resolution, and to use technology in new ways to measure [...] around us.

Big Data Sources

Big Data comes from a variety of [...] bile and smart phones, web commu[...] transactions, automated banking a[...] mated services, scanner data, sat[...] and other geodata, social media dat[...] ters and the other sources.

Source: IBM
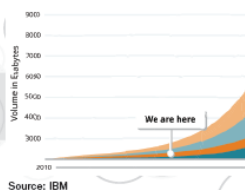
Examples of Big Data Usage for Official Statistics

Mobile phone data
- **Understanding population movement,** migration and tourism using location data
- **Mapping poverty** based on the behavioural patterns of mobile phone users and airtime credit purchases
- **Providing real-time population statistics** and population movements

Satellite imagery and remote sensing data
- **Measuring crop production and harvests,** as well as estimating the rate of land consumption
- **Measuring and mapping land cover,** land [...]

How Big Data Can Ensure Overall Data Quality

Fill data gaps: supplement statistics where traditional sources are not sufficient.

Gain efficiencies: cheaper and faster to produce, allowing NSOs to achieve more with less, while reducing the response burden.

Enhance data accuracy: Produce real-time insights for faster evidence-based decision making.

Remaining relevant: Engage in partnerships with a variety of stakeholders such as the private sector, academia and civil society.

Future Opportunities

National Statistical Offices worldwide have identified the need to address the following challenges in incorporating Big Data into their business processes.
- Skills and training for Big Data
- Quality frameworks
- Access to Big Data
- Identifying funding sources
- Collaboration with academia and the private sector

Big Data are very large data sets that are characterized by three Vs: velocity, variety and volume.

Resources

If you want to learn more, please contact the United Nation Statistics Division at **bigdata@un.org** or visit **http://unstats.un.org/unsd/trade/bigdata**

Download the PDF version of this brochure

Big Data for Official Statistics

BigData
UN Global Working Group

Information videos from DANE

Three potential purposes:

1. example of advocacy materials;
2. easy to share materials and ideas;
3. can be directly reused for advocacy purposes.

Challenges

- Statisticians are not advocacy and communication experts
  - Need to engage communication professionals
- Advocacy needs to be directed towards owners of big data and policy-makers
  - Privacy and partnerships are central to advocacy
- Need concrete examples to communicate
  - But there is hardly any examples of use of big data in production of official statistics yet