

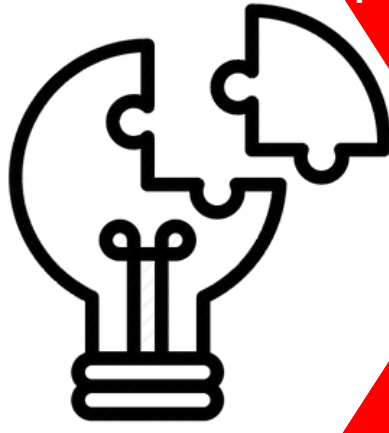
# Using Big Data for Social Good



## 5 Steps to Keep in Mind

### STEP 1

#### Problem Definition

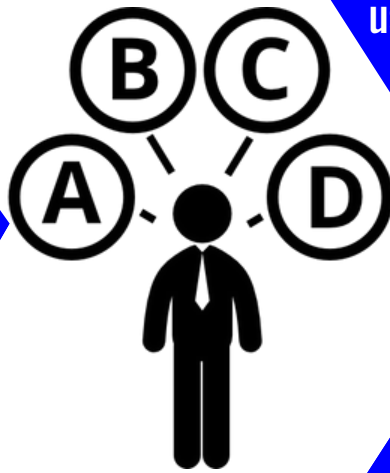


Care must be taken not to pursue the flashiness of data and new methods and lose sight of the problem at hand, and the potential solution.

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"Not everything is a data issue - we need to get better at defining the problem to be able to use data."  
- Natalia Adler, UNICEF

### STEP 2

#### Methodology Selection



The main methods being used for social good are predictive algorithms, data warehouses, AI, and real-time monitoring (or a combination).

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Example: Global Emancipation Network is building a data warehouse and using AI to combat human trafficking.

### STEP 3

#### Collaborate



This work is complex. Projects require tech experts, funding, research, issue experts, and decision & policy makers. Collaboration across sectors is key.

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3 factors help new data partnerships succeed:  
1. building trust, 2. a dedicated facilitator & 3. shared goals & long-term commitment.

### STEP 4

#### Address Challenges



Challenges must be addressed before, during & after implementation, including privacy & ethics concerns, expenses & human resources, & data infrastructure.

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Openness & co-creation can help avoid anxieties about potential harm & ensure concerns of beneficiaries are included.

### STEP 5

#### Evaluate & Scale



"We need to become evidence-based about how to use data, as opposed to assuming all will be impactful." - Stephen Verhulst, GovLab

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Many data partnerships are ad-hoc and one-offs, there is a need to invest in long-term solutions in order to scale