Chapter 2: Data as a force for public good
Outline

1. What is public intent data?
2. How can public intent data generate value?
3. Why is the value not fully realized?
4. What policies can untap the value?
What is public intent data?

- Data collected with the intent of serving the public good by informing the design, execution, monitoring, and evaluation of public policy, or through other activities.

- The chapter works with six types of public intent data:
  - Administrative data
  - Censuses
  - Sample surveys
  - Citizen-generated data
  - Machine-generated data
  - Geospatial data
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How can public intent data generate value?

Value of public intent data

- Improved service delivery
- Prioritization of scarce resources
- Accountability and empowerment

Using real-time sensor data to reduce repair time for broken hand pumps in Kenya

- Median repair time:
  - 1 day with mobile-enabled data
  - 6 days in baseline

- Mean repair time:
  - 2.6 days with mobile-enabled data
  - 27 days in baseline
How can public intent data generate value?

**Value of public intent data**

- Improved service delivery
- Prioritization of scarce resources
- Accountability and empowerment

Mapping pockets of poverty in Croatia allowed better targeting of antipoverty funds.
How can public intent data generate value?

Value of public intent data

- Improved service delivery
- Prioritization of scarce resources
- Accountability and empowerment

The use of citizen-collected data in Bogotá led to greater safety around bike paths.
How can public intent data generate value?

Value of public intent data

- Improved service delivery
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Desirable features of public intent data

- Adequate coverage
  - Completeness
  - Timeliness
  - Frequency
- High quality
  - Granularity
  - Accuracy
  - Comparability
- Easy to use
  - Accessibility
  - Understandability
  - Interoperability
- Safe to use
  - Impartiality
  - Confidentiality
  - Appropriateness
How can public intent data generate value?

**Value of public intent data**

- Improved service delivery
- Prioritization of scarce resources
- Accountability and empowerment

**Desirable features of public intent data**

- Adequate coverage: Completeness, Timeliness, Frequency
- High quality: Granularity, Accuracy, Comparability
- Easy to use: Accessibility, Understandability, Interoperability
- Safe to use: Impartiality, Confidentiality, Appropriateness
Outline

1. What is public intent data?

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Why is the value not fully realized?

### Share of countries with complete birth and death records

<table>
<thead>
<tr>
<th>Income Level</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low-income</td>
<td>0%</td>
</tr>
<tr>
<td>Lower-middle-income</td>
<td>22%</td>
</tr>
<tr>
<td>Upper-middle-income</td>
<td>51%</td>
</tr>
<tr>
<td>High-income</td>
<td>95%</td>
</tr>
</tbody>
</table>

**Desirable features of public intent data**

- **Adequate coverage**
  - Completeness
  - Timeliness
  - Frequency

- **High quality**
  - Granularity
  - Accuracy
  - Comparability

- **Easy to use**
  - Accessibility
  - Understandability
  - Interoperability

- **Safe to use**
  - Impartiality
  - Confidentiality
  - Appropriateness
Why is the value not fully realized?

**Desirable features of public intent data**

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**International best-practice standards**

- Low-income
- Lower-middle-income
- Upper-middle-income
- High-income

**Share of countries (%)**

**International Classification of Status in Employment in use**
Why is the value not fully realized?

Desirable features of public intent data

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<td>Interoperability</td>
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<table>
<thead>
<tr>
<th>Indicator</th>
<th>Low-income</th>
<th>High-income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Openness score (0–100)</td>
<td>38</td>
<td>66</td>
</tr>
<tr>
<td>Available in machine readable format (%)</td>
<td>37</td>
<td>81</td>
</tr>
<tr>
<td>Available in nonproprietary format (%)</td>
<td>75</td>
<td>84</td>
</tr>
<tr>
<td>Download options available (%)</td>
<td>56</td>
<td>78</td>
</tr>
<tr>
<td>Open terms of use/license (%)</td>
<td>11</td>
<td>44</td>
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What is the value not fully realized?

**Value of public intent data**
- Improved service delivery
- Prioritization of scarce resources
- Accountability and empowerment

**Desirable features of public intent data**
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**Enablers of public intent data**
- Financing
- Technical capacity
- Governance
- Data demand
What is the value not fully realized?
What is the value not fully realized?

- In a global survey of NSOs conducted by PARIS21, 86 percent of African NSOs selected strengthening human resources as one of their five most important goals for capacity development.

- Acquiring up-to-date technology and infrastructure was considered critical to strengthening the national statistical system in the medium term.
What is the value not fully realized?

The older a country’s statistical laws, the lower is its statistical performance.
An analysis of the use of statistics in news articles in 32 countries in four languages revealed considerable scope for journalists to improve their critical engagement with statistics.

Source: Klein, Galdin, and Mohamedou (2016)
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(Selected) policies to untap the value

Political commitment
Create a broad-based political and societal agreement on the value of high-quality public intent data

Financing
Technical capacity
Governance
Data demand

NSOs
Other government agencies
Civil society and academia
(Selected) policies to untap the value

Political commitment
Create a broad-based political and societal agreement on the value of high-quality public intent data

Financing
Technical capacity
Governance
Data demand

Create a target fraction of government spending on national statistical system
Interviews with representatives of NGOs in Argentina, Kenya, and Nepal revealed that lack of funding can constrain citizen-generated data. These data can provide complementary insights vis-à-vis official statistics and serve important transparency and accountability functions.
(Selected) policies to untap the value

With more and better government funding, investments in human capital should be a top priority – bolstering internal capacity for data production, methodological research and data use.
(Selected) policies to untap the value

Political commitment
Create a broad-based political and societal agreement on the value of high-quality public intent data

- Financing
- Technical capacity
- Governance
- Data demand

NSOs
Other government agencies
Civil society and academia

Create/strengthen technical units in charge of data production and use

This is critical for ensuring that public sector institutions at-large can fulfill their mandated roles in national data systems.
Foundational numeracy and statistical literacy skills should be part of the fundamental curricula for primary and secondary education – contributing to the creation of data and statistics literate citizens.

Promote data literacy in primary and secondary education
(Selected) policies to untap the value

**Political commitment**

Create a broad-based political and societal agreement on the value of high-quality public intent data

- **Financing**
- **Technical capacity**
- **Governance**
- **Data demand**

NSOs

- Other government agencies

Civil society and academia

Ensure that NSO independence is anchored in laws and institutional set-up

Alignment with the United Nations Fundamental Principles of Official Statistics should be ensured, possibly as part of the development of a national data strategy.
In Rwanda, mayors commit to setting development targets. Each target is evaluated by the national government with respect to its achievement and whether it was monitored appropriately.
Download the report and explore Data Stories at

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THANK YOU