

Social Capital Residencies – Workshop Summary

Title	Unlocking the potential of shared data
Date	Tuesday, 21st November, 2017
Time	1:00 - 3:00pm
Venue	Level 10, Flinders University Victoria Square campus
Address	182 Victoria Square, Adelaide SA 5000
Primary Contact	Jeannine Malcolm – 0421 616 943
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WORKSHOP PURPOSE:

During his work at HealthMedia Inc, Vic improved data sharing by creating a centralised database used across Northern America. This data sharing led to huge economic opportunity, including his own as the company sold to Johnson & Johnson in 2008.

The purpose of this workshop was to discuss the reality of data sharing, especially in the health and social assistance fields.

SAMPLE SCENARIOS:

- NGO's have vaults of data that may have commercial value. What potential business models exist in this space? How can IP and identity security be maintained?
- Investment rounds require more and more evidence based data to evaluate and substantiate program delivery etc.

What is the potential for creating Data Intelligence Centres for 'shared data' repositories similar to MaRS Innovation's Market Intelligence Centre? <https://www.marsdd.com/market-intelligence/>

FORMAT:

- Introduction
- Thinkers in Residence – Context setting
- Dr Vic Strecher – Lead discussion on data sharing
- Group Discussion

DATA BEGINS WITH PURPOSE

PRESENTATION BY VIC STRECHER



Workshop comments/notes:

- Interdisciplinary - working together across disciplines.
- Transdisciplinary - requires multiple disciplines, but to transient their own disciplines ego. For example getting rid of the fancy language, and speaking in plain English. Helping philosophers and physicians work together to solve problems. This is very hard to do.
- "Our postal code is more important than our genetic code" - it is a better predictor of your health.
- How do we democratise the analysis of data? Excel was the first attempt at that.
- There are many different levels of access for data and how data can be used. Football teams winning or losing may appear to have little direct social impact but research has shown that there are correlations between this data and consumer behaviours e.g. purchase of certain food types etc.

TRANSDISCIPLINARY CONCEPTUAL MODEL

When thinking about data and data sharing, we must first consider the conceptual model: what you want data to do for you. E.g. How does the city of Adelaide help people become better humans?

Data sources:

- What are the potential data sources that you could include to build a more multi-dimensional picture of your scenario?

Data orchestration:

- Who/What are the levers/resources that you need to identify and draw in to the process to help build the picture?

Data analytics:

- What are the correlations (if any) that are evident between data sets?
- Can we use machine learning to enhance our understanding of data?

Data exploration:

- What added value can be created by the user through exploration of the available data? i.e. discovering un-predicted/unexpected relationships or practical uses of the data?

DISCOVERY	What picture does the data paint? What are the surprising correlations?
ENGAGEMENT	For data to be useful, it needs to be simple, visible/accessible and current. What is the value proposition for your customer/client to want to share their data? How can we engage the public to more engaged with the type of data they're sharing and the purpose for which we wish to use it? https://medium.com/@rohanclarke/restoring-the-symmetry-with-platform-coops-8cd15b9cfb60
KNOWLEDGE	<i>"Knowledge is really about facts and ideas that we acquire through study, research, investigation, observation, or experience.</i>
WISDOM	<i>Wisdom is the ability to discern and judge which aspects of that knowledge are true, right, lasting, and applicable to your life."</i> http://www.lifehack.org/articles/communication/what-are-the-differences-between-knowledge-wisdom-and-insight.html
CHANGE	How can data paint a picture of what it is to be a 'purposeful city', or a 'smart city' or a 'healthy city'? Where is the stock-ticker (LED scrolling screen) for the social wellbeing of Adelaide? E.g. weather, crime, fuel price, hospital intakes etc. how would this affect the way people think/behave within their home town? Why it works: it's simple, visible, frequently updated and relevant.

- **POTENTIAL BENEFITS**
- **POTENTIAL HARMS**

K: WHAT DO WE KNOW	W: WHAT DO WE WANT TO KNOW	A: WHAT ACTION WILL YOU TAKE?	H: HOW WILL WE FIND OUT?
<ul style="list-style-type: none"> • Lots of data is collected; at different intervals; different reasons • Closed data sets vs Open data sets e.g. google analytics, Twitter trends etc. • Pockets of willingness to make data more open & accessible by gov't, academia & corporate • Why & what you can do with data depends on your purpose. • How can we democratize access to data? • How can we convince data custodians e.g. ABS to be more open with data? (currently charges for access to some data sets). 	<ul style="list-style-type: none"> • How to get access to data sets • How do NFPs remain relevant/value adding by using their data more effectively & strategically? • How do we utilize data? – see NFP data use survey results • How does data improve community? • How do we deploy the findings from data (to a broader audience)? • How can data define the problem? • What indices are relevant to our purpose? How can we get regular feedback? • Hard for data specialists to access data • Accuracy is important but so is engagement • Gaps in the market 	<ul style="list-style-type: none"> • Sharing of data within government • Democratise access to data within organisations • Discover how to be better researchers • 'Stock ticker' for stats and data and predictors • Get government/NFP & corps to get involved • NFP able to access free data from NBS or NFP to create data sets and sell like NBS • Using google/twitter data • Lead with the purpose/ ideal future 	<ul style="list-style-type: none"> • Data Brokers • Data2Decisions • Open Data • Office for Digital Government • Datalink SA-NT

ACTIVITY SUMMARIES

<p>‘How do we retain & attract talent to Adelaide?’</p> <ul style="list-style-type: none"> • Advertised jobs • ABS statistics • Start-ups & business closures • Wellbeing & data • Births data • Human Services Growth • Rent • Migration/Population • Ageing/ deaths 	<p>What influences the variation in price of fuel?</p> <ul style="list-style-type: none"> • Traffic data • Location • Fuel prices • Public transport usage and schedule • Weather • Shopping basket cost
<p>Healthy, safe, thriving and educated children in SA</p> <ul style="list-style-type: none"> • SA Health : birth, immunization, blue book, parents smoking habits, frequency of medical visits, category of visit, disability density • Centrelink: income of parents, school, baby bonus, welfare payments, carer payments, • Education: School fees, attendance, special needs, socio-economic ID • SAPOL: report about abuse/domestic violence • Child protection: # of mandatory reports • Country : fuel costs • Wonder years data 	<p>How will people start discovering new things?</p> <ul style="list-style-type: none"> • WIIFM – Centrelink linked • Goodstart – 2 hrs free care • Save \$\$ • Early detection of health/development/learning issues (early warning system, machine learning of the developmental stages) • Business – new market info • Parent updates to improve confidence in dealing with agencies • Gamification • Collaboration of corporate:child protection: government i.e. “Blue book on steroids”
<p>How to create a family friend Silicone Valley in South Australia</p> <ul style="list-style-type: none"> • Engagement with high tech corporation • Social media campaign • Natural population growth/immigration (is the population growing) • What is the median age of the population? • Post graduate migratory patterns • International student retention • Climate • Premium food consumption • Cost of living/commercial property • Tourism data – where in the state are people travelling? • Which areas do people habitually visit/have a relationship with? • Flight data • LinkedIn Data 	

REFERENCES:

"Life on Purpose: Integrating Predictive Modelling, Big Data, and Mobile Technology for Health and Well-Being"

<https://cancer.uvahealth.com/research/research-programs/CCPHVicStrecherOctober242017.pdf>

Health Media Inc: <http://www.investor.inj.com/releasedetail.cfm?releaseid=343277>

<http://www.adelaidenow.com.au/news/south-australia/south-australian-legislation-to-open-personal-data-held-by-state-to-private-agencies-and-other-governments/news-story/577234d0ac366d43d14f14f382660672>

"Nonprofits collect lots of data, but most don't use it says NTEN/Idealware Report"

<http://www.bethkanter.org/nonprofit-data/>

Nate Silver, American data analyst https://en.wikipedia.org/wiki/Nate_Silver

<https://fivethirtyeight.com/contributors/nate-silver/>

.id delivers online economic profiles to councils across Australia. These are delivered in public websites, branded economy.id, for anyone to access. The sites bring together economic data from multiple sources to tell the story of a local economy and how it's changing. This information is designed to be used by council staff, local businesses, investors, community groups, students and the general public. <http://economy.id.com.au/>

UNLOCKING THE POTENTIAL OF SHARED DATA - ATTENDEES

21ST NOVEMBER, 2017

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