

Using Data to Fight for Rural Communities

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1

What's New?

- We have always used data in our work with rural communities
- Exciting New Data is available along with new ways to use it
- We can use data as a social change tool
- Data Literacy is a critical skill

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What we are going to talk about

- Data and Organizing
- New Data
- New Data in Practice

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Data is People

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Legacy Data

- Census
- Health Care Data
- Economic Data
- Education Data

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New Data

- Open Civic Data—Data from Open Government
- Corporate Data Sharing—Data Philanthropy
- Social Media and Search Data
- Sensor Data

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Open Civic Data

- Asset Disclosure
- Budget
- Business Listings
- Campaign Finance Contributions
- Code Enforcement Violations
- Construction Permits
- Crime
- Lobbyist Activity
- Procurement Contracts
- Property Assessment
- Property Deeds
- Public Buildings
- Restaurant Inspections
- Service Requests (311)
- Spending
- Transit
- Zoning (GIS)
- Web Analytics

Source: Code for America
<http://www.codeforamerica.org/blog/2014/02/27/mapping-the-open-data-landscape/>

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Corporate Data

- Data Philanthropy
 - Uber & Lyft Transportation Data
 - MasterCard Spending Data
 - Linked In Labor Market Data
- Data Collaboratives

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5

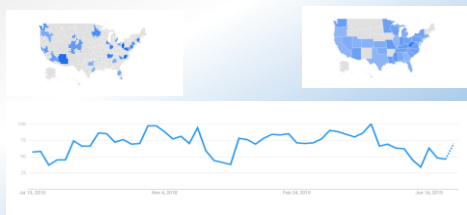
Social Media & Search Data

- Facebook and Twitter Data
- Linked In
- Google Trends

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Google Trends for Opioid Treatment



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Sensor Data

- Smart Devices and the Internet of Things
- License Plate Readers

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New Tools for Understanding Data

- Tableau Public
- Google Data Studio
- Databasic.io

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Explaining Numbers is Usually Pretty Painful

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Tell them a story about the people that you see in the data

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Ask the Right Questions

- 1 Data can be a force for good
- 2 Ask the important Questions
- 3 Know context

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Target the Data Analysis



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Grab Their Attention



The Hook



Make it Dramatic

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Maps, Charts, Graphs & Infographics

- Maps
- Charts
- Graphs
- Infographics

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Tell them What's Important

- Make the numbers into a story based on people
- Keep it on point
- Relate it to People
- Emphasize the most important numbers




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Close/Tail/End



PULL IT ALL TOGETHER



ASK FOR THE ACTION YOU WANT



CLOSURE

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Data Sculpting

- Using physical objects to explain data—for example, blocks on a map to represent population
- It becomes an organizing tool

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Always be clear on the message

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Take Away



Data is a tool that can you can use to fight for clients and communities



New Data can open new doors for empowerment



New Tools can make working with data more effective



Data Storytelling can engage constituents and persuade decision makers

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Thanks

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25