

"Empowered Data Societies" Project update

6 May 2021

Methodology





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WORLD ECONOMIC EQRUM

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Blueprint for data analysis in the transition to proactive services



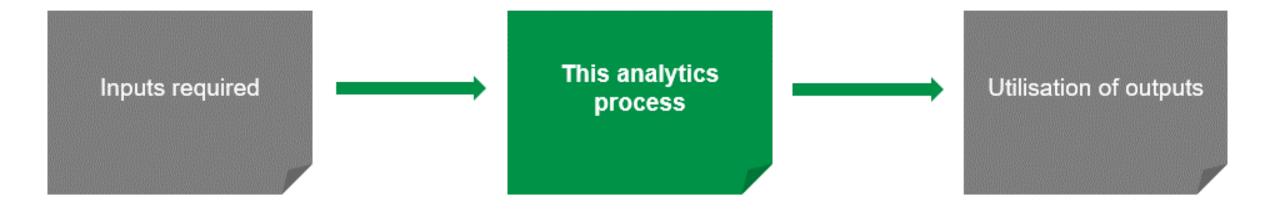
Blueprint

- Guaranteed human-centric
- Historical data analysis necessary in the earliest stages of service development and design
- Elemental in transitioning from reactive to proactive services
- Replicable across domains and scalable to different use cases

Helsinki Experiment

- Concrete business case at the city of Helsinki
- Political and strategic commitment (both at city and national level)
- Vast historical data sets from four years of service use
- Expertise and resources combined from Helsinki and the WEF community

Analytics process in context



6.5.2021 Etunimi Sukunimi 11

Insights synthesis

Consult affected groups (citizens and employees) and prioritise services that meet real needs

Don't reinvent the wheel: what international standards or practices exist? Especially in the places where nonnative Finnish residents come from?

Risk analysis bevond compliance: digital harms

Design community consultations at strategic junctures of the process

What do we know about the context of the data?

Sukuni

Components of trust:

- high risk
- behavioural consistency
- mutuality
- familiarity
- solidarity.
- avoiding 'face threats'

Can we map more exactly the data and customer journeys?

How can the city "be vulnerable" towards its citizens?

With

populations

with less trust

in government,

start with low-

risk scenarios

Consistent,

city-wide

practices and

language

needed

Find out where low-trust populations are most likely to be and take information to them

Huge potential for scalingdesign with this in mind

In addition to taking care to anonymise the data. communicate openly and actively about what we're doing

Acknowledge that trust will be broken and plan for what happens in those cases

Include data model management plan!

Roadmap should explicitly point towards a situation where data about a person can be combined from multiple

sources

Timeline

