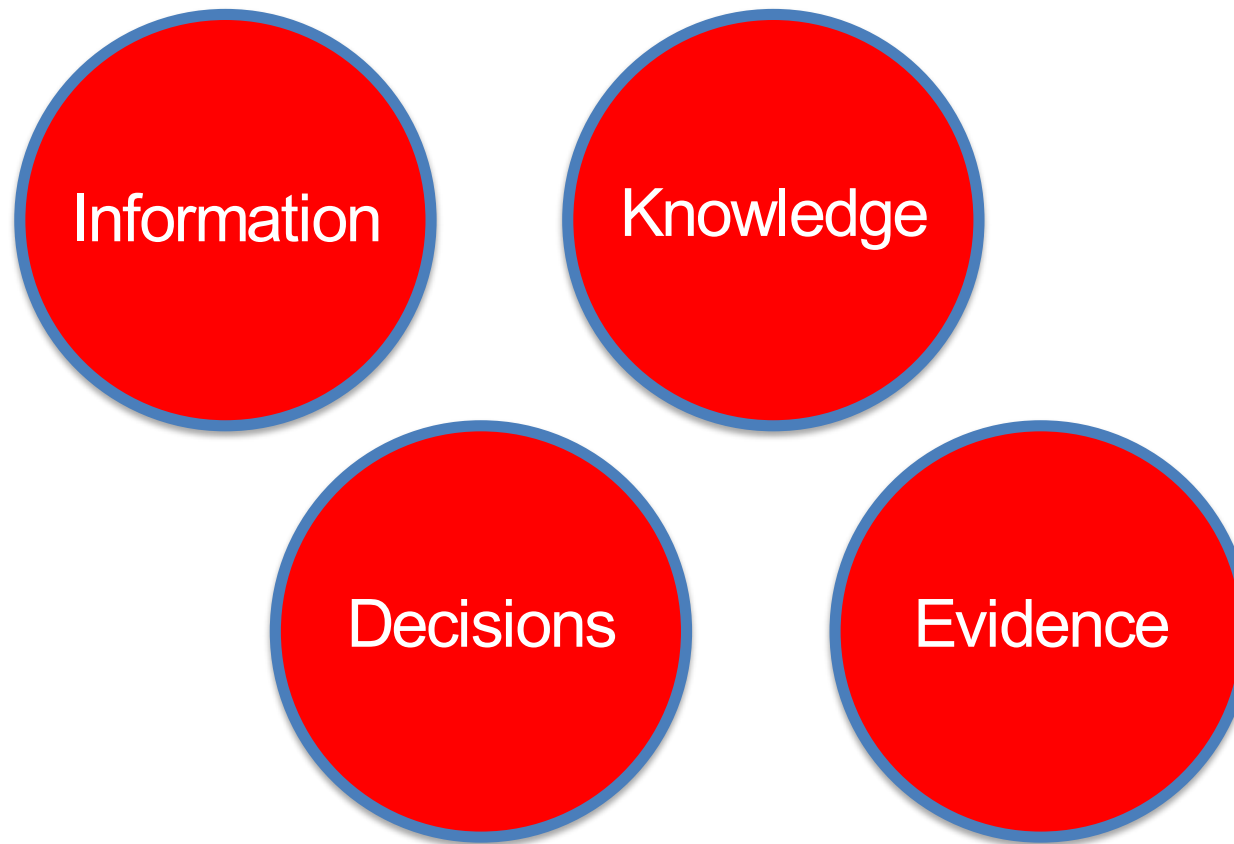# What is Data?

Rachel Yales & Heather Leson

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DATA PLAYBOOK: SLIDEDECK 1

# Data can be defined as..

1. Discrete pieces of information, such as amounts, prices, measurements, dates, names of places and people, and addresses.
2. Facts and statistics collected together for reference or analysis.

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# Data can lead to:

**Information**

**Knowledge**

**Decisions**

**Evidence**

# From Data to Information

1. Data is everywhere.
2. Data is naturally messy and lacks sense.
3. Data can often be structured and
   processed.
4. Information is data that makes sense.

# From Data to Information

**Data** must be interpreted, processed, analysed, or presented to become **Informative**.

# From Chaotic Data

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DATA PLAYBOOK: SLIDEDECK 1

# ... to processing and organizing the data...

| Feedback Reference | Site where the feedback was received | Date feedback received | Gender for face to face interaction and when the person submitting the feedback notes it on the feedback form | Language used to express the feedback by the person submitting it | Channel of feedback reception | Feedback type classify the feedback according its content |
|---|---|---|---|---|---|---|

| Sector which is the sector of intervention the feedback is referring | Scope classify the feedback | Details of feedback transcribe the feedback received as literally as possible and provide any other explanation that could facilitate its content | Grade of Priority/Sensitivity level the priority to be agreed between the CEA focal and the RC site coordinator/site officer |
|---|---|---|---|

# ... to turning it into 'information'...

| Grade of Priority/Sensitivity level 1 | Urgent / Red Cross related services 🔻 | | | |
|---|---|---|---|---|
| **Priority** | **Column Labels** 🔻 | | | |
| **Sector** 🔻 | **Ritsona** | **Skaramagas** | **(blank)** | **Grand Total** |
| Asylum process and legal advice | | | 1 | 1 |
| BHC | 20 | 24 | 2 | 46 |
| Others | 4 | | | 4 |
| Protection | | 1 | 1 | 2 |
| PSS | 1 | | | 1 |
| Relief | 9 | | 1 | 10 |
| Relief | | 4 | | 4 |
| RFL | | 1 | | 1 |
| Shelter | 1 | 1 | | 2 |
| WASH | 6 | 18 | 7 | 31 |
| **Grand Total** | **41** | **49** | **12** | **102** |

# Data Types

## Community/Citizen

- SMS Mobile Data
- Email
- Surveys
- Social Media (Whatsapp, Facebook, Twitter, Instagram)
- Multimedia (Photos, Video, VR)

## Government

- Census/Population
- Statistics
- Infrastructure
- Finance/Budgets/Spending
- Companies/Land Ownership
- Pollution Index/Water Quality

## Physical

- Geographical
- Infrastructure

## Aerial/Satellite

- Satellite
- Aerial/UAV
- Balloon Mapping

## Sensor/New Tech

- Biometric
- Genetic (Crispr)
- Movement
- Meteorology
- Bitcoin

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# THANK YOU

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