Big Data for the PRS:
Opportunities and challenges

Nick Bailey

Director, UBDC

Urban Big Data Centre

Research Centre

Housing – Transport – Education

Urban Governance

*"Promoting **innovative research methods** & the use of **new forms of data** to improve **well-being in cities**"*

Data Service

Data Creation – Data Licensing

Data Sharing

www.ubdc.ac.uk

Urban Big Data Centre

Research Centre

Housing – Transport – Education

Urban Governance

Data science & information governance expertise

"Promoting innovative research methods & the use of new forms of data to improve well-being in cities"

Urban domain knowledge & social research expertise

Data Service

Data Creation – Data Licensing

Data Sharing

www.ubdc.ac.uk

Urban Big Data Centre

Big data – it's not big!

- New forms of data or 'naturally occurring'
    - By-product of public or business administration systems
    - Product of sensors – environment, traffic, CCTV, mobile phone movement, in-home sensors …
    - User generated – mobile phone use, social media, apps …

- Associated analytical technologies
    - Machine learning, AI …

Urban Big Data Centre

Potential

- Scale – small sub-groups, small areas

- Flow – up-to-date picture

- Longitudinal – historic picture, natural experiments

- Linkage – study public service interactions

- Plug data gaps in official statistics

- Study the digital world

Urban
Big
Data
Centre

Challenges

- Avoiding the big data/AI hype – critical advocates

- Data quality – validation or verification

- Fragmented, private ownership – costs & continuity

- Data and research awareness in public sector

- Digital divides and digital panics

Urban Big Data Centre

Realising the opportunities

- Public stewardship of data

- Data capture as regulatory benefit, not burden

- Intermediary services & digital commons

- Training & capacity building

- Public understanding and trust

- Document successes and failures

Urban Big Data Centre

Thanks

To stay up to date with our research and other activities you can sign up to our newsletter on our website and follow us on social media:

www.ubdc.ac.uk

@nickbailey37

/urbanbigdata

@UrbanBigData

Urban Big Data Centre