Data Science for Social Good

Women Who Code Berlin

Lisa Hehnke

dataplanes.org | @DataPlanes

July 24, 2019

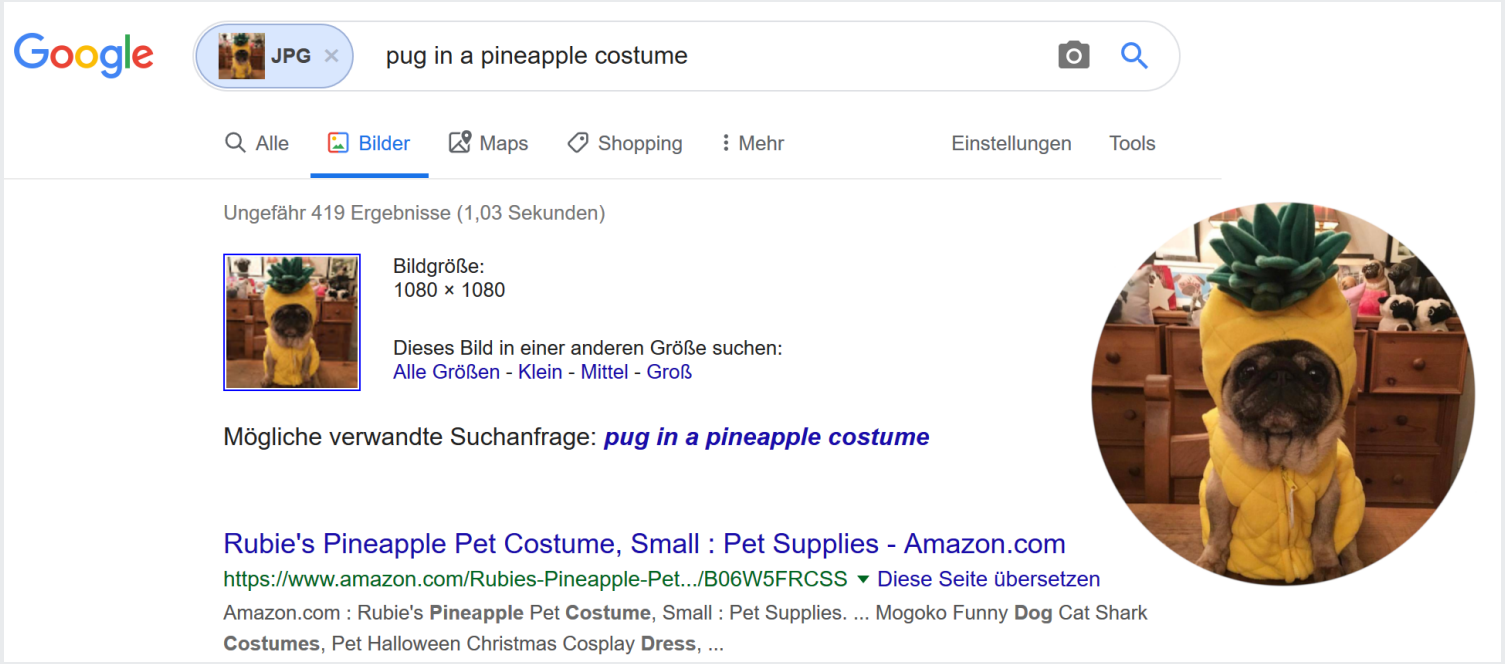
"The job of the data scientist is to ask the right questions."

Hilary Mason

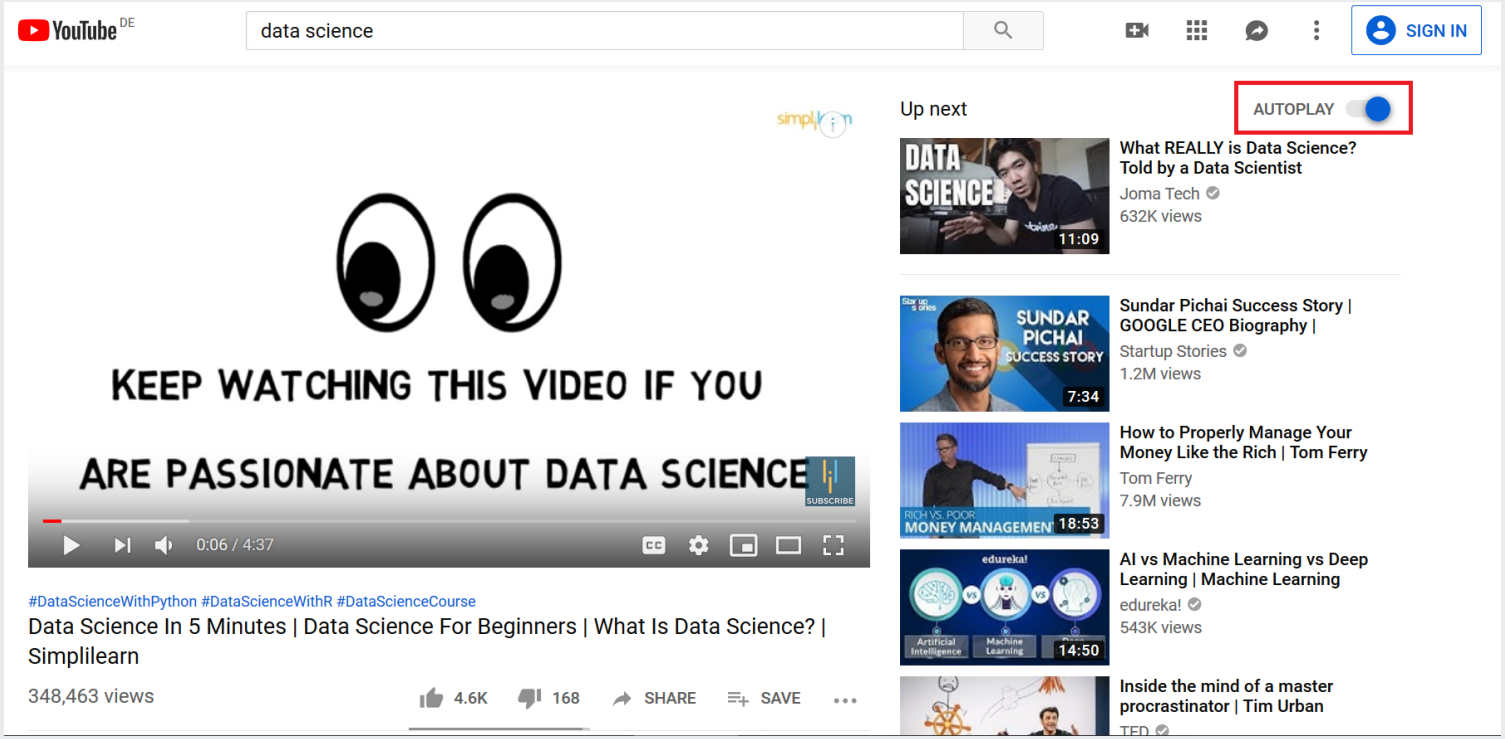
(Data scientist & founder of Fast Forward Labs)

What data science usually looks like...

Image recognition



Recommender systems



But there's more to it than that.
We need to democratize the potential of data science.

I LOVE THIS IDEA!
NOW IT'S MINE.

Data science for good

(a.k.a. asking the right kind of questions)

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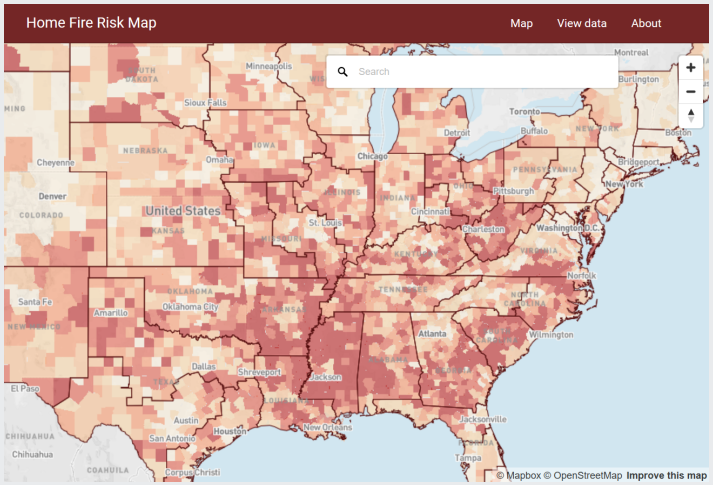
6. And last, but certainly not least: What could potentially go wrong? 💥

Harnessing the potential of data science

DataKind: Home fire risk map

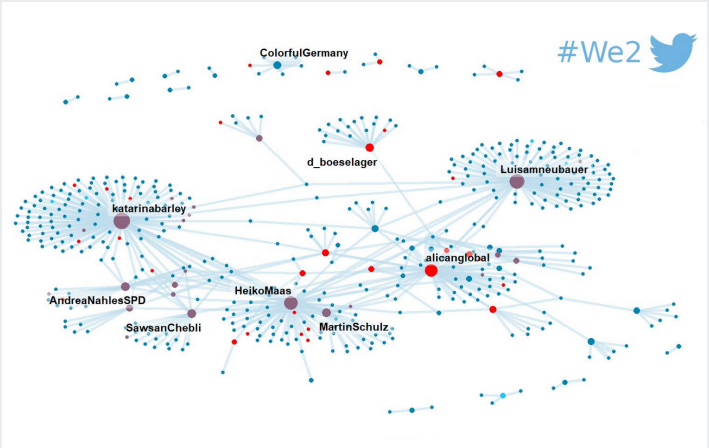
- **Context:** The Home Fire Campaign by the American Red Cross aims to reduce the number of deaths and injuries caused by home fires
- **Objective:** Identify high-risk neighborhoods to target for in-home fire safety education and free smoke alarms
- **Approach:** Use ML techniques that leverage data from multiple sources to predict aggregate neighborhood home fire risk



datakind.org @DataKind DataKindOrg

CorrelAid: Online movements

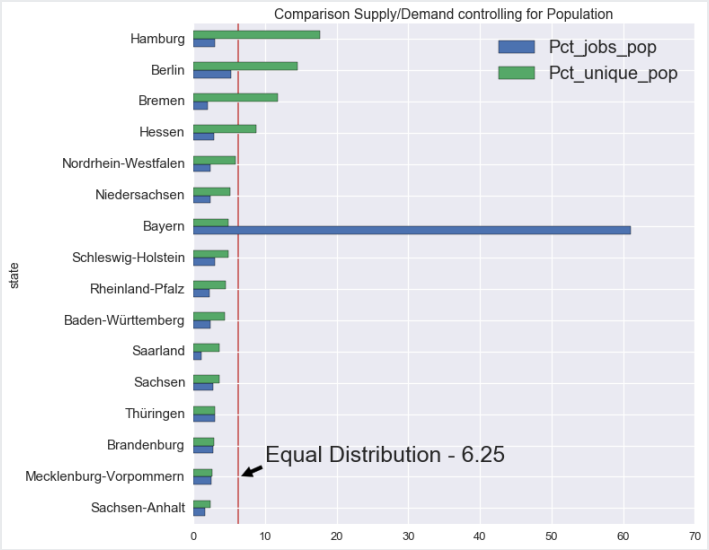
- **Context:** Social activist Ali Can launched the two hashtags #MeTwo and #We2 to draw attention to racial discrimination and multi-faceted racial identities
- **Objective:** Evaluate the content, key actors, and temporal dynamics of the Twitter campaigns to assess their potential and limitations
- **Approach:** Use NLP techniques and social network analysis to identify important topics and influential actors



correlaid.org @CorrelAid WeAreCorrelAid

DSSG Berlin: SchulePlus

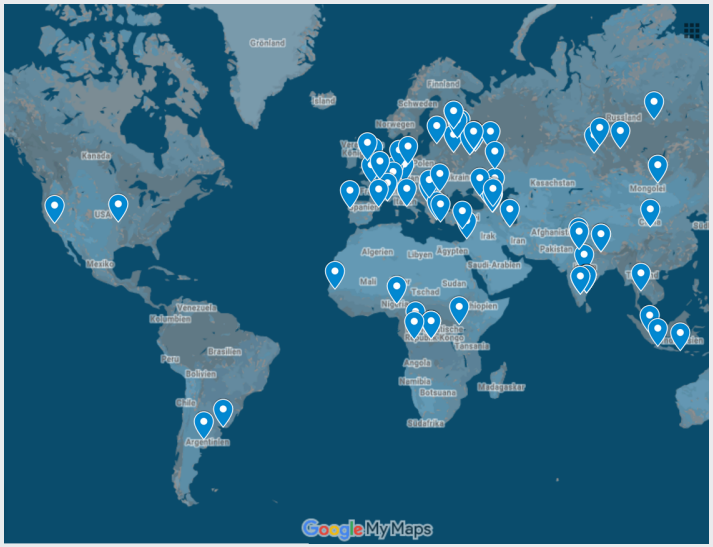
- **Context:** SchulePlus matches high school students with internships to help them figure out their professional future
- **Objective:** Understand the supply and demand for internships in the different states of Germany
- **Approach:** Correlate searches for internships with the job posts in the internship database



dssg-berlin.org @dssgber

Lecturers without Borders: Networks

- **Context:** Lecturers without borders connects educational networks and scientists who use their travel opportunities to give free lectures to local students in developing countries
- **Objective:** Analyze how social initiatives are working together in different parts of the world
- **Approach:** Build database of schools which can host scientists

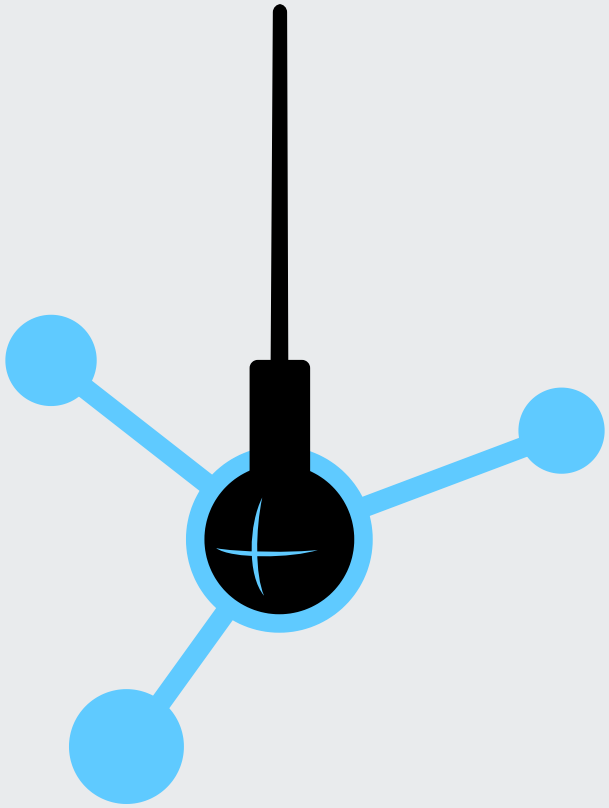


scied.network @NetworkScied Lecturerswithoutborders

Want to become more social?

CORRELAID

GOOD CAUSES. BETTER EFFECTS.



Thanks!

Slides made with ❤ and R *xaringan*.

Use cases by **DataKind**, **CorrelAid**, **DSSG Berlin**,
and **Lecturers without Borders**.