

Data Science for Social Good

Women Who Code Berlin

Lisa Hehnke

dataplanes.org | [@DataPlanes](https://twitter.com/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

Google   pug in a pineapple costume  

 Alle  Bilder  Maps  Shopping  Mehr Einstellungen Tools


Ungefähr 419 Ergebnisse (1,03 Sekunden)




Bildgröße:
1080 × 1080

Dieses Bild in einer anderen Größe suchen:
[Alle Größen](#) - [Klein](#) - [Mittel](#) - [Groß](#)

Mögliche verwandte Suchanfrage: [pug in a pineapple costume](#)

[Rubie's Pineapple Pet Costume, Small : Pet Supplies - Amazon.com](#)
<https://www.amazon.com/Rubies-Pineapple-Pet.../B06W5FRCSS>  [Diese Seite übersetzen](#)

Amazon.com : Rubie's **Pineapple** Pet **Costume**, Small : Pet Supplies. ... Mogoko Funny **Dog** Cat Shark **Costumes**, Pet Halloween Christmas Cosplay **Dress**, ...



Recommender systems

YouTube DE

data science

KEEP WATCHING THIS VIDEO IF YOU ARE PASSIONATE ABOUT DATA SCIENCE

0:06 / 4:37

#DataScienceWithPython #DataScienceWithR #DataScienceCourse

Data Science In 5 Minutes | Data Science For Beginners | What Is Data Science? | Simplilearn

348,463 views

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Up next

AUTOPLAY

What REALLY is Data Science? Told by a Data Scientist

Joma Tech

632K views

11:09

SUNDAR PICHAI SUCCESS STORY

Startup Stories

1.2M views

7:34

How to Properly Manage Your Money Like the Rich | Tom Ferry

Tom Ferry

7.9M views

18:53

AI vs Machine Learning vs Deep Learning | Machine Learning

edureka!

543K views

14:50

Inside the mind of a master procrastinator | Tim Urban

TED

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



Data science for good

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

Knowing your ??

Using data science for social good requires **impact-based projects** that are built on **adequate data**.

But above all, we need the **expertise of social data scientists** who ask the following questions:

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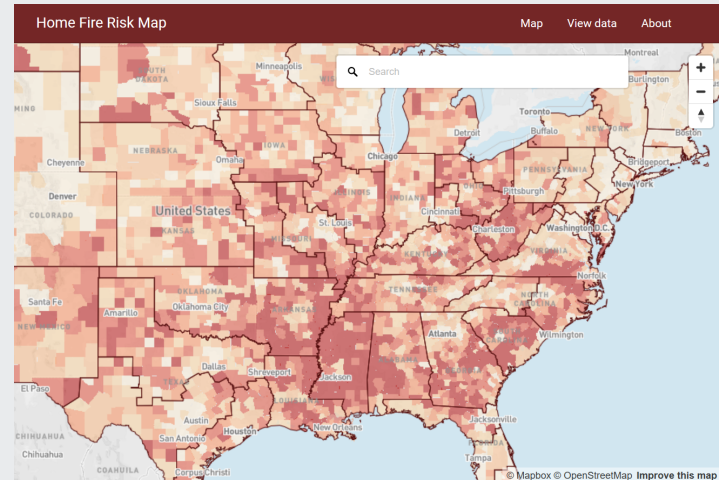
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3. What kind of data is available and how can we access it?
4. What should our final product look like? How can we implement it technically?
5. Who uses the final product? How often? Which criteria must the product meet to truly add value?
6. And last, but certainly not least: What could potentially go wrong? ❄

Harnessing the potential of
data science

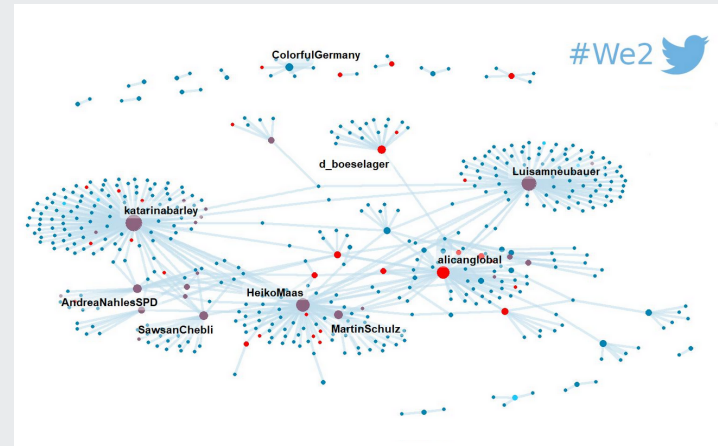
DataKind: Home fire risk map

- **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



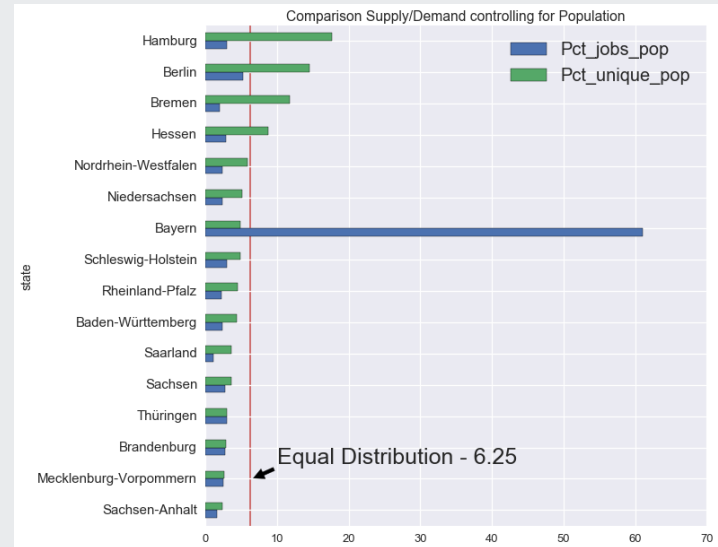
CorrelAid: Online movements

- **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



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



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



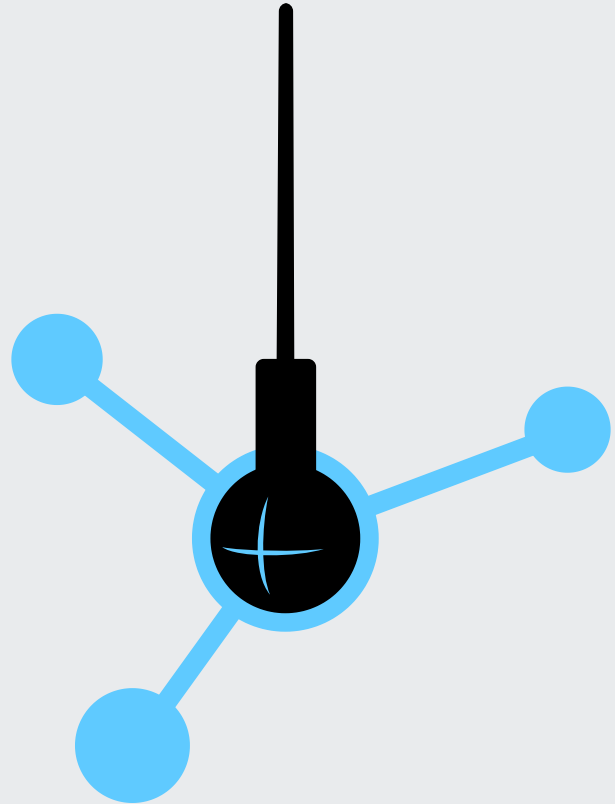
🏠 scied.network 🐦 @NetworkScied 📘 Lecturerswithoutborders

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**.