Access, Analysis, Visualization & Collaboration: Lessons from Google.org

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Google.org
Who are we?

- Technology-Driven Philanthropy.

Goal: Use Google's strengths in information and technology to address global challenges.
Google.org Enabling Partners.....

Google’s Mission

Organize the world’s information and make it universally accessible and useful.

Help governments, scientists, NGOs, local project teams:

- **Access**: Finding info that you need, right time, place & format.
- **Analysis**: Enabling data analysis at scale
- **Visualization**: Maps, graphs, videos
- **Collaboration**: Increase transparency, reproducibility and collaboration

Help data providers

- Reach a broader audience of users and applications
Google.org Projects

Google.org projects are projects created for the purpose of addressing a social challenge. The primary purpose of the project is to serve the public good. These projects are branded “a project of Google.org.”

Google FluTrends
Google Flu Trends uses aggregated Google search trends data to estimate flu activity in near real-time in 28 countries.

Learn more

Google PowerMeter
Google PowerMeter is a home energy monitoring tool that gives you the information you need to use less electricity and save money.

Learn more

Google Earth Engine
Google Earth Engine enables the analysis of raw satellite imagery data to extract meaningful information about forests.

Learn more

RE<C
RE<C works on developing utility scale renewable energy cheaper than coal.

Learn more

Google Crisis Response
Google Crisis Response provides critical information and develops tools to support disaster relief.

Learn more.
Support Disaster Relief in Haiti

On January 12, a 7.0 magnitude earthquake struck Haiti. Join recovery efforts mobilizing around the world to assist earthquake victims. Your donation will help disaster victims rebuild their lives and their communities. Google will also donate $1 million to help organizations provide relief.

Watch Michelle Obama on Haiti Relief

Donate to UNICEF

UNICEF is deploying clean water and sanitation supplies, therapeutic foods, medical supplies and temporary shelter to Jacmel and Port-au-Prince. UNICEF will also be focusing on children who have become separated from their families to protect them from harm or exploitation.

Donate to CARE

CARE plans to start food distributions using stocks of high-protein biscuits from CARE warehouses in Haiti. CARE has 133 staff who are on the ground coordinating with U.N. agencies and other aid organizations to gather more detailed information about the damage and will rapidly scale up response based on those assessments.

Donate via Google Checkout

Other ways to help

Also accepting cash and in-kind donations are the following sites: World Vision, Clinton Bush Haiti Fund, UNICEF (1-800-4UNICEF), Direct Relief, Yeles Haiti, Partners in Health, Red Cross, World Food Program, Mercy Corps (1-888-256-1900), Save the Children, Lamb Fund, Doctors Without Borders, The International Rescue Committee, CARE, William J. Clinton Foundation, Meds & Food For Kids, Feed the Children, Habitat for Humanity, Mayor's Fund for NYC, National Voluntary Organizations Active in Disaster (National VOAD), Interaction

News and Updates

• Resource updates: Google News, YouTube, Real Time updates on Google Search
• Local media websites: TNN, Le Nouvel-iertat, Radio Metropole Haiti, Radio Gaspa, Radio Groan
• US State Department: Americans assisting information can call 1-888-407-4747, latest information
• Other resources: Haiti Situation Tracking Form (provided by Google), Ubahari (online tracking tool), LA9900.com (Haitian business directory)
Public Data Explorer – making data easier to find..
Access, Analysis, Visualization, Collaboration
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Access, Visualization, **Collaboration**

**Data owner & Management**
- NGO
- Researcher
- Gov Agency

**Collective Data Space**
- neutral broker
- continuous updates

**Stories, Explanation, Analysis**
- Blog
- NGO
- University

*Images show visualizations related to data about child deaths before age 5.*
Access, Visualization, Collaboration
Summary....Lessons Learned

• Data Sharing
  • Cloud-based data systems can promote collaboration
  • New business models may be required for data-sharing in public-private partnership

• Broad and continuous public engagement
  • Integrate ICT early, not as an after thought
  • Release early, prepare for iteration and flexibility
  • Visualizations – story-data-tools

• A few good examples can set off a dominoes effect