

# MAXIMISING THE BENEFITS OF OPEN DATA

DR TOM HEATH

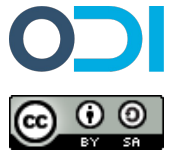
DATA SCIENTIST, OPEN DATA INSTITUTE

[TOM.HEATH@THEODI.ORG](mailto:TOM.HEATH@THEODI.ORG)

[@TOMMYH](https://twitter.com/TOMMYH)

[THEODI.ORG](http://THEODI.ORG)

# WHY OPEN DATA?

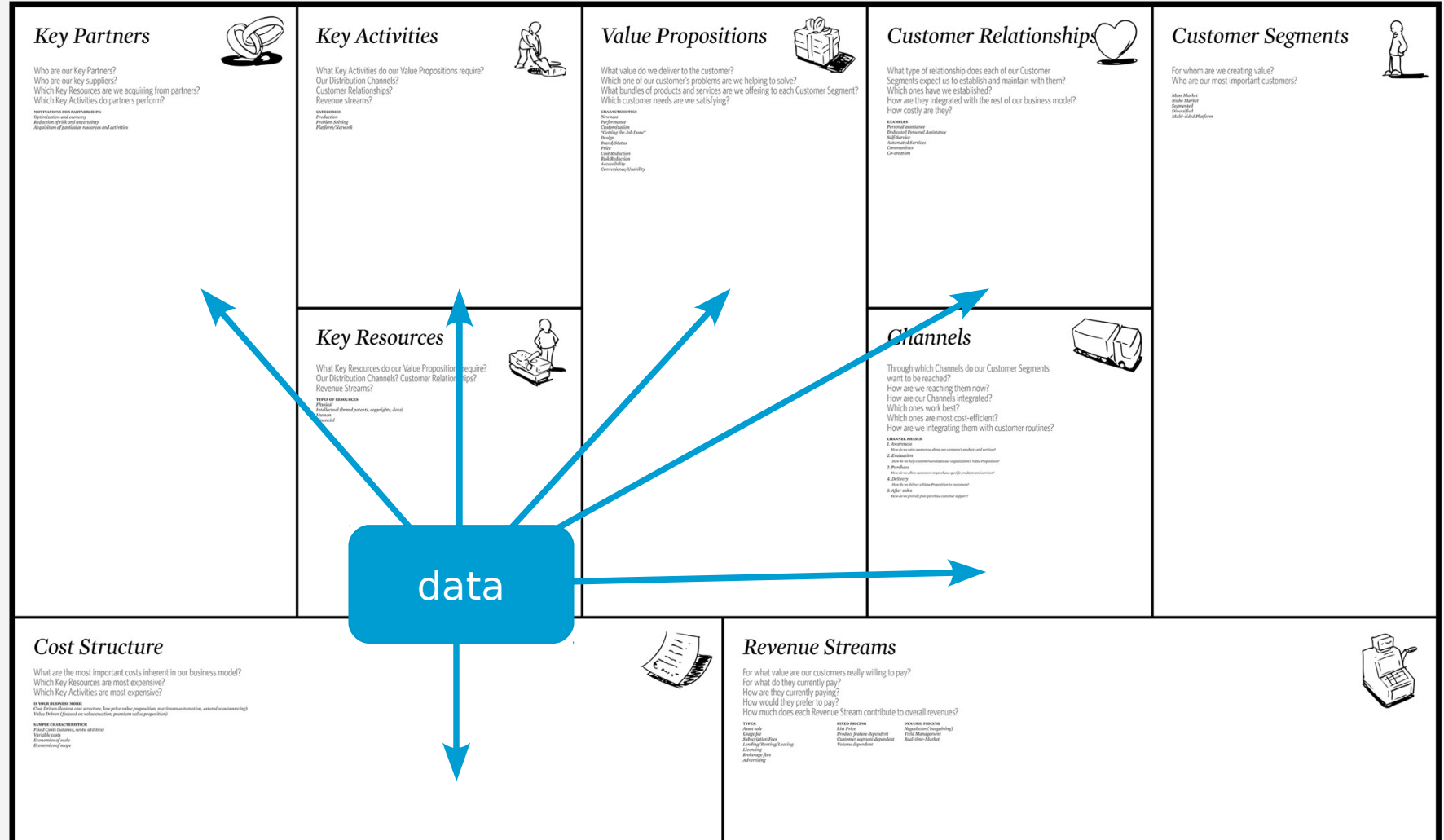


## The Business Model Canvas

Designed for:

Designed by:

On: Day Month Year  
Iteration: No.



# Maximise Reuse, Maximise Benefits

How?

# DATA IMPACT

high

essential for UK information infrastructure, or your organisation's strategy

medium

been requested many times, used within & outside your organisation

low

no evidence of demand, but easy to produce

- **what can I do with the data?**
- **clear, simple, unrestricted licences**
  - Open Government Licence
- **no contaminating closed data**
  - extract out derived & copied data
- **no data protection concerns**
  - consent for re-use

# PRACTICAL



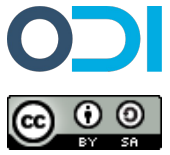
- **timeliness**
  - frequency of changes / releases
  - lag in releases
- **quality control**
  - accuracy of the data
- **guarantees**
  - availability (particularly of APIs)
  - on-going publication

# TECHNICAL



- **machine-readable**
  - not images of tables
- **suitable to data type**
  - appropriate format & vocabulary
- **open standard**
  - with open source implementations
- **using URIs as identifiers**
  - helps with linking up disparate datasets

# SOCIAL



- **documentation**
- **gather feedback to improve**
  - every dataset contains mistakes
  - email, form or API for corrections
- **build community**
  - forum / group to share experience
- **provide tools**
  - libraries for operating with the data



# CONCLUSIONS

- **5-star scheme only covers format**
- **maximising benefits = maximising reuse**
  - reduce uncertainty
    - what can be done with the data?
    - how reliable it is?
  - make it technically easy
    - working with the data
    - combining data with other sources
  - provide support

# QUESTIONS?



## **Comment on alpha ODI Open Data Certificate**

<http://theodi.github.com/open-data-certificate/>

**@tommyh**

**tom.heath@theodi.org**