

IF YOU LIKE THIS EVENT,  
YOU MIGHT BE INTERESTED IN...



Social change requires behaviour change - at scale. How do we enable people to shift what they think, say, and do? Learn about and apply our favorite theories to real life scenarios. For policymakers, funders and designers.

Wed, June 21 2017  
9:00am-10:30pm  
and Sarah Schulman



What makes a space or an interaction beautiful or shameful? Why does it matter? Come with us for a stroll as we look at and discuss the intersection between form, functionality, and aesthetics.

Monday, June 19, 2017  
2:30-4:30pm  
by Sarah Schulman,  
Jennifer  
Charlesworth



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# LEARNING BILL

June 14, 2017



Data

Design

Humanities & Social science

Social Service Practice

Leadership

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# BIG, SMALL, & OPEN

**Big data, open data, and small data. Take a tour of different types of data and discuss when you'd use it, how, and why. For policymakers and senior decision-makers.**

## LEARNING SESSION GOALS

**1. Recognizing / Seeing data for 3 purposes.**

- a. Busting assumptions.
- b. For inquiry
- c. Means for actionable insights.

**2. What can small and thick vs big and hard data tell you / not tell you**

**3. Explore power, ownership, ethics, privacy, moral obligation of data.**

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## CAST



**dr Sarah Schulman**

Sociologist and InWithForward's social impact lead.



**Lisa-Joy Trick**

Service designer and co-lead of Kudoz.



**dr Daniela Kraemer**

Anthropologist and InWithForward's lead ethnographer.

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## SCENES

**Scene I: Revelations**  
**Scene II: Interrogations**  
**Scene III: Provocations**

## KEY CONCEPTS, FRAMEWORKS, DEFINITIONS

### Big data

Large data sets that may be analyzed computationally to reveal patterns, trends, and associations. These are ongoing (*i.e. hospital data sets, police data sets*).

### Hard data

Data in the form of numbers or graphs, in contrast to qualitative data. Often collected in a bounded time frame (*i.e. census data*).

### Small data

Sometimes also called “thick data”, is qualitative data that encompasses human emotions and is also created through the interpretation of the collector (*i.e. ethnographic field notes/ stories*)

### Open data

Data that can be freely used, re-used and redistributed by anyone. We see open data as a philosophy more than a type of data (small, big and hard data can all be open).

### Busting assumptions

Challenging assumptions, not letting assumptions go unchecked.

### Actionable insights

Data or information that can be acted upon/ gives insight into actions that can be taken by decision makers.