

2012 INTERNATIONAL OPEN GOVERNMENT DATA CONFERENCE



Crowdsourced Price Data Collection Using Mobile Phones

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Organized by the World Bank and Data.gov

Outline



- Project Objective and Design
- Geographical Penetration
- Technology
- Data Analysis and Quality Assessment
- Benefits and Challenges
- Steps Ahead

Project Objectives and Design



Pilot crowdsourced data collection for international comparison purposes and food price monitoring

Objective



Quantity	1 kilogram
Type	Fresh oranges; labeled only as 'Oranges'
Packaging	Loose
Quality	Good quality; fresh, Intact (unbroken, unmarked) skin
Exclude	Fair trade fruits, organic fruits
Comments	Specify whether in-season or out-of-season

Orange

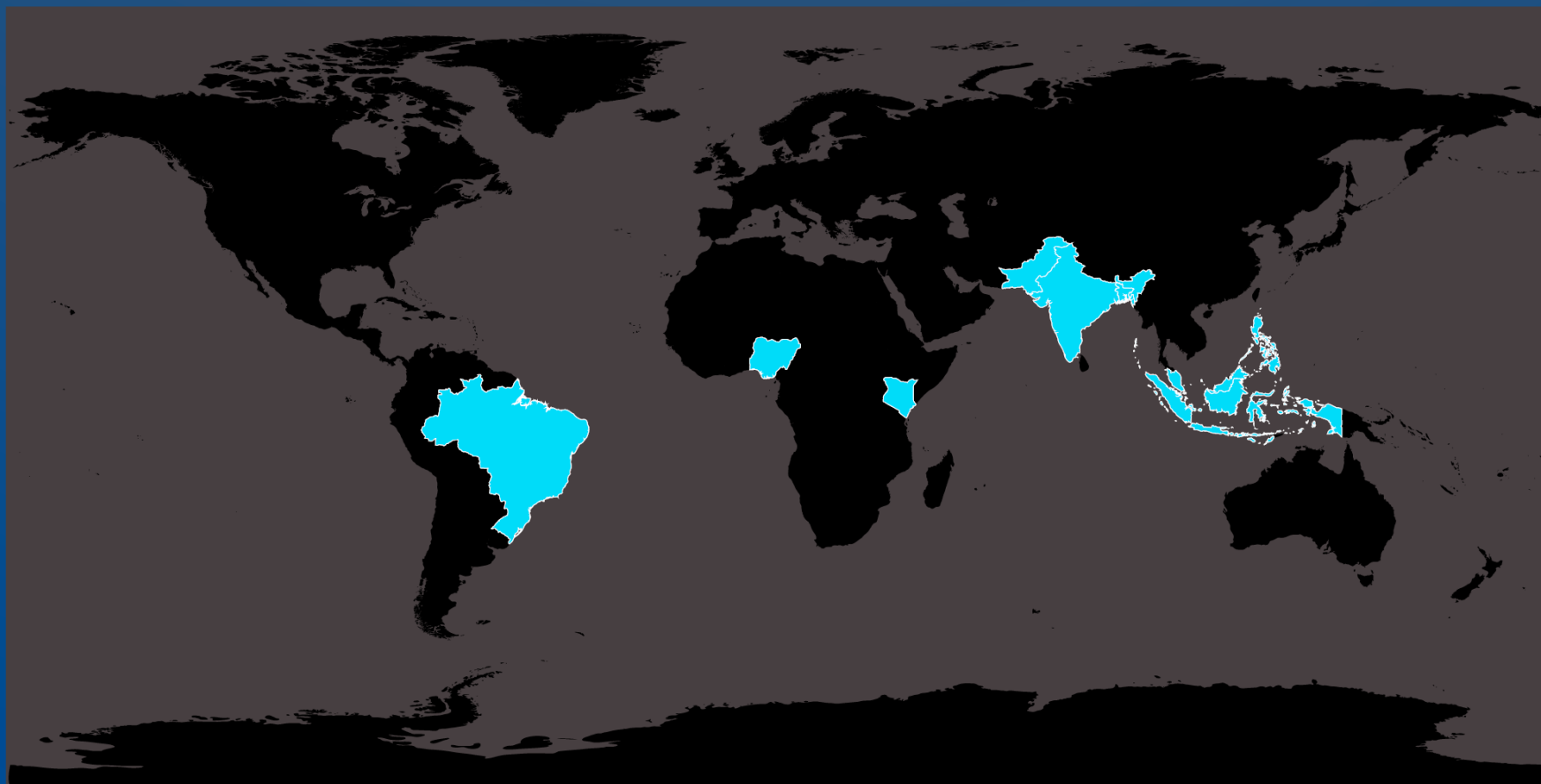


- Develop a mobile web micro-site
- Recruit non-professional price collectors for each country
- Collect price data and related metadata for 30 tightly specified food commodity products over 8 months
- Verify and validate collected data

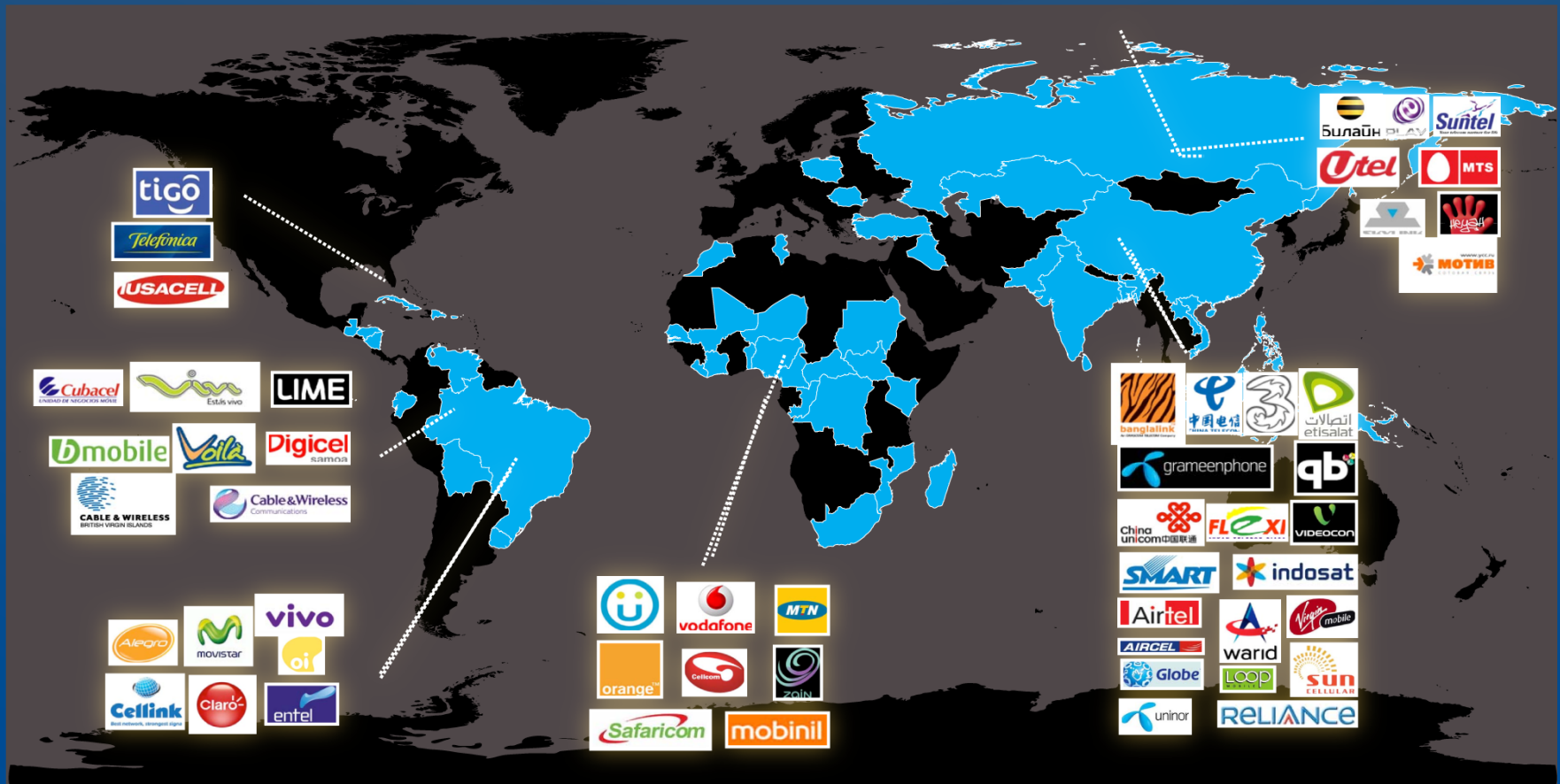
Design



Geographical Penetration - Pilot



Geographical Penetration - Looking forward



Leading Technology Innovation



0 Reach a crowd...
2.1 billion people

We will pay you to collect data for us!

Get started with our prequalification questionnaire!

1 Recruitment

x.txteagle.com/fpm/train/11/
Food Price Monitoring
A project about crowdsourced data collection through mobile phones
Total paid out so far: US\$137870.00

What counts as a supermarket?

→ A **supermarket**, also called a grocery store, is a self-service variety of food and household merchandise, organized into aisles.

2 Training and Building Engagement

Observation submission

Quantity gram

Price USh
(shilling)

Comments

Item image (optional)
 No file chosen

3 Price Collection

validation and payment

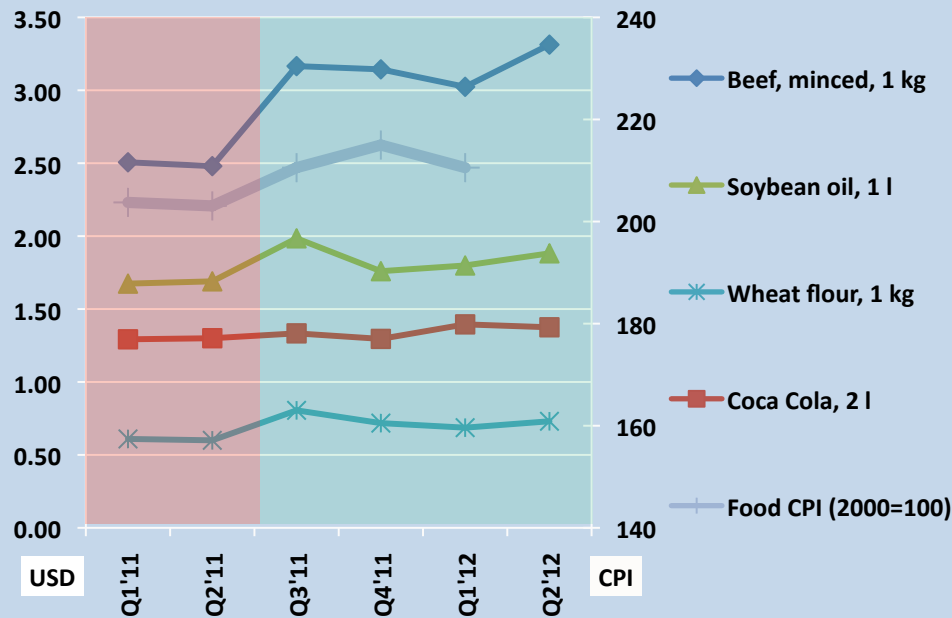
4 Validation and Air Time Payment
...building a "closed loop" that rewards good data and selects against bad

Data Analysis and Quality Assessment



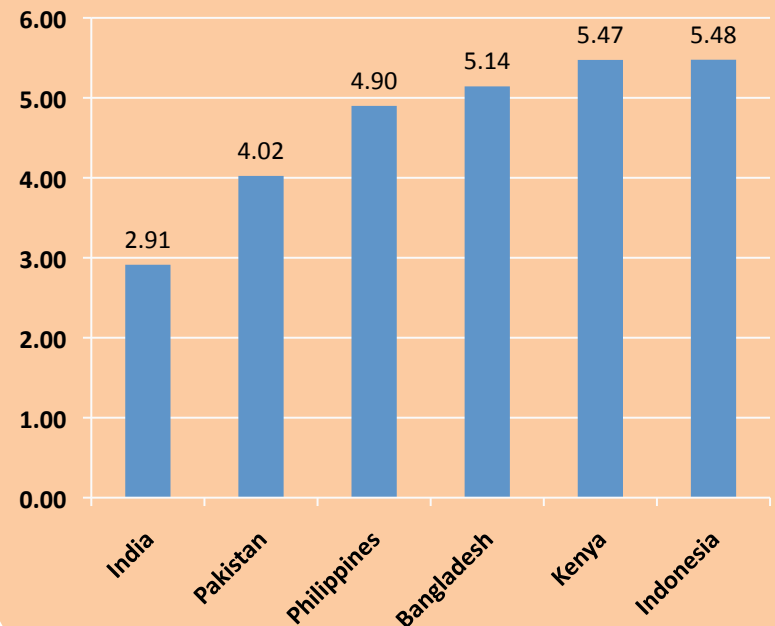
Within country

INDIA: Quarterly Prices and CPI



Across countries

April'12: Beef, minced, 1 kg, USD



Benefits and Challenges



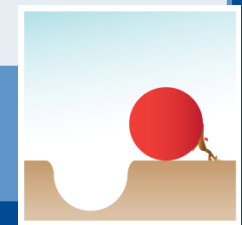
- Cost efficient
- Timeliness
- Ensured price comparability across the countries
- Potentially high product and geographical coverage
- Open data

BENEFITS



- Political and legal concerns in certain countries
- Cultural and language barriers in recruiting
- Data verification and validation
- Incentive level in high and middle income countries

CHALLENGES



Steps Ahead



- Enlarging the project coverage: countries and commodity products
- Scaling up technology and data processes
- Further innovation in challenging markets
- Securing additional funding to support scaling up and further innovation





THANK YOU

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