



وزارة التخطيط التنوي والإحصاء
Ministry of Development Planning and Statistics

ورشة عمل بشأن تحديث الإحصاءات الرسمية في دولة قطر
Workshop on Modernization of Official Statistics in Qatar

الاثنين ١١ ديسمبر ٢٠١٧ - فندق روتانا، سيتي سنتر
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Social Media and Drone Imagery Non-Traditional Data Sources for Augmenting Official Statistics

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SOCIAL MEDIA ADVERTISING DATA



Advertising Data as Digital Census

f Adverts Manager

Locations ⓘ People who live in this locati... ▾

Qatar

📍 Qatar

📍 Include ▾ | Type to add more locations | Browse

Add bulk locations...

Age ⓘ 18 ▾ - 40 ▾

Gender ⓘ All Men Women

Languages ⓘ Enter a language...

Detailed targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Behaviours > Ex-pats

Ex-pats (India)

Add demographics, interests or behaviours | Suggestions | Browse

and MUST ALSO match at least ONE of the following ⓘ x

Interests > Entertainment > Films

Bollywood films

Add demographics, interests or behaviours | Suggestions | Browse

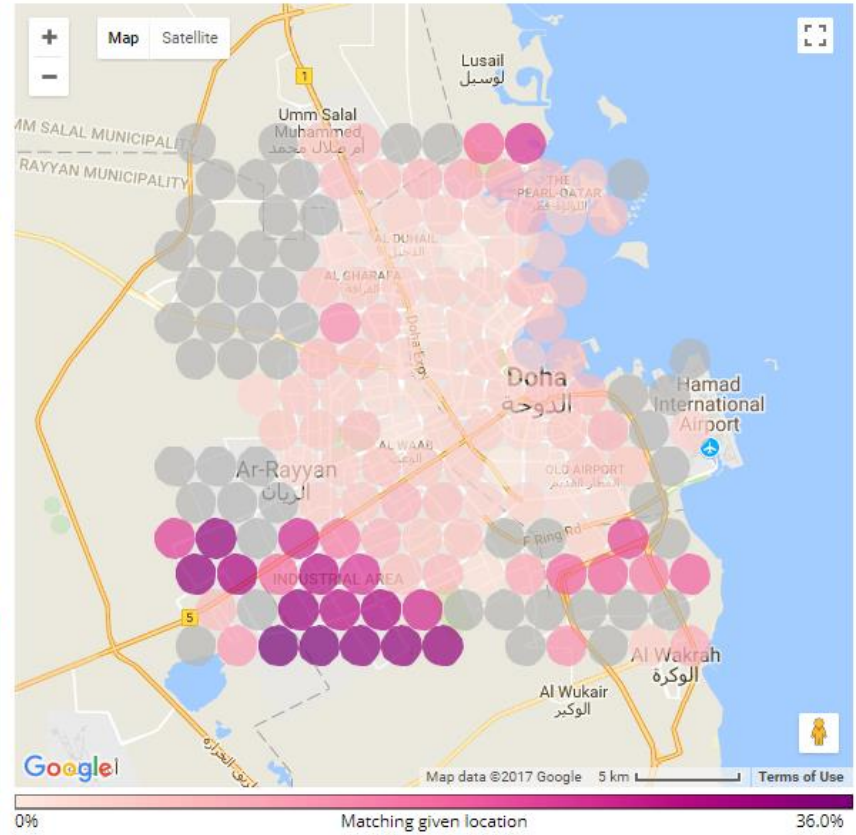
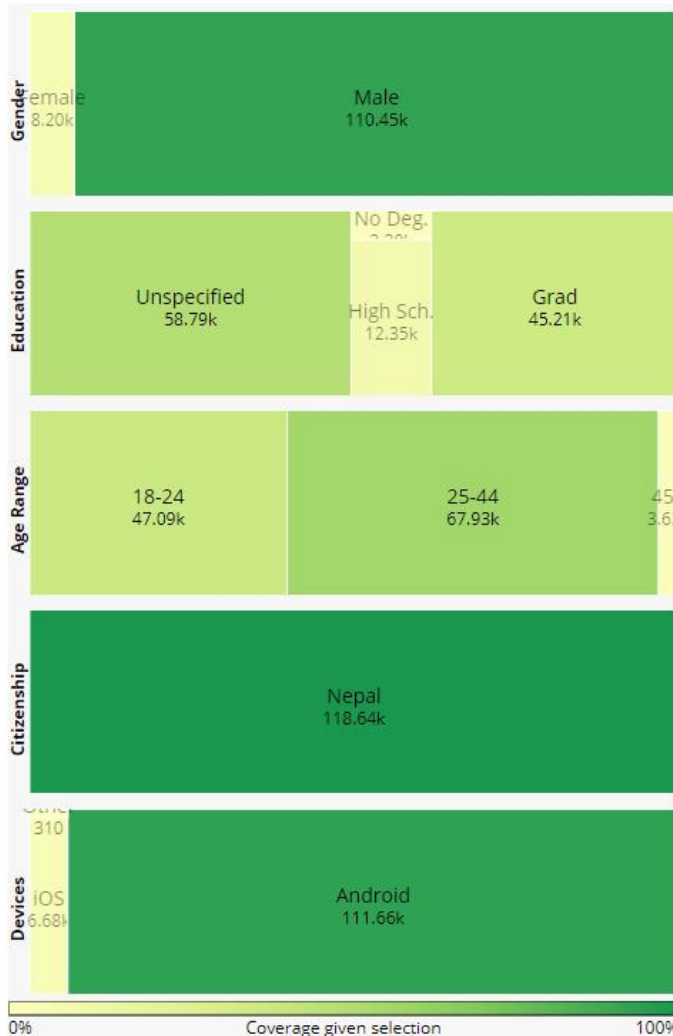
Exclude people or Narrow further



<https://www.facebook.com/ads/manager/creation/creation/>

FB Population Distribution in Qatar

Live Demo



All Locations No Locations

Share what you see:



Audience Estimate = Digital User Census

- Facebook, Twitter and LinkedIn all provide “how many users match criteria X” data
- Typically used for ad campaign planning
- FB supports ad campaign targeting for
 - Age and gender (self-reported)
 - Home country (inferred from “home city”)
 - Education level (inferred from “education history”)
 - Interests (inferred from “Likes”)
 - Mostly US: income, ethnic affinity, political leaning

Pros and Cons of FB Ad Audience Data

- + International reach (~214M of ~244M expats)
- + Supports disaggregation (age, gender, ...)
- + Very timely data (~ weekly updates)
- + Supports measuring “soft” attributes
- Selection bias (can be corrected, if understood)
- Built on black box (but possible to validate)
- Relies on FB’s existence (but idea more general)
- Fake accounts (unclear if this affects models)

DRONE AND SATELLITE IMAGERY

Counting winter camps in the desert



Counting houses in an urban setting



Thanks!

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