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

الاثنين ١١ ديسمبر ٢٠١٧ – فندق روتانا، سيتي سنتر
Monday 11 December, 2017 - Rotana City Center Hotel - Doha

Ministry of Development Planning and Statistics
وزارة التخطيط التنموي والإحصاء

Social Media and Drone Imagery
Non-Traditional Data Sources for Augmenting Official Statistics

Ingmar Weber

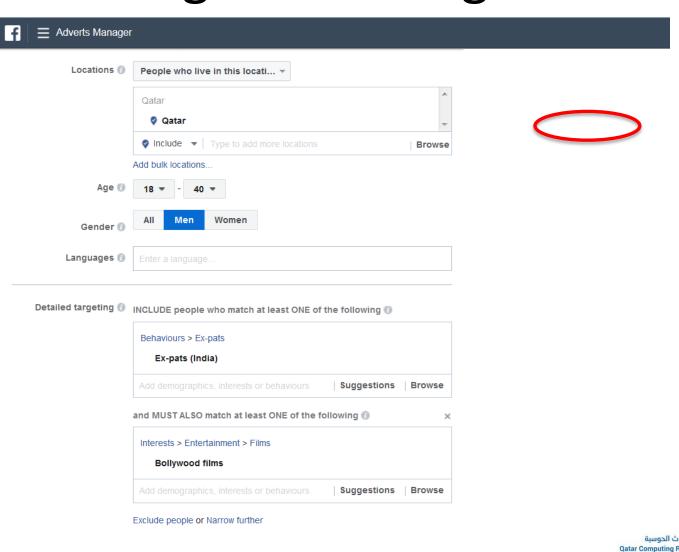**Research Director**

Social Computing

QCRI
معهد قطر لبحوث الحوسبة
Qatar Computing Research Institute
جامعة حمد بن خليفة
HAMAD BIN KHALIFA UNIVERSITY

SOCIAL MEDIA ADVERTISING DATA

Advertising Data as Digital Census

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

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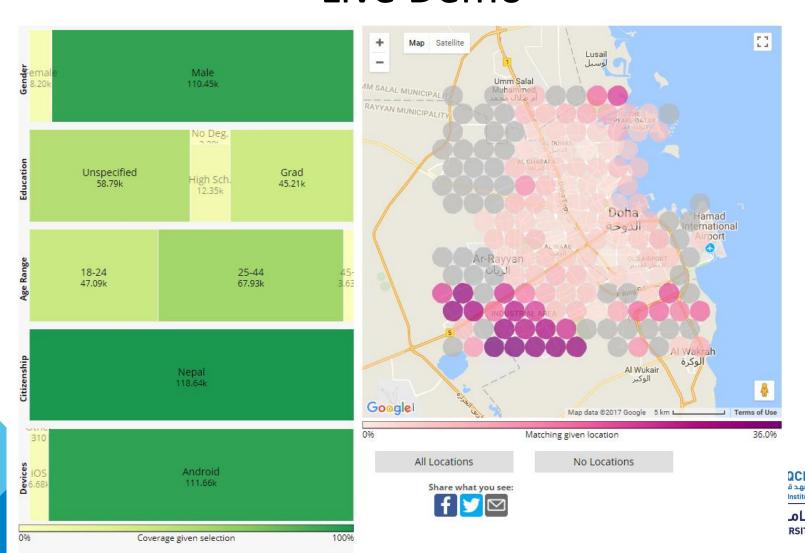
FB Population Distribution in Qatar
Live Demo

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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