



DD4D – DATA DESIGNED FOR DECISIONS

Enhancing social, economic and environmental progress

VisionPlus Paris 18-20 June 2009, a joint IIID and OECD conference

Data is collected for all areas of life. It is available in abundance – the question is, how can it be used effectively? How can it help people understand, and how does understanding help people to take action?

The interdisciplinary conference will investigate the effects of selection, visualisation, interpretation and communication of statistical data, and how it can be effectively used to:

- help understand complex issues,
- make data relevant at a personal level,
- close the gap between objective measurement and perception, and
- take decisions based on evidence.

Speakers will be invited from such diverse disciplines as information design, visualisation, social sciences, cognitive science, earth sciences, the media, development planning, economics and statistics.

The goal of the conference is to provide a platform for exchanging different views, methods and approaches. Participants should expect to leave with new insights into their own subject, unexpected alliances, and visions for the future.

Publication, communication and call for speakers will commence September 2008.

DD4D – REALITY CHECK

Real projects, real data, real communication

In parallel to the conference a series of workshops will be organised by IIID around the world, which will link up with existing projects named by the OECD or other organisations involved in enhancing progress in societies, i.e. UNESCO or the European Commission, looking at real applications in various cultural contexts.

Placed at local community level the workshops will use a similar framework of methods for evidence-based decision making and communication as a starting point.

The resulting case studies will report on the success of the methodical framework and the various solutions for data access, communication and visualisation within the projects.

The goal is to gather evidence on communication and visualisation of data, which can be further developed into a “toolbox” on data-based decision making at a micro-level.

Evidence collected from the case studies will be presented at the DD4D conference.

IIID members have expressed an interest to run workshops in the following countries: USA, Australia, New Zealand, Mexico, Chile, Kenya, Taiwan, China, India, and several European countries. The workshops will take place subject to relevant projects and funding.

The conference and workshops will both serve as input for the OECD World Forum in South Korea.