Designing an Australian Social Data Observatory (ASDO)

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eResearch Conference 2022

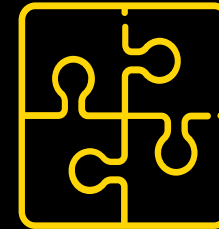# Australian Social Data Observatory

Concept Overview

Social Data Sourcing

Social Data Laboratory

Data Linking & Storage

Governance

Social Data Sourcing

Text, Images, Video, Audio, Structured Data

Social media
Search engine results
Web scraping
Licensed data
Data donations
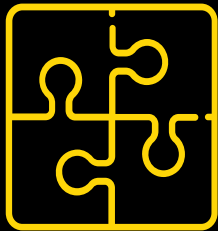Crowdsourcing
Real time data
Surveys

Social Data Laboratory

Cloud computing, Software, Tools, Apps

Crowdsourcing tools
Annotation
NLP
Network analysis
Image Data Labelling
Video tagging
Synthetic data models
Digital twins

Data Linking & Storage

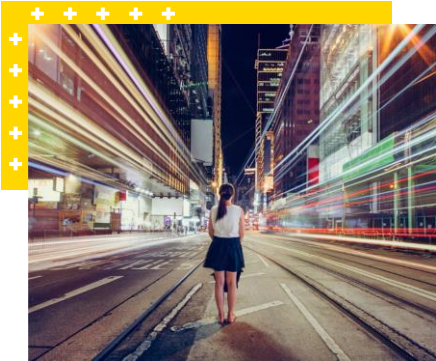National and international
Cross disciplinary

Metadata
Standards
Taxonomies
Interoperability
Linked data
Identifiers
Harmonisation

Governance

Collaboration
Ethics
Standards
Training
Engagement
Services

ASDO Research Community: supporting the next decade of research

ADM+S
ARC Centre of Excellence for Automated Decision-Making + Society

- HEALTH
- TRANSPORT & MOBILITIES
- SOCIAL SERVICES
- NEWS & MEDIA

ARC Centre of Excellence for the Digital Child

- Healthy
- Educated
- Connected

Research areas include:

- Digital platform regulation
- Public health issues e.g. alcohol, gambling, dieting
- Social inclusion and social marketing
- Misinformation and fake news
- Dark ads and manipulative consumer practices
- Search engine results
- Government service delivery
- Education apps and platforms
- Influencers, apps and trends
- Political parties and elections
- Recommender systems
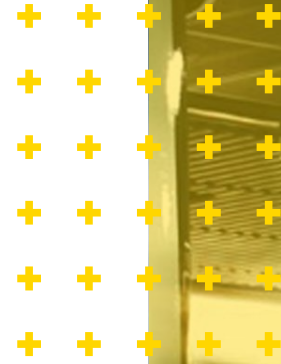
Beyond Social Media Analytics

Improving Platform Observability through Data Donation Methods

Platform Observability

"As platforms suck the bulk of online exchange into their increasingly centralised infrastructures, we need the capacity to probe not merely how algorithms work, but how fundamental social institutions are being reshaped. Answering these questions requires studying technical and legal mechanisms, use practices, and circulating units such as messages together.

[…]

observability thus favours continuous and broad access to knowledge generating facilities."

Rieder, B. & Hofmann, J. (2020). Towards platform observability. *Internet Policy Review*, *9*(4). https://doi.org/10.14763/2020.4.1535

Data donation – international context

DataSkop

Data Donation Lab

The Data Donation Lab is an initiative at the Zurich higher education institutions that promotes data donation as a methodological approach to collect digital trace data.

Whenever we use digital services and applications (e.g., streaming platforms, health tracking devices, messenger apps etc.) data traces are created that record our interactions with these applications and services. These digital trace data make our (digital) behavior observable at a granular level and are therefore of great interest for academic research in various areas.
One approach to accessing these data are data donations. In an academic context, data donation refers to the active consent of an individual user to donate her or his personal data for research purposes.

Against this background, the Data Donation Lab has two main goals:

- Provide a platform for knowledge aggregation and dissemination through transdisciplinary exchange.
- Provide an infrastructure to collect secondary digital trace data through data donations by study participants.

University of Zurich UZH   Digital Society Initiative   DIZH

PDi SSH **Platform Digitale Infrastructuur** Social Sciences & Humanities   HOME   ABOUT PDI-SSH   FUNDED PROJECTS 2021 CALL

Digital Data Donation Infrastructure (D3I)

Applicant: dr. Theo Araujo (University of Amsterdam)

Human behaviour can be studied in an unprecedented level of detail with the digital trace data that users create when using digital platforms. The Digital Data Donation Infrastructure (D3I) will enable individuals to donate their digital trace data to academic research in a secure, transparent, and privacy-protecting manner. It is based on individuals' rights to download and port their data from any organization which stores user data, as per the General Data Protection Regulation (Article 15). This unlocks a treasure trove for research in the Social Sciences and the Humanities.

D3I turns the user-platform-researcher relationship around: Instead of researchers being dependent on platforms to study individuals, it enables researchers to work directly with individuals to study both individuals' own behaviour and platforms themselves. This allows researchers to collect crucial data to study causes, contents, and consequences of (online) communication, behaviour and cultural production and consumption within platforms.

Built in a flexible and extensible manner, D3I will initially cover the most popular online platforms, including social media, entertainment and work. Importantly, it will also provide the legal and methodological framework necessary to help accelerate and expand critical SSH research across university and disciplinary boundaries.

ADM+S Australian Ad Observatory

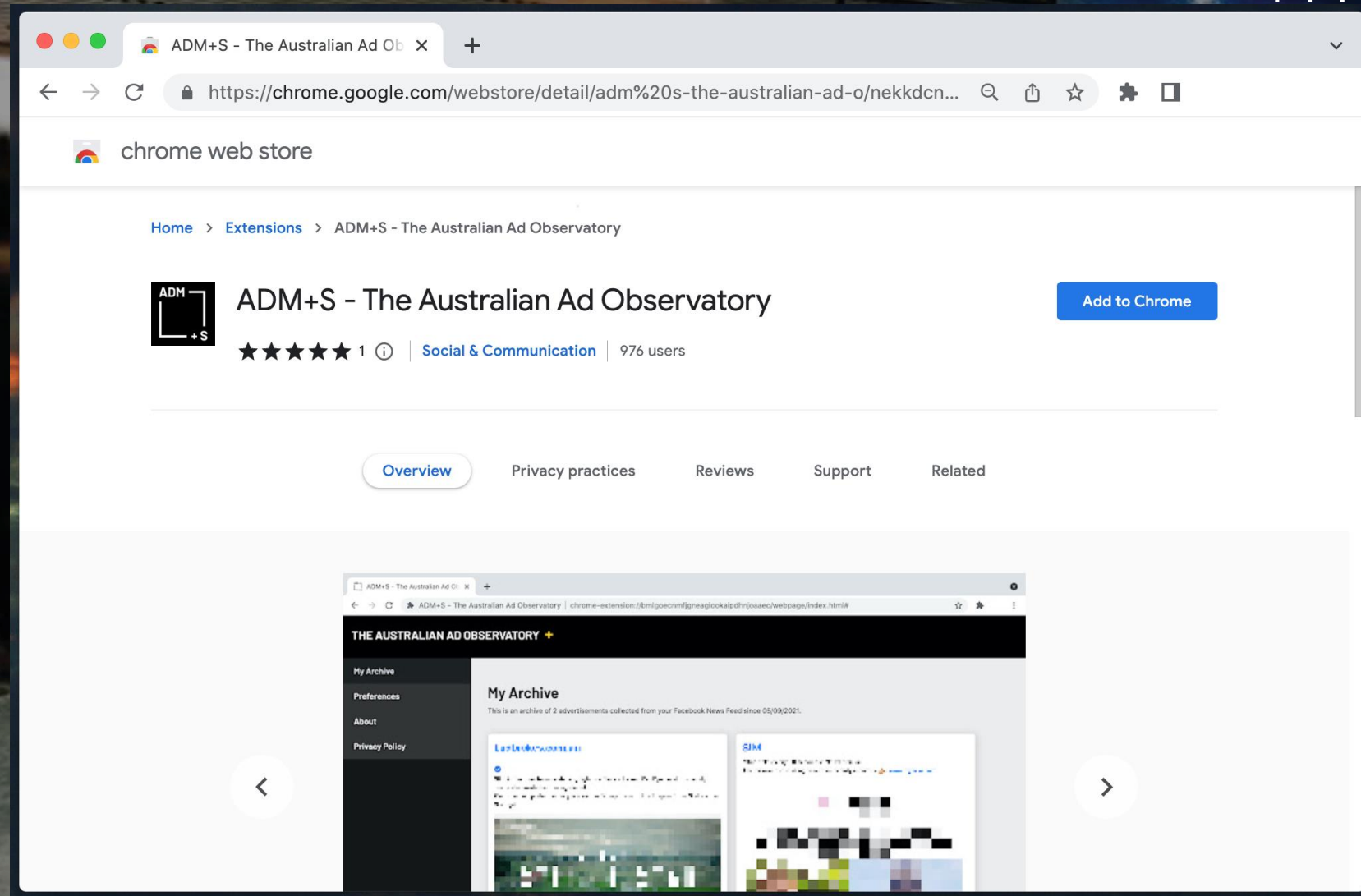Thank you to our citizen scientist community

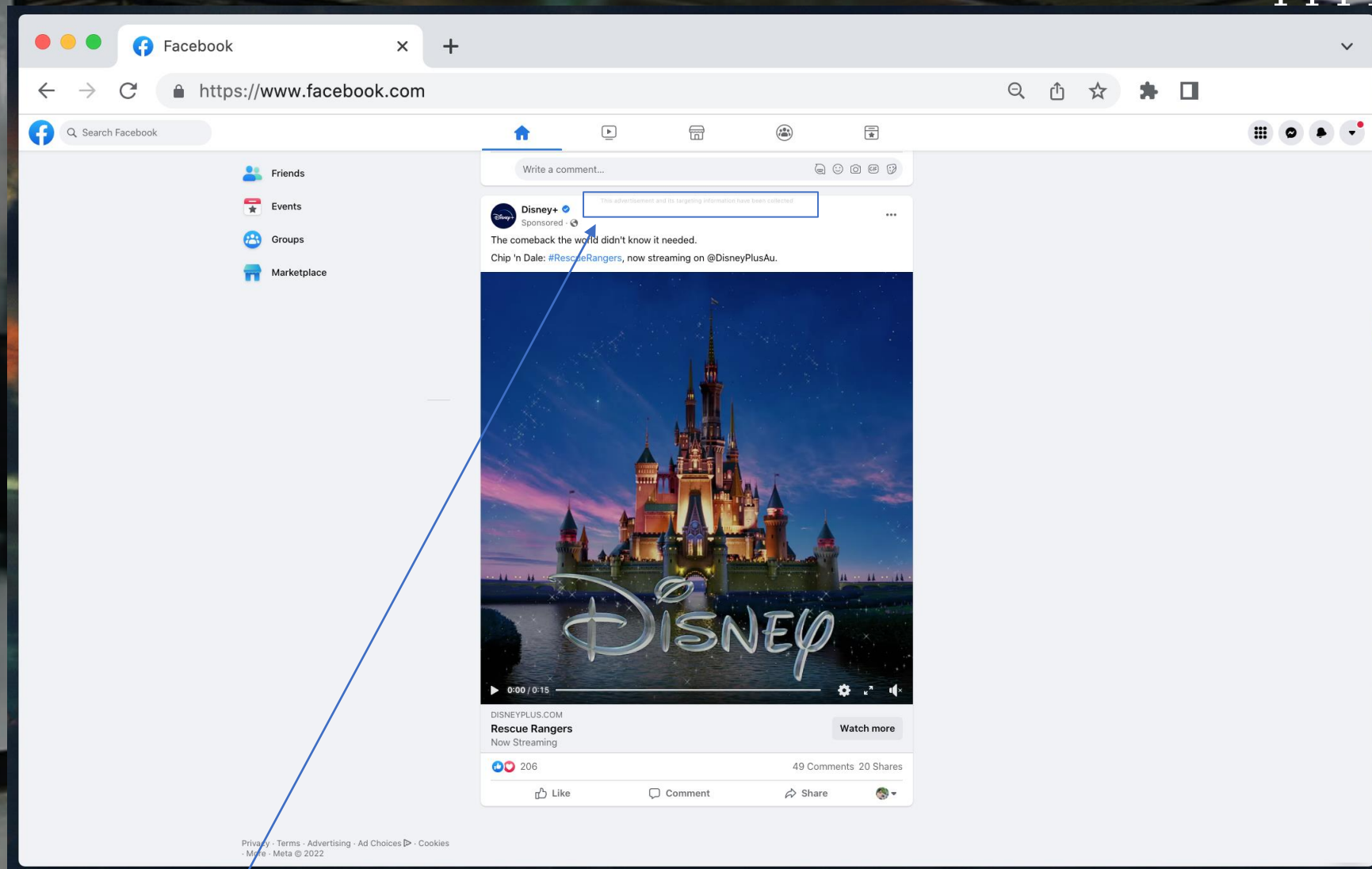- 1929 participants donated ads

- 592,733 ads collected
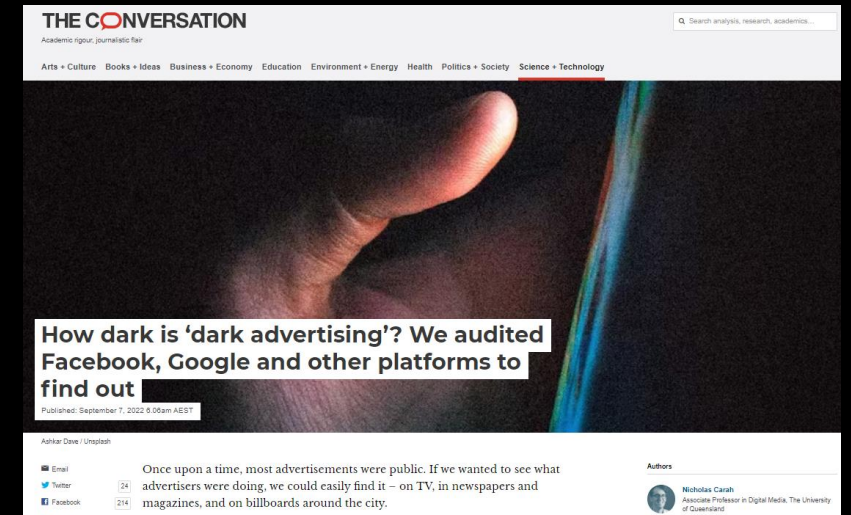
INSTALL VIA YOUR BROWSER EXTENSION STORE

The first step is accessing your browser's extension store, via the ADM+S website.

BROWSE YOUR **FACEBOOK NEWS FEED**

After you install the plugin, you can donate data through your Facebook News Feed.

This advertisement and its targeting information have been collected

REVIEW ADS IN YOUR **AD ARCHIVE**

Ads you donate can be reviewed in your Ad Archive.
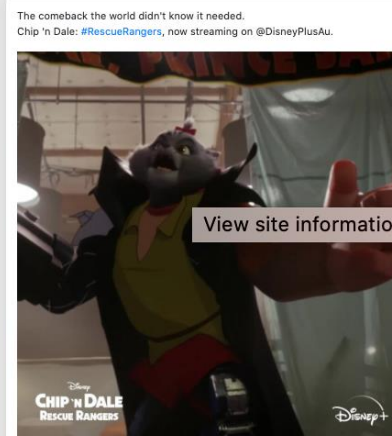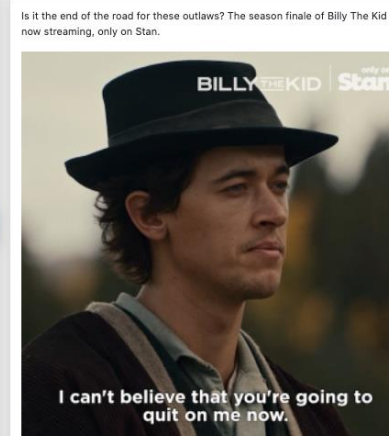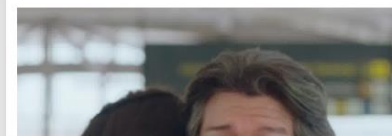
ANALYSING ADS

Our research project implements a strong image analysis component.

Analysing donated data

Participants
Details of participants
note: A participant may have multiple employments

age	**20** 18-24 years old	**100** 25-34 years old	**248** 35-44 years old	**135** 45-54 years old	**50** 55-64 years old	**227** 65-74 years old
education	**105** Less than Year 12 or equivalent	**116** Year 12 or equivalent	**243** Vocational Qualification	**76** Associate Diploma	**1** Undergraduate Diploma	**80** Bachelor Degree
income	**147** $0 - $18,000	**147** $18,001 - $37,000	**264** $37,001 - $90,000	**145** $90,001 - $180,000	**6** $180,000 and over	**75** Prefer not to say
ethnicity	**1** African	**15** Asian	**670** Caucasian	**2** Hispanic	**24** Indigenous or Torres Strait Islander	Middle Eastern
party	**139** Liberal Party	**130** National Party	**15** Liberal National Party	Country Liberal Party	**55** Australian Labor Party	**213** Australian Greens
gender	**485** Male	**299** Female	Other	Prefer not to say		
employment	**784** Employed full time	At home carer full time	Employed part time	Unemployed looking for work	Unemployed not looking for work	Retired

ABC NEWS

Brisbane
Change location

12°C Now
Feels like 8°

Log In

You're being targeted on Facebook this federal election campaign. Find out who's doing it

Posted Tue 5 Apr 2022 at 9:10pm, updated Wed 6 Apr 2022 at 12:05pm
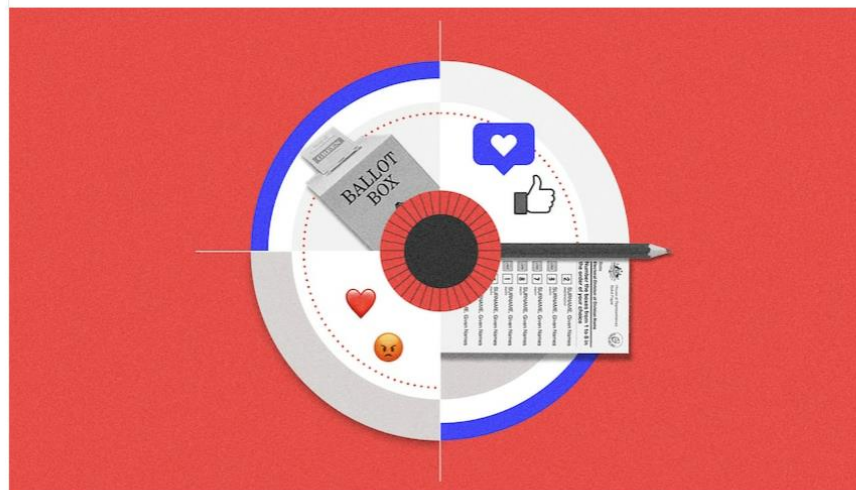
Parties and candidates will be targeting voters on Facebook based on things such as age, gender and where they live. *(ABC News: Emma Machan)*

Help keep family & friends informed by sharing this article

abc.net.au/news/who-is-targeting-yo...

COPY LINK

SHARE

Election campaigns might seem like they're fought on campaign buses and in shopping malls, because that's where we see political leaders on the news.

But a lot of political activity is happening online, out of the spotlight.

On Facebook, political parties can buy ads and target them to small groups of people, depending on where they live, how old they are, their gender, their income and even what their interests are.

We want to see that advertising to understand as much as we can about how this election campaign is playing out and to uncover the strategies and tactics of campaigners.

We need your help

ABC News is working with the Australian Ad Observatory project, a research

THANKS

ADM +S

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