# Uncovering the Evolution of the Global Data Barometer: 2020-2023

November 2023

Global Data Barometer

# 1. Intro

The Global Data Barometer (GDB) aims to become one of the most reliable sources of information regarding discussions on the use of data. The GDB index launched in May 2022. Just over a year later, the first edition of the global survey has become a part of conversations about the present and future of data.

It's influence can be assessed through various metrics. This report focuses in the content and information influence from the GDB. For this purpose, two concepts are distinguished: mentions and uses. The first encompasses all type of information processed by a third party in which the GDB is referenced. A mention can range from a simple quote to a complete report on the data presented by the GDB. On the other hand, uses cover any type of information processed by a third party in which new knowledge has been created from the data or findings of The Barometer.

We collected data by actively monitoring digital platforms, including social networks, websites, videos, blogs, or any digital platform.

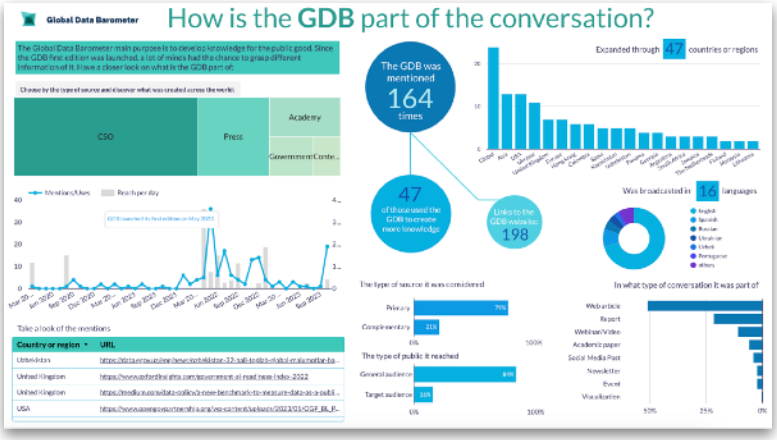
The analysis goal is to measure the GDB's impact in the community. Obtaining an exact figure for this measurement is impossible. However, gathering and observing information created by different community actors can allow for a broader understanding of the strengths and weaknesses of the data ecosystem, especially regarding the use of data for the common good.

In this era, where nearly everything is measured, it's crucial to review what and how key messages were repeated. Furthermore, the multiplication of content can spread the GDB findings beyond the data community or sectors close to it.

The following report divides into three main parts: an infographic with different indicators that record the public impact of the GDB, a deeper analysis of all mentions and uses, and finally, an overview only of the content that created new knowledge from the GDB.

## Interactive dashboard

Visit this link to review all mentions and uses through different charts.




View

## 2. Impact by indicator

The GDB has brought brand-new information about the state of Data around the globe. The GDB results and scores have set a new standard for statistics, variables, and data-related topics. The discussions surrounding it, no matter how in-depth or comprehensive, provide a new evolutionary turning point for the digital ecosystem surrounding data for the public good. From simple mentions of its existence to immediate news coverage after its launch and even academic papers and specific industry reports, the GDB has made a significant impact on the community.

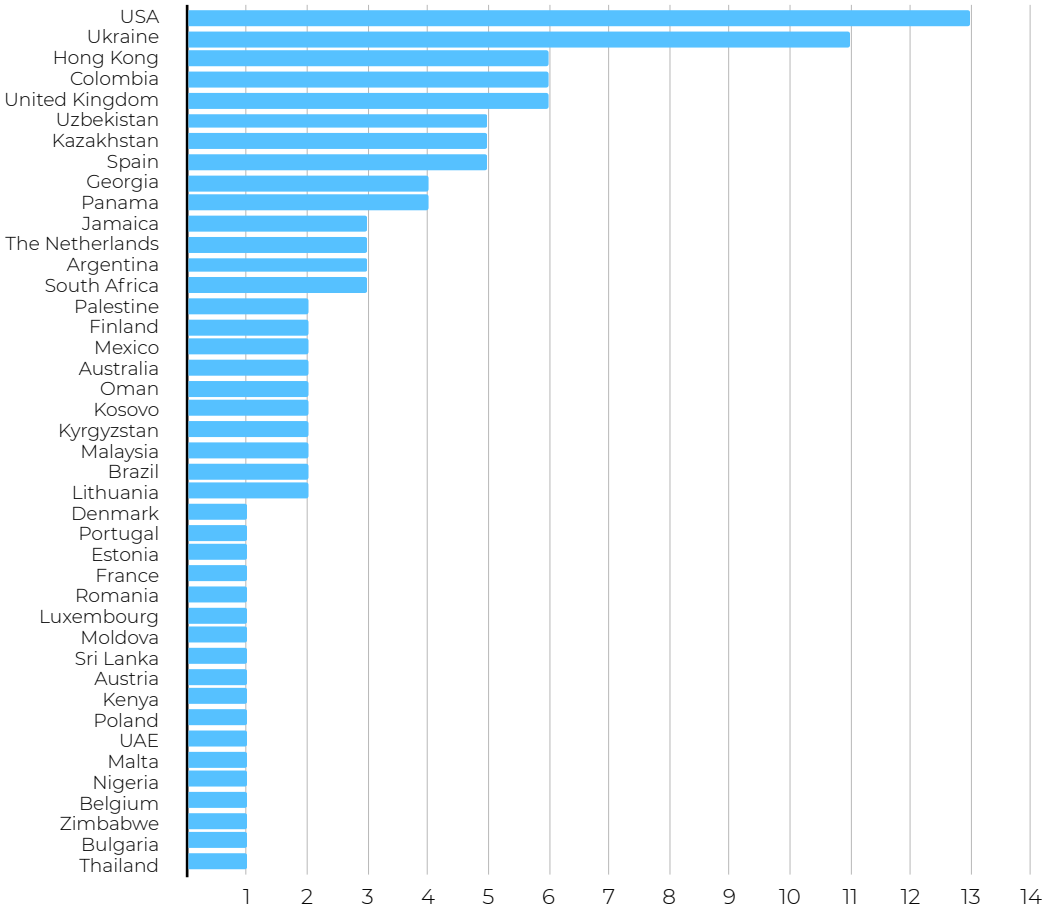
From a communications perspective, the GDB has become an acknowledged and branded guide. The efforts made by its authors to spread the word about the results, insights, and data are the cornerstone of its impact.

The repercussion has been measured across different variables: location, format, source coverage, audience, and date. Let's review the 164 mentions and uses through various lenses:

### 2.1. By origin

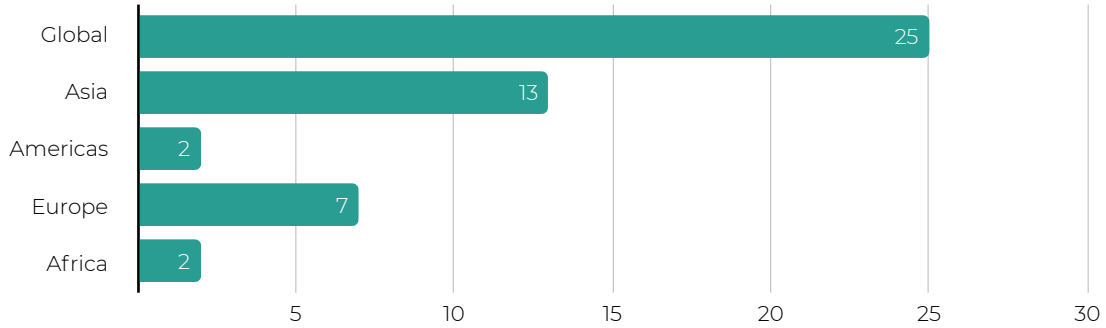
Multipurpose sources identified with 42 countries have compiled 115 mentions or uses of the GDB. The United States and Ukraine, despite its complex situation due to wartime, registered the most publications. The mentions came from websites with different backgrounds. In the USA, the GDB got the attention of outlets focused in data, governance, and technology. While in Ukraine, government officials and press articles enhanced the scores the country obtained in the survey made by the GDB.

Figure 1. Location. Number of mentions and uses identified by country



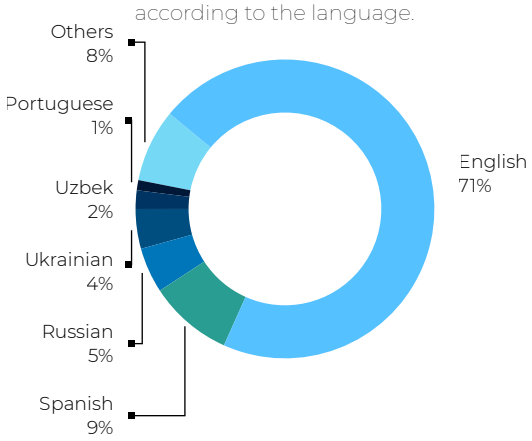
Some Civil Society Organizations (CSO), and media, define themselves as international. Therefore, 49 mentions and uses are attributed to publications from outlets identified with regional or global coverage. Of these, 25 come from international institutions, such as the United Nations, Fiscal Transparency or Open Contracting. The following charts do not imply that there were no public appearances from other continents; they merely indicate parties with no national affiliation.

Figure 2. Location. Number of mentions and uses identified by international region




Besides origin or location, we take a look into languages. This study reveals that 116 out of the 164 GDB appearances (71%) were presented in English. Spanish language coverage followed as the second most prevalent at 9%.

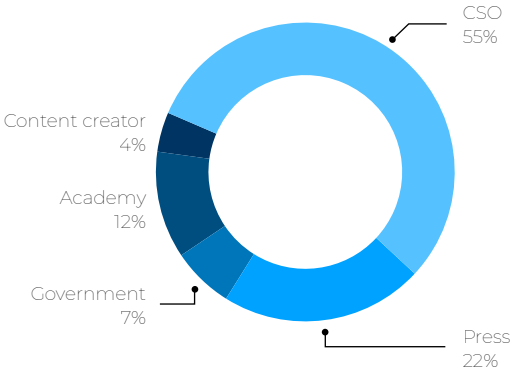
Figure 3. Language. Percent of mentions and uses according to the language.



## 2.2.By type of source

Five type of sources were identified during the monitoring process: CSO, press, Government, Content creator, and Academy. CSO contributed with 5 out 10 publications.

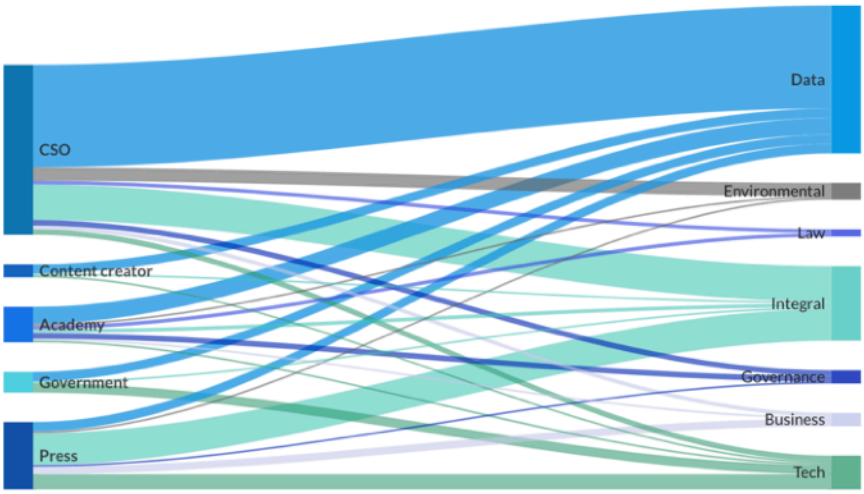
Figure 4. Type of source. Percent of mentions and uses according to their profile group.




## 2.3.By source and coverage

Organizations who published something about the GDB have different backgrounds. While it is unsurprising that the majority of appearances involved data and CSOs, it is worth noting the presence of tech media companies, environmental CSOs, and academic actors engaging in discussions on topics encompassing data, governance, law, and multifaceted publications. In accordance to their target: 48% focused on data, 24% had a general target, and 11% focused on tech.

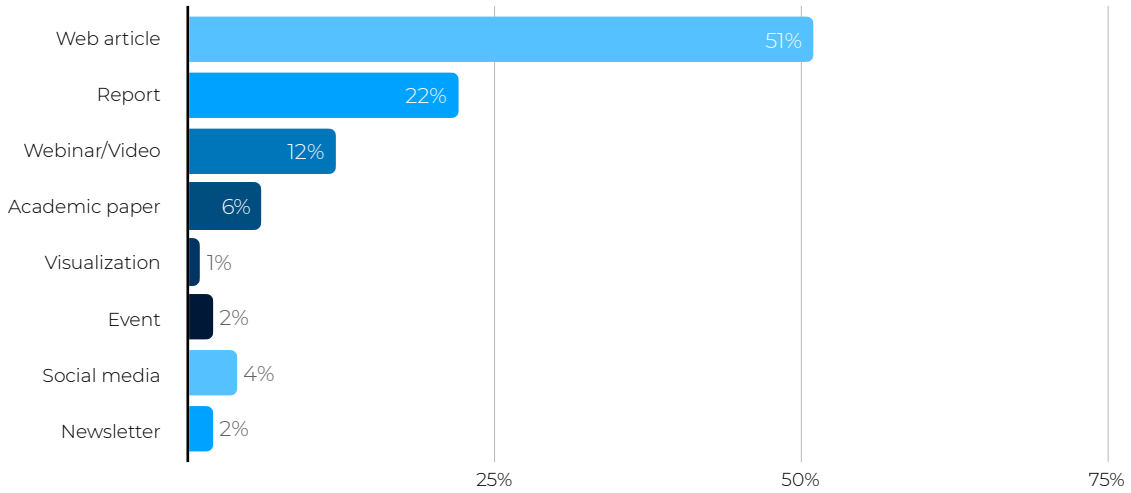
Figure 5. Source and coverage. Distribution of mentions and uses according to source type and type of coverage.



## 2.4.By format

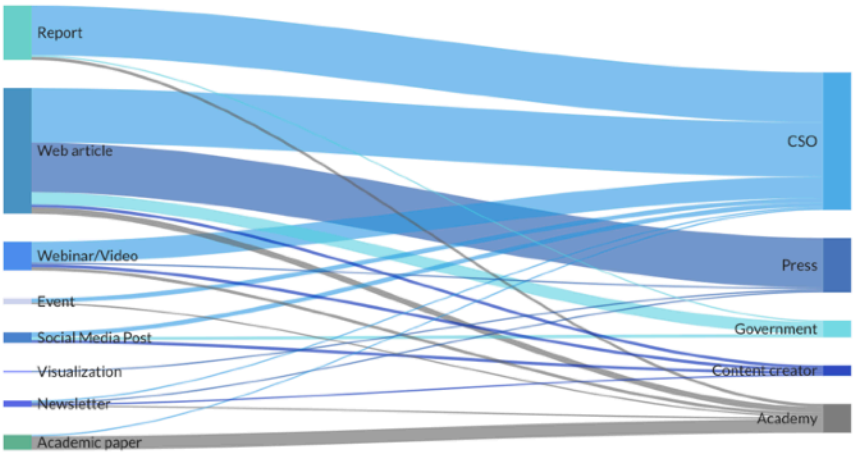
Half of the public appearances were web articles (news and blog posts). Meanwhile, 22% of the mentions and uses were published as PDF or HTML reports, featuring in-depth analyses. The third-largest format category, accounting for 12% of the total publications, consisted of multimedia or video content, including webinars, interviews, roundtable discussions, and podcasts.

Figure 6. Format. Percent of mentions and uses according to their format




Let's dig deeper in the how, who and what was produced. Primarily, web articles emerged as the predominant format choice for every organization. CSOs employed a variety of formats in their publications. These ranged from conventional digital text articles to social media updates, event organization, and the production of new reports.

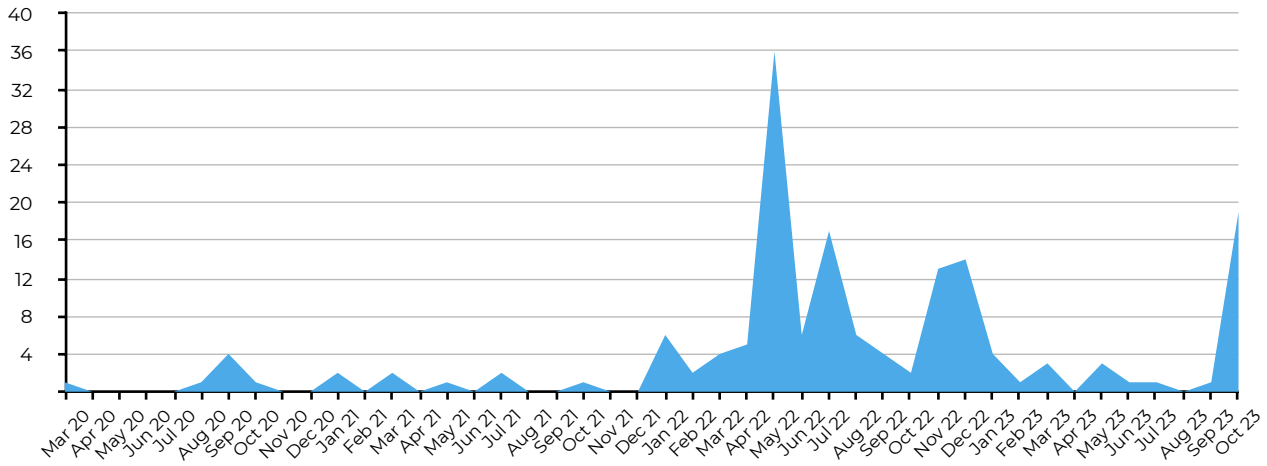
Figure 7. Format and source. Amount of mentions and uses by format and each source type




## 2.5.By date

The GDB results and report were released in May 2022. Naturally, news articles mentioning the new information and data saw a significant increase in the following months. Since then, the GDB has consistently appeared in multiple reports, with at least one mention per month until April 2023. Notably, in October 2023, a series of publications in Asia led to a substantial surge in the number of impacts, nearly reaching 20 mentions per month

Figure 8. Timeline. Number of mentions and uses between 2020 and 2023

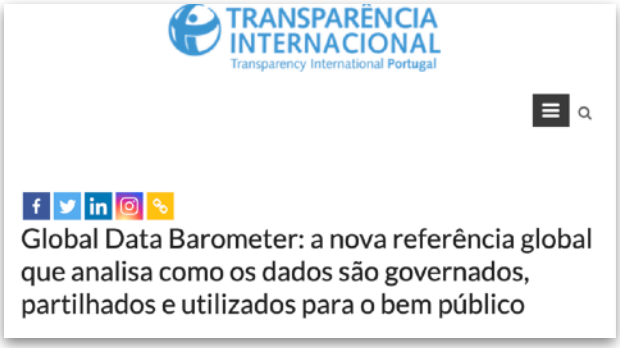



## 2.6.By topic

A brief analysis of the content produced enables a more comprehensive understanding of what each actor (press, CSOs, etc.) is interested in when addressing data. Each publication may encompass one or multiple GDB topics. For instance, a news article may initially discuss the GDB's overall scores and subsequently shift its focus to a specific country. The subsequent chart depict the primary subjects addressed within the 167 mentions and uses.

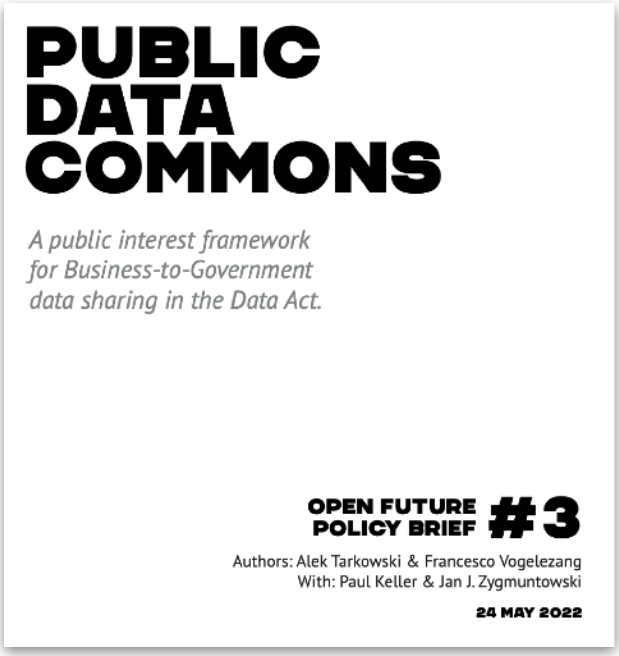
Figure 9. Topic. Representation by bubble size of the topics covered by all publications

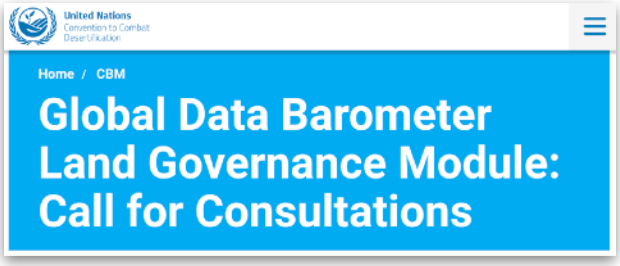
## 2.7.Notable mentions

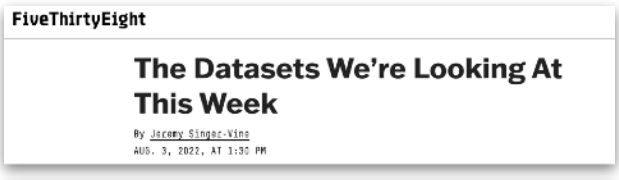








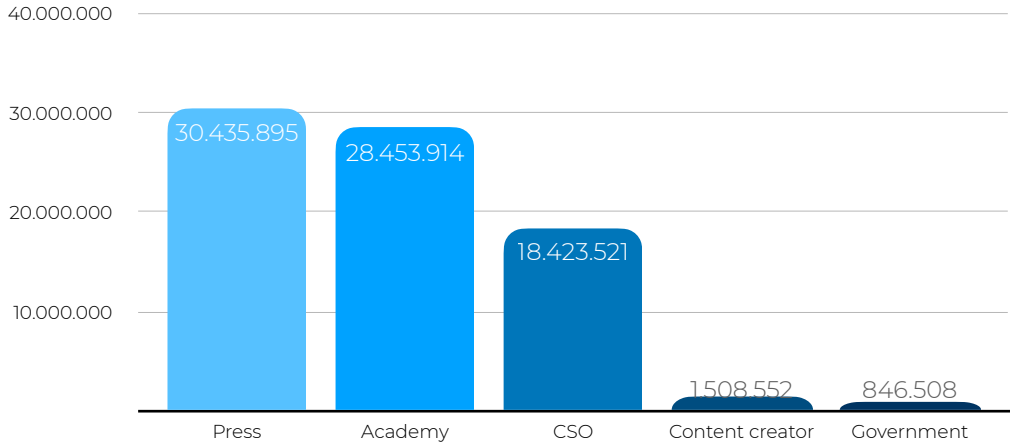
## 2.8.PR variables

In the digital ecosystem, evaluating public relations (PR) effectiveness involves assessing both the quantity and quality of its impact, which can be quantified using various metrics. In this context, two important metrics are potential reach and reach per day.

In simpler terms, potential reach assesses the overall audience a publisher can access over a month, while reach per day provides a daily estimate of how many people are likely to come across and engage with the content. These metrics are essential in digital marketing to gauge the impact and effectiveness of PR efforts.

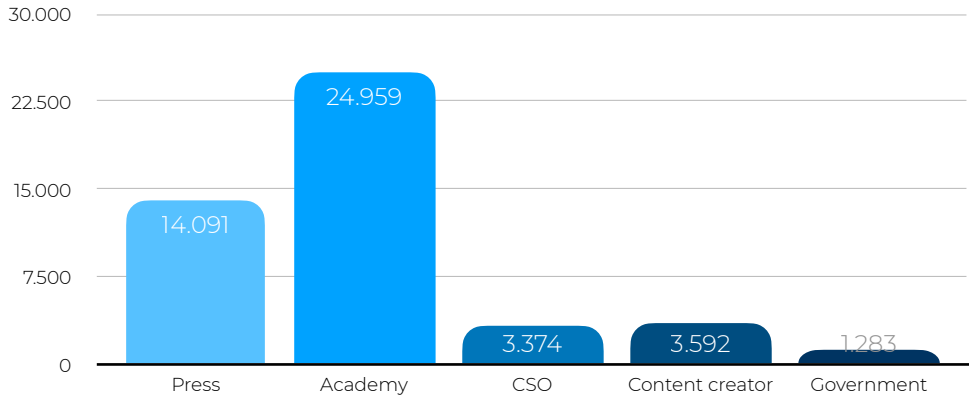
### 2.8.1.Potential reach

Figure 10. Potential reach. Total organic traffic (potential reach) by type of source.




### 2.8.2.Reach per day

Figure 11. Audience and source. Estimated average reach per day by type of source.




By comparing the charts above (Figures 10 and 11) the main difference states rely on the impact the press and academy may have in their audiences. While the total sum of potential reach (organic traffic) gives a clear lead to media outlets over the rest, the average reach per day shows how having academic publications may provide higher numbers in a extended period of time.

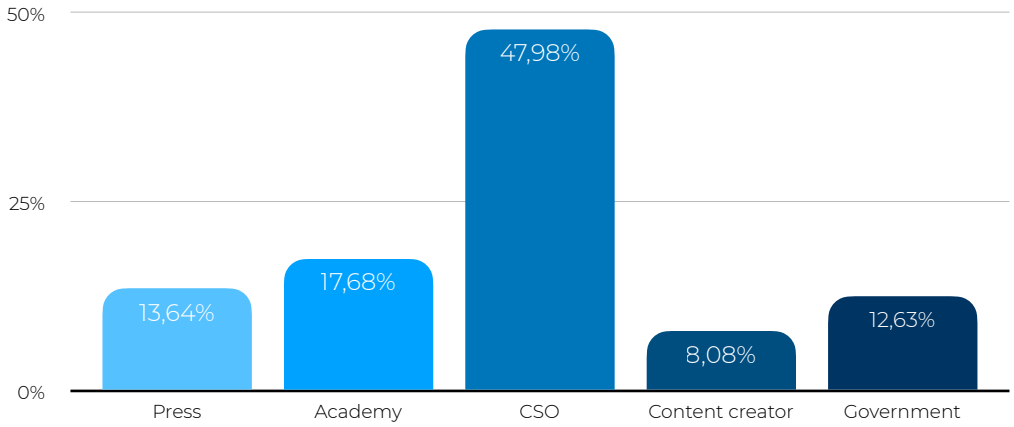
The GDB's team endeavors to enhance the promotion and diffusion of its results and findings involved multiple efforts. Despite the absence of a dedicated communication or public relations campaign, data clearly demonstrates the success of collaborative initiatives with partners and hubs across various countries. To serve as examples, several CSO which worked closely with the The Barometer were the first to replicate its findings.

### 2.8.2. Links to the GDB

PR involves being found easily through different channels. Search engines are one of the main sources for any research in the digital world. Therefore, link-building, the action of adding a link to other website, helps both ways. The main objective of this strategy is to build up a higher Search Engine Optimization reputation and increase the chance of reaching to new audiences.

During the three year analyzed period, the GDB got 198 links in total. Meaning that for every mention you received at least one link. CSO provided almost half of all the links, followed by academic sources.

Figure 12. Link-building. Percentage of total links provided by type of source.



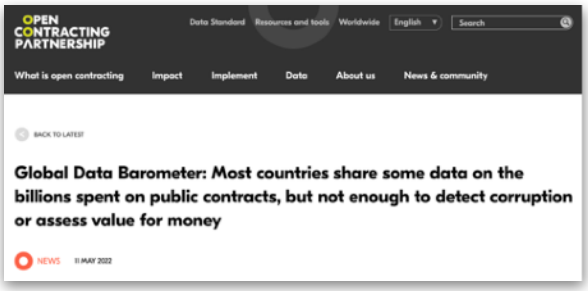

## 3. Using the GDB to create more

During the analysis, two main categories of impact were defined: mentions and uses. A mention is a clear and direct reference to the GDB name in a piece of content, but no new information or analysis was revealed. While a use is the production of new content based on findings or data published by the GDB. In the following section, the focus is on the former category.

- In total, 47 use cases were registered during this period.
- CSOs produced 74% of the use cases.
- 6 out of 10 are in a report or formal document analysis format.
- 5 use cases were realized by entities identified as global or internationally based.

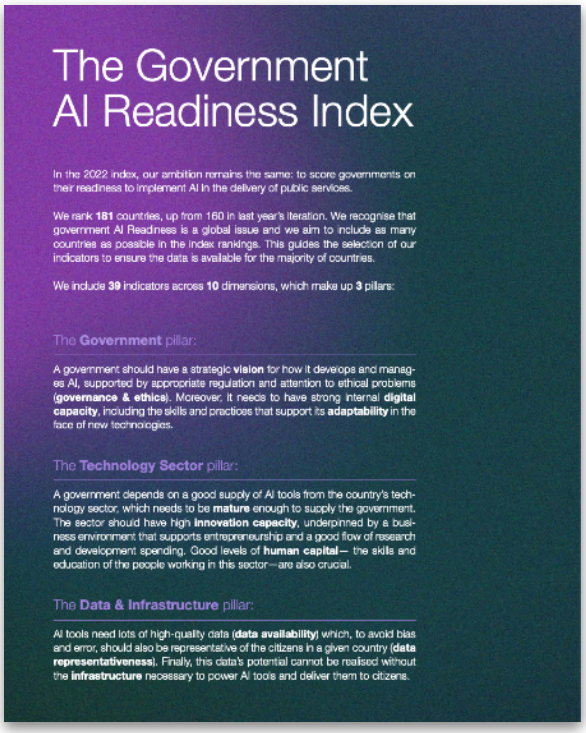
## 3.1.Notable cases


Towards Data Science
Type of source: Content creator
Format: Web article
Topics: Overall results, Module results, Country results, Regional results
Origin: Global

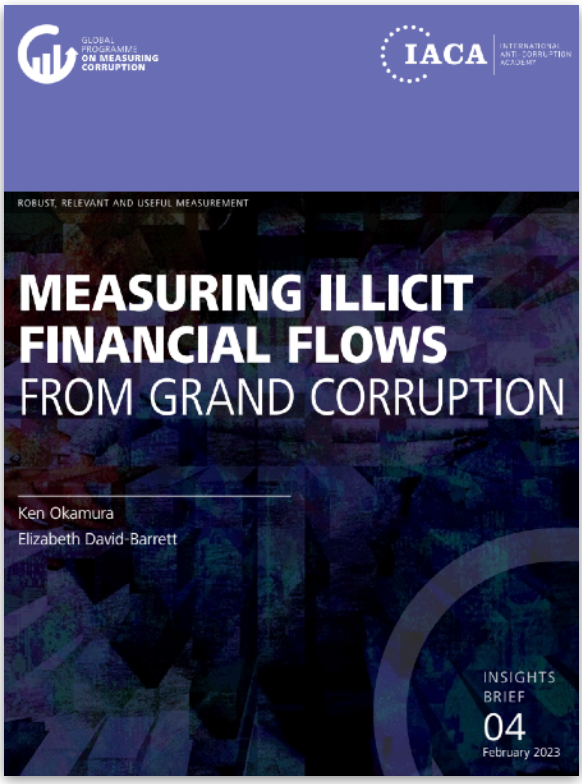



Open Contracting Partnership
Type of source: CSO
Format: Report
Topics: GDB launch, Government results, Public procurement results
Origin: Global


Fiscal Transparency
Type of source: CSO
Format: Report
Topics: Governance results, Availability results




Oxford Insights
Type of source: Academy
Format: Report
Topics: Overall results, Module results, Country results, Regional results
Origin: United Kingdom




International Anti-Corruption Academy
Type of source: Academy
Format: Report
Topics: Module results
Origin: Austria

# 4. Learnings and insights

The Global Data Barometer (GDB) originated from a collaborative effort aimed at comprehending and advancing the state of data accessibility for the public good. The production, analysis, and results enriches -in depth and volume- the global data ecosystem.

Over this three years, the impact of the GDB depended of five type of content producers groups: Civil Society Organizations (CSOs), the press, academia, governments, and content creators. The primary actors involved in the dissemination and utilization of the information provided by the GDB have been CSOs working with data, with notable emphasis on those specializing in laws or politics.

While the GDB presented results from 109 countries, the impact on content covered less than 50%, with 47 countries registering at least one content product. It is noteworthy to highlight the varied approaches international entities took in utilizing The Barometer's data.

Moreover, the most intriguing aspect of this communication analysis lies in the use cases. There are 47 instances of new knowledge creation from the data published by the GDB. Examples range from reports structured entirely around The Barometer data to cases where it serves as a secondary source.

The inaugural edition of the GDB serves as a foundational point for discussing the future in 109 countries worldwide concerning data for the common good.