

# ACCESS Annual Assembly

## Working with data

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15th June 2022



**ACCESS**

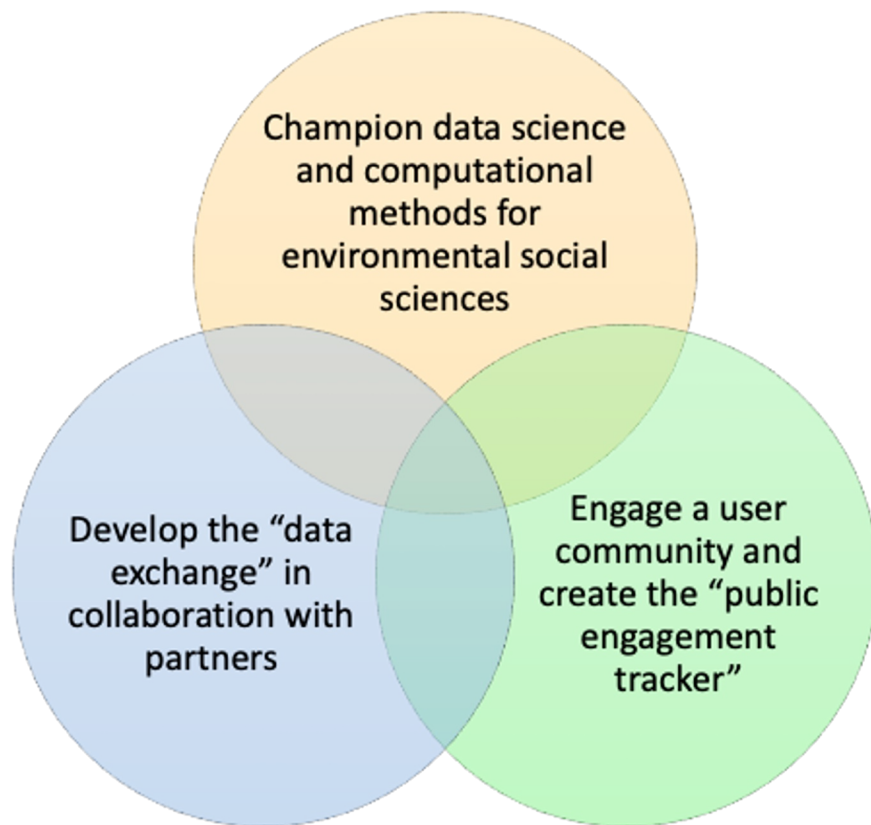
Advancing Capacity for Climate  
and Environment Social Science



**Economic  
and Social  
Research Council**



# Aims of data work package





# The ACCESS Data Team



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Associate Professor in  
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University of Exeter



**Prof Lorraine Whitmarsh**  
Professor in  
Environmental  
Psychology  
University of Bath

# Championing “environmental social data science”

- Focus point within wider ACCESS network (guide & advise)
- Demonstrate potential for data science and computational methods
- Collaboration on Flexible Fund projects
- Blog posts / code examples / walk-throughs
- Hackathons / training (\*)



\*Training being delivered in other work packages, ACCESS Data Fellow will participate in some data-focused activities

# Data exchange

- Make **existing** data resources accessible
  - Promote secondary data analysis
  - cf. open data, FAIR data principles.
- Demonstrate data science methods
  - e.g. find topics in news articles with NLP
  - e.g. spatial analysis of air pollution and demographics
- Host and/or signpost datasets (as appropriate)
- Aimed at: Academics, journalists, analysts, ...



# Public Engagement Tracker

## *(Name TBC!)*

- Track media coverage of environmental issues and associated public opinion through online media
- Gauge attention to environmental topics and events
- Tools, dashboards, interactive visualisations

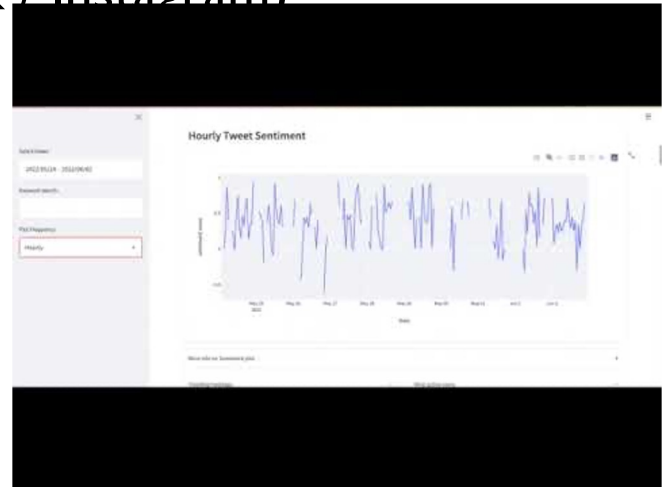
**Uses:** Quick insights, monitoring events in real time, data downloads, generating visualisations for stories/reports.

**Data sources:** Media (news), social media, surveys, ...



# Plans so far for Tracker

- Work in progress
  - Twitter dashboard
  - Crowdtangle dashboard (Facebook / Instagram)
  - News article monitoring
- Ideas welcome!



# Crowdtangle dashboards (Facebook / Instagram)

The image displays two Crowdtangle dashboards. The left dashboard is for 'BIODIVERSITY LOSS' and shows a post titled 'Plant-based health profe...' with 76,992 total interactions. A list of top influencers is visible, including RER (11%), Wildlife.net (7%), and Sime Darby Pro (7%). The right dashboard is for 'climareality' and shows a search for 'plastic ocean' with 14,134 interactions and 499 posts. It features a line graph of interactions over time, a grid of public posts, and a 3D area chart showing interaction trends. A sidebar on the right offers various filters for post type, interaction type, date range, and group by.

**BIODIVERSITY LOSS OVERPERFORMING - LAST WEEK**

**Plant-based health profe...**  
Jun 5, 2022 at 7:37 AM  
Plant-Based Diets for Personal and Planetary Health. Dr Shireen Kassam May 22nd 2022, for the Eco Medics Conference  
PLANT-BASED DIETS FOR PERSONAL AND PLANETARY HEALTH: May 22nd 2022 at the Eco Medics conference. No news review today. Instead I share the talk I gave at the recent Eco Medics conference Thank you to Jay Cox and Fizzleek Media for the recording This talk covers the...  
[See more](#)

**363 +120 POST VIEWS**    **793 TOTAL VIEWS**  
2.33x    38 +18    10 +4    43 +34

**Scottish Green Party**  
Jun 7, 2022 at 9:08 PM  
Today Green minister Lorna Slater - Scottish Greens outlined plans to create at least one new National Park in Scotland. Despite Scotland's deep history, heritage, and world-renowned landscapes, we currently only have two - Cairngorms and Loch Lomond & The Trossachs. In the mid...  
[See more](#)

**BIODIVERSITY LOSS LAST MONTH**

**TOTAL INTERACTIONS**  
**76,992**

SHARE VOICE

- 11% RER
- 7% Wildlife.net
- 7% Sime Darby Pro
- 5% Achyuta Samar
- 4% Collective Evol
- 3% African Wildlife
- 3% UN Environmen
- 2% Nature Consen
- 2% Edgar's Missio
- 2% State House Ke

**climareality**

plastic ocean

Facebook   Pages   Last 7 Days   Post Type   Pages   English only

Branded Content   Verified Status   Lists   Local Relevance   Page Category

United Kingdom only   Meme Search

**INTERACTIONS**   **POSTS**  
14,134    499

EXTENDED 1-MO

Jun 08, 2022  
3.7K Interactions

Selected timeframe  
Last 7 Days

Showing 25 of 293 public posts since Jun 2, 2022 3:12 PM

SORT BY: Total Interactions

**UNILAD Tech**  
Jun 9, 2022 at 12:00 PM  
**The Ocean Clean-up**  
The Ocean Cleanup is working to rid the world's oceans of plastic

**National Geographic Kids**  
Paid Partnership with Living Nat...  
**WIN A WORLD OCEANS DAY BUNDLE WORTH £235!**  
It's officially #WorldOceansDay. Woo hoo! It's time to celebrate our planet's...  
[See more](#)

**1bike1world**  
Jun 8, 2022 at 12:09 PM  
**WORLD OCEANS DAY!**  
2022's #WorldOceansDay is all about 30 x 30. That means protecting at least 30% of our blue planet by 2030 for a health...  
[See more](#)

Week of May 01    Week of Jun 01

3/06/22 - 06/09/22

**7.1K**    **0.40%**

POST TYPE  
All Posts  
Albums  
Photos  
Videos

INTERACTION TYPE  
All Interactions  
Likes  
Comments

DATE RANGE  
Last 7 Days  
Last 30 Days  
Last 3 Months  
Last 6 Months  
Last 12 Months  
Custom

GROUP BY  
By Day  
By Week  
By Month

BRANDED CONTENT  
Enable  
[Share Report](#)



# Tracker - next steps

- Need for co-creation!
- Creation of the tracker to be informed by the ACCESS community
- Iterative approach to development
- We need ideas for:
  - What to include
  - What it will be useful for
  - Name for the tracker!



# Training

- Training around data analysis and computational methods
- Will build on existing training by the Exeter QStep Centre
- Delivered together with training planned in other packages
- Ad hoc workshops and events as project progresses
- **Please share any ideas for data analysis training!**

When	Time	Description	Add to your calendar
6 - 14 April 2022		<b>NCRM UoE Computational Communication Methods Spring School - APPLY NOW</b>  Researchers interested in computational social science will be given the chance to learn new skills at a spring school in April 2022. The NCRM/Exeter Computational Communication Methods Spring School will provide training at introductory and advanced levels, catering for both social scientists and data scientists. <a href="#">Full details</a>	<a href="#">Add event</a>
23 November 2021	9:00	<b>Exeter Q-Step/NCRM Introduction to Nvivo for Social Scientists</b>  Nvivo is a powerful and intuitive qualitative data analysis software for gaining richer insights from diverse data. This workshop is aimed at those who have no experience of Nvivo and little-to-no experience of computer coding. <a href="#">Full details</a>	<a href="#">Add event</a>
1 July 2020	13:00	<b>Data Analysis and visualisation with Python</b>  Building upon the basic introduction offered to Python in workshop 1, this workshop will cover exploratory data analysis, quantitative data analysis, and visualising data in Python and the Seaborn package. <a href="#">Full details</a>	<a href="#">Add event</a>
24 June 2020	13:00	<b>Introduction to Python for Social Scientists</b>  This workshop is aimed at those who have no experience of Python and little-to-no experience of computer coding.. <a href="#">Full details</a>	<a href="#">Add event</a>

For more examples of possible training, see the [Exeter Q-Step workshop page](#).

# Q&A



# Your feedback and ideas

- Now it's your turn to give us your feedback and ideas!
- Padlet link:

<https://exeter.padlet.org/mdspruce/datafeedback>



# Call to action

- Working groups
  - Group 1: Exchange (sources, open data, user feedback)
  - Group 2: Tracker (design, data sources, methods, user feedback)
- ACCESS Data Workshop
  - Alan Turing Institute, London / September 2022 (venue/date tbc)
  - Meetings of working groups / co-creation of data theme
- Please sign up! ([m.d.spruce@exeter.ac.uk](mailto:m.d.spruce@exeter.ac.uk))