# BIG DATA 4 PEACEBUILDING IN SOMALIA
## SCALING UP

Prior to launching the social media and radio pilots UN Global Pulse assessed the types (and frequency) of media used in Somalia. This was done to frame big data specifically for the Somali context.

**What** do we know about the nature of discussions that take place on radio and social media in Somalia?

**What** projects already exist that mine media (social and otherwise) to assess the opinions and sentiments of people?
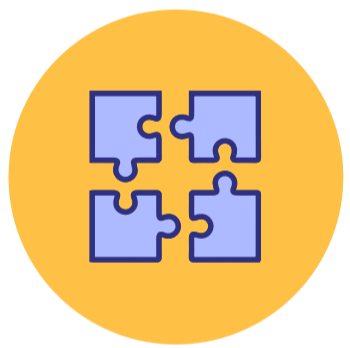
**What** can we learn from these other innovations and which ones have resources that are useful for us?

The media landscape in Somalia grows each year, with more than 90 outlets (radio, television, print and online news sites) now accessible to the public. Based on this, the Lab determined it was possible to carry out quantitative and qualitative analyses of Facebook discussions and radio content. Over the course of a year Somali public perceptions on diverse topics such as drought, corruption, and crisis events were gathered using the radio and Facebook prototypes. For this, a significant amount of information was translated into English.

Credit: Alamy/somalilandsun.com

UN Global Pulse developed a user friendly tool that allows United Nations personnel and partners with basic computer skills to access and analyse big data from certain forums, such as public Facebook pages and radio discussions.

The easy-to access tool was developed so users can do mining of people's voices in Somalia from media platforms. The tool identifies words that are trending in public conversations, informing analysts about topics of concerns or interest of citizen's. The software allows filtering of public discussions with selected keywords defined by the users and then makes extraction of the discussions easy for analysis. With the integration of Google Translate the analysts are able to automatically translate text from Somali to English.

**We can now gauge Somali public views, opinions and reports without security risk exposure to personnel.**

# GENERATION NEXT

The analysis tool was built with inputs from more than 60 colleagues from 18 United Nations agencies and missions. The feedback from users was so positive that the team at UN Global Pulse is already making plans on how to develop the next generation of tools and applications.

Next steps involve increasing the functionality of the social media and radio prototypes in order to allow analysts perform more in-depth analyses of topics. UN Global Pulse looks to the United Nations Peacebuilding Support Office for continued support since collaborating with donors and partners is the only way to make progress and fine tune these innovations.

Our applications and tools have tremendous potential for broader use in peace and security, humanitarian action and sustainable development.

**New York Kampala Jakarta**