Map the Gap

This tool helps identify gaps and blindspots when working with data and tech to solve social challenges.

nesta

	Data gaps.	Unclear Purpose.	Missing voices.	Ethical gaps.	Unintended Consequences.	Context gaps.
KEY QUESTIONS	Which datasets might have been overlooked, and how might this be influencing your understanding of the problem or solution? Have both quantitative and qualitative data sets been used? What data can't be collected and how might this be skewing the picture being painted?	Do you have a clear purpose? Is the question you are trying to answer specific and actionable? Who will act, where and how? What is the change/outcome you expect to see ?	Whose voices are missing from your project? Have those who are expected to use the insights or technology been involved? Have you included the intended beneficiaries of the project, as well as sufficiently diverse voices?	What are the ethical risks surrounding your data project? What steps are you taking to ensure you do no harm? How are you safely gathering, storing and using people's data?	What might be the unexpected outcomes/ impacts of your project ? Could your data be used for bad, rather than good? In what ways can you mitigate this?	Do you know the contextual information about the data you're using? Why was it collected? Who collected it and how? When was it collected? Where was it collected?
COMMON PITFALLS	Collecting obvious datasets which address your question can limit your understanding of the broader problem, and solutions you create. It is important to consider both what datasets might be missing, and what might be missing from the datasets you are working with.	There is a tendency to dive into data projects without clearly defining the purpose of the project, resulting in projects that don't lead to meaningful change.	Working in isolation (or engaging only a narrow representation of users and beneficiaries) may lead to products that don't respond to the challenge, don't suit diverse needs, and ultimately aren't fit for purpose.	Data ethics is complex and can feel overwhelming. However, taking the time to put in place robust processess and practices is essential to ensure data is being used safely and responsibly.	Data can contain information of a personal or sensitive, nature, which could cause negative consequences if it fell into the wrong hands. Being aware of how your data could be misused helps safeguard against this.	Data is often collected for one purpose, then recycled for another. Not interrogating the data context may lead to misinterpretation and misuse.
USEFUL RESOURCES	**Open Data Institute's (ODI) Data Ethics Canvas**	**NOLAlytics site** **100 Questions initiative** **Nesta's theory of change template**	**Ideo's guide to HCD** **18F collection of human centred design tools**	**ODI's Data Ethics Canvas** **UK Governments Data Ethics Framework** **UK statistics Authority's Data Ethics Self-assessment**	**Doteveryone's Consequence Scanning Kit**	**Nathan Lau's article** **MIT's Data Nutrition Label Project**
IDENTIFIED GAPS What gaps are you aware of in your own project?						
ACTIONS TO TAKE What actions are you going to take to address this?						

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