

Impact Brief: Crowdsourcing Transparency



1. SUMMARY

In 2012, USAID launched the Agency's first crowdsourcing initiative to geocode and standardize its Development Credit Authority (DCA) loan guarantee data. This initiative was a partnership between the Agency's GeoCenter, in the Office of Science and Technology and DCA. It prompted an ongoing dialogue, via Twitter, with thousands of individuals

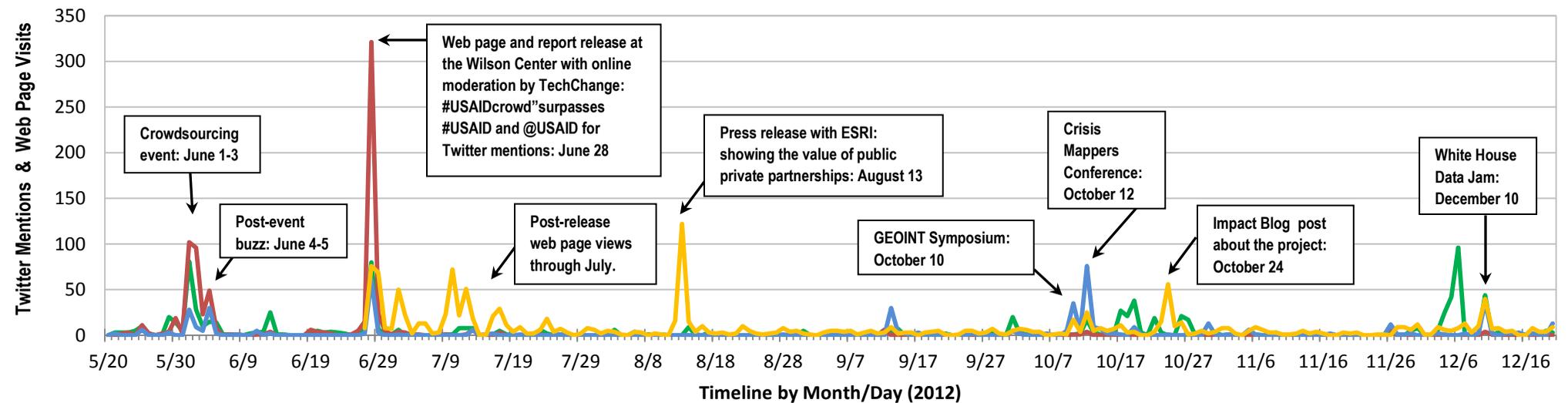
around the world who can now access DCA data in a [one-stop web page of maps and data](#), which is one of the most viewed web-pages on the USAID web site. The initiative, which convened a few hundred volunteers, demonstrates how USAID can harness an expanding global constituency to facilitate access to and use of development data.

2. IMPACTS

- Reshaped how the public engages with DCA.
- Prompted the [International Aid Transparency Initiative](#) to expand their standards to include credit guarantee data.
- Cited in [Publish What You Fund's 2012 Aid Transparency Report Card](#) as a model of government transparency.

3. TWITTER & WEB PAGE ACTIVITY BY EVENT

- @usaid_credit
- #USAIDcrowd
- @shadrocker
- Web Page Visits



Notes: Twitter data acquired Jan 17, 2013. Web site data acquired via Google Analytics, Jan 17, 2013.

4. BY THE NUMBERS: ONLINE DATA USE

1,886

The number of unique page views to the web page. Aside from using the data online, nearly 200 users have downloaded full data sets from [data.gov](#).

top 3%

This is one of the most viewed web pages on [USAID.gov](#). It remains the only comprehensive data and mapping page on USAID.gov.

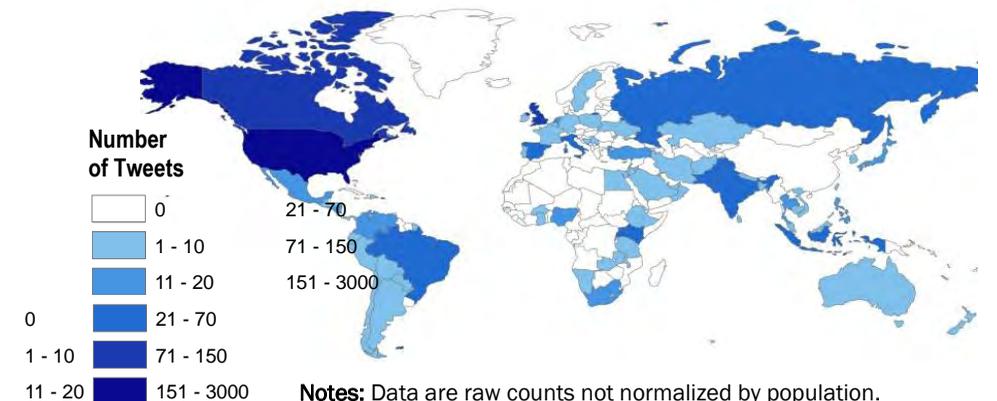
8:30 vs. 2:23

These are the average number of minutes users spend on the web page versus average time spent on other USAID.gov pages: the maps, data, and case study keep viewers engaged.

DCA diversified how it gets attention for the data, map, and case study through:



The project was mentioned in 3,423 tweets from 80 countries.



Notes: Data are raw counts not normalized by population.

For more information contact geocenter@usaid.gov