



Glossary

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| Actionable insight | Analytical outputs learned from mobile indicator data - includes any information derived from merging data from third party sources and mobile big data – that can be used to guide decision-making. |
| Advisory panel | 12 UN organisations and other global bodies providing non-binding strategic advice to the GSMA's Big Data For Social Good Accelerator. |
| AI for Impact ecosystem | The interconnected network of stakeholders, made up of demand-side and supply-side actors that collaborate to identify a need, translate data into actionable insights and ultimately into impact. |
| AI for Impact production service | An ongoing, operationalised, fully resourced service, generally built on lessons learned during a pilot project, where people, process and technical capabilities are productionised. |
| Anonymised data | Information where personal data is rendered anonymous in such a manner that the data subject is not identifiable (with no key link back to a natural living person). |
| Artificial intelligence | The simulation of human intelligence processes by computer systems. These processes include learning (the acquisition of information and rules for using the information), reasoning (using rules to reach approximate or definite conclusions) and self-correction. |
| Data aggregation | Data aggregation is the process of collecting and summarising data across one or more dimensions to give an overall view of a phenomenon, rather than the details of the underlying microdata. |
| Demand side agency | Demand-side agencies (DSAs) are institutions and organisations that use insights from the analysis of mobile big data for their activities. They may include research institutions, social impact organisations, data analytics providers, government departments and agencies, international development and humanitarian agencies and NGOs, which use data to plan interventions, programmes, policies and strategies. |
| Donors | Philanthropic foundations and other grant-giving organisations who are a potential source of funding for Big Data for Social Good projects. |
| Economic data | Data used to measure economic prosperity and food security. In some cases, metrics can be derived from mobile big data. For example, in some geographies, spending on mobile airtime is closely linked to disposable income. This makes it a useful proxy for economic prosperity. |
| Historical data | Data collected about past events and circumstances, as opposed to current or real-time data. |
| Internet of Things (IoT) | The interconnection of a network of physical objects, which are embedded with unique identifiers and software that allows the collection and exchange of data. |
| Location data | Data relating to the locations and movements of people, either individually or in aggregate. |
| Machine learning | The most prominent branch of artificial intelligence. Machine learning involves the automated extraction of patterns and models from data. These models are used to make predictions or inform decisions. |



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| Mobility patterns | Data relating to the movements of groups of people. Mobility patterns are derived from location data, and often relate to a specific application. For example, mobility patterns might focus on commuters or migrants. |
| Pilot project | An initial smaller scale implementation of a mobile big data solution that is used to identify issues and roadblocks prior to the implementation of a BD4SG production service. |
| Pseudonymised data | Data that has been processed in such a manner that the personal data can no longer be attributed to a specific subject without the use of additional information. For data to be treated as pseudonymous, that additional information must be kept separately and subject to technical and organisational measures to ensure that the personal data is not attributable to a person. |
| Real-time | Real-time refers to a timescale that reveals a phenomenon as it is happening. As such, there is no fixed definition; it depends on the phenomenon in question, and the type of analysis and decisions that can be made. For the purposes of this document, real-time means that the latency (i.e. the delay between the data being generated and used) is less than or equal to the time period being analysed. For example, if mobile data is being used to calculate daily journeys, it should be available for the previous day. If it relates to occupancy over 15-minute windows, the latest data should be less than 15 minutes old. |
| Social data | Data related to the communications between individuals and their social communities, which can reveal international and inter-regional relationships |
| Sustainable business model | A sustainable business model is the funding mechanism that ensures that each party involved in delivering a solution has a means of funding the resources that are needed to support the work on an ongoing basis, and an incentive to invest in the solution in future. |
| Third-party data provider | Third-party data providers are organisations across different industries with complementary datasets that can be combined with mobile big data to provide context and enhance insights. They include satellites and drone companies for geospatial data; earth observing institutions; social networks and sharing economy firms; open data platforms; national statistics agencies and meteorological agencies for weather information; |