

# Citizen generated data and the role of a national statistics agency

Statistics Canada



100

STATISTICS CANADA  
ONE HUNDRED YEARS AND COUNTING

November 2018



Statistics  
Canada

Statistique  
Canada

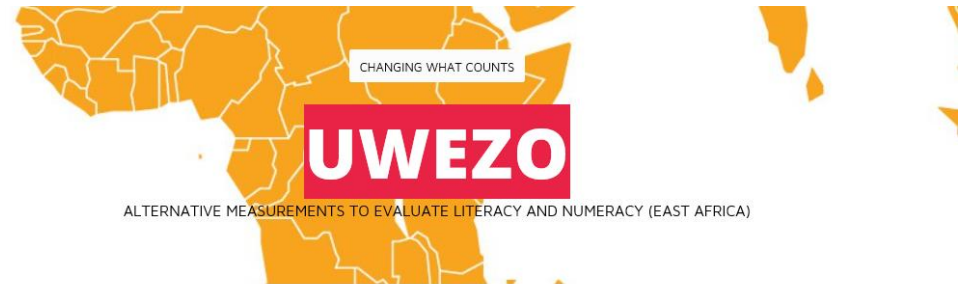
Canada

# Citizen Generated Data

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- ***... Citizen generated data are data that people or their organizations produce to directly monitor, demand or drive change on issues that affect them. It is actively given by citizens, providing direct representations of their perspectives and an alternative to datasets collected by governments or international institutions.***

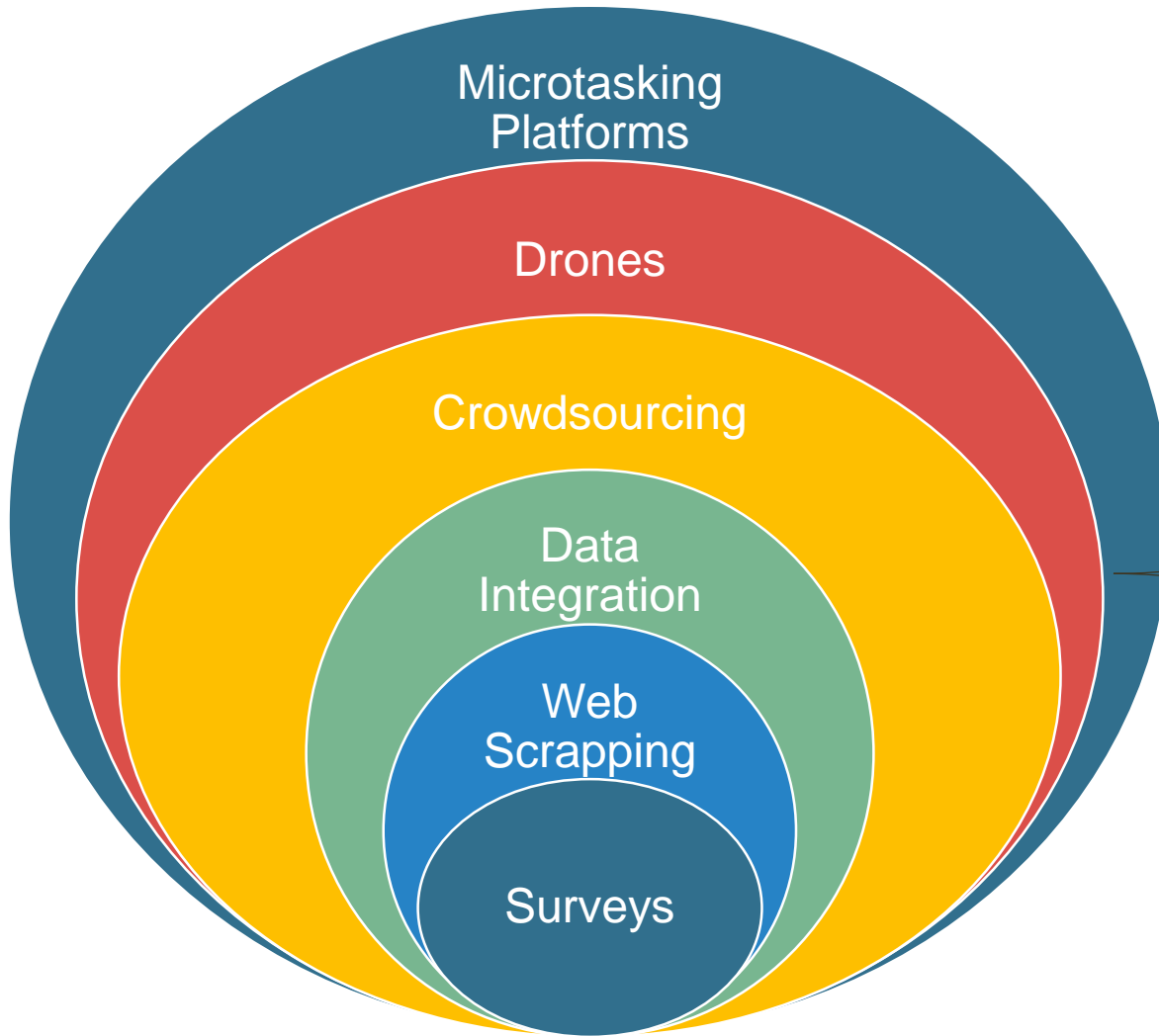


Statistics  
Canada Statistique  
Canada

[www.statcan.gc.ca](http://www.statcan.gc.ca)

Canada

# Citizen Generated Data



Citizen generated data are enabled by technology.

The majority of the world's population has access to a data collection instrument – a smartphone....

# Citizen Generated Data

## The pros and cons



Statistical bias  
Difficult to maintain momentum / sustainability  
Only limited information can be collected  
Generally difficult to integrate with other data  
You need cause



Obtain a lot of data quickly  
Real-time measurement  
Generally 'open data'  
Cost-effective  
Can be very responsive



# Citizen Generated Data

## Crowdsourcing the price of cannabis



StatCannabis

### Measuring Canada's cannabis economy

*Recreational pot will soon be legal. Statisticians have to figure out how much it contributes to output*



Print edition | The Americas

Jan 11th 2018 | OTTAWA

- ✓ When the Government of Canada announced they intended to legalize cannabis – Statistics Canada faced the challenge of how to get Canadians to tell the agency how much they paid for illegal cannabis.
- ✓ We decided to ask them....

# Citizen Generated Data

## Crowdsourcing the price of cannabis

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Statistics Canada needs your help collecting cannabis prices

Tell us about your last purchase of dried cannabis – submissions are anonymous!

[Your data is protected](#)

I PAID

\$ Price

FOR

Quantity

OF

Quality

IN

City

TO

Primary Reason

Submit

### Cannabis prices in Canada

(Cannabis for medical and non-medical purposes, per gram)



Source: Crowdsourced data, January 25 – February 21, 2018

Show data table

Download submitted data

Expenditure

Price per unit

Purpose

City

Frequency of use

Illegal or legal purchases

6



Statistics Canada / Statistique Canada

www.statcan.gc.ca

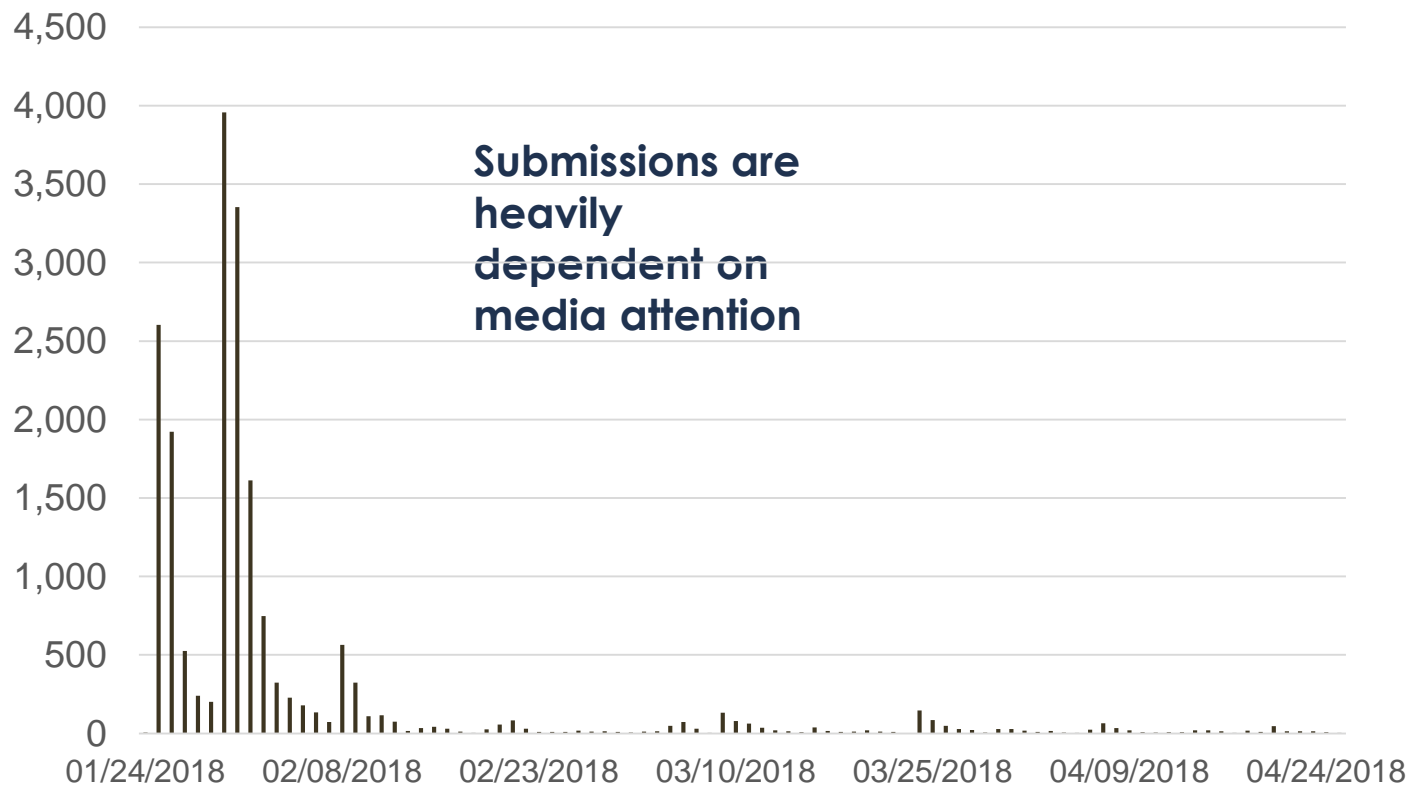
Canada

# Citizen Generated Data

## Crowdsourcing the price of cannabis



Submissions immediately after launch



# Citizen Generated Data and the Role of the National Statistical Organization



## Citizen Generated Data

NSOs can help CGD projects understand the **coverage** of their data

NSOs can help CGD projects **assess the quality** of the data

NSOs can help increase the **comparability** of the data by ensuring standard approaches in the design of the project

NSOs can help **promote** CGD projects thereby increasing the appropriate **use** of the data

The supporting role of National Statistical Organizations



# THANK YOU!

For more information,  
please visit  
[www.statcan.gc.ca](http://www.statcan.gc.ca)



**#StatCan100**