

# Data Shaming 101

Using data to demoralize your workforce



- **Social Worker/Programmer/Scientist**
- **Direct Service → Data Management**
- **MDCPS Reporting Dashboard**
- **Driving the Dream, UWMS**
- **Advocate for Combined Data and Quality Improvement approach to Social Services**
- **Proponent of Open Source technology**

# About Me





## **Some notes about this talk**

- Feel free to laugh
- Feel free to talk
- Please respect the trigger warnings

# China's Social Trust System

Effort to build a culture of trust in Chinese society

Intended to curb official corruption, tackle official dereliction and improve efficiency

Gov't agencies compile and share data on compliance with laws, regulations, and agreements by individuals, companies, social organizations, government departments, and the judiciary

Demonstrates that many members in the community are already complying with water usage restrictions

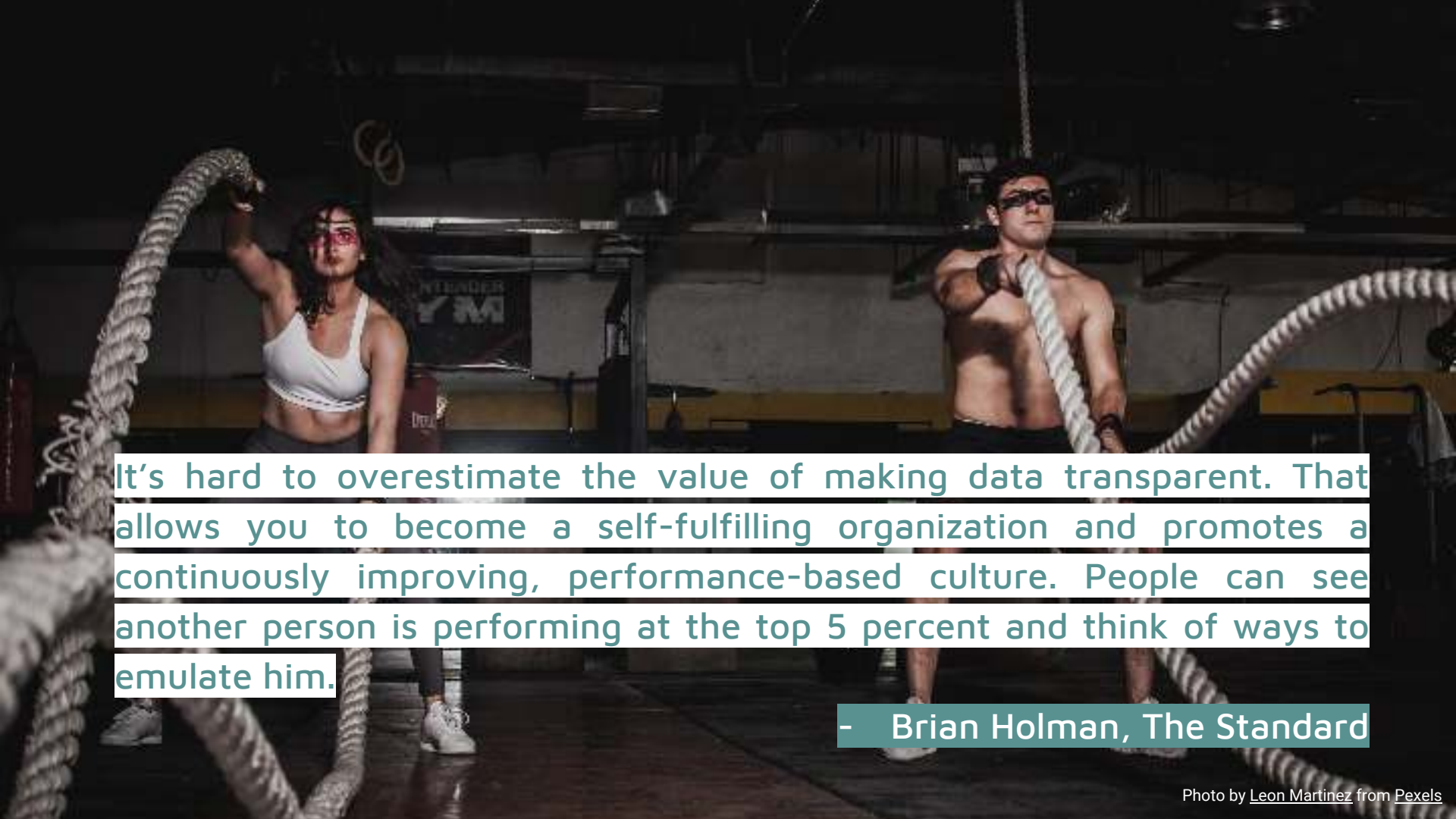
Interactive map highlights homes using less than the required amount for water conservation

Effort to combat long-running drought, 3+ years

Cape Town's Water Map



**Transparency**

A woman and a man are performing battle rope exercises in a gym. The woman on the left is wearing a white sports bra and dark leggings, and the man on the right is shirtless and wearing sunglasses. They are both holding thick, braided ropes and performing a wave-like motion. The background shows gym equipment and a sign that says "LEADER YM".

It's hard to overestimate the value of making data transparent. That allows you to become a self-fulfilling organization and promotes a continuously improving, performance-based culture. People can see another person is performing at the top 5 percent and think of ways to emulate him.

- Brian Holman, The Standard



# A Tale of Two Audiences

## Social Workers

Building relationships

Serving clients efficiently and effectively

Managing large and complex caseloads

Caring for others and self

## Analysts and Managers

Reporting to funders, stakeholders, regulators, and the public

Evaluating performance

Managing risk

Defending lawsuits



A photograph of a construction site. In the foreground, there is a concrete barrier with yellow and black diagonal stripes. Behind it, a large, complex structure of metal scaffolding is visible. A yellow triangular sign with a black border and the words "SLOW DOWN" in black capital letters is positioned in the middle ground. A semi-transparent purple rectangular box is overlaid on the image, containing the word "Resistance" in white text.

SLOW DOWN

# Resistance

# China's Social Trust System

Lack of clarity around the structure of the system, collection of blacklists vs a single score

Various implementing local courts and governments, by May 1st, 2018, several million flight and train trips had been denied to people who were blacklisted

So far, no evidence of this system being utilized in favor of individual citizen's over the interests of local governments or businesses

As of January, 2019, the water map is no longer being updated with data. Mission Accomplished.

By June, 2018, dam levels had increased to 43% of capacity. In September, it was 70%.

As of March, 2018, Cape Town had cut daily water usage by half

Cape Town's Water Map



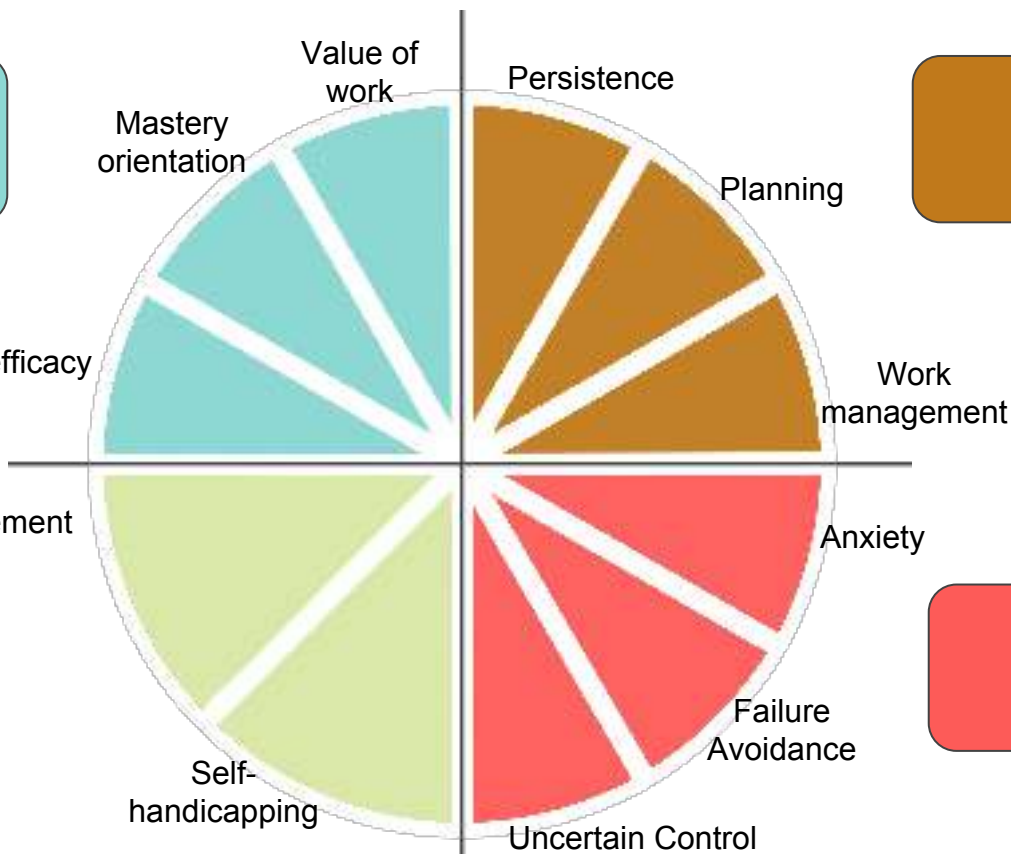
# “Data Shaming”

Adaptive Cognitions

Adaptive Behaviors

Maladaptive Behaviors

Maladaptive Cognitions



# Organizational Motivation and Engagement Wheel

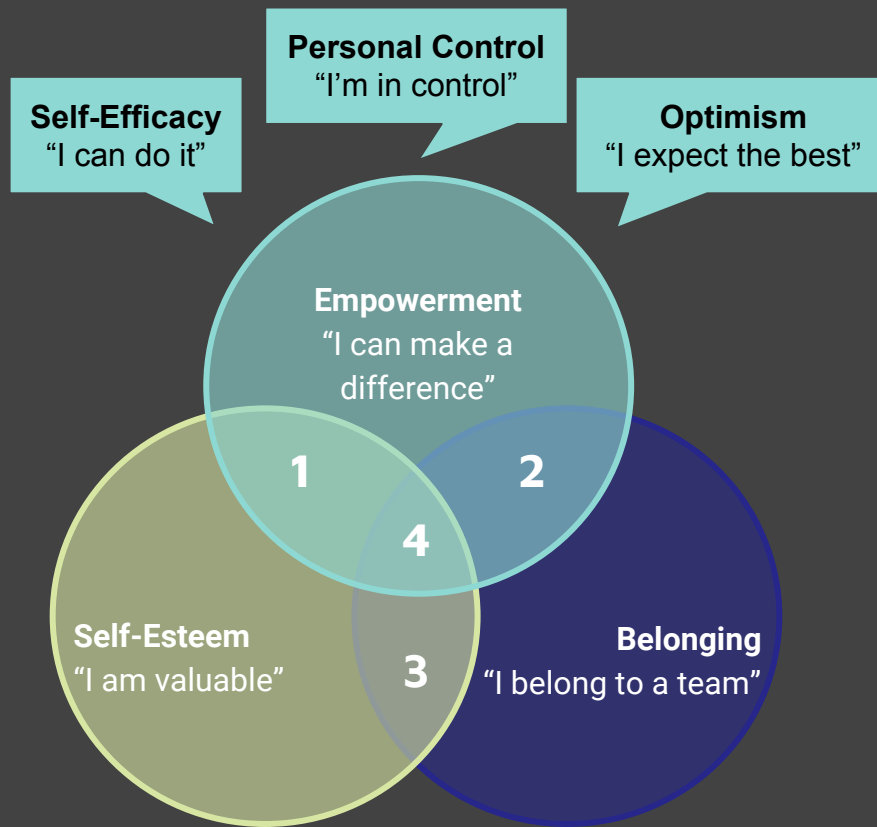
# Trigger Warning

A pink revolver is positioned on the right side of the image, surrounded by several colorful daisies in shades of blue, yellow, and pink. The background is a solid light pink color.

What does failure mean?

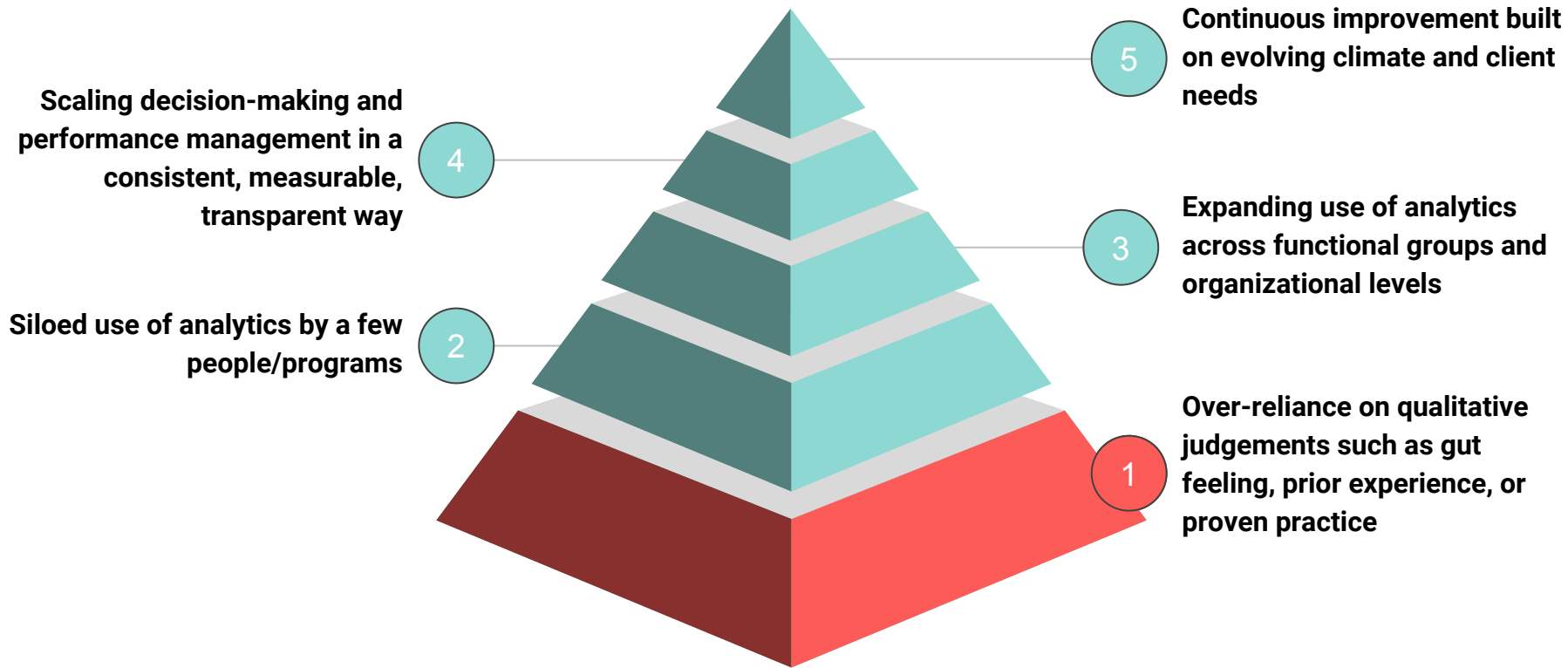
For Analysts/Managers?

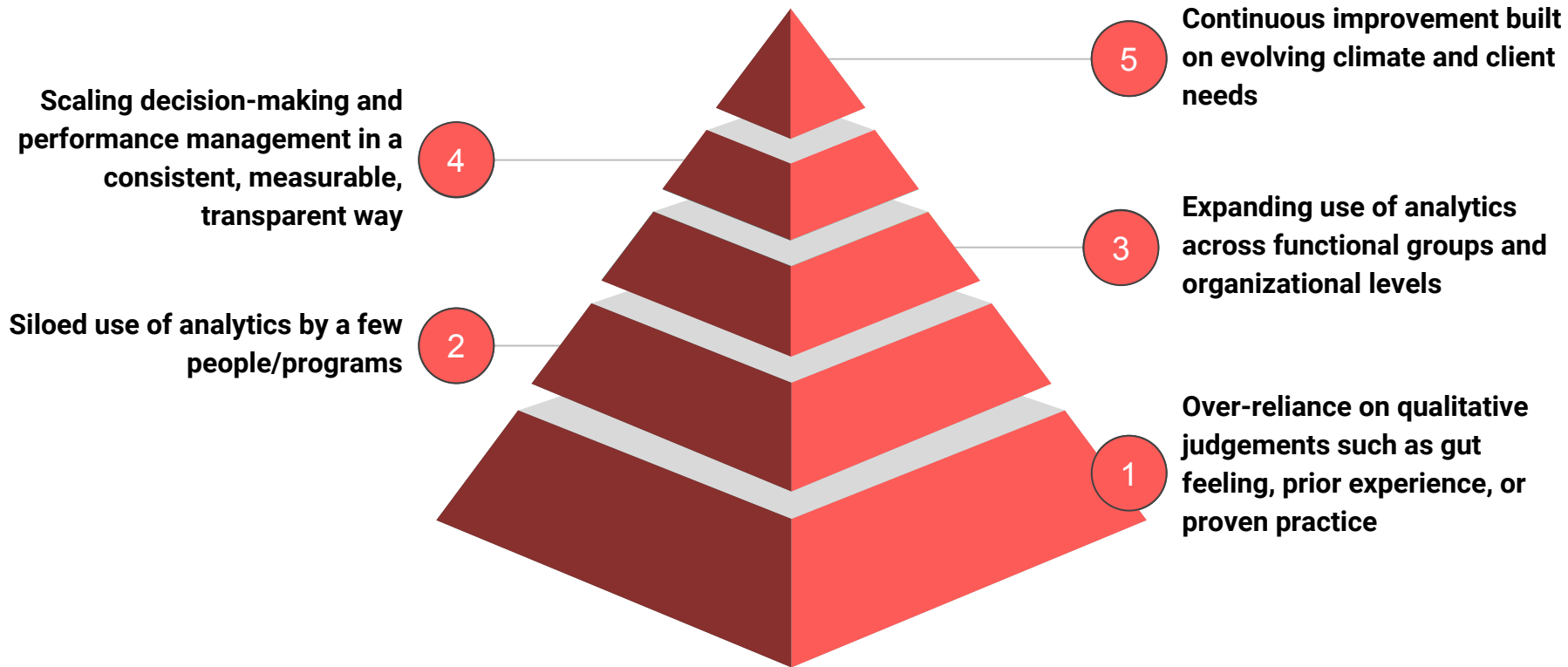
For Social Workers?



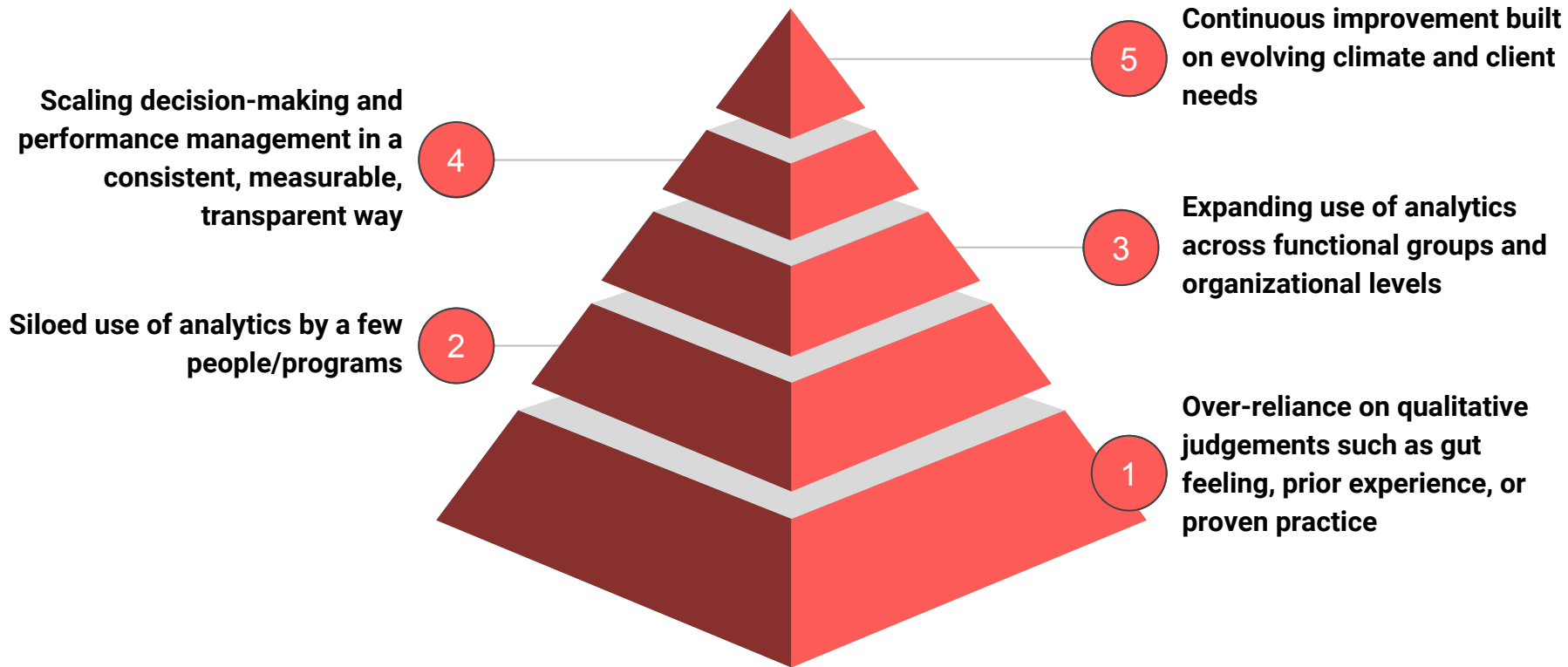
1. I can make a valuable difference
2. We can make a difference
3. I'm a valuable team member
4. We can make valuable differences together

# The "Actively Caring" Model









# Groundwork



Needs?



Capacity?



Resources?



Access?



# Groundwork Grid

		Service Providers	Managers / Supervisors	Executive Leadership
1	Information Needs?			
2	Data Access?			
3	Processing Capacity?			
4	Technology Resources?			



# The Continuum of Data Reporting

Executive Leadership

**Audience**  
Managers/Supervisors

Service Providers

Big Ideas (KPIs)

**Scope**  
Performance Management

Workload Management

Backward-looking

**Perspective**  
Present/looking

Forward-looking

Long Time Scales

**Scale**  
Medium Time Scales

Short Time Scales



# Access

A large container ship is shown from a low angle, sailing on the water. The ship's deck is filled with stacks of colorful shipping containers in shades of green, blue, and red. The ship's hull is dark grey with a red stripe at the bottom. A semi-transparent red rectangular box is overlaid across the middle of the image, containing the word "Capacity" in a large, white, sans-serif font. The background shows a calm sea and a hazy, overcast sky.

# Capacity



# Technology Resources



# Personal Bests



A glass bottle with a black cap is partially submerged in the ocean waves. Inside the bottle, a rolled-up piece of paper is visible. The background shows a sandy beach and the ocean under a blue sky. A semi-transparent green horizontal bar is overlaid across the middle of the image.

# Messaging

A glowing lightbulb is centered within a large, hand-drawn thought bubble made of white chalk on a black background. The lightbulb is lit, with a bright white glow inside. The thought bubble has several smaller circles leading away from it, suggesting a train of thought or a series of questions. A semi-transparent teal banner is overlaid across the middle of the image, containing the word "Questions" in white, bold, sans-serif font.

**Questions**