Socrata
Making Data Social™

APDU Conference
September 21, 2010

Communicating Through Data
Know Your Audience

Kevin Merritt
Founder & CEO

@kmerritt
kevin.merritt@socrata.com
www.socrata.com
(206) 340-8008 x201

Introduction to Socrata

Socrata
Making Data Social™

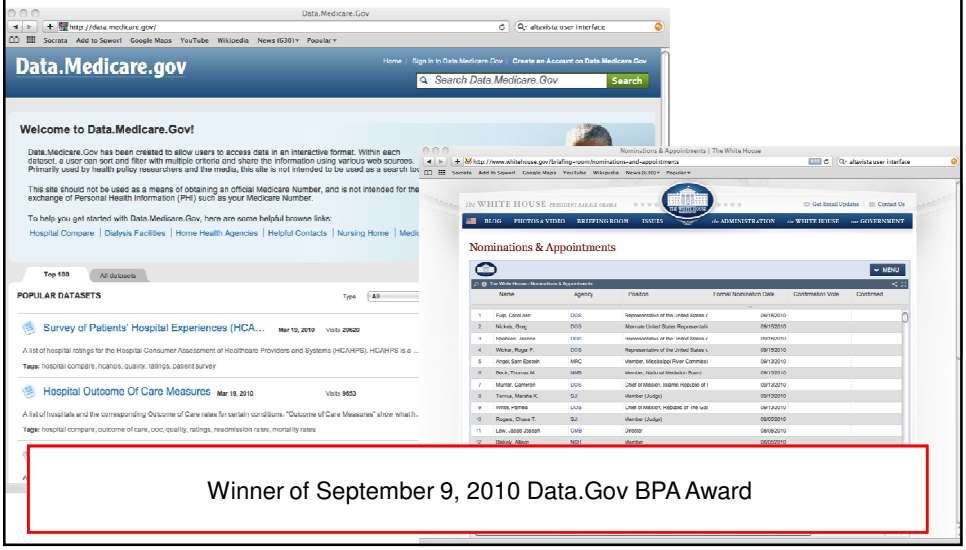
- ❑ Venture-backed, Seattle-based technology company
- ❑ Founded in 2007 with two goals
  - ❑ A robust, Internet-scale, cloud-based data platform
  - ❑ Making data easier to understand

2

Why Am I Here Today?

Socrata Making Data Social™

We've been powering the data consumption experience



Winner of September 9, 2010 Data.Gov BPA Award

Who Consumes Data?

Socrata Making Data Social™

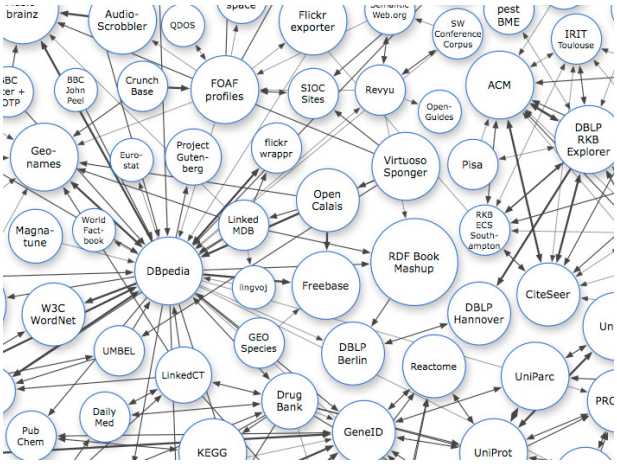
Researchers → Bulk Data

Programmers → API

The Rest of Us → Explore Data Interactively

And a 4th Data Consumer is Emerging

Socrata
Making Data Social™



Something else on the web itself – a web page or application → Automate the discovery of what something means – give it context

5

Socrata
Making Data Social™

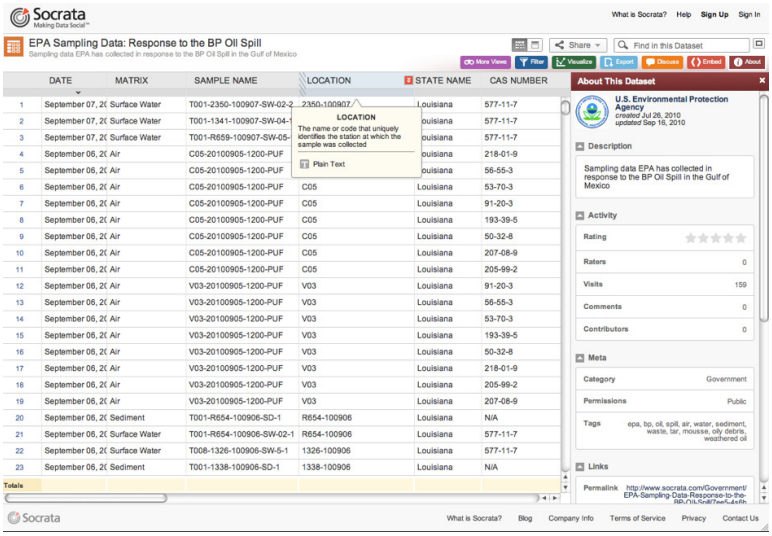
What Do Researchers Need?

6

Smell the Food before Taking a Bite

Socrata Making Data Social™

Poke around and explore the data before downloading it

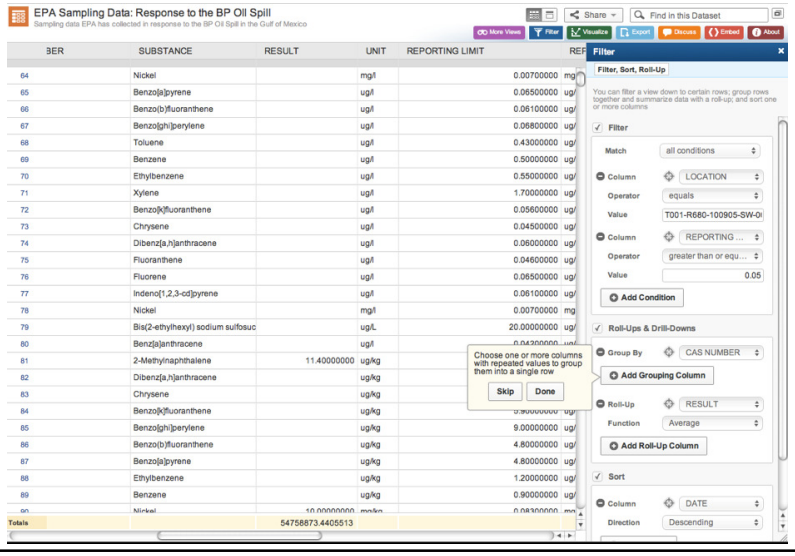


7

Rudimentary Online Analysis

Socrata Making Data Social™

Maybe avoid the download altogether

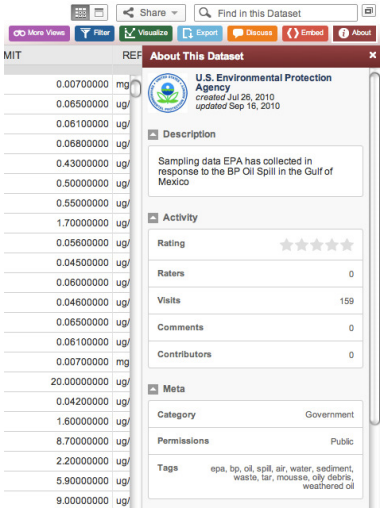


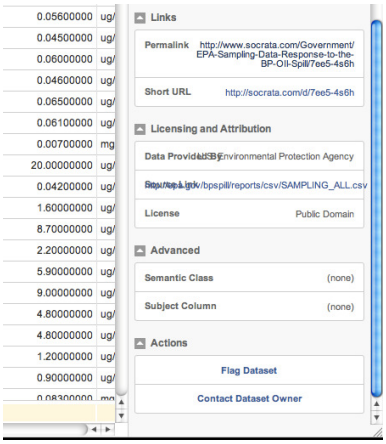
8

Clean and Complete Metadata

Socrata Making Data Social™

Understand the dataset's attributes before downloading it

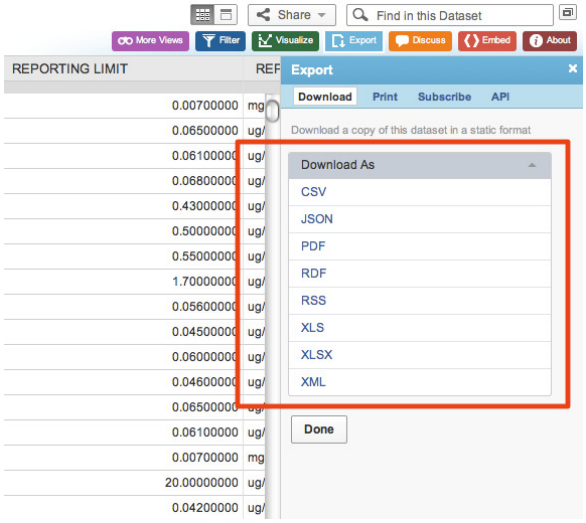




Ability to Download the Data

Socrata Making Data Social™

Let me download the data in the format that works for me



10

Socrata
Making Data Social™

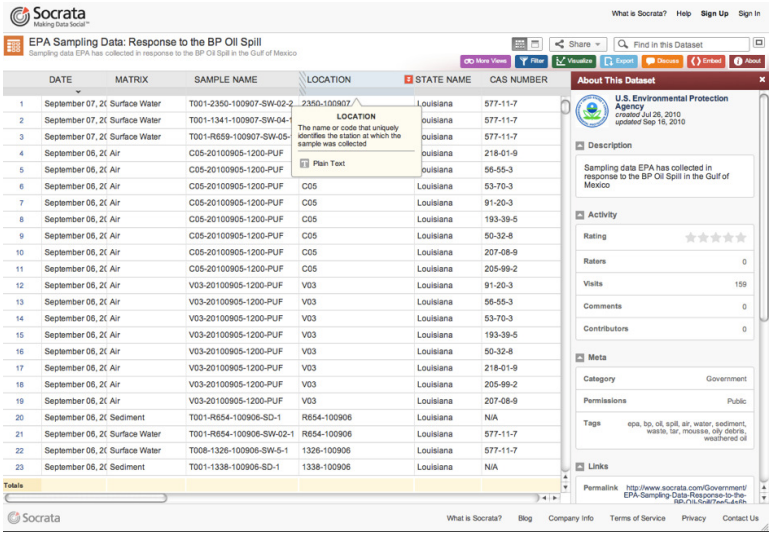
What Do Programmers Need?

11

Smell the Food before Taking a Bite

Socrata
Making Data Social™

Poke around and explore the data before accessing it programmatically

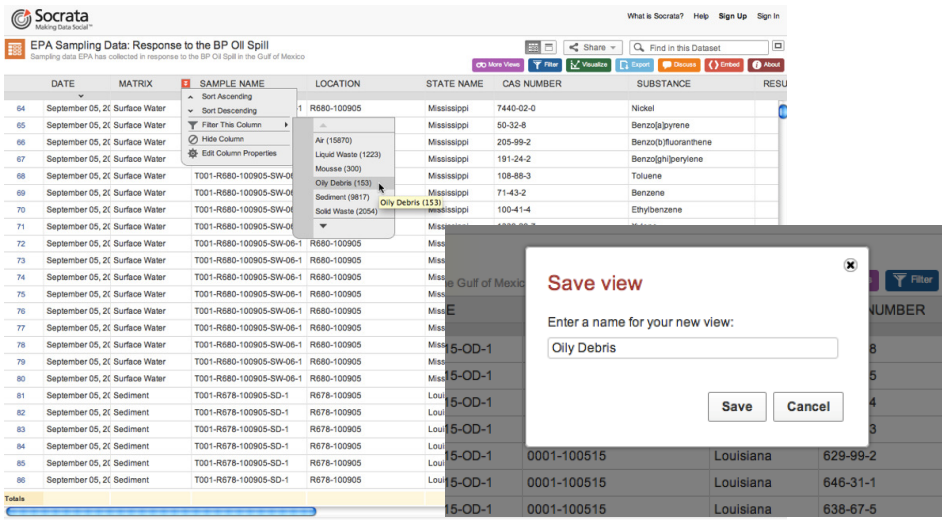


12

Filter the Data

Socrata Making Data Social™

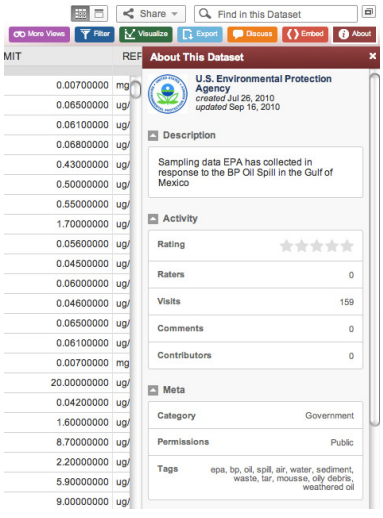
Let me create a view that only contains what I need

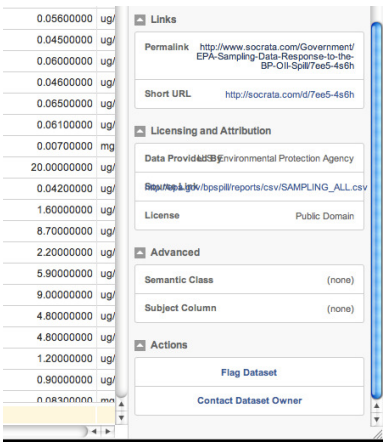


Clean and Complete Metadata

Socrata Making Data Social™

Understand the dataset's attributes before downloading it

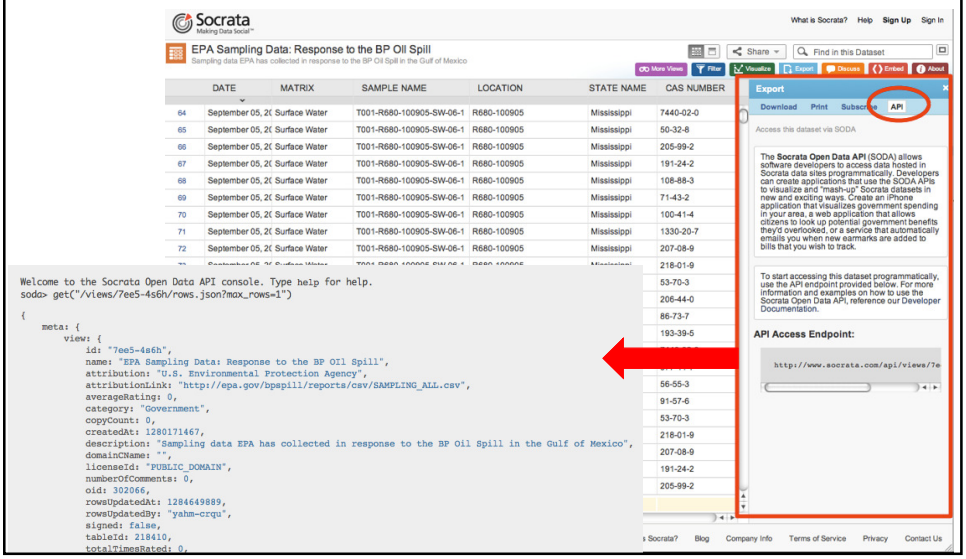




An Application Programming Interface

Socrata Making Data Social™

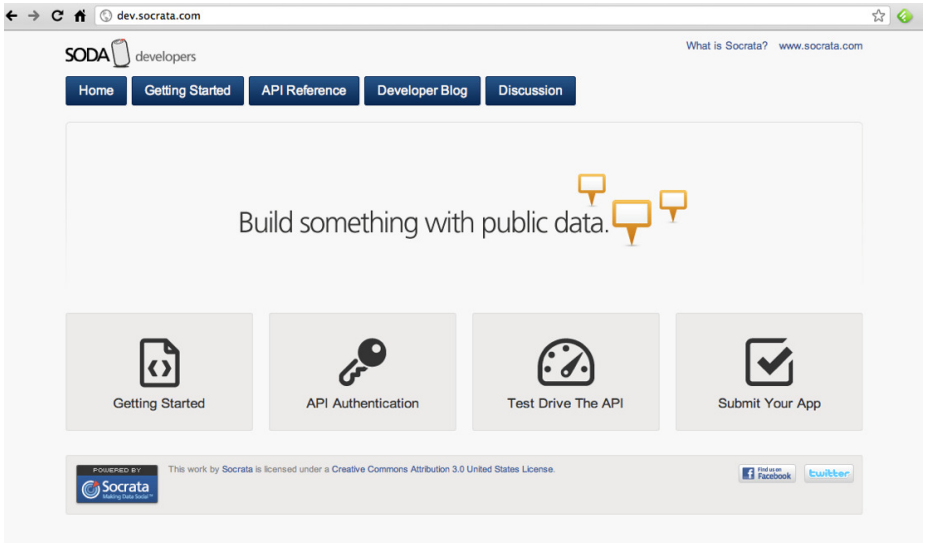
Give me a modern, standards-based API into the filtered view I created



Robust Developer Resources

Socrata Making Data Social™

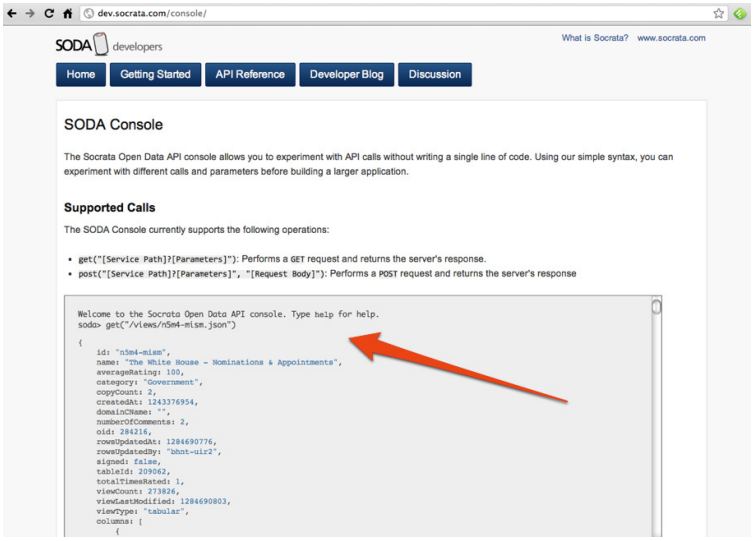
Jump start me with sample code, documentation and videos



A First Class Developer Console

Socrata Making Data Social™

Let me explore the API interactively with real data

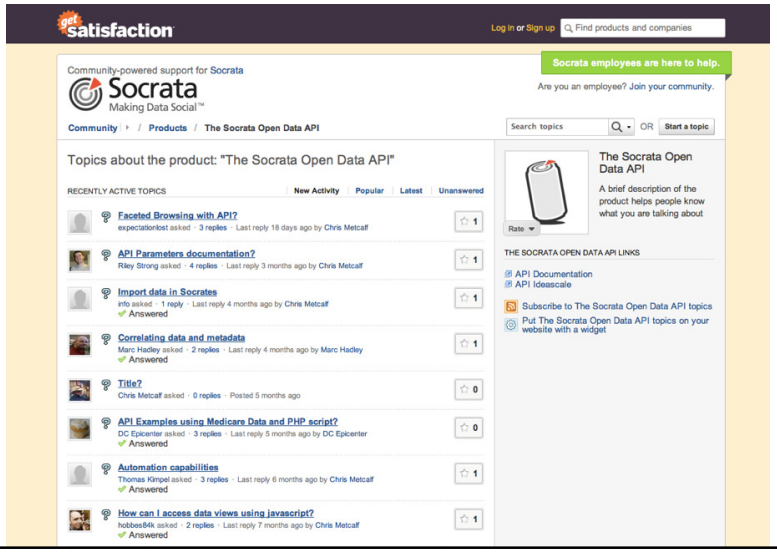


17

A Vibrant Developer Community

Socrata Making Data Social™

Let me get help from the community, including developers of the API

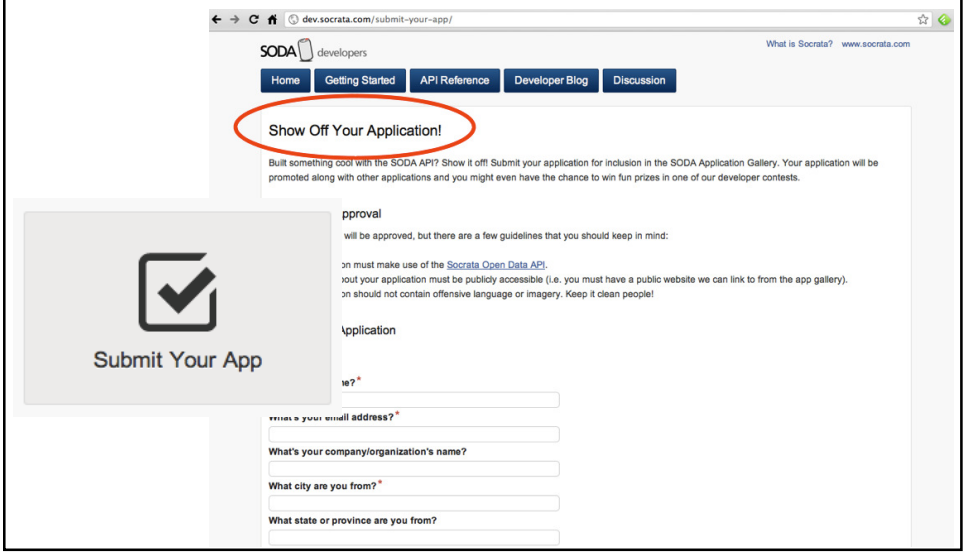


18

A Distribution Channel

Socrata Making Data Social™

Let me tell the world what I've made and maybe even share it with others



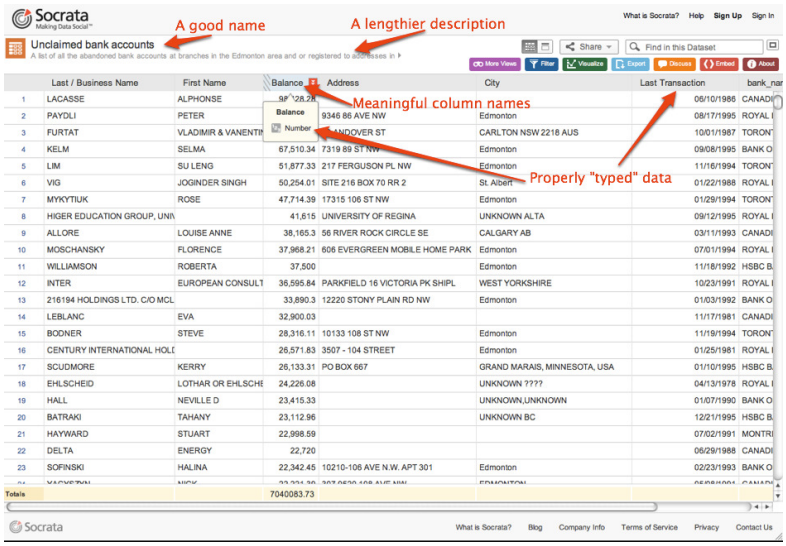
Socrata Making Data Social™

What Do the Rest of us Need?

Data Optimized for Human Consumption

Socrata Making Data Social™

Don't give me process optimized data – sanitize it for a first time experience

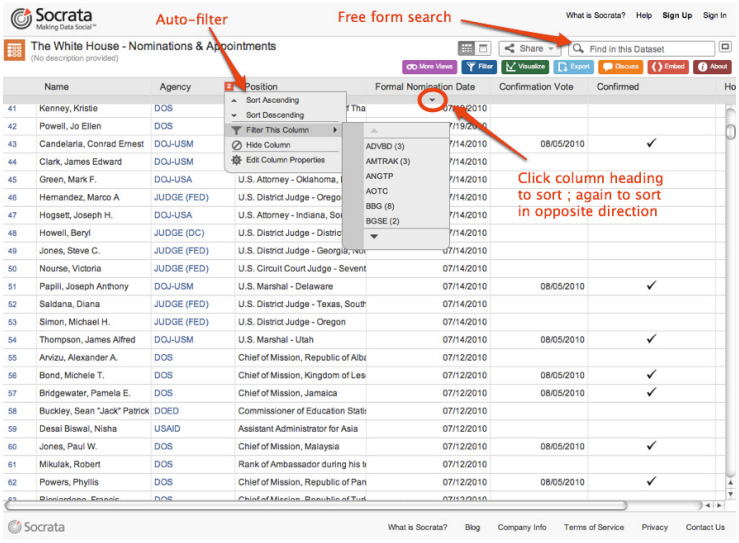


21

Data That is Interactive and Explorable

Socrata Making Data Social™

Let me intuitively sort, search and filter online – without a download

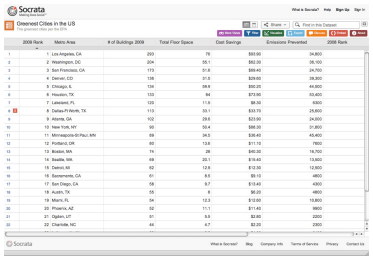


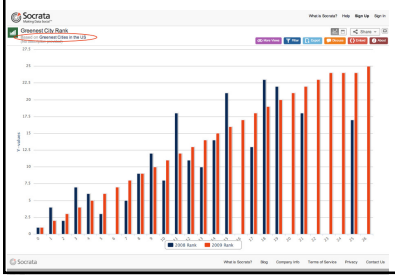
22

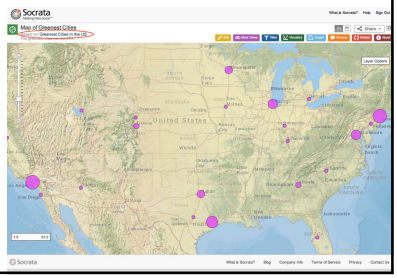
Beautiful Data is in the Eye of the Beholder

Socrata Making Data Social™

Data might be a table to you, but to me it's a chart or a map



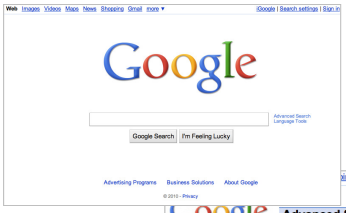




Hide Those Intimidating Power Features

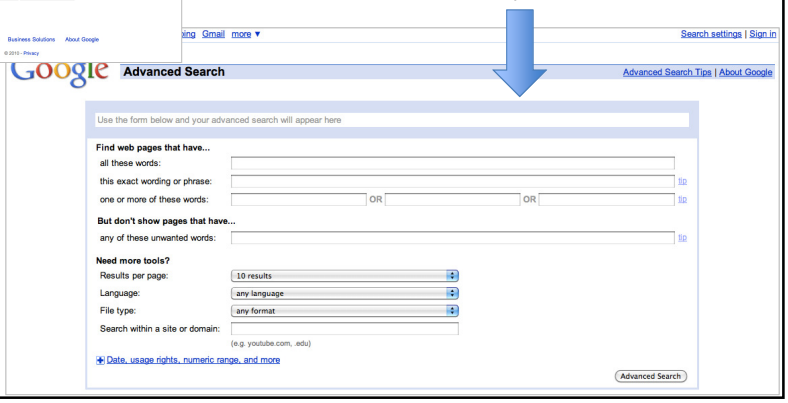
Socrata Making Data Social™

Let me look something up without overwhelming me with a complex UI



Give me this…

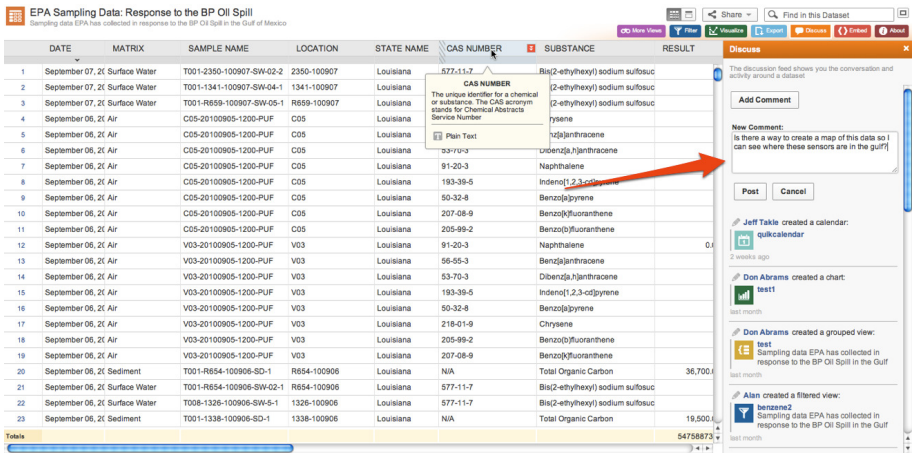
… unless I tell you I want this



A Way to React

Socrata Making Data Social™

Your data struck a nerve with me! Let me express myself

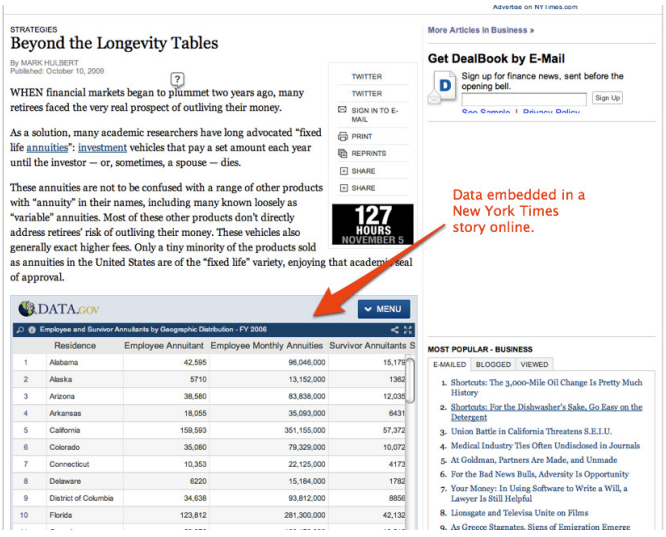


25

A Way to Reuse

Socrata Making Data Social™

Let me embed your data in my website or blog



26

Socrata
Making Data Social™

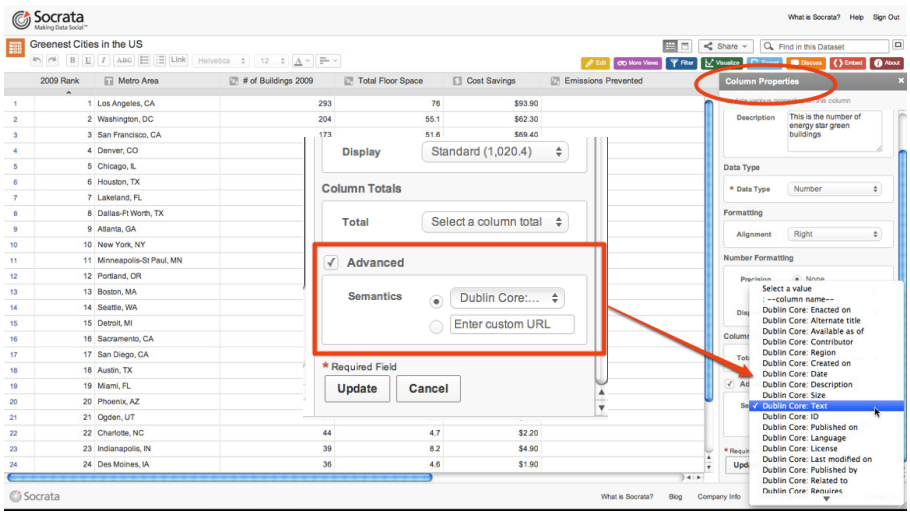
What Does the "Web of Data" Need?

27

A Way to Easily Publish Data with Semantics

Socrata
Making Data Social™

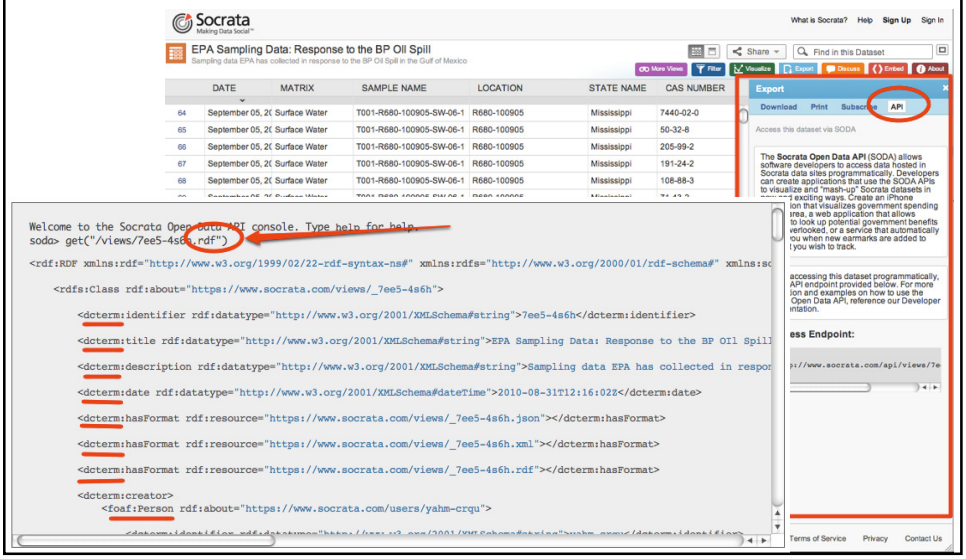
Give publishers a user interface to describe the data



A Standards-based Way to Access Data with Semantics

Socrata Making Data Social™

Publish every dataset in RDF format



Wrapping It Up

Socrata Making Data Social™

- ❑ Communicate through data
- ❑ Know your audience
  - ❑ Scientists & analysts
  - ❑ Programmers
  - ❑ The rest of us
  - ❑ The web itself
- ❑ Optimize the experience for their needs

30

Questions?

Socrata
Making Data Social™

Kevin Merritt
Founder & CEO

@kmerritt
kevin.merritt@socrata.com
www.socrata.com
(206) 340-8008 x201