

#SMARTer Together

Webinar Series



#SMARTer Together

June 25th
Community Insights Incite
Community Action



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City & Regional Planning and
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Georgia Tech



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**Moderator: Blaine
Williams**

City Manager, Athens-Clarke
County Unified Government

Beyond Demographics: Data on Social Life and Social Capital

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Director of the Friendly Cities Lab <http://friendlycities.gatech.edu>

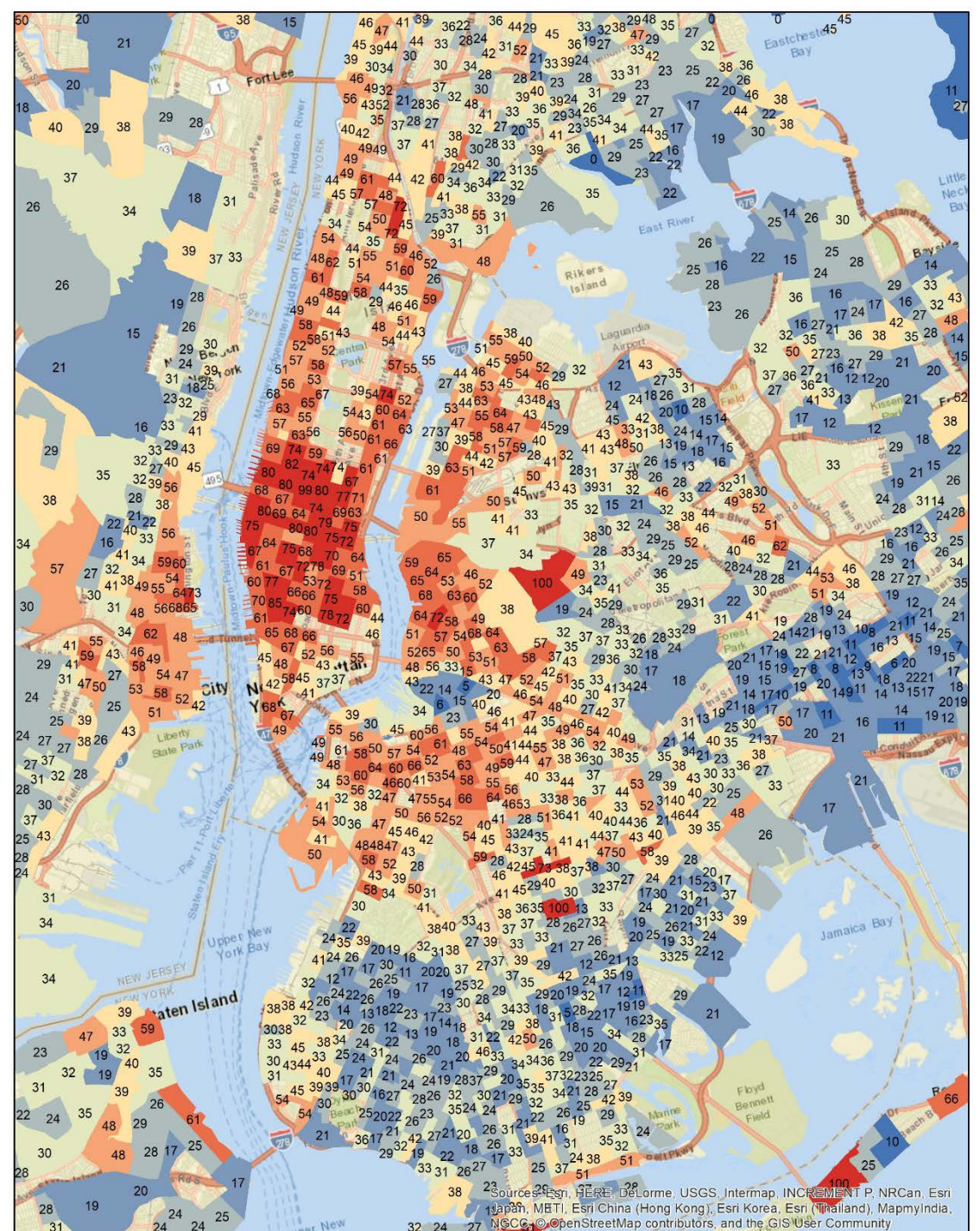
clio@gatech.edu, @urbanclio

Problem: Demographic data typically do not tell us about personal relationships.

But this information would help us:

- 1) Describe infrastructure usage; value
- 2) Measure vulnerability
- 3) Addressing loneliness

They can sort of tell us... U.S. ACS



On Leadership

This former surgeon general says there's a 'loneliness epidemic' and work is partly to blame

By Jena McGregor
October 4, 2017



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THE HILL

Just In...

Scientists confirm black panthers spotted near fictional setting of 'Black Panther' movie

BLOG BRIEFING ROOM

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IN THE KNOW — 59M 14S AGO

California gov jabs Trump's call to return

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Medicare Rules Put Patients at Risk

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All the lonely people

Loneliness is a serious public-health problem

The lonely are not just sadder; they are healthier and die younger. What can be done?



Print edition | International >

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e

LONDON, says Tony Dennis, a 62-year-old security guard, is a city of “sociable loners”. Residents want to get to know each other but have few ways to do so. Tonight, however, is different. Mr Dennis and a few dozen



Img Source: Walmart.com

Methods for Representing Relationships In Geographic Information Systems

Geometry Type	Old: Traditional Features	New: As relationships and connectivity
Lines	Roads, power lines, fences	Dyadic relationships
Points of Interest / Institutions	Schools, restaurants, buildings, etc.	Pols host different kinds of relationships? Some more successful than others.
Networks	Highway or subway networks	Social networks & flows of movement and telecom
Administrative Units (Area)	Population, Race, Income	Report of relationship strength & community, extensibility metrics.
Regions (Area)	Watersheds, regions, catchment areas	Bottom-up 'social regions'
Rasters	Elevation, Temperature	Individual cost surfaces

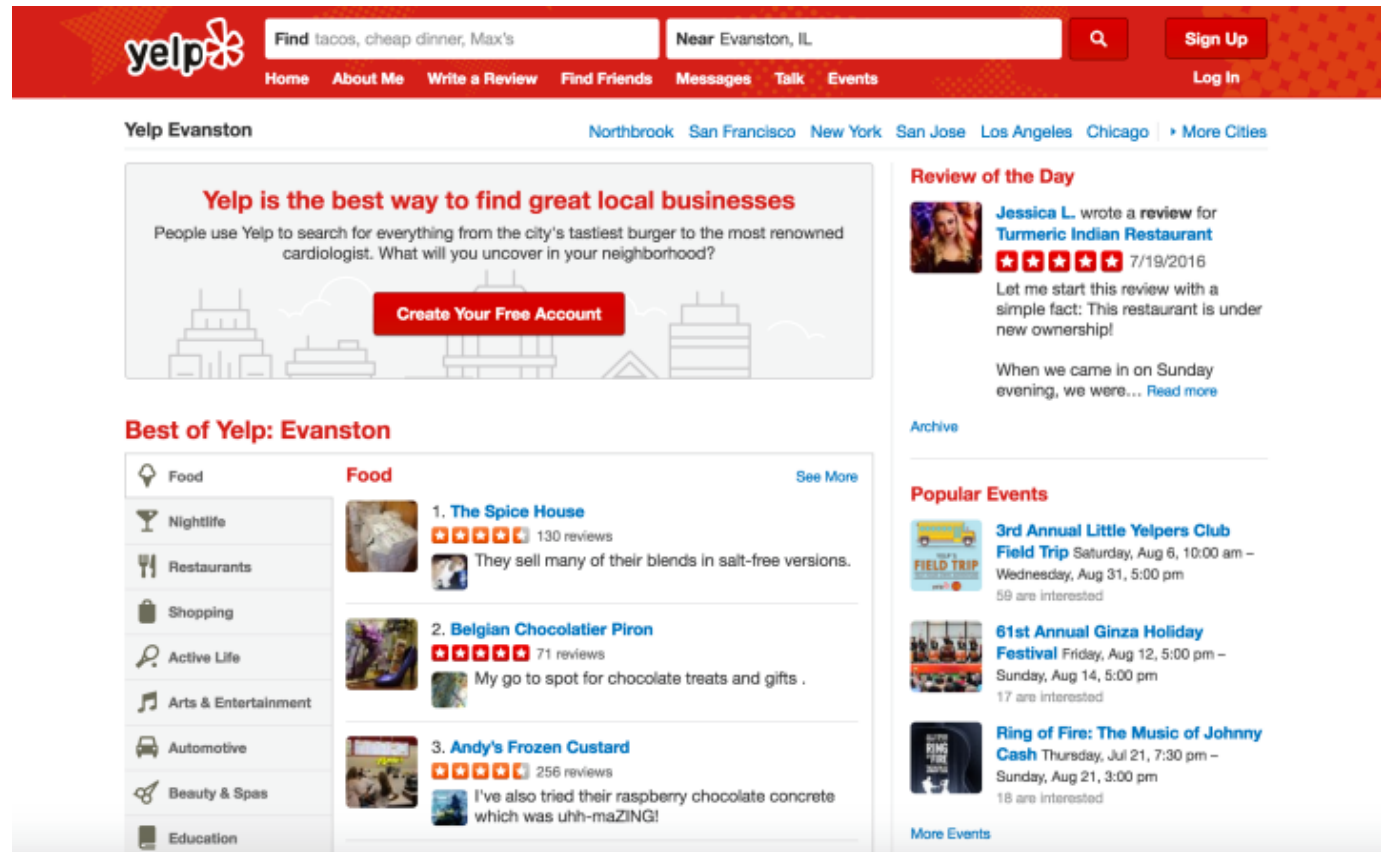
Methods for Representing Relationships In Geographic Information Systems

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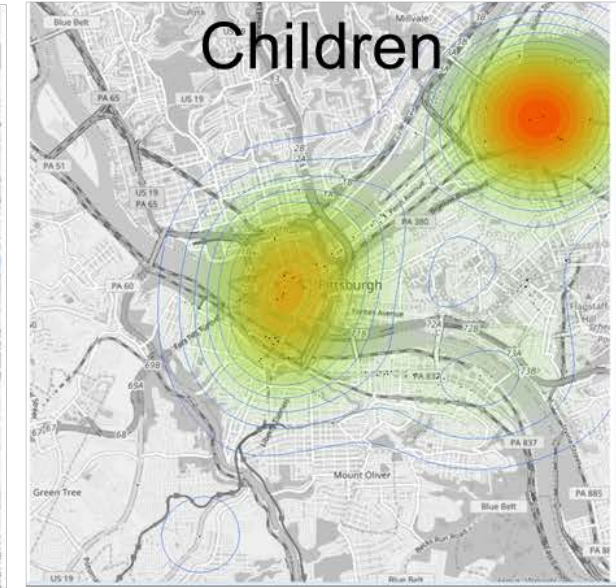
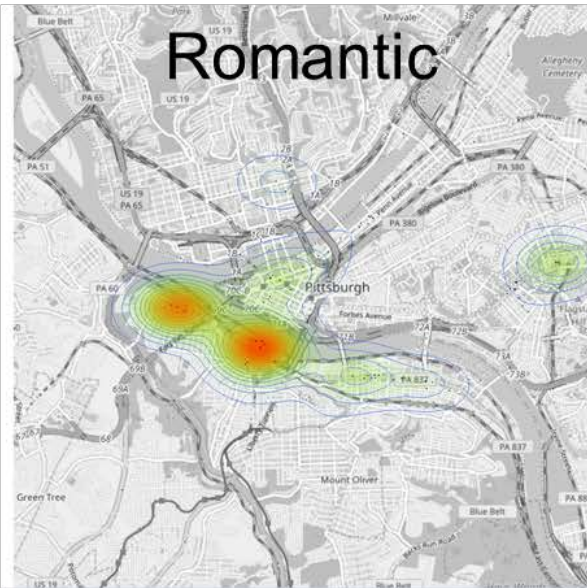
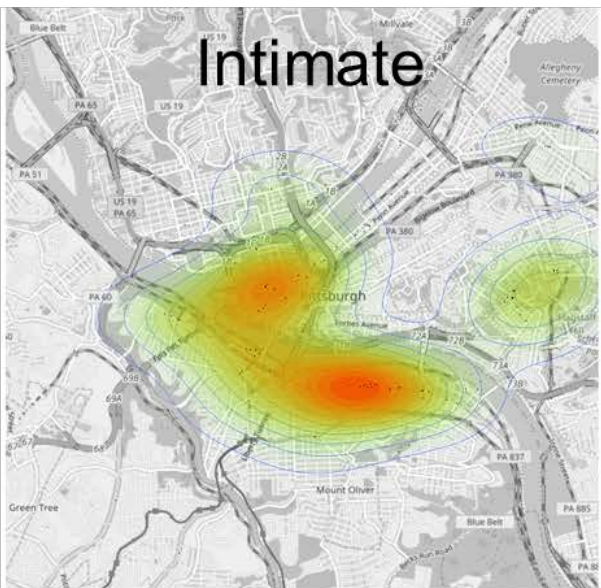
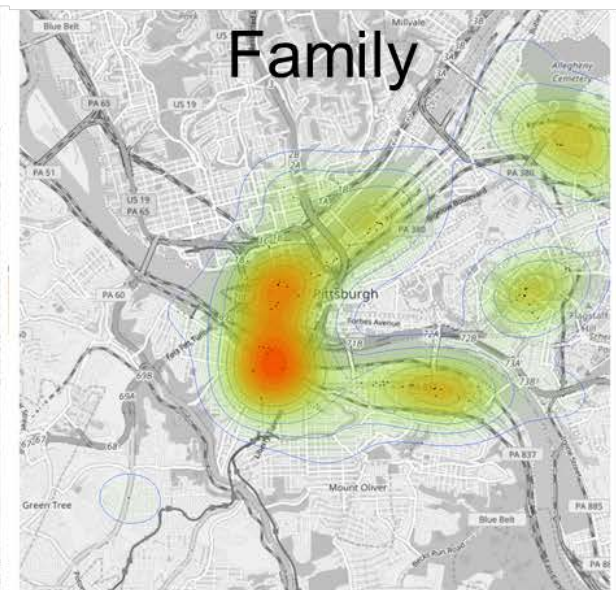
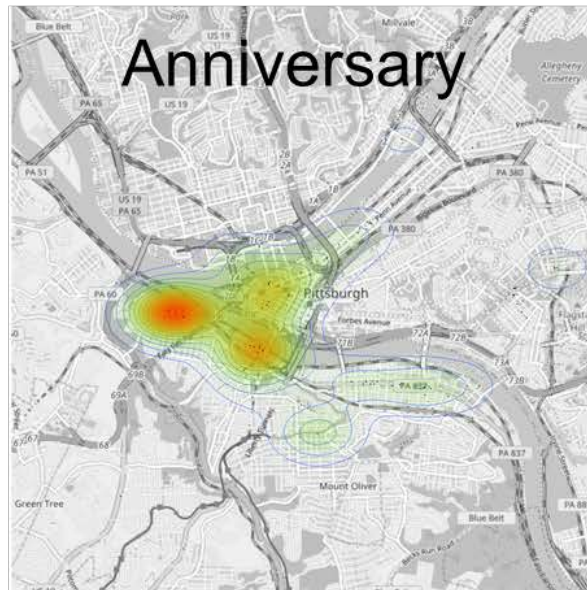
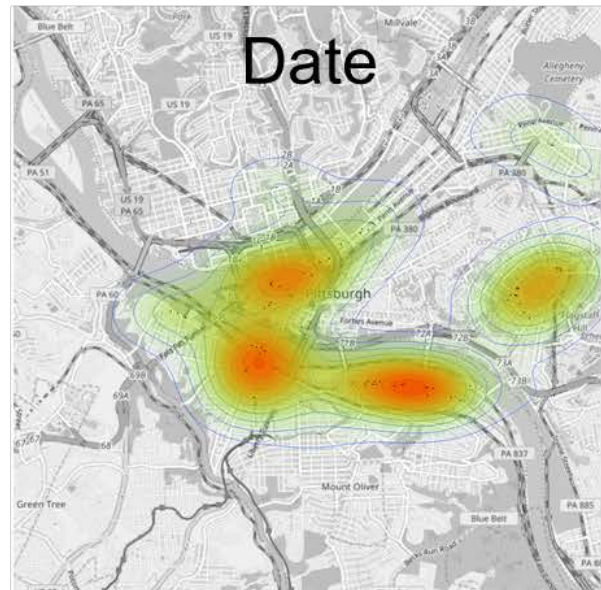
Example study: Yelp Restaurant Reviews

Approach

- Corpus of 361,839 geolocated reviews and data challenge.
- LDA text mining to pick out keywords like “boyfriend, girlfriend, date, kids, anniversary, family, husband, wife, etc.”
- Neighborhood hot spots for each keyword.



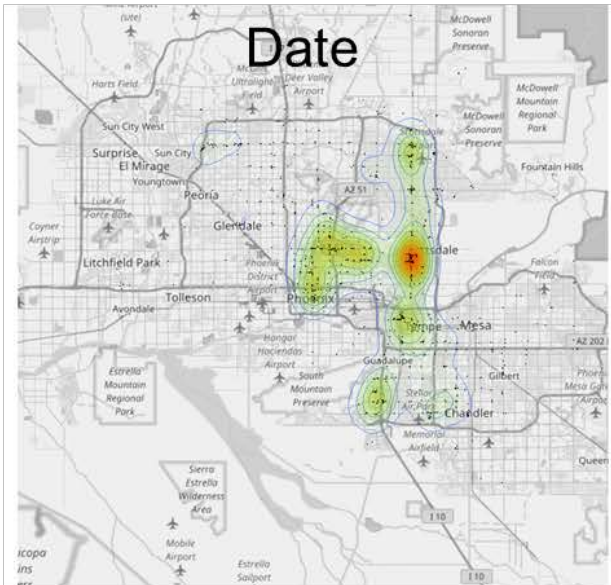
Rahimi, S., Andris, C., & Liu, X. (2017). Using Yelp to Find Romance in the City: A Case of Restaurants in Four Cities. In *Proceedings of the 3rd ACM SIGSPATIAL Workshop on Smart Cities and Urban Analytics*.



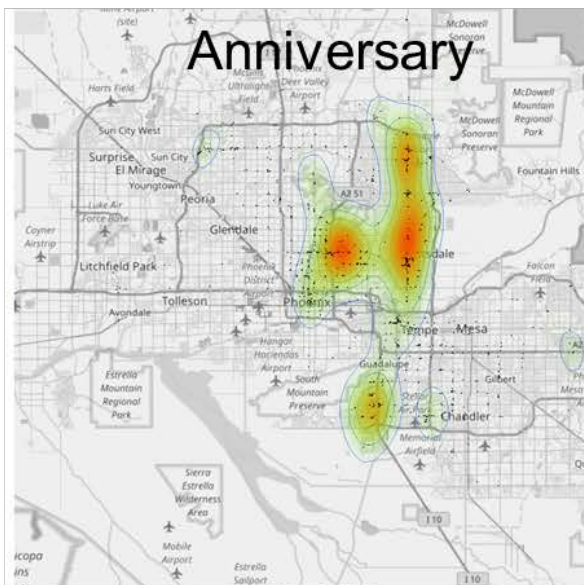
Pittsburgh, PA

Rahimi, S., Andris, C., & Liu, X. (2017). Using Yelp to Find Romance in the City: A Case of Restaurants in Four Cities. *In Proceedings of the 3rd ACM SIGSPATIAL Workshop on Smart Cities and Urban Analytics.*

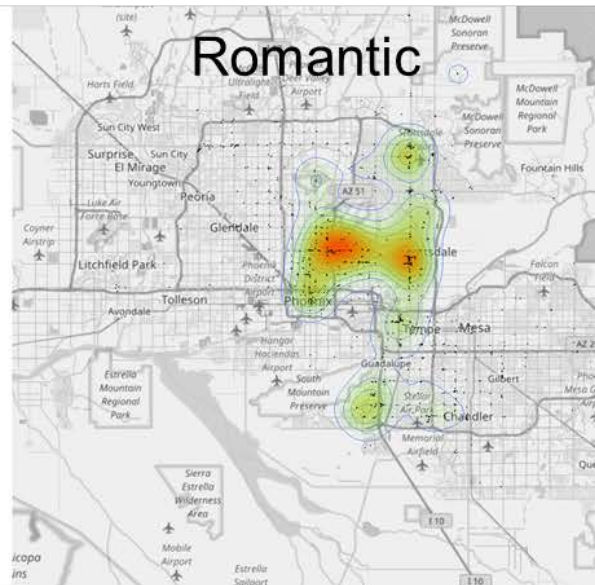
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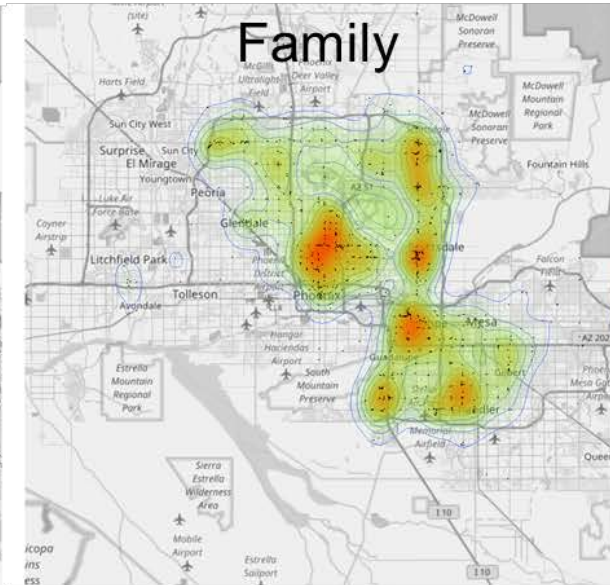
Anniversary



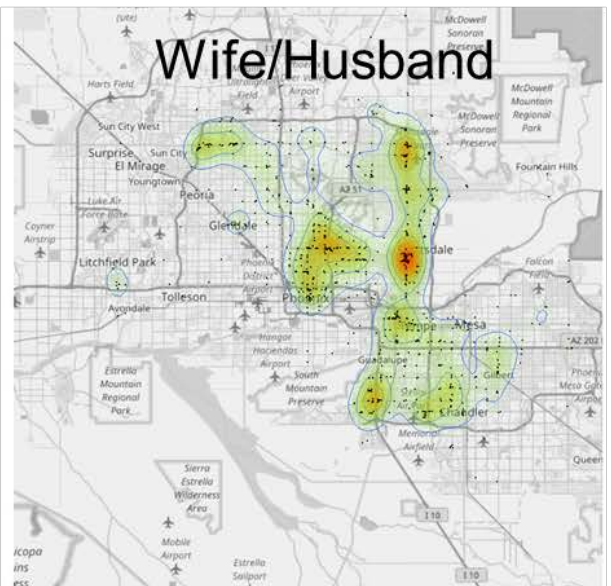
Romantic



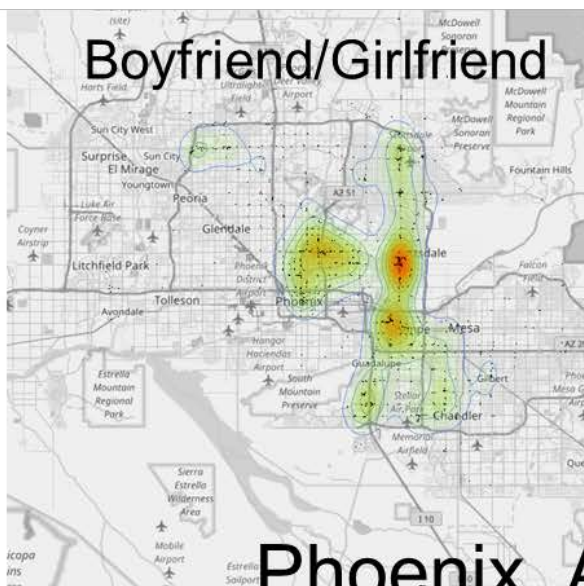
Family



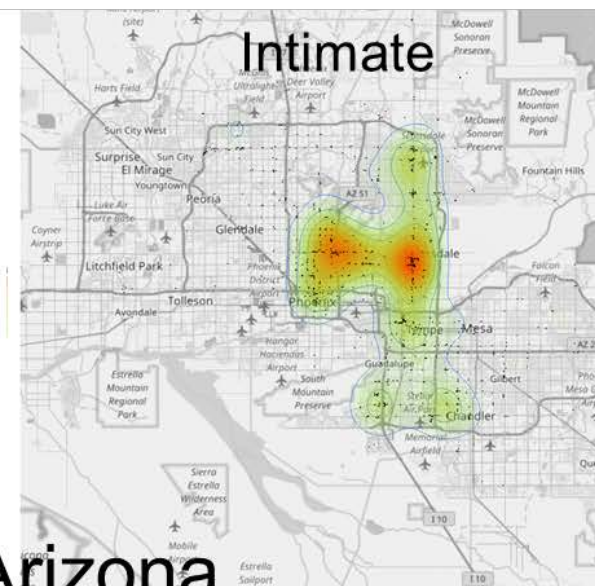
Wife/Husband



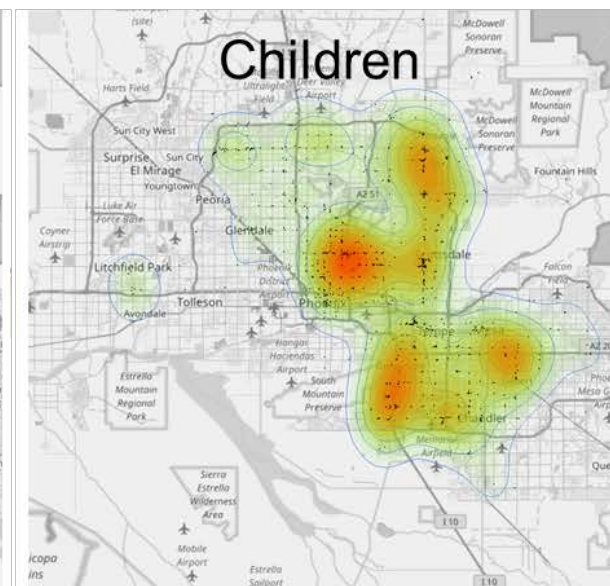
Boyfriend/Girlfriend



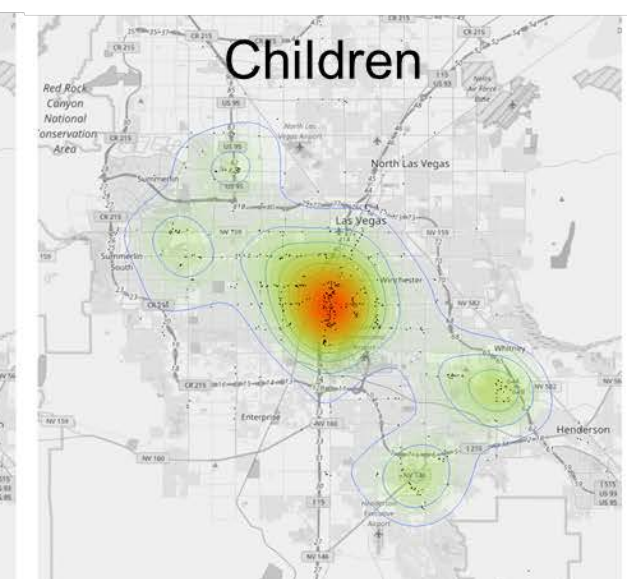
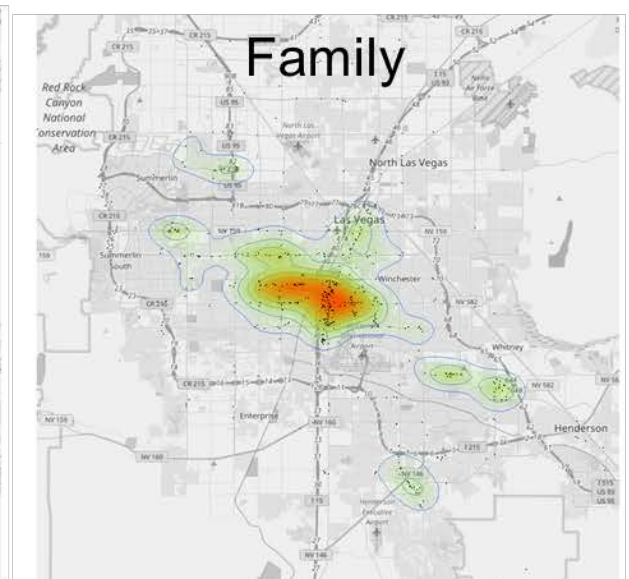
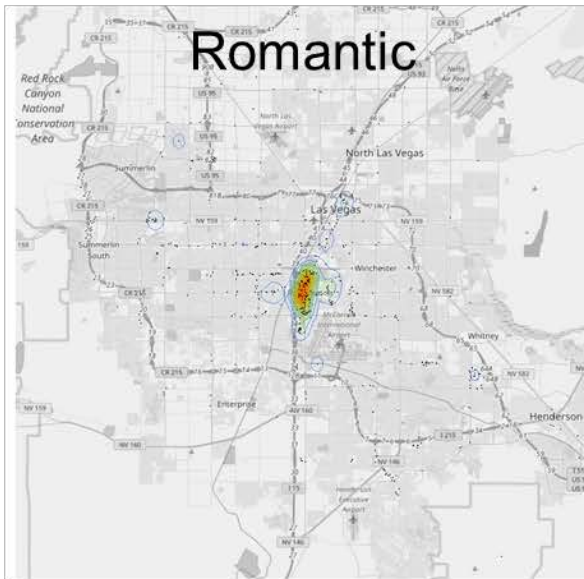
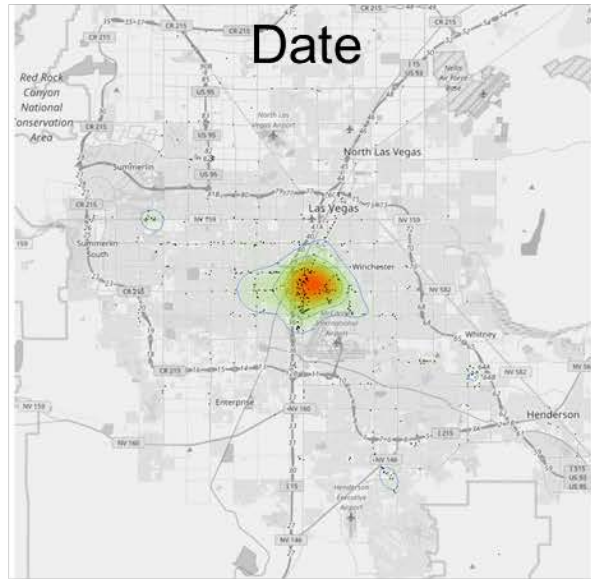
Intimate



Children

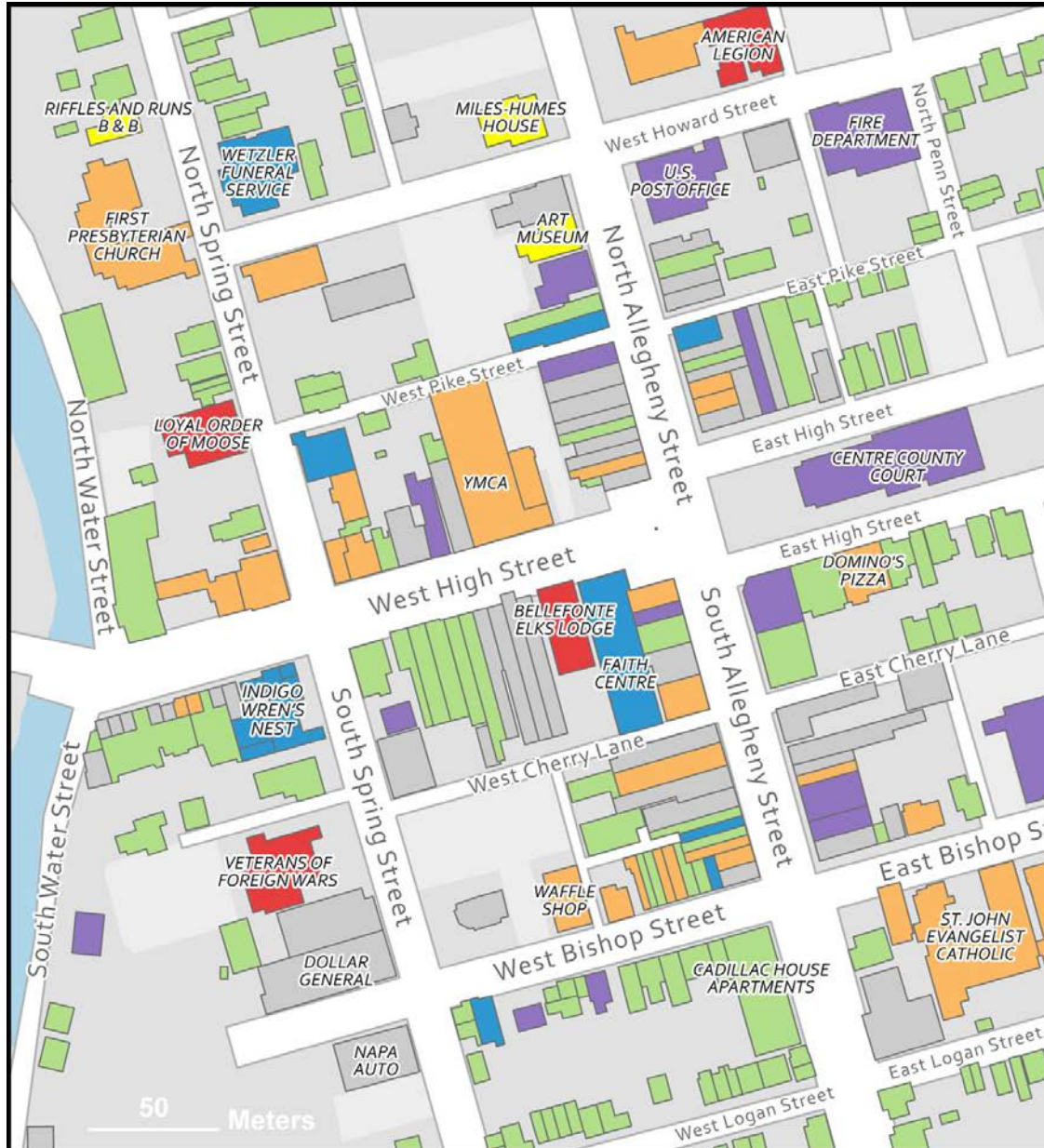


Phoenix, Arizona

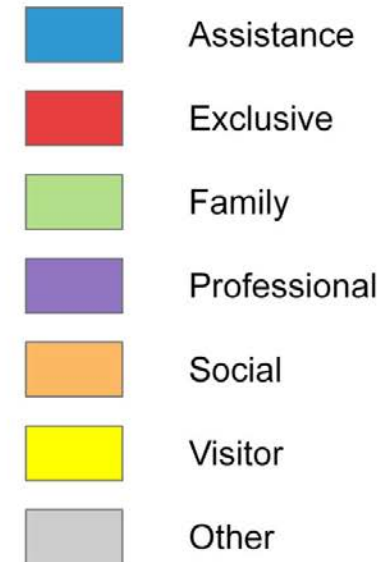


Las Vegas, Nevada

Example study: Which POIs support which relationships?



Social Relationship Type



Data retrieved from Center County Open Data

We scraped Twitter and Reddit for examples text with relationships and places.

Table 1: Results from the Twitter pilot study show the frequencies of relationship occurrences at POIs/events.

Category	Friends	Children +Adult Child	Parent	Romantic	Coworker	Spouse	Elderly +Child	Teen	Visitor	Elderly
Zoo	242	320	108	42	17	37	24	6	26	3
Festival	182	36	16	42	44	7	0	4	7	0
Movie Theater	138	52	59	34	6	8	4	8	2	5
Casino	125	14	40	24	10	8	15	5	2	1
Coffee Shop	59	17	28	57	6	8	1	10	0	3
Baseball Stadium	72	60	25	5	5	6	2	1	0	0

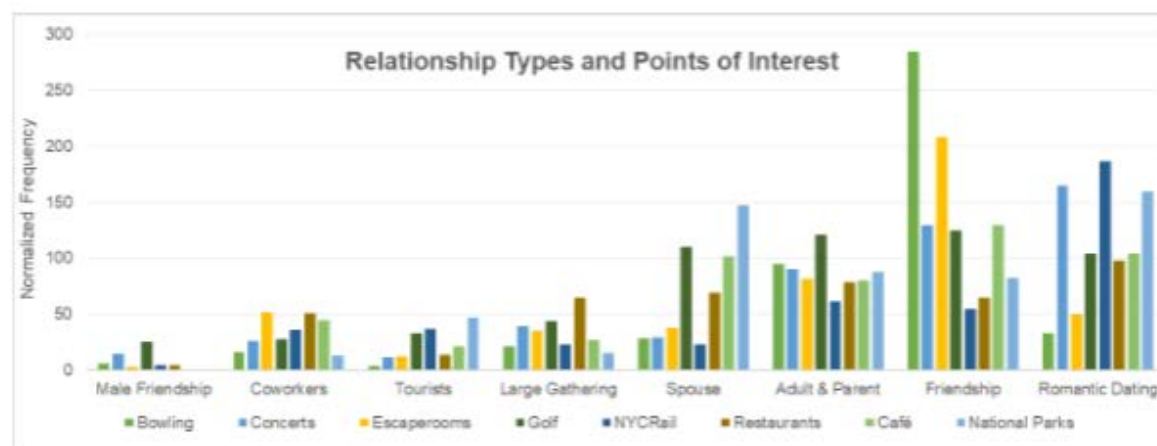


Figure 5: Results from our pilot study using Reddit feeds reveals crime on the subway, as well as the importance (and resurgence) of bowling alleys for friendships, concerts for date nights, and golf courses for older adults and their grown children.

Methods for Representing Relationships In Geographic Information Systems

Geometry Type	Old: Traditional Features	New: As relationships and connectivity
Lines	Roads, power lines, fences	Dyadic relationships
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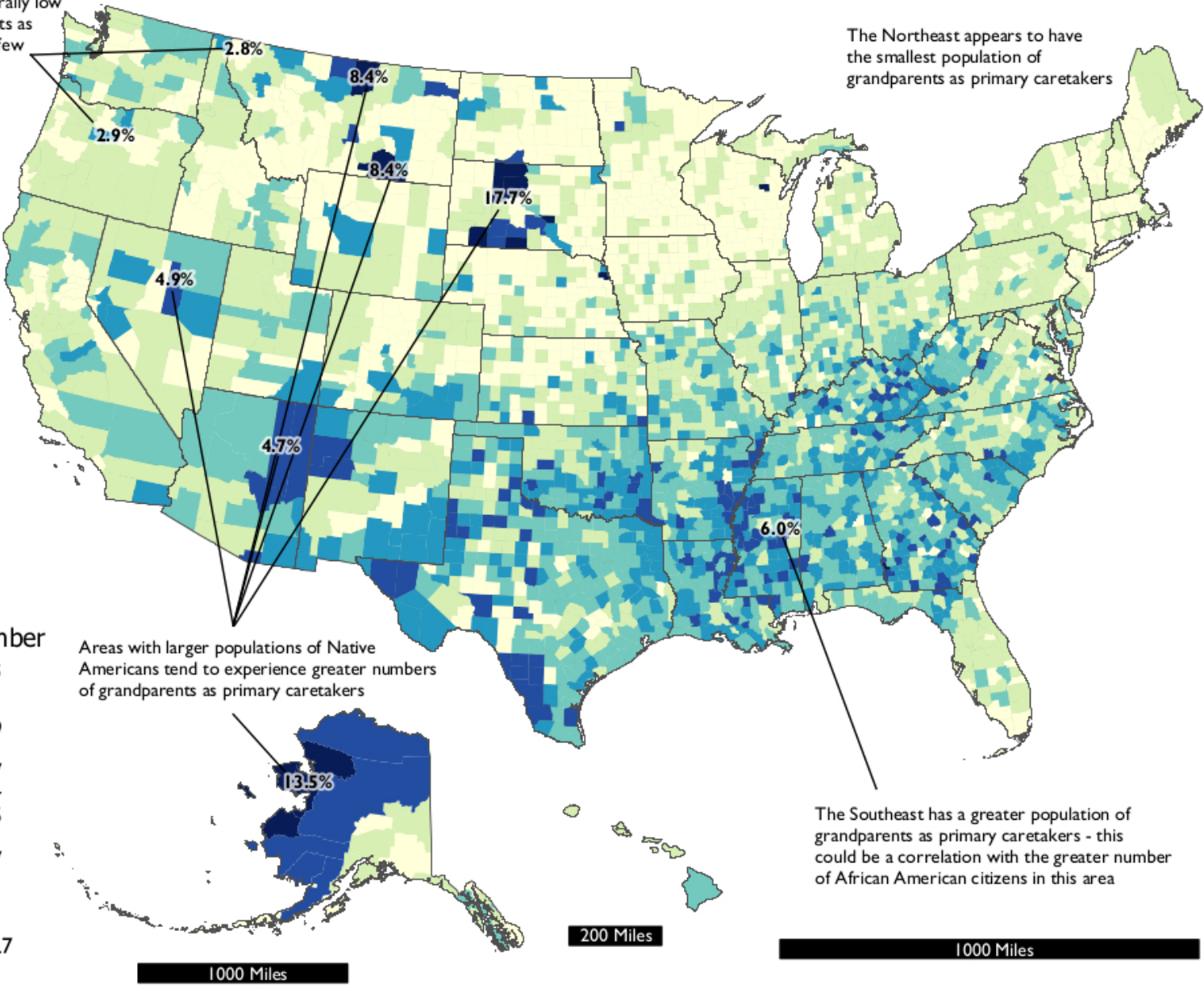
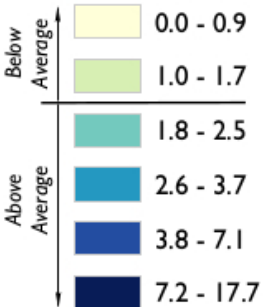
From “traditional” demographics
to social capital indicators

Grandparents as Primary Caretakers, by County

The West Coast has generally low populations of grandparents as primary caretakers, but a few areas stand out

The Northeast appears to have the smallest population of grandparents as primary caretakers

Percentage of grandparents primarily responsible for their own grandchildren, normalized by the total number of grandparents



Large U.S. Senate Project: Measures demographics, infrastructure availability, civic engagement (voting, volunteering), psychological experiences.

Table A1b. Social Capital Indicators Considered, State Level Only

Indicator	Data Source
Share of adults saying they attend religious services at least once a week	Pew Religious Landscape Study, 2014
Share saying they participate in prayer, scripture study or religious education groups at least 1x/week	Pew Religious Landscape Study, 2014
Share of children whose parents reported they experienced divorce	National Survey of Children's Health, 2016
Share whose parents reported they experienced the death of a parent	National Survey of Children's Health, 2016
Share whose parents reported they experienced parental incarceration	National Survey of Children's Health, 2016
Share whose parents reported they experienced domestic violence	National Survey of Children's Health, 2016
Share whose parents reported they lived with someone with a mental health issue	National Survey of Children's Health, 2016
Share whose parents reported they lived with alcohol or drug abuser	National Survey of Children's Health, 2016
Share whose parents reported they witnessed neighborhood violence	National Survey of Children's Health, 2016

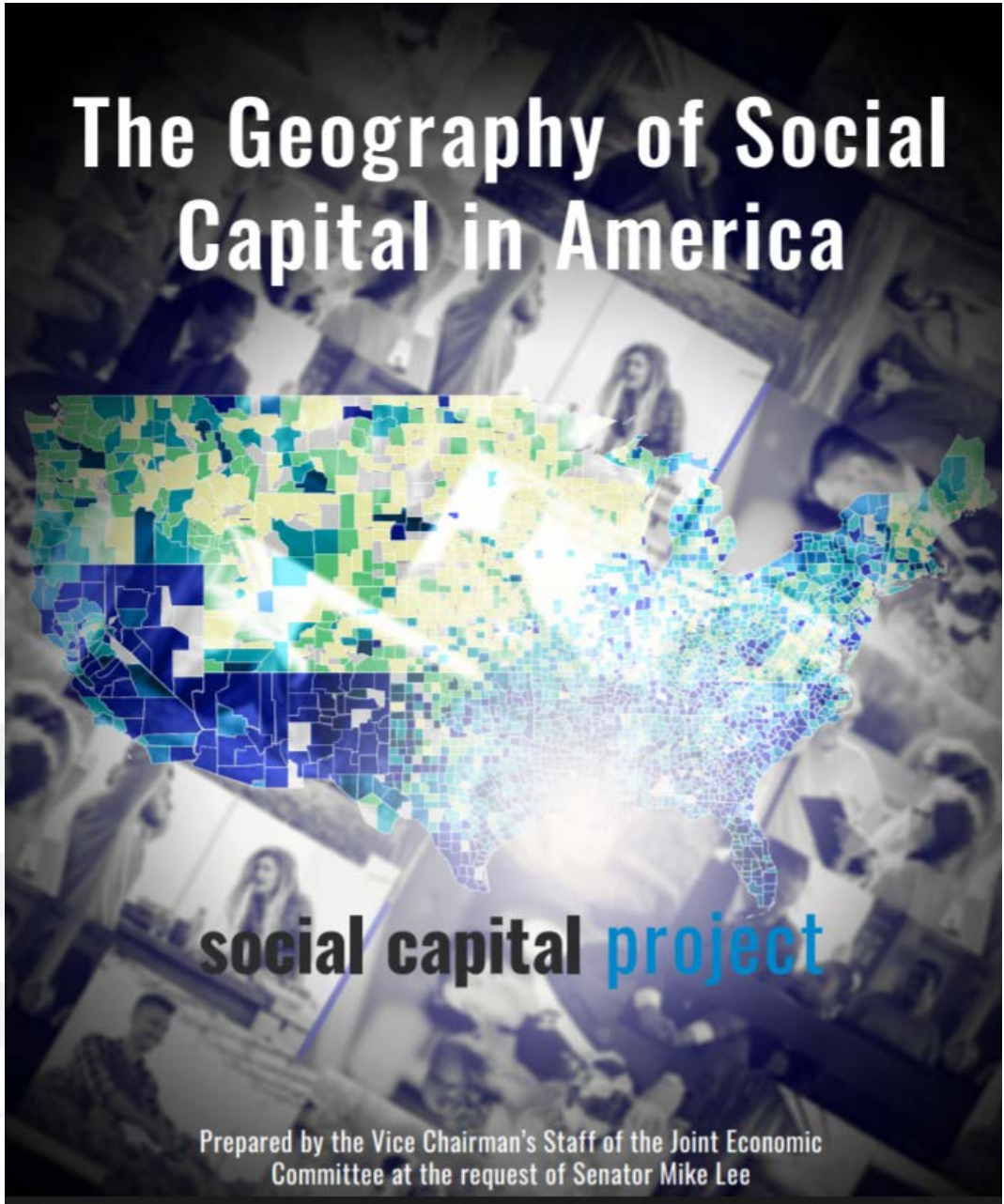


Table A1a. Social Capital Indicators
Considered, State and County Level

Indicator	Data Source	Notes
Share of births in past year to women who were unmarried	American Community Survey, 2012-2016, 5-year estimates; 2007-2011, 5-year estimates for 27 counties in 8 states	American FactFinder Table S1301
Unmarried women 15-50 with birth in past year per 1,000 unmarried women 15-50	American Community Survey, 2012-2016, 5-year estimates	American FactFinder Table DP02
Share of households with just one person	American Community Survey, 2012-2016, 5-year estimates	American FactFinder Table S2501
Share of women ages 35-44 who are currently married (and not separated)	American Community Survey, 2012-2016, 5-year estimates	American FactFinder Table B12002
Share of women ages 45-54 who have never married	American Community Survey, 2012-2016, 5-year estimates	American FactFinder Table B12002
Share of families with children headed by a single parent	American Community Survey, 2012-2016, 5-year estimates	American FactFinder Tables B11003 & B11014
Share of own children living in a single-parent family	American Community Survey, 2012-2016, 5-year estimates	American FactFinder Table B09002
Religious adherents per 1,000	U.S. Religion Census: Religious Congregations and Membership Study, 2010, County and State files	data obtained via Association of Religious Data Archives, census conducted 2009-2011
Congregations per 1,000	U.S. Religion Census: Religious Congregations and Membership Study, 2010, County and State files	data obtained via Association of Religious Data Archives, census conducted 2009-2011
Membership organizations per 1,000	County Business Patterns, 2015; ACS population estimates, 7/2015 (2015 vintage)	American FactFinder Tables CB1500A11 & PEPANNRES
Recreation and leisure establishments per 1,000	County Business Patterns, 2015; ACS population estimates, 7/2015 (2015 vintage)	American FactFinder Tables CB1500A11 & PEPANNRES
"Associations" per 1,000 using the Penn State definition	County Business Patterns, 2015; ACS population estimates, 7/2015 (2015 vintage)	American FactFinder Tables CB1500A11 & PEPANNRES
Registered non-religious non-profit organizations per 1,000	IRS, Business Master File, 12/2015; ACS population estimates, 7/2015 (2015 vintage)	via National Center for Charitable Statistics & American FactFinder Table PEPANNRES
Registered non-religious non-profits plus religious congregations per 1,000	Same, plus U.S. Religion Census: Religious Congregations and Membership Study, 2010	same, congregation data obtained via Association of Religious Data Archives
Average (over 2012 and 2016) of votes in the presidential election per citizen age 18+	Election Administration and Voting Survey; ACS, 2012-2016, 5-year estimates	U.S. Election Assistance Commission; counties: EAVS voting combined with American FactFinder Table B05003 estimates of citizens 18+; votes unavailable for Alaska counties, which we assign the statewide voting rate; states: EAC rates based on citizen estimates from 2010 decennial census and ACS
Mail-back response rates for 2010 census	Census Bureau	County estimates via University of Michigan Population Studies Center, Institute for Social Research
Share saying they get the emotional support they need only sometimes, rarely, or never	Behavioral Risk Factor Surveillance System	Counties via County Health Rankings (2014 edition), based on 2005-10 BRFSS data; county samples not necessarily representative; states: from analysis of BFRSS microdata, 2006 & 2010 estimates averaged to get pre- and post-recession estimates

2006 Social Capital Benchmark Survey

2006 Social Capital Community Survey

National Sample, Weighted Marginals (N=2476)

Note: in some cases the questions are versioned (i.e., only portions of the sample were asked the question).

Thus, the significance of differences will vary from question to question.

Note: in the race/ethnic breakouts, non-whites are respondents who provided race who were not white non-hispanics

	Total	Male	Female	Education			Age				Ethnicity/Race	
				<=H.S.	Some college	College degree+	18-34	35-49	50-64	65+	Whites	non-white
Unweighted number of national respondents:	2741	1072	1669	916	869	925	461	815	773	622	2081	507
Weighted number of national respondents:	2741	1323.63	1417.37	1287	701	719	771	828	633	426	1901	694

ALL NUMBERS BELOW ARE PERCENTAGES FOR EACH COLUMN (except where noted that means are provided)

IMPOCCUP 5A1. Your OCCUPATION gives you a sense of who you are

	Total	Male	Female	Education			Age				Ethnicity/Race	
				<=H.S.	Some college	College degree+	18-34	35-49	50-64	65+	Whites	non-white
Not at all important	10	11	9	11	11	6	7	6	15	19	11	5
Slightly important	11	13	9	9	15	10	15	10	11	8	12	6
Moderately important	25	23	26	19	27	34	24	28	27	18	27	18
Very important	54	53	55	60	47	50	55	56	47	55	49	71
	100	100	100	100	100	100	100	100	100	100	100	100

IMPRESID 5A2. Your PLACE OF RESIDENCE gives you a sense of who you are

	Total	Male	Female	Education			Age				Ethnicity/Race	
				<=H.S.	Some college	College degree+	18-34	35-49	50-64	65+	Whites	non-white
Not at all important	9	11	7	9	10	9	10	8	11	7	9	7
Slightly important	13	13	12	9	14	17	16	16	10	4	14	7
Moderately important	25	25	25	20	25	33	30	23	28	18	28	16
Very important	54	50	57	61	51	41	44	53	51	71	49	69
	100	100	100	100	100	100	100	100	100	100	100	100

IMPETH 5A3. Your ETHNIC OR RACIAL BACKGROUND gives you a sense of who you are

	Total	Male	Female	Education			Age				Ethnicity/Race	
				<=H.S.	Some college	College degree+	18-34	35-49	50-64	65+	Whites	non-white
Not at all important	20	23	17	20	22	19	20	21	20	18	24	8
Slightly important	15	16	14	12	15	21	19	17	13	9	18	9
Moderately important	26	26	27	22	27	32	25	26	29	26	30	19
Very important	38	35	42	46	36	28	36	37	37	47	28	65
	100	100	100	100	100	100	100	100	100	100	100	100

IMRELIG 5A4. Your RELIGION (if any) gives you a sense of who you are

	Total	Male	Female	Education			Age				Ethnicity/Race	
				<=H.S.	Some college	College degree+	18-34	35-49	50-64	65+	Whites	non-white
Not at all important	13	17	10	12	14	16	16	13	13	7	14	9
Slightly important	8	7	9	9	7	8	9	8	9	4	9	5
Moderately important	22	26	19	24	19	22	26	23	18	22	23	22
Very important	57	50	63	55	61	54	48	56	60	67	54	63

<http://www.hks.harvard.edu/programs/saguaro>

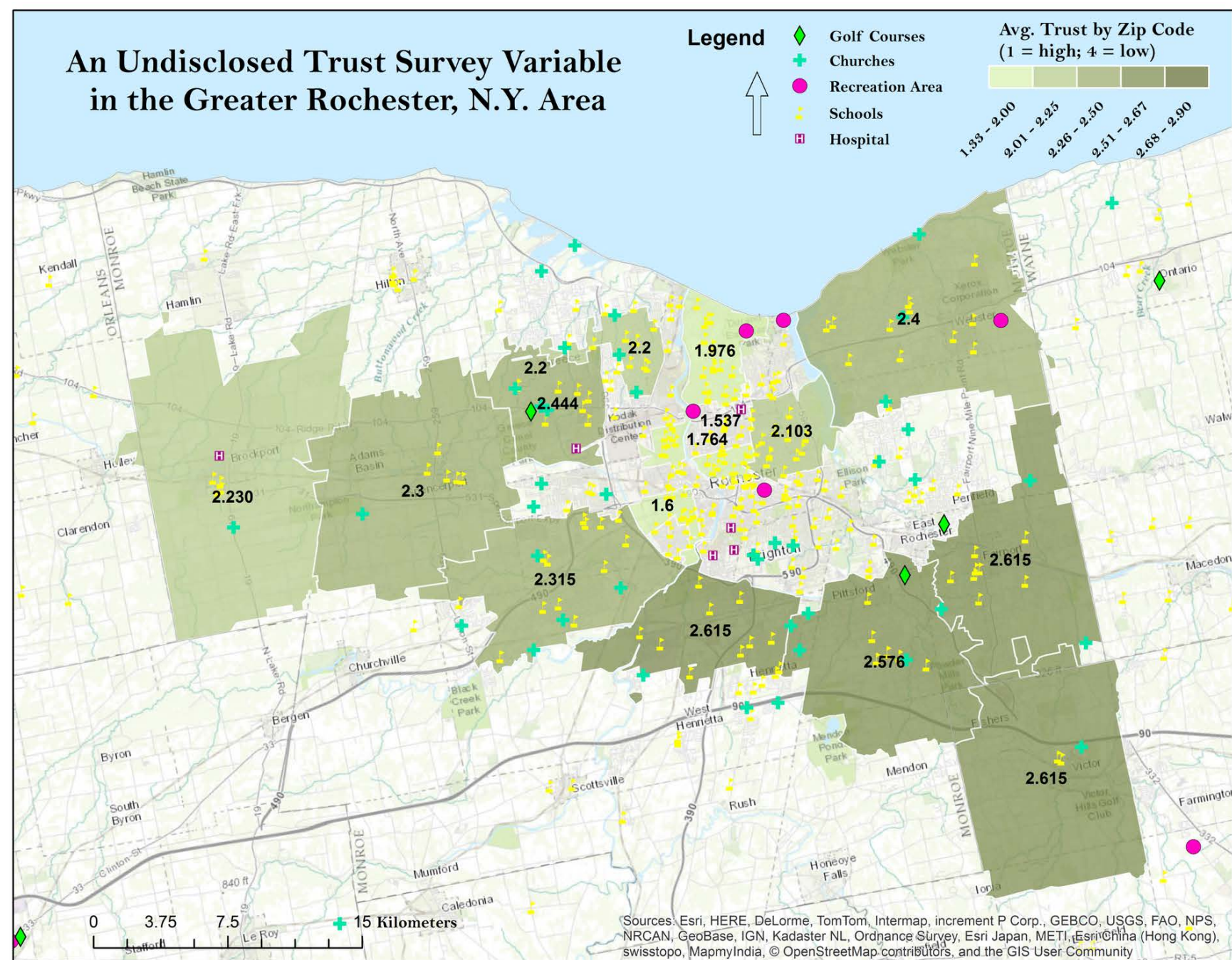
Nearly 30,000 respondents were surveyed in 40 communities across 29 states.



HARVARD Kennedy School

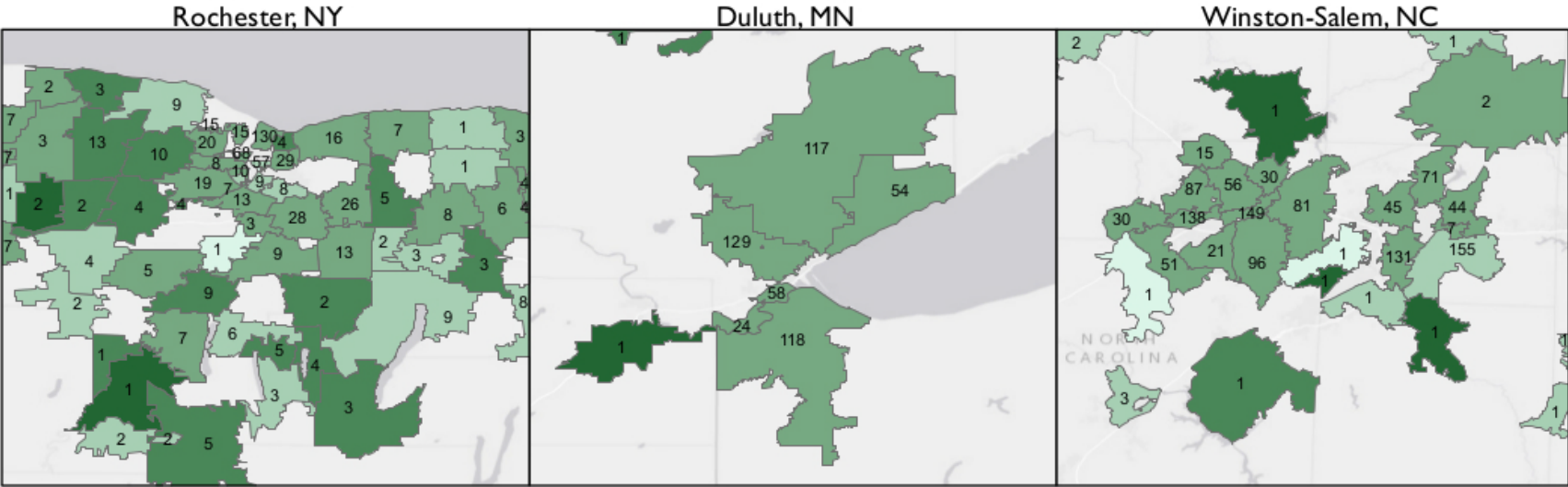
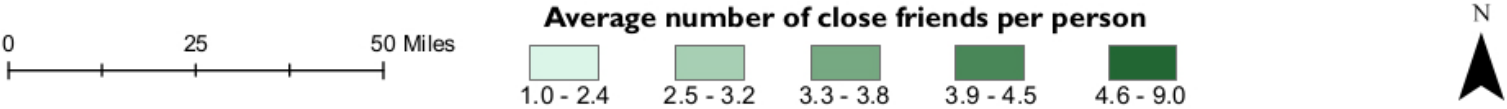
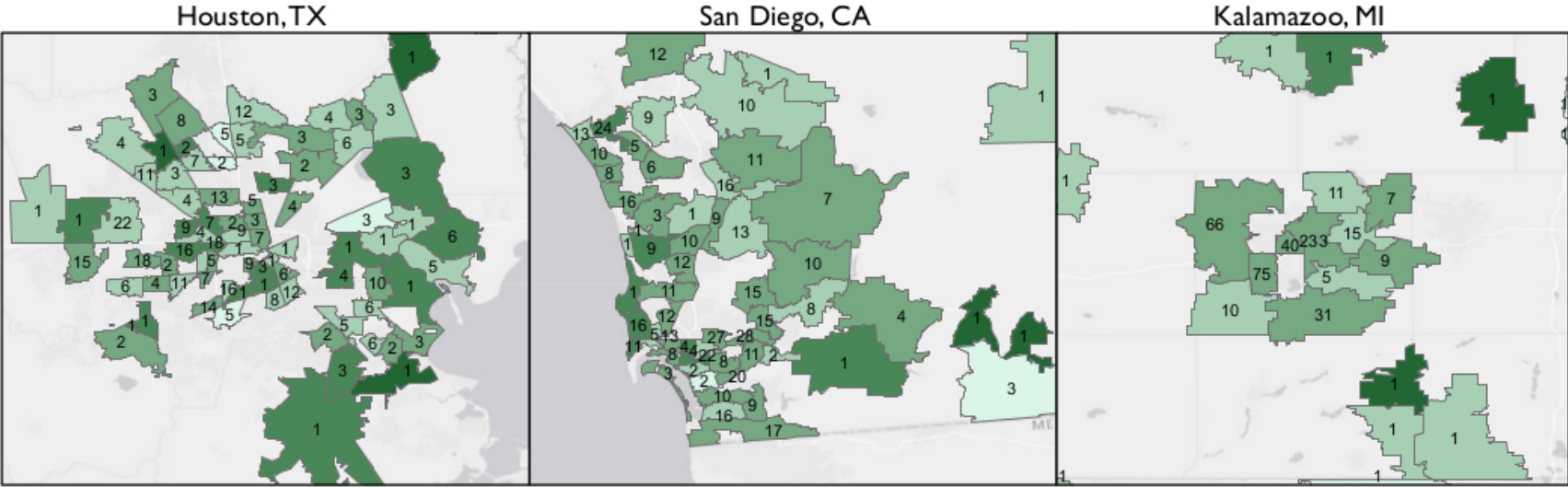
THE SAGUARO SEMINAR

Civic Engagement in America



Rahimi, S., Martin, M. J., Obeysekere, E., Hellmann, D., Liu, X., & Andris, C. (2017). A geographic information system-based analysis of social capital data: Landscape factors that correlate with trust. *Sustainability*, 9(3), 365.

Number of Close Friends by Zip Code



Service Layer Credits: Esri, HERE, Garmin, © OpenStreetMap contributors, and the GIS user community

Data Source: Social Capital Benchmark Survey 2006. Map by Max Glines, Friendly Cities Lab

[> By Catalogue Number](#)

1378.0 - Information Paper: Measuring Social Capital - An Australian Framework and Indicators, 2004

LATEST ISSUE Released at 11:30 AM (CANBERRA TIME) 11/02/2004








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ABOUT THIS RELEASE

Presents a descriptive framework for the measurement of social capital, together with a proposed set of indicators, and background and definitional material. The framework and indicators shown will be the basis for ABS work in the analysis of existing data sources and in future collection work.

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INDICATOR

The proportion of people who have close relatives or friends living within 30 minutes of them.

DATA ITEM

Number of close relatives or friends living half an hour or less away

1. None
2. 1–2
3. 3–5
4. 6–9
5. 10 or more

INDICATORS

The proportion of people who have had face-to-face contact with relatives they do not live with, at least a few times a week.

The proportion of people who have not had face-to-face contact with relatives they do not live with in the last month.

DATA ITEM

Frequency of face-to-face contact

1. Every day
2. A few times a week
3. A few times a month
4. Once a month
5. Not in the last month

Singapore gathers data on social capital. (Geolocation is often private)

Table 2.13
Size of Informal Networks by Flat Type

Network Size (Average Number of Persons)	Flat Type						All
	1-room	2-room	3-room	4-room	5-room	Executive	
a. Family members	6	6	7	7	7	8	7
b. Relatives	12	10	16	17	19	21	17
c. Friends who are not neighbours							
- Chinese friends	12	10	14	14	17	18	15
- Malay friends	4	4	5	5	5	5	5
- Indian friends	2	2	3	3	3	4	3
- Others	-	-	1	1	1	2	1
d. Neighbours who are friends	6	6	6	5	5	6	6
e. Neighbours in general	8	8	10	9	10	11	10
Overall Number*	49	45	58	60	66	73	61

** Individual figures for items (a) to (e) may not add up to the overall number. This is because the overall number excludes cases with no response for any of the items in (a) to (e).*

U.S. MOS Survey

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Social Support Survey

This brief, self-administered Social Support Survey instrument was developed for patients in the Medical Outcomes Study (MOS), a two-year study of patients with chronic conditions. It is easy to administer to chronically ill patients, and the items are short, simple, and easy to understand. It may also be appropriate for use with other populations.

Available Documents

[MOS Social Support Survey Instrument \(HTML\)](#)

View and print the MOS Social Support Survey Instrument.

Scoring Instructions for Social Support Survey Instrument

The scoring instructions include references to many articles that describe the process by which the measures were developed and discuss their validity and reliability.

Emotional/ Informational, Tangible, Affectionate Support, Positive Social Interaction

Social Support Survey Instrument

People sometimes look to others for companionship, assistance, or other types of support. How often is each of the following kinds of support available to you if you need it? Choose one number from each line.

Social Support Survey Resources

Scoring Instructions for MOS Social Support Survey Instrument

	None of the time	A little of the time	Some of the time	Most of the time	All of the time
Emotional/informational support					
Someone you can count on to listen to you when you need to talk	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Someone to give you information to help you understand a situation	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Someone to give you good advice about a crisis	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Someone to confide in or talk to about yourself or your problems	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Someone whose advice you really want	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Someone to share your most private worries and fears with	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Someone to turn to for suggestions about how to deal with a personal problem	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Tangible support					
Someone who understands your problems					
Someone to help you if you were confined to bed	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Someone to take you to the doctor if you needed it	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Someone to prepare your meals if you were unable to do it yourself	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Someone to help with daily chores if you were sick	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Affectionate support					
Someone who shows you love and affection	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Someone to love and make you feel wanted	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Someone who hugs you	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Positive social interaction					
Someone to have a good time with	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Someone to get together with for relaxation	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Someone to do something enjoyable with	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5

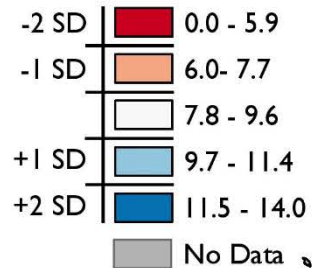
https://www.rand.org/health-care/surveys_tools/mos/social-support/survey-instrument.html

From general GPS movement to
socially-motivated movement

Social Trips by CBSA

In general, city size and the percentage of social trips had an inverse relationship

Percentage of trips to visit family or friends, normalized by total trips taken



Total trips taken

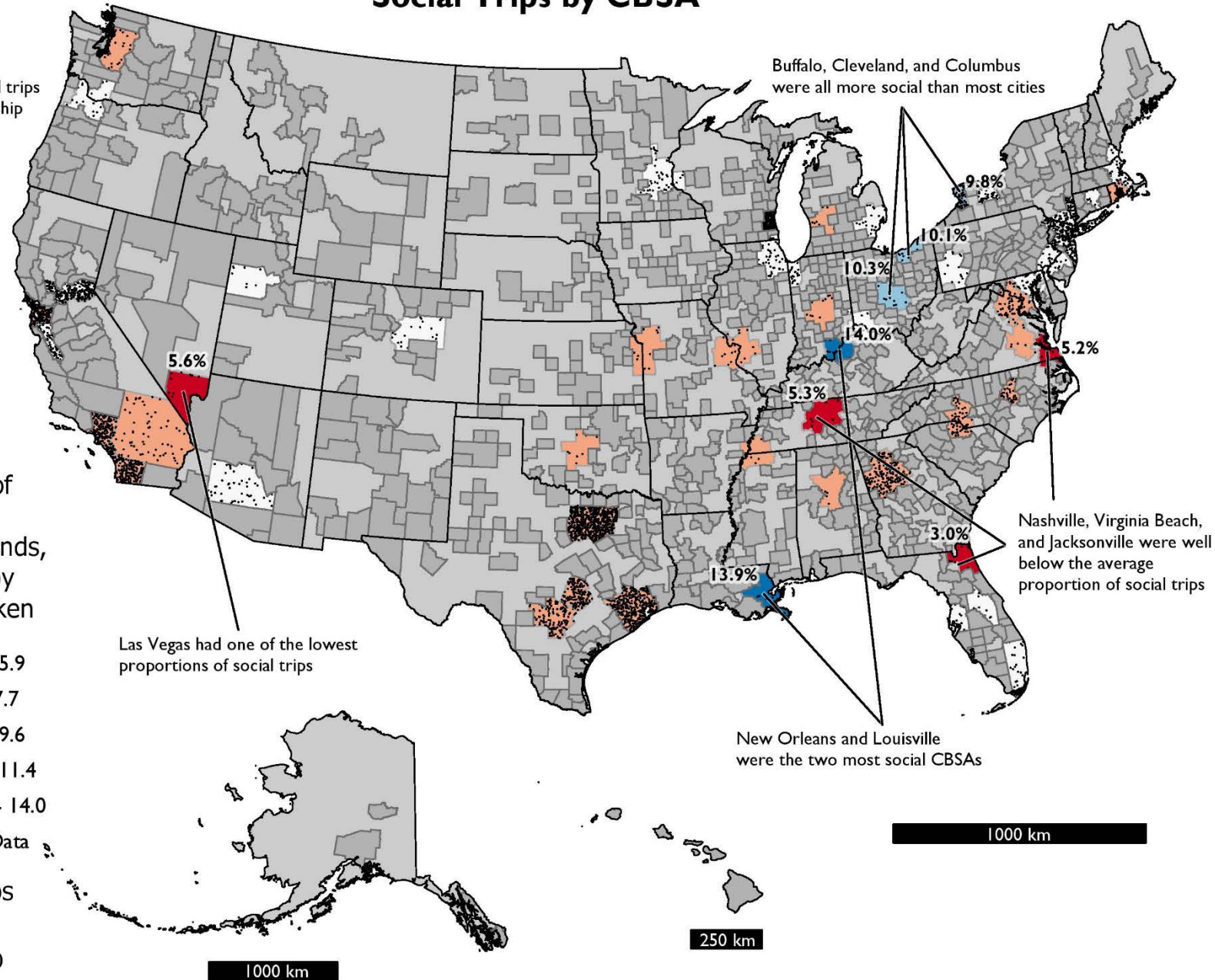
● = 100

Las Vegas had one of the lowest proportions of social trips

Buffalo, Cleveland, and Columbus were all more social than most cities

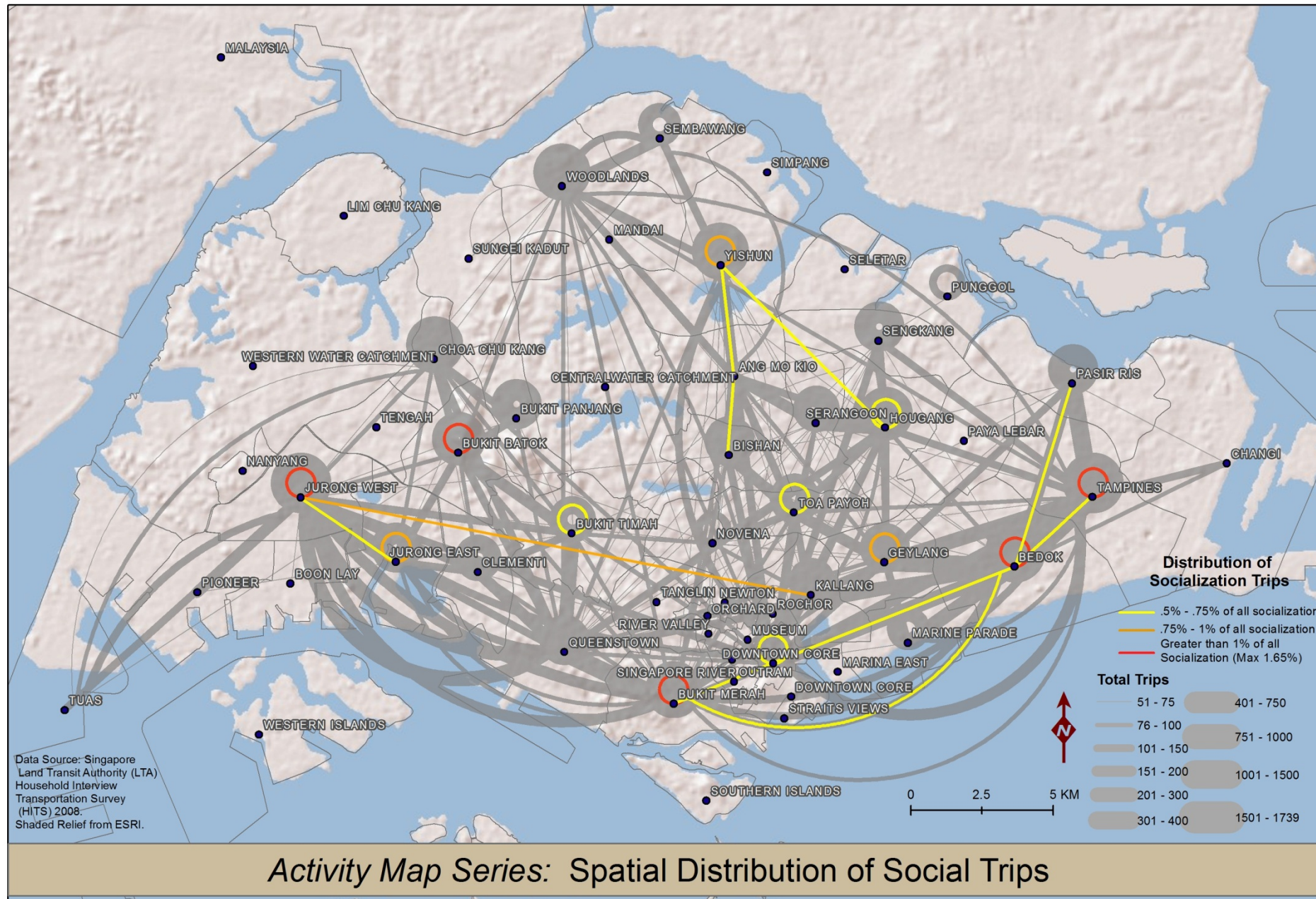
Nashville, Virginia Beach, and Jacksonville were well below the average proportion of social trips

New Orleans and Louisville were the two most social CBSAs



Source: Oak Ridge National Labs, National Household Travel Survey (2017) <https://nhts.ornl.gov/> Total: 923,573 trips (117,223 HH)

Map by Max Glines and Clio Andris of the *Friendly Cities Lab*



Conclusion

I have shown a few examples of geographic data that represent information about relationships.

- 1) POI-level (how relationships use POIs)
- 2) Administrative district-level (how social capital/social behavior is represented)

I encourage surveys and creative use of big data to help us enrich community data with these approaches.

Clio Andris , Assistant Professor
School of City + Regional Planning
School of Interactive Computing
Georgia Institute of Technology

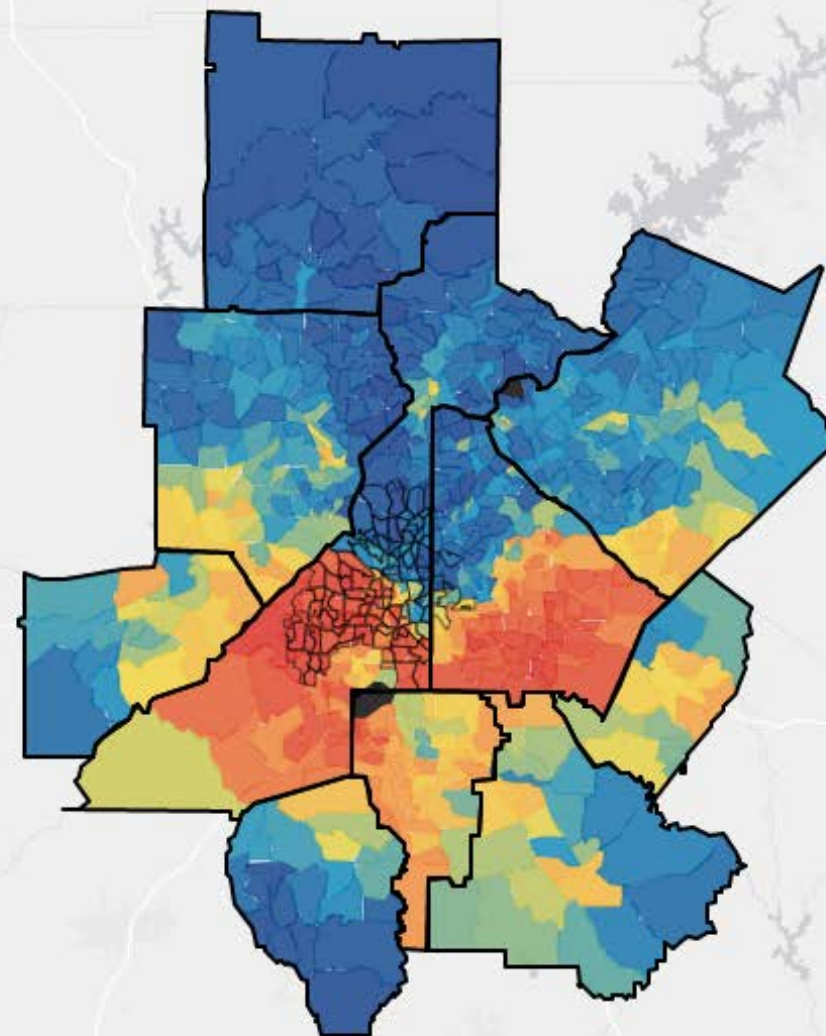
Director of the Friendly Cities Lab <http://friendlycities.gatech.edu>
clio@gatech.edu, @urbanclio



**Align your services to
community needs with
stress-free data.**

Tommy Pearce, Executive Director
tpearce@atlantaregional.org

www.neighborhoodnexus.org



Neighborhood Nexus is a collaborative initiative with strong regional and national partners



Atlanta Regional Commission



NATIONAL
NEIGHBORHOOD
INDICATORS
PARTNERSHIP



United Way of
Greater Atlanta



Without community data and the know-how to leverage it, mission-driven organizations are...

- **limiting impact** and effectiveness
- risking **misalignment** of programs and community needs
- leaving **unfilled service gaps** for individuals and families
- **wasting funds and resources**

Neighborhood Nexus is solving this by enabling mission-driven organizations to more easily and confidently...



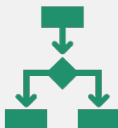
Ask the right questions



Use the best data



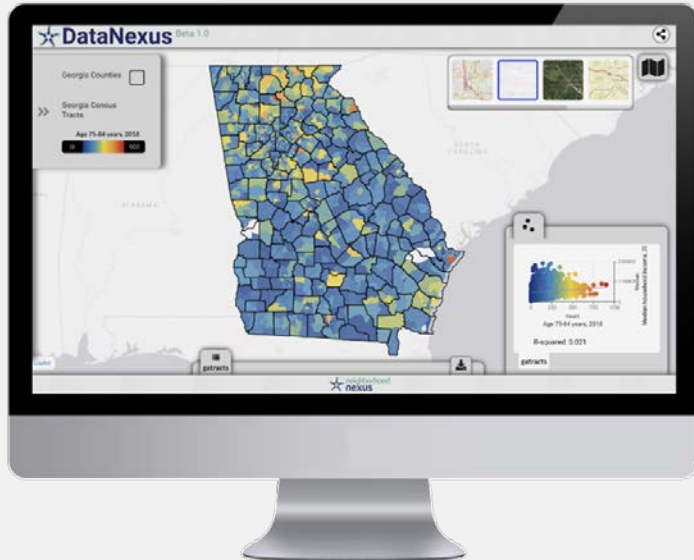
Tell compelling stories



Make informed decisions

Comprehensive Access

to thousands of indicators from dozens of sources and a free-to-use mapping and visualization platform



Custom Insights

and tailored tools for organizations looking to tell their story and/or make data-informed decisions



Data Fluency

programs to ensure organizations have the training and tools they need to maximize their impact



Thinking about data...

Use data as a flashlight. It can find shiny objects and point you in the right direction.

The 20/80 rule: 20% of the research can get you 80% of the answer.

Don't forget to **talk to people.**

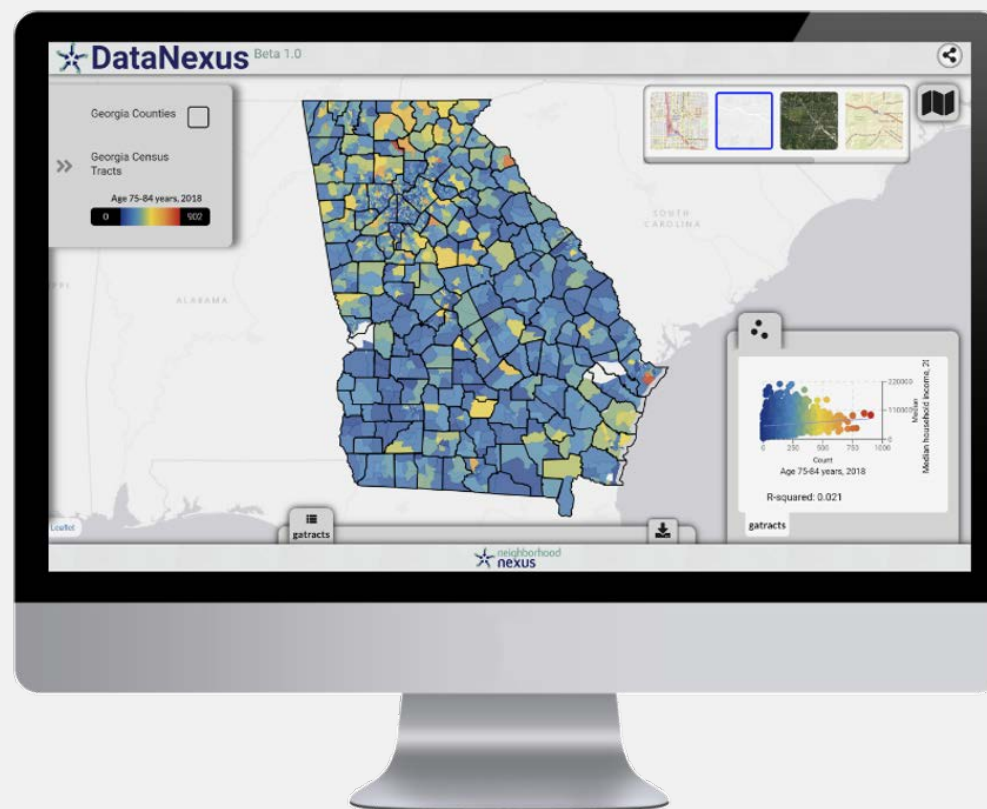
Digging deeper to identify *systemic* inequities

It isn't always enough to identify health *or* education *or* economic disparities

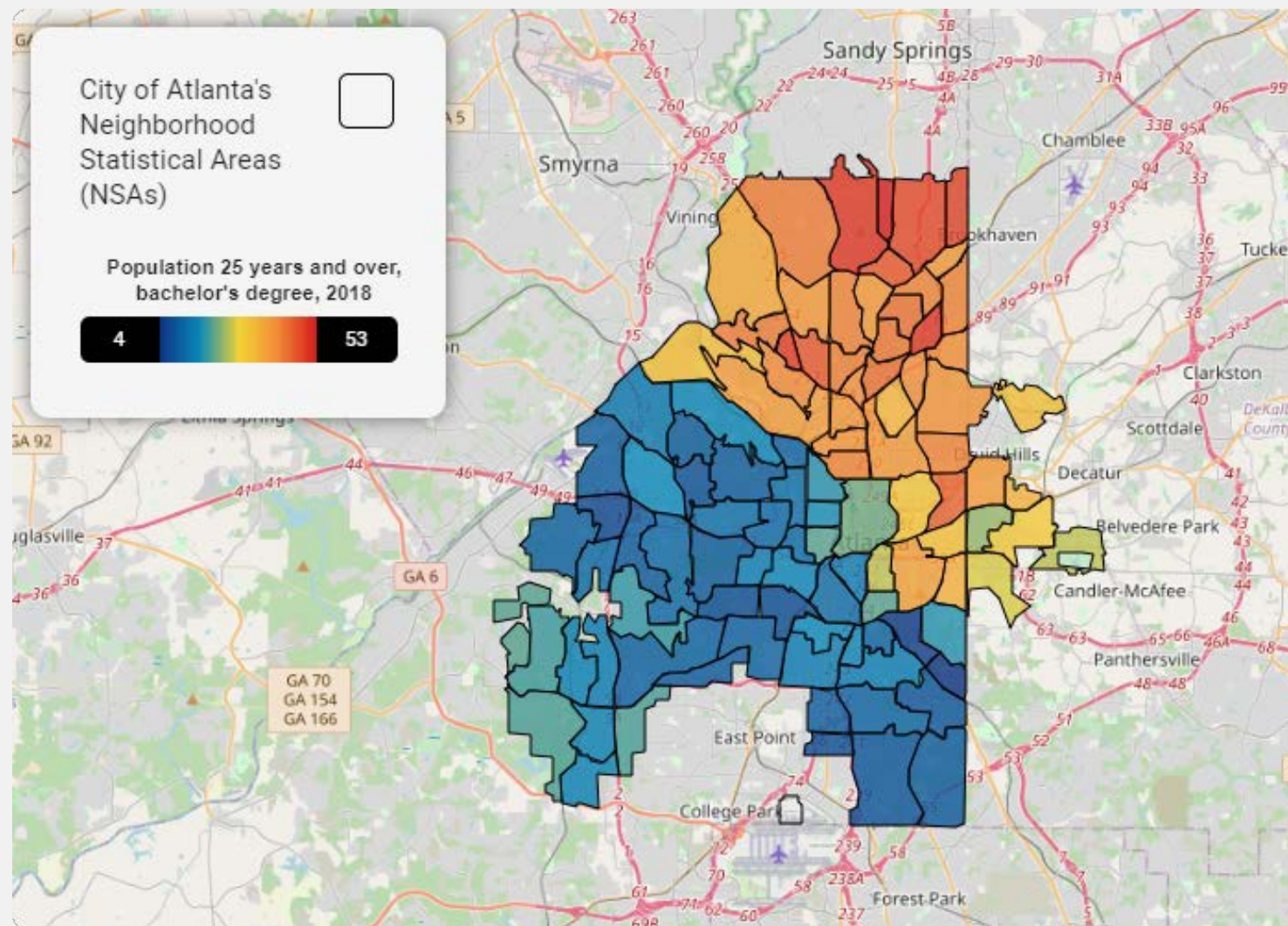
We need to be able to name and illustrate the systems that have led to these issues

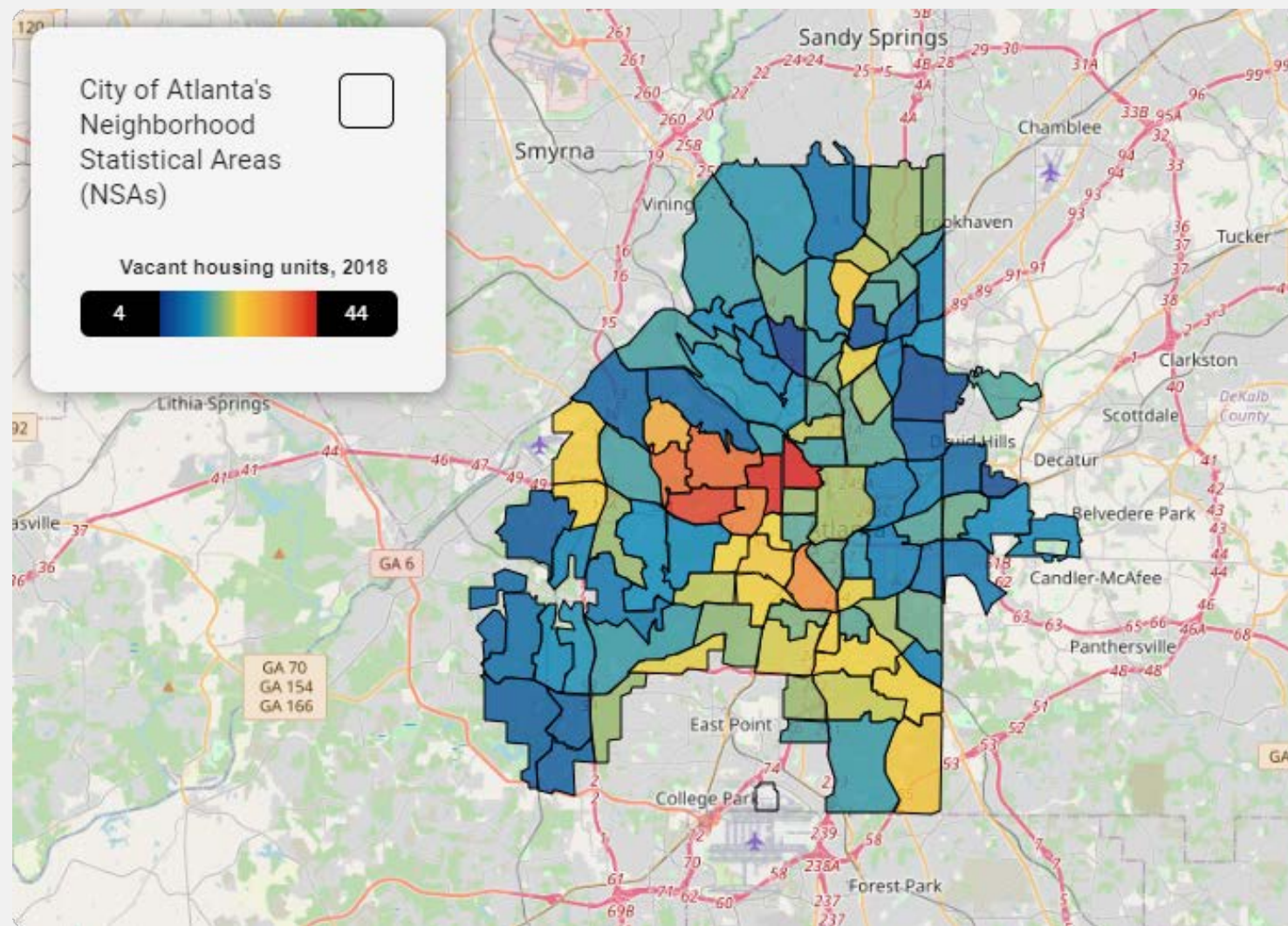
It doesn't take many maps of Atlanta (or most anywhere) to find the pattern...

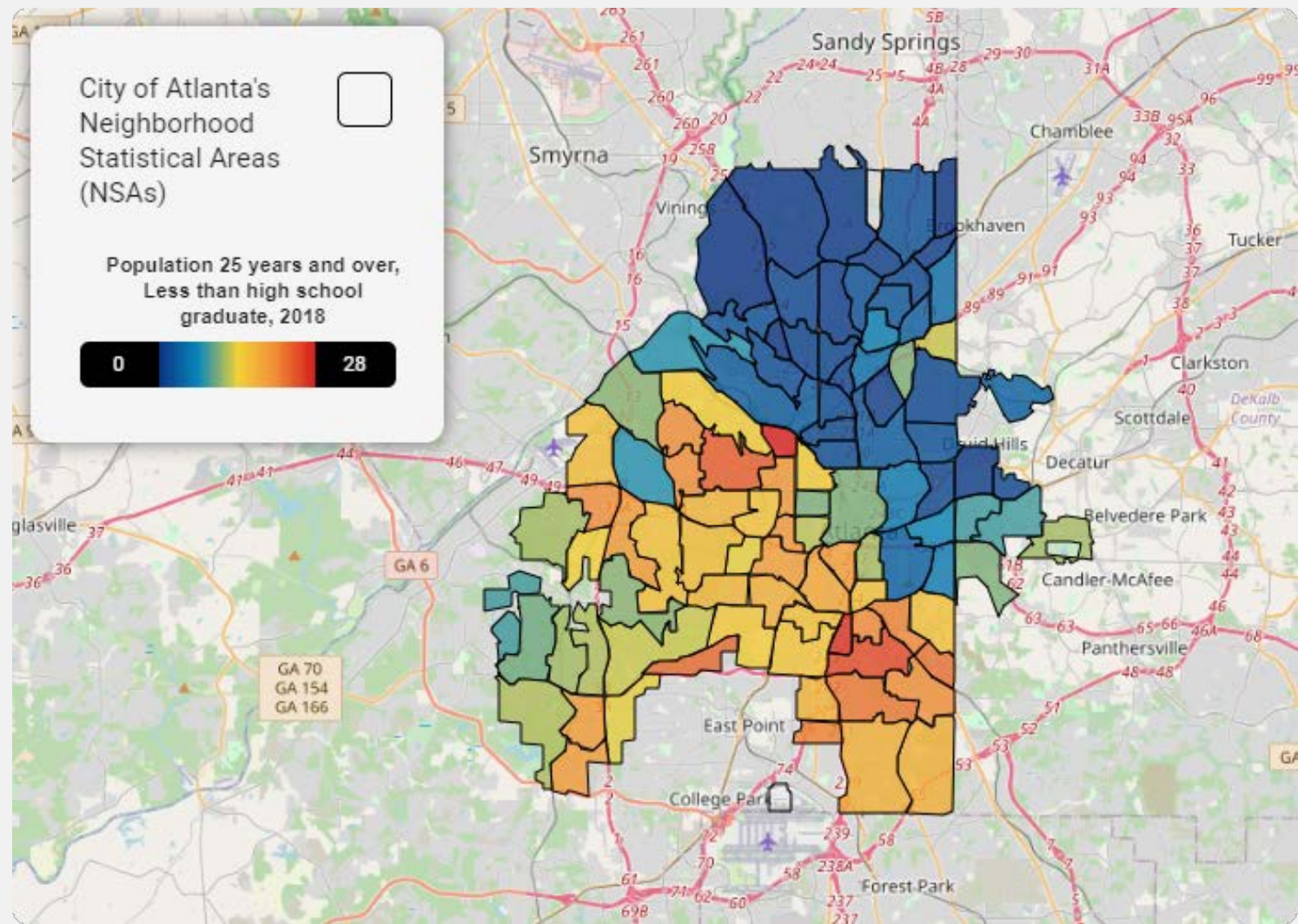
Introducing **Data Nexus** ^{beta}

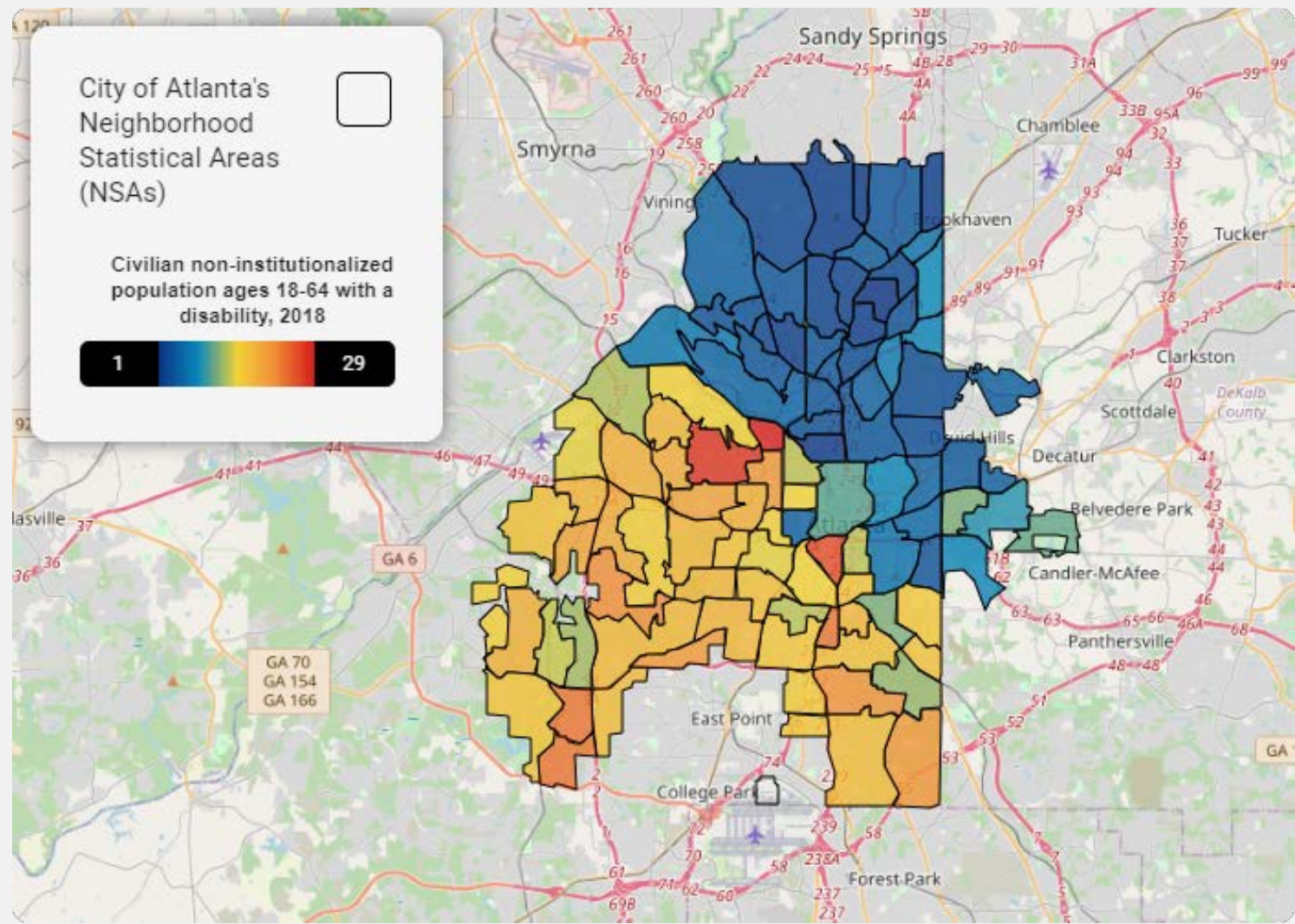


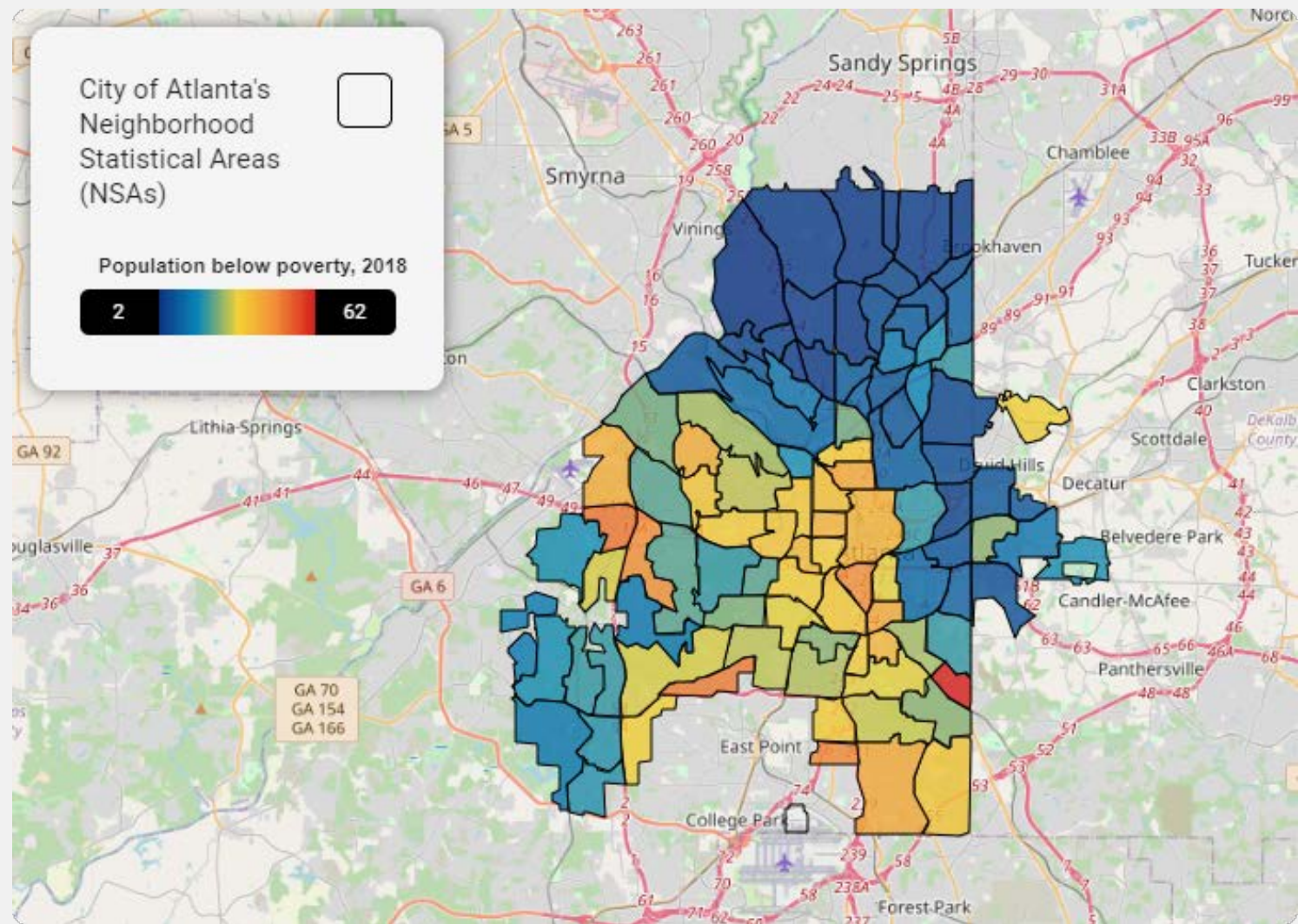
www.neighborhoodnexus.org/maps

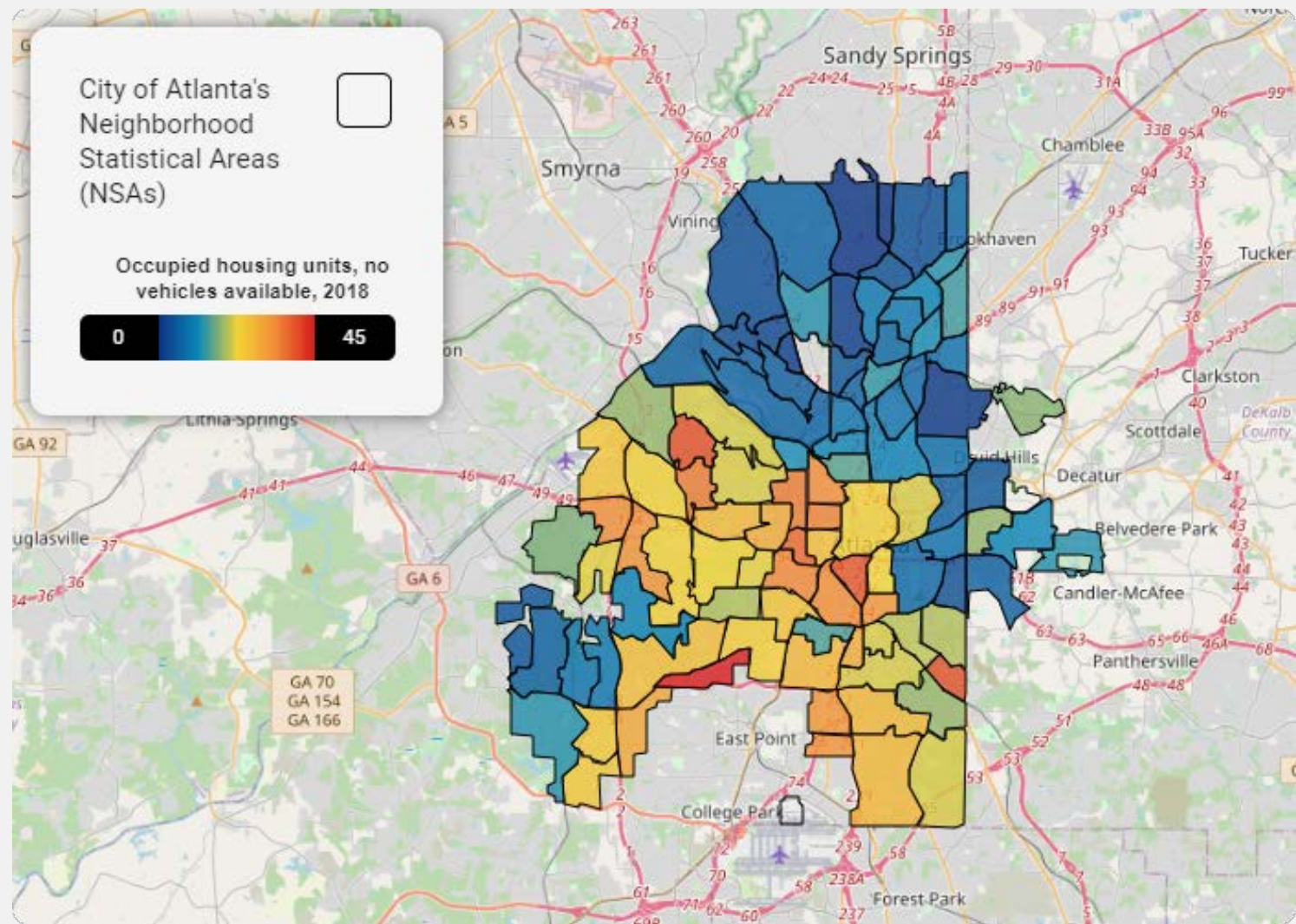


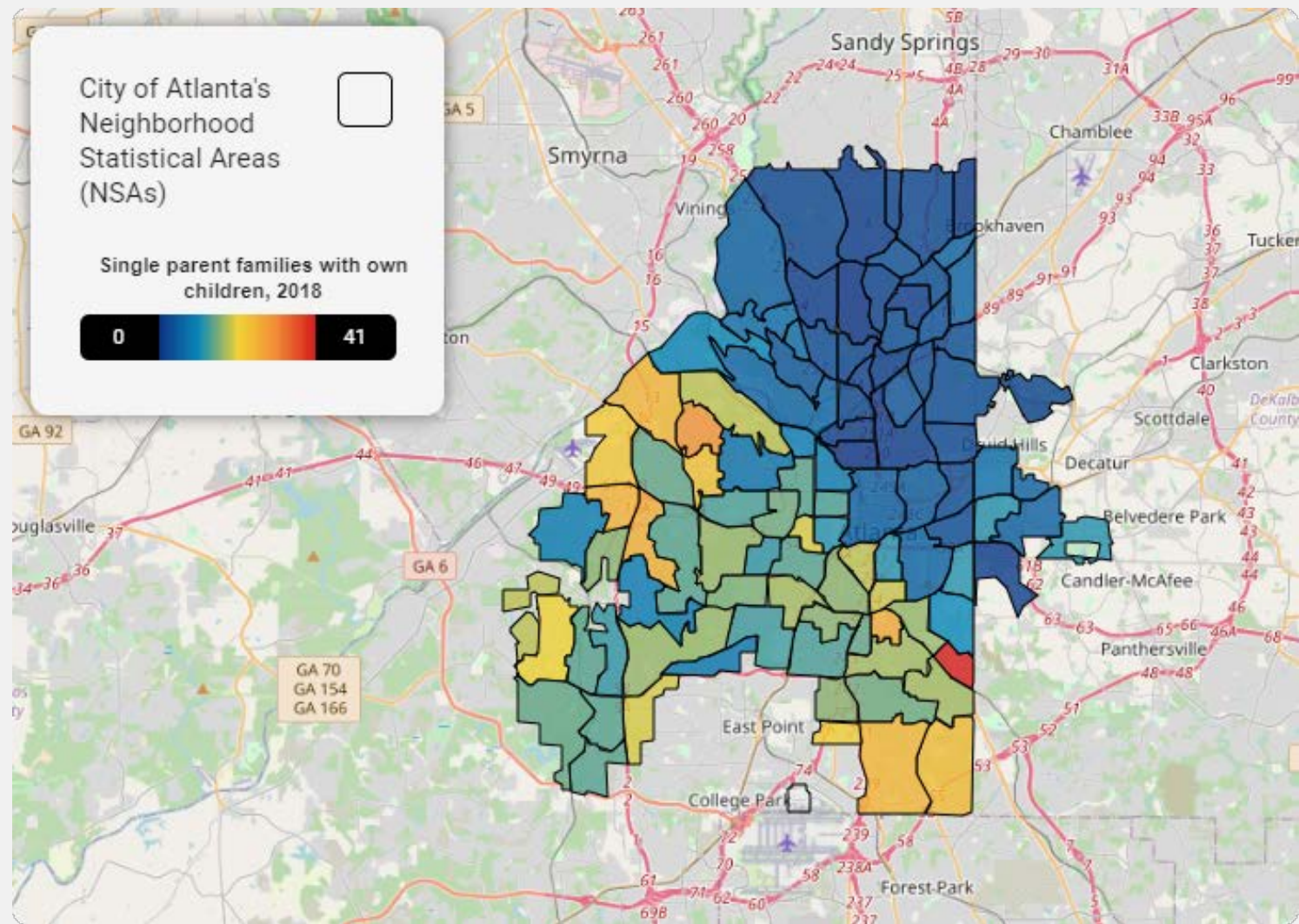


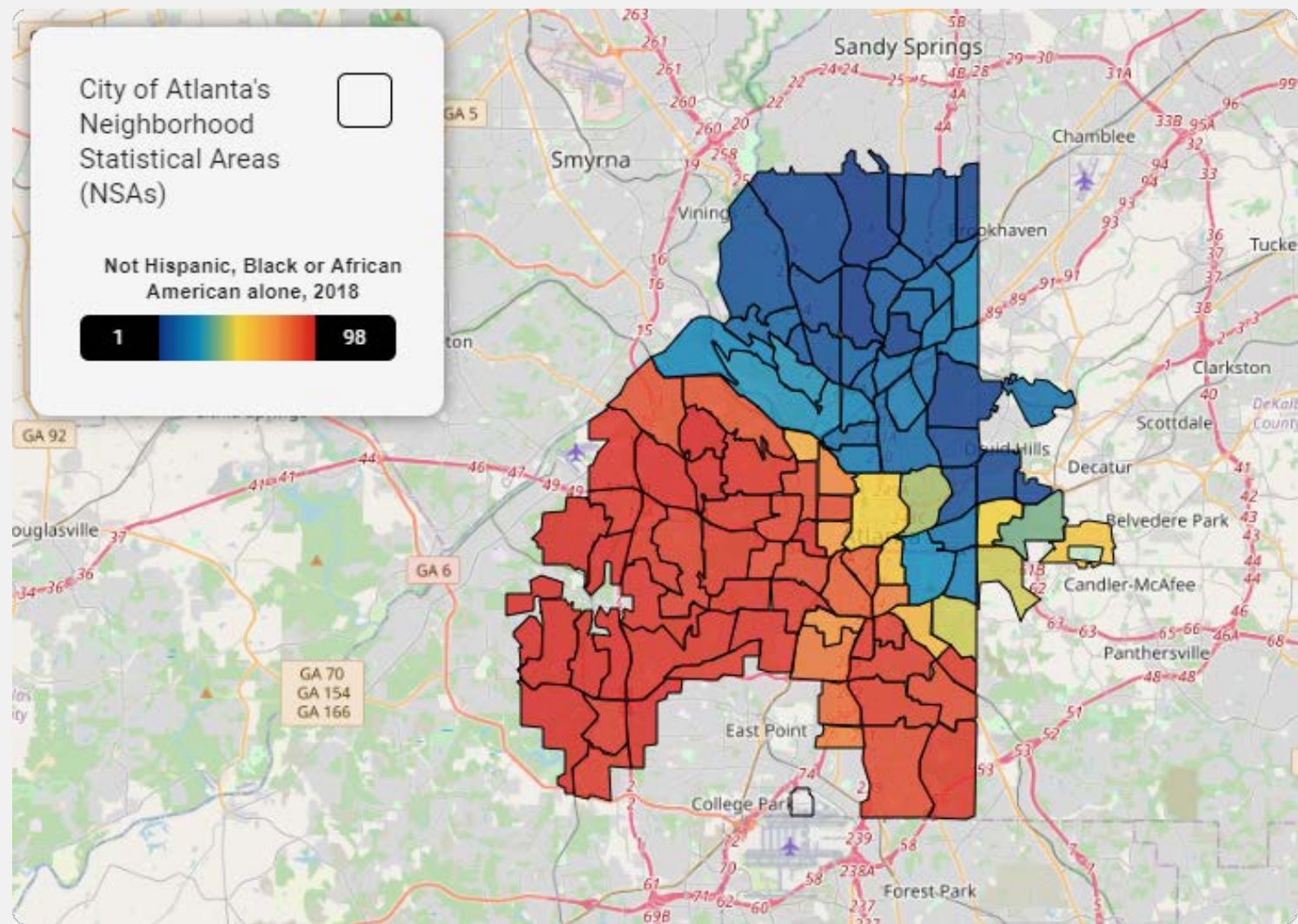


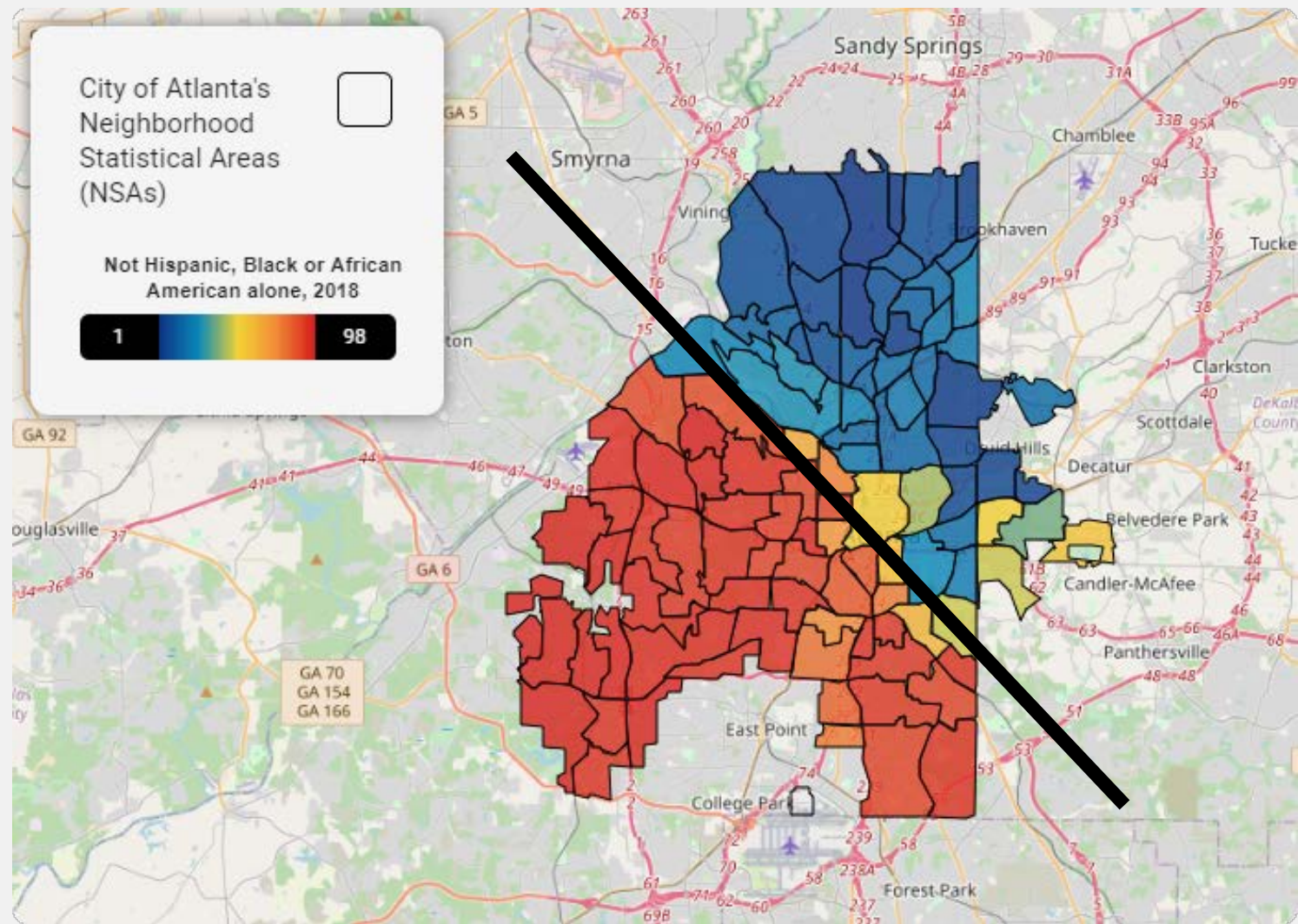






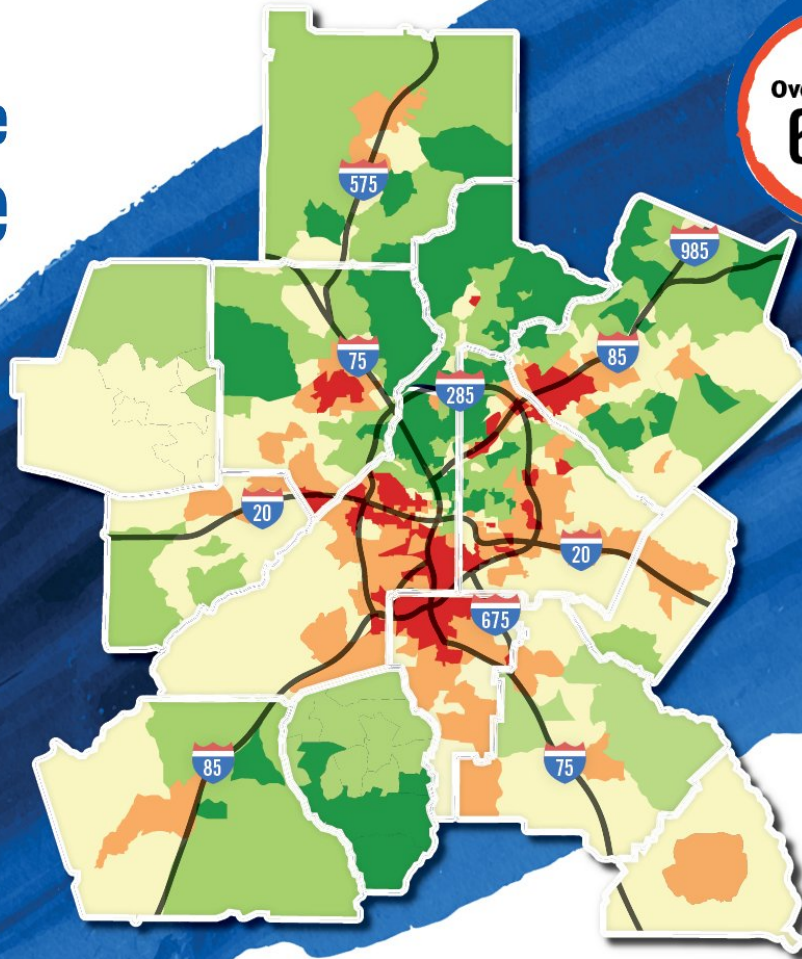







**We Are
Here**

Overall Score
61.8



Levels of Child Well-Being



Very Low

Average

Very High

LIVE UNITED



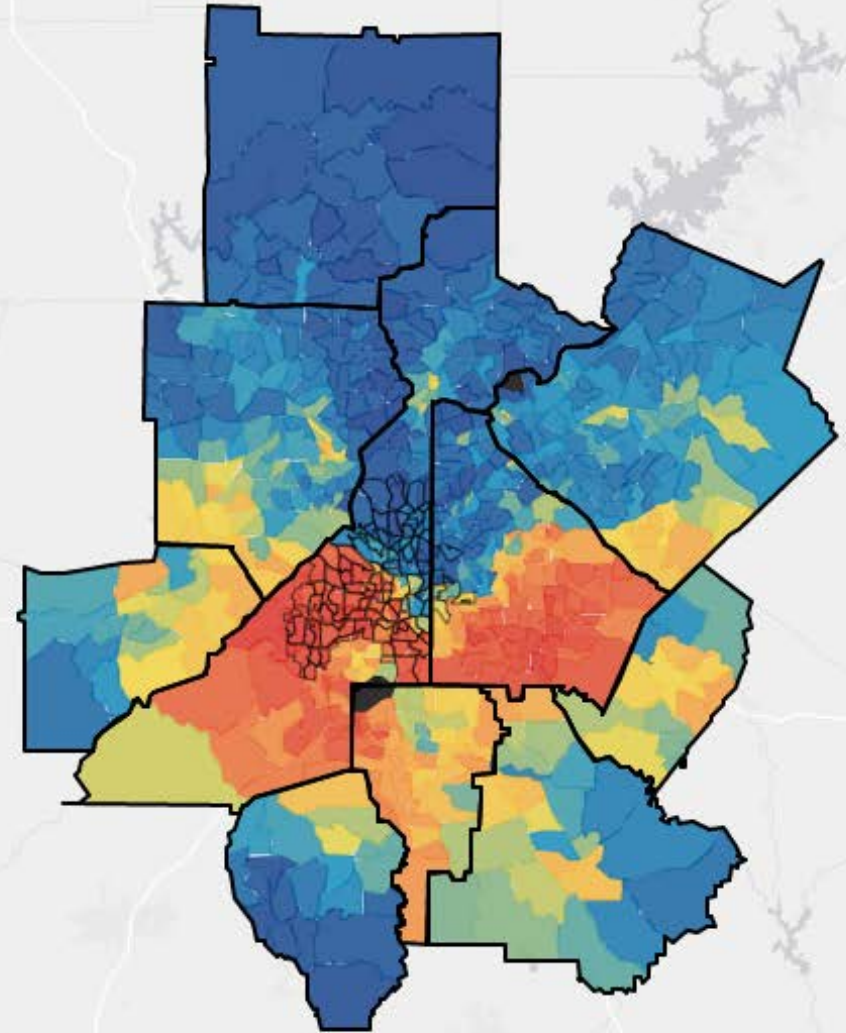
United Way of
Greater Atlanta



Thank you

Tommy Pearce, Executive Director
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Thanks for joining us!

