Tweeting & Blogging to World-Class Data Governance - a Tale or Reality?

ABSTRACT

Data Governance is an evolving concept, extremely multi-disciplinary and out of control by any authority. Regardless of business domain, the development of Data Governance is under pressure to meet increasing data volumes and requirements for higher data quality. Keeping oneself up-to-date is a challenge to a serious practitioner.

There certainly are options to being informed: research organizations create thought leadership on the topic. Large consultancies develop their body of knowledge. Smaller Data Governance firms have their frameworks. Authors and researchers write books on the topic. There are open-source initiatives to crowdsource it. There also is, however, a plethora of blogs and social media content, more or less disorderly, swarming around the topic.

This presentation is a practical how-to perspective to the last option: how can the power of massive, chaotic sources of social media be harnessed. The goal is to present a pragmatic framework to developing world-class Data Governance competences.

BIOGRAPHY

Kimmo Kontra
Chairman
Datpro

Mr. Kimmo Kontra works in Datpro, a company he co-founded. Datpro specializes in supporting Data Governance, Data Quality, and MDM work in the Nordics. Prior to becoming an entrepreneur, Kimmo worked for Accenture during five years, in Data Management & Architecture domain. Before becoming a consultant, Kimmo held various management positions in an Information Technology unit of a manufacturing company for nearly six years.

Recently Kimmo has worked with the quality and governance of structured data in enterprise system, having his focus especially in Data Governance. Kimmo's professional interests are in ensuring good data quality that truly supports business strategies. He is also interested in the effects information technology and social media have on companies and societies.

Kimmo holds a M.Sc. degree from Helsinki University of Technology. He participated in MIT IQIS 2009 and 2010 as a speaker. Kimmo's online presence can be accessed through http://about.me/kimmokontra

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Kimmo Kontra, Datpro
Information Quality Industry Symposium 2011
at Massachusetts Institute of Technology

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Speaker's Bio

Kimmo Kontra

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www.twitter.com/kimmokontra

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Company – Datpro

A consultancy in:

-**MDM**
-**Data Governance**
-**Data Quality**

Datpro operates in Finland and in the Northern Europe.

Deos yuor Msetar Daat look sitmoheng lkie tish? You mhight need hlep.

DATPRO
www.datpro.fi • info@datpro.fi

We master
Data Quality
Data Governance
Master Data Management

Link: http://www.datpro.fi

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This presentation in a nutshell

- **What**: exploring in practice how to take advantage of "free"* knowledge on Data Governance available via tweets & blogs and similar venues of Social Media.

- **To whom**: to a practitioner, consultant or data steward/similar interested in staying at the leading edge of Data Governance without a large budget to spend.

*"Free" meaning that only content that can be accessed with no associated monetary costs is discussed in this presentation.

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Agenda

1. **Establishing the background**
2. Framing the nature of knowledge on Data Governance in Social Media
3. Tapping into the knowledge and applying it
4. Dangers in the process
5. Conclusions

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The challenge

- A professional services organization must stay abreast of competion. Learning and developing oneself is a must. Knowledge must be acquired and applied.
- In a fluid, continuously developing world of **Data Governance** this is true as ever.

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Assumption & Question

- **Assumption**: immense set of current knowledge about a particular professional domain – in this case "Data Governance" – exists in social media, though not in organized form.

- **Question**: how to tap into this knowledge to create real value? Can it be done realistically or is it just yet another hype?

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Before advancing, let's start defining a few concepts…1st Social Media

- Social media is the use of web-based and mobile technologies to turn communication into **interactive dialogue** […] allows the **creation and exchange of user-generated content**.

Link: http://en.wikipedia.org/wiki/Social_media

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…continuing 2nd to Data Governance

- Data governance is an **emerging discipline** with an **evolving definition** […] is a set of processes that ensures that important data assets are **formally managed throughout the enterprise** […] embodies a **convergence** of data quality, data management, data policies, business process management, and risk management surrounding the handling of data in an organization.

Link: http://en.wikipedia.org/wiki/Data_governance

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…and 3rd, what kind of "knowledge" we're now looking at

- Knowledge is "expertise and skills ancquired by a person through experience or education; theoretical or practical understanding of a subject", as in Wikipedia is quoting Oxford Dictionary
- However, now we're dealing with **practical** manifestations of knowledge that are stored in technological means, sort of "externalized knowledge":
  - Ideas; fameworks, conceptual structures, …
  - Definitions; best practices, check lists
  - Case examples, stories, anecdotes
  - Learning material, etc
- …i.e. **real-life, usable artifacts** for creating Data Governance.

Link: http://en.wikipedia.org/wiki/Knowledge

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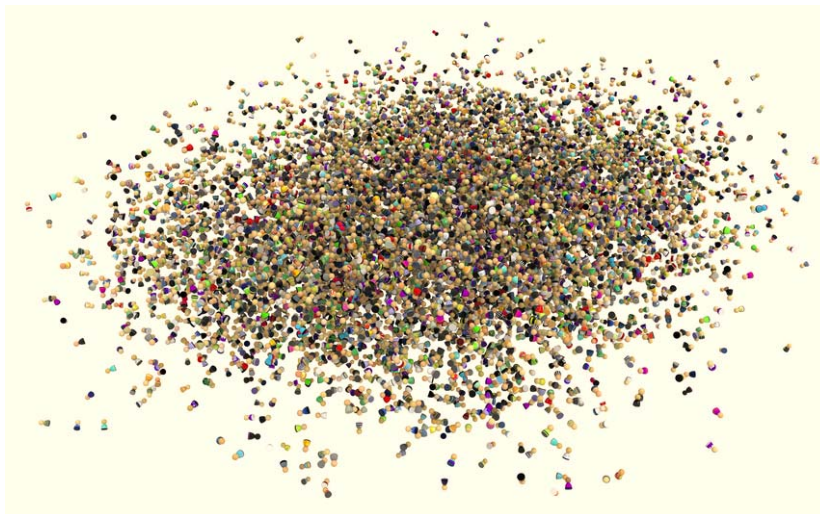4. Dangers in the process
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Framing the nature – "Swarm"

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Framing the nature – "Swarm of Knowledge" – SwoK*

Swarm of Knowledge (SwoK) might be the term to best describe the result of **collective intelligence** via **decentralized**, often chaotic, works of Social Media on a given **professional domain**. There are no definite borders, there's no central authority, the agents contributing to the SwoK may not be even aware to which domain(s) their content may be relevant.

SwoK is **fluid**. It evolves continuously, **without coordination**. It is fundamentally different from e.g. Linux - there's no Mr. Linus or similar authority to provide for direction. There's even **no way to definitely say what is part of SwoK** and what is not. There can't be a certification test, there's no Table of Contents.

Link, *definition of SwoK as introduced in the blog: http://datalifeuniverse.blogspot.com

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A few contributors to the the DG SwoK

data quality PRO

The **Hub Designs Blog**
Integrity + Knowledge = Results

Liliendahl on Data Quality

Linked in.

KALIDO CONNECTIONS

Data Governance Institute
World's most trusted framework

MIKE2.0
The open source standard for Information Management

The Practitioner's Guide to Data Quality Improvement

Blog: David Loshin

OCDQ Blog
Obsessive-Compulsive Data Quality

INFOGOVCOMMUNITY

Data Governance and Data Quality Insider
Covering the world of data integration, data governance, and data quality.

Data Roundtable
a community of experts

All these and many other are linked in my blog page:
http://datalifeuniverse.blogspot.com/p/blogs-and-sources-to-follow.html

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Other Examples

Data Governance Professionals Organization

Discussions Members Promotions Jobs Search More...

Data Governance is not data quality
The DGPO is receiving questions on the relationship between data governance and data quality. We also see a great deal of discussion on governance on linkedin groups dedicated to information quality.
We would be interested in your comments on the posting below
http://blogs.gartner.com/andrew_white/2010/01/27/data-quality-does-not-equal-data-governance/
1 month ago

Follow Davida

Like   Comment   Follow   Flag   More ▾

9 comments

LinkedIn discussion boards on DG (many discussion boards relevant to the topic, extremely high quality exchange of thoughts)

Practical **"how-to" checklists** and other content related to different aspects of DG and e.g. Data Quality. The picture from a public sector source, linked below.

Link: http://www.linkedin.com
http://1.usa.gov/hmKmlR

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Tapping into the SwoK

- **Intermediate conclusion**: yes, there **is** valuable knowledge available.
- **The question remains**: how to tap oneself to this (theoretically) nearly infinite knowledge?
- …and even better, how to be able to **ration it in practice**, when understanding & knowledge on Data Governance is required in a concrete case?

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Must to have in order to tap: own framework

- As seen, Social Media **is filled** with relevant frameworks, ideas, and how-to tools
- **None of them**, however, probably **directly** meets the requirement of **any particular organization** (be it consultancy providing DG services or someone wishin to build DG capability)
  – If such generic answers would exist, DG wouldn't be a challenge!

→ The starting point to tapping, therefore, is to have **own framework / mindset** of what is sought from DG SwoK. That is then the frame of reference against which SwoK content can be tapped.

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Tap via active participation or passive listening?

→ Most of the content in the open social media is accessible to anyone, without participation requirements. However, Seth Godin is right when he said **"What matters is the *humility* that comes from writing it [blog], what matters is the *metacognition* of thinking about what you're going to say"**. → Participation does help!
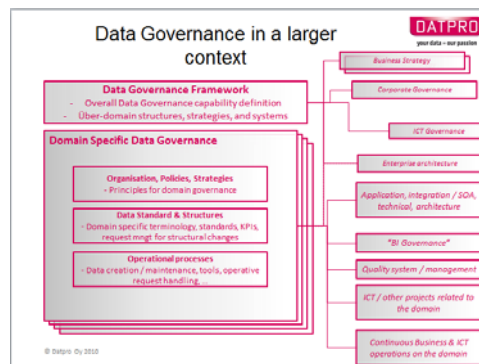
Link to Seth's saying: http://www.youtube.com/watch?v=livzJTlWImY

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Case example – serendipity via Social Media

- Crossing organizational siloes was a serious challenge in a Data Governance client case (siloes are nearly always a problem in DG context, but even more so in this case)
- By chance, both MITSMR and HBR had a blog on newest research about boundary spanning leadership and organizational siloes, found via Social Media.
- The content had immediate practical value in the project and far-stretching value in helping us to develop our assets to meet similar cases. In addition, a blog about the topic, connecting MITSMR and HBR sources to become explicitly part of Data Governance SwoK.

→ Just an example of *heureux hazard*, but a telling one.

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Danger!

- Tapping into the swarm is not a walk in the park.
  - One can talk about oversharing, intellectual property questions, confidence in sources that should not be trusted, …
  - …but in reality there's **one clear and present danger** that goes above everything else…

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Danger – too much of a good thing

"The Twitterization of our culture has revolutionized our lives, but with an unintended consequence—our overloaded brains freeze when we have to make decisions."

Newsweek

"But amid all the dizzying possibilities, a nagging question lurks: is so much extra choice unambiguously a good thing? [..] trop de choix tue le choix."

The Economist

- There's overabundance of evidence that overload, too much information, especially too much of a choice, is bad for us.
- Utmost discipline is the answer: controlling the overload the key.

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…so: a tale or reality? → Reality, definitely

- "*Chance favors the connected mind*" – Steven Johnson, TED
- …and nothing can connect to as many Data Governance ideas as quickly as Social Media. And there is content of practical value that can be applied in real-life situations.

Link to Steven's saying: http://bit.ly/aAh8JX

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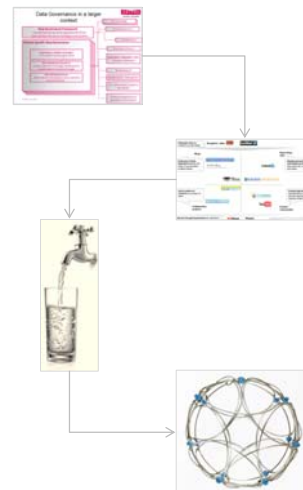

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Process

- Have **own Data Governance framework** for which Social Media content is collected.
  - There's no complete set of ready made answers for a particular situation, so a clear own vision of what is sought after is needed.

- **Understand what is available** via Social Media – what constitutes the SwoK from the perspective your own framework.

- **Tap into the SwoK** – participate! Yet **avoid the danger** of overloading your and our organization's brain

- **Apply** – both via serendipity, but hopefully more using a disciplined process of Knowledge Management what can be acquired from Social Media.

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Questions / Discussion?

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