



# SENSE4US

DATA INSIGHTS FOR  
POLICY MAKERS &  
CITIZENS

## At a glance

**PROJECT:** Sense4us

**START DATE:** 01.10.2013

**DURATION:** 36 months

**PROGRAM:** European  
Union's Seventh Framework  
Programme

**BUDGET:** € 3,332,562.00

**PROJECT COORDINATOR:**  
University of Southampton  
IT Innovation

### PARTNERS:

The Open University, KMI  
University of Koblenz-Landau  
Government To You (Gov2u)  
GESIS-Leibniz Institute for the  
Social Sciences  
Hansard Society  
Stockholm University

**WEBSITE:** [www.sense4us.eu](http://www.sense4us.eu)

**CONTACT:** [info@sense4us.eu](mailto:info@sense4us.eu)



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**SENSE4US PROJECT**

## CONCEPT

Sense4us is a three-year research project that aims to assist policy makers when developing policy, bringing together a wider range of evidence and, ultimately, making policy more effective. Sense4us will do this by providing novel tools and techniques that intend to make sense of the overwhelming quantity of information that may be relevant to a policy, and by helping to examine the impact of a proposed policy on society. The project will develop an integrated toolkit to help policy makers access and summarise a wide array of relevant data, take into account the views of citizens on policy issues and better understand the implications of proposed policies.

## OBJECTIVES

The key objectives of the Sense4us project are twofold: to provide useful tools to the policy making community that will help it create more effective policy; and to advance the fields of policy modelling and simulation, data analytics and social network discussion analysis. The project will engage policy-makers at the EU, national (UK) and local (Germany) levels to consider their needs, solicit feedback, and to ensure the toolkit has the widest possible application.

"The data is there but quite often is very disparate... I'm not sure if the measures are the same, are they comparable, what are the differences in how have they been collected? How do you reconcile one dataset with another? Quite often you want information from different sources to be able to really understand an issue." - UK Parliament official.

## INNOVATIONS

The tools developed in the project will help policy makers to easily access a greater diversity of information than is currently possible, using data in a variety of formats, and will help them to understand the impact and consequences of policies in the early stages of development. The tools will enable:

- ☛ extraction of information from open and linked open data source;
- ☛ automatic annotation and linkage of homogeneous data;
- ☛ lexical analysis of sources and validation;
- ☛ prediction of the social impact for a number of policy options;
- ☛ analysis of discussion dynamics and sentiment in social media.



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