



Stanford eCorner

Use Free Open Data and Solve Problems

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Video URL: <http://ecorner.stanford.edu/videos/2764/Use-Free-Open-Data-and-Solve-Problems>

Aneesh Chopra, Chief Technology Officer of the United States, encourages entrepreneurs, engineers and innovators to leverage the numerous data resources being offered for free by the federal government. As part of the Obama administration's emphasis on open government, individuals are invited to access hundreds of thousands of datasets online at data.gov. Chopra also invites citizens to solve problems together, and submit solutions, online at challenge.gov.



Transcript

The triple bottom line model; have it your way, Burger King, whatever you want to call it, we're publishing data on data.gov. We have over 300,000 data sets freely available, consume them, do whatever you want with them and build valuable applications. Some of them might be for fun. My wife and I have two little kids; I have to install the infant car seat. It sucks, it's hard; you got to squeeze the thing and you think your knee in there, and you got to jam the thing in. It turns out a majority of Americans poorly install the infant car seat. Tina, did you know that the National Highway Traffic and Safety Administration has a database of the ease of implementation for every car seat sold in America. And did you know they have a database of every location that is certified to install that seat correctly? And when someone had heard about this problem not unlike the students in this room today, a transportation camp attendee, that weekend having heard the problem hacked an app, identifies your geolocation and finds the nearest place where you can go to have that car seat safely and securely. Again, your data, build the value whatever you want, that's the American way. Second, we love playing Clay Shirky.

Clay Shirky has written a book called, "Cognitive Surplus," that's what fuels people who want to voluntarily contribute to Wikipedia and open source projects. What if we could tap into the cognitive surplus in this room to solve health, energy and education? You may not want to have a start up in this business, but you might have an idea so we launched a web platform called, "challenge.gov," to allow each and every one of you the chance to solve problems in teams without much headache or friction. Come on in and play. The First Lady has one up there called the, "recipes for healthy kids for chefs", come up with the best recipes that keeps school menus healthier. All the way to cool and innovative apps and products, which we could talk about all day and night.