

PIANO NAZIONALE DI RIPRESA E RESILIENZA (PNRR)

Missione 4, componente 1 “Potenziamento dell’offerta dei servizi di istruzione: dagli asili nido all’Università” – Investimento 3.4 “Didattica e competenze universitarie avanzate” e Investimento 4.1 “Estensione del numero di dottorati di ricerca e dottorati innovativi per la pubblica amministrazione e il patrimonio culturale”

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PhD programme in Economics and Management - Curriculum Economics

Titolo:

Predire la domanda di servizi pubblici locali usando “new digital data”

Predicting the demand of local public services from “new digital data”

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Abstract:

The project aims to develop predictive models of the demand of local public services, such as local transportation, health, connectivity, starting from a combination of administrative data and digital information that can be drawn from digital platforms, such as Facebook or other social networks.

The latter provide data aggregated at the local level on the socio-demographic features of their users, their interests, preferences and behaviours.

Such information is typically unavailable in administrative archives and is not available at such a fine geographical level in survey data. Moreover, it is correlated with characteristics of the residents which are typically not collected from questionnaires. The combination of administrative data and “new digital data” allows to significantly improve the predictive power of the demand models of local services, and hence to plan with an enhanced effectiveness the distribution of resources on the territory, reducing the cases of under or over-supply.