

Using Facebook Advertising Data for Global Income Estimates

Project Description: The UN has formulated a number of “Sustainable Development Goals” that include the eradication of poverty. To track progress on this and other goals requires obtaining statistics on the human development of a country or parts of a country. Collecting such data can be time consuming and expensive. In this internship we will explore if we can use data from Facebook’s advertising platform to look at, say, whether the use of iPhones vs. Android phones can be used as a predictor to model income in a country or a population.

Duties/Activities: Collect data from Facebook’s advertising API. Analyze this data and build a regression model to predict a country’s or a subgroup’s income level.

Required Skills: Python is required for the data collection. The data analysis can be done in Python or in R.

Learning Opportunities: Collecting data from web APIs. Learning about data for development research. Building regression models.

Expected Team Size: 1-2

Mentors

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