BIG DATA IN ACTION
THEORY OF CHANGE

[START WITH A
QUESTION]

DATA INSIGHTS
WHAT INSIGHTS DO WE EXPECT TO FIND?

ACTION IMPLEMENTATION
WHAT ACTIONS CAN BE TAKEN, BASED ON INSIGHTS?

INSIGHT

DATA GENERATION
UNIT, TRIGGER, MEDIA

RESULTS
WHAT OUTCOMES OR BEHAVIORS
DO WE WANT TO INFLUENCE?

DATA

RESULTS