



Choice Engines for Smart Disclosure

OPEN DATA NOW - CHAPTER 3: CONSUMER WEBSITES

Introduction

- ▶ Many companies make \$\$ with consumer confusion
 - ▶ Ex: 2/3 of American consumers have wrong cell-phone plan
 - ▶ They pay a total of \$13 billion a year more than they need
- ▶ Shop intelligently
- ▶ New type of Open Data
 - ▶ Smart Disclosure

Smart Disclosure Combines

- ▶ Government data
- ▶ Individual data to help user to make personalized decisions
 - ▶ Ex: Website to make Diet Schedules
- ▶ The idea is to provide to user services such as choice engines (filters)
 - ▶ Ex: Travel sites do for airline and hotel booking

Smart Disclosure Definition

"The timely release of complex information and data in standardized, machine-readable formats in ways that enable consumers to make informed decisions"

Smart Disclosure Examples

- ▶ Blue Button

- ▶ American veterans -> medical histories



- ▶ Green Button

- ▶ Give consumers data about their energy usage



- ▶ "Educational" Button *(on development)*

- ▶ Give students and parents easy access to school records and learning resources



End
Questions ???

Question: Do you think by now this kind of service is a reality over the world or more United States?