

Appendices: Instructions and recommendations

**GreenIN
Cities**

KYMP

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Data mining guidelines and recommendations

The goal of this method is to create a strong foundation for new projects by utilizing previous research and building new insights on top of it. Hopefully, the process will also promote collaboration and knowledge sharing among experts within the City of Helsinki.

1. Collecting and organizing data sources

Set clear research questions

Define what kind of information you are seeking and what the project aims to achieve.

Collect relevant data sources

Consider the scope of the project and list the most important search keywords.

Use these keywords to find recent reports and studies from the city's archives, websites, and previous projects.

Identify key experts who can help you discover additional relevant sources (e.g., through interviews or information requests).

Preprocess the material

Create a secure folder to store all collected files.

Name the files logically (e.g., "Traffic_Development_2023.pdf").

Categorize and prioritize

If necessary, group reports by theme (e.g., transport, environment, housing).

Evaluate the significance of each document — for example, place the most important ones in a primary folder and the rest in a secondary one.

2. Analysis of data sources using artificial intelligence

Plan and execute

Read at least the **original summaries of the reports** to understand what kind of information each source contains.

Start by writing a list of prompts you intend to use and specify which document(s) each prompt refers to. *A well-planned process is already half done.*

One document at a time: Ask specific questions related to each report.

Multiple documents at once: You can analyze all reports related to the same theme (e.g., youth needs) at once, or ask the AI to create a synthesis of overlapping topics (e.g., perspectives of young vs. elderly residents).

Final output: Consider how and to whom you will present the research results — this will guide the format in which you want the AI to structure its responses.

Identify missing information

Run several different and complementary prompts on the material, and ask clarifying and follow-up questions.

Pay attention to whether there are **gaps in information on any critical topics**.

Ask the AI to **search for new data sources** and assess their relevance.

Synthesis

Carefully read through the AI-generated texts and **finalize them** (you may notice repetition or inconsistencies).

Define the **final output format**: provide the AI with your finalized texts or materials and specify the format you want (e.g., Word document or PowerPoint presentation).

Recommendations

Provide context: the more precisely you explain to the AI what you are doing and why, the more accurate and relevant the information it produces will be.

Keep a record of the prompts you use to stay aware of your workflow and to improve your process for future projects.

Useful example prompts

"Etsi viimeisen viiden vuoden aikana julkaistuja tutkimuksia jotka viittaavat [*kohderyhmä/ ilmiö/teema/kohdealue*] seuraavalta verkkosivulta [*esim. kaupunkitieto*]. Priorisoi tutkimuksia jotka liittyvät yleisten alueiden suunnitteluun."

What needs, challenges, and opportunities are recurring in the reports I've attached? Summarize the main points and provide a concise overview of the key findings. Show the sources

Analyze the document(s) I've attached. Summarize what kinds of wishes and needs different user groups [e.g., children, elderly people, people with mobility limitations] have for the urban environment. Show the sources.

Which user groups' perspectives are overlooked in the document I've attached

Identify areas for further research: **What information gaps or uncertainties require more detailed investigation? Formulate follow-up research questions**

Which districts or areas stand out based on the reports?

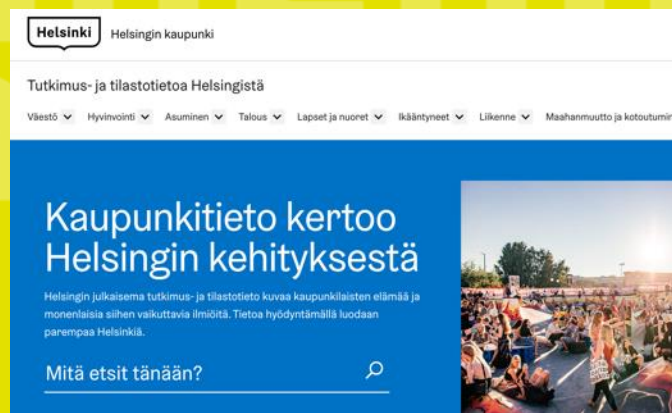
reate a black-and-white pie chart from the following data

Summarize the text I've attached into a bullet point list and create: a PowerPoint slide or Word document that I can download to my computer a text version that I can easily copy into my own PowerPoint presentation

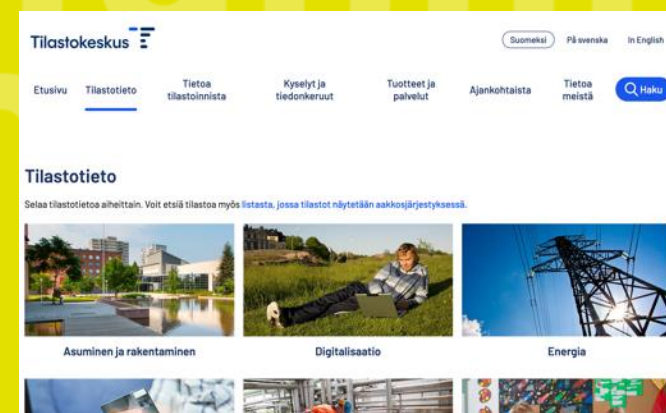
"Generate 10 solutions to the identified challenges from the perspective of the following target group [e.g., children, elderly people, people with mobility limitations]."

Visualize these three selected solutions as a comic strip featuring target group X [e.g., children, elderly people, people with mobility limitations] as the main characters

Searching for data: useful general databases



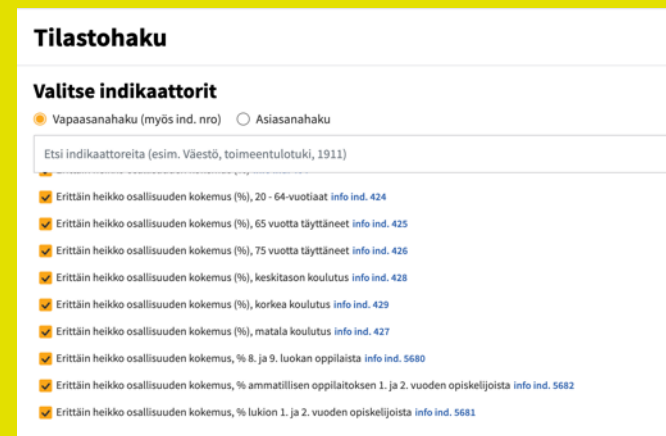
THL:n tietolähteet



Tilastokeskus



THL Sotkanet



THL Sotkanet: huono osaisuuden kokemus

2.

Learnings from planning Maptionnaire –questionnaire

Maptionnaire- online questionnaire tool is City of Helsinki's location -based survey platform

Reflections to support the design of the Maptionnaire survey

- Ask only what's essential:
- Every unnecessary question increases the risk of a low response rate.
- Length of the survey:
- The longer and more complex the survey, the higher the risk of respondents dropping out.
Use open-ended questions carefully — they can provide valuable insights but also require more effort from respondents. Multiple-choice questions are the quickest to answer.
- Allow enough time to learn and build the survey in Maptionnaire:
- Some bugs may occur, and the interface is not the most user-friendly.
- Languages:
- Make a considered decision about which languages you will offer for responses, and allocate enough time for translations.
- Survey distribution:
- Think about where your target groups can be reached — for example:
- Young people: social media
- Older adults: face-to-face interactions
- People with immigrant backgrounds: may require outreach through community networks or partner organizations
Contact potential partners such as youth centers, NGOs, or community groups.
- Test the survey:
- Send it to your team members for testing before publishing.
- “Other, what?” or “I don’t know”:
- It’s recommended to always include these as answer options.
- Mandatory questions:
- Choose carefully which questions are set as mandatory.
- .

3.

NGO interviews and fieldwork

These methods can be used to complement and enrich the data from the survey, as well as to reach groups that typically do not engage with surveys

Involvement of organizations and fieldwork in the area (ethnographic research approach and engagement of experts)

- A wealth of expert knowledge is available among the **City of Helsinki's specialists, representatives of organizations, project workers, researchers, and authorities.**
Closer collaboration between the city, organizations, and authorities would **enhance the efficiency of resource use, reduce overlapping projects, and help prevent participation fatigue** — a phenomenon residents experience when faced with repeated surveys and few visible changes.
According to the survey, the **sense of participation in Malmi is currently low.**
- Development work would become more effective if the city's various departments **collaborated more closely across administrative boundaries.**
Inefficiency arises when multiple similar projects are implemented in the same area without coordination or mutual support.
- Representatives of organizations also emphasized the importance of **collaboration, partnerships, and continuity** for both impact and resource efficiency.
Projects should aim to **build networks, share experiences, and strengthen collective impact.**
- The development of public spaces should be guided by a **clear strategic vision: *who the spaces belong to and who has the right to be in them.***
- Based on this project, experiences vary. Some residents feel that **public spaces are dominated by people struggling with substance abuse**, while those individuals themselves feel **unwanted or excluded.**

Reflections to support the planning and implementation of fieldwork

- Meeting vulnerable individuals requires **sensitivity, presence, and the ability to build a trusting atmosphere in which participants feel heard and respected.**
- The researcher must also adhere to ethical principles, protect participants' privacy, and be aware of their own preconceptions.
- Utilize local experts and specialists, both within the City of Helsinki's organization and through potential partners such as NGOs.
- Experts of City of Helsinki include: Youth workers, Adult social workers, Involvement and interaction specialists
- When engaging young people, pay **close attention to strict GDPR regulations** and follow the principle of data minimization when collecting personal information.
- Leave flexibility in the research plan and work with only a thematic or semi-structured interview framework.
An observational approach is often more effective, allowing you to **respond spontaneously to insights** that arise during encounters. It is rewarding to recognize *what you didn't know to ask* — **therefore, it's important to leave space for spontaneity** and observation during fieldwork.
- Experts can facilitate direct access to vulnerable residents, such as people struggling with substance abuse.
It is beneficial to analyze the data through their expertise and experience — identifying what is essential, recognizing possible cause-and-effect relationships, and gaining support in interpreting responses.
- Stay in contact with the experts regarding the results. Just like residents, they are often interested in the outcomes of the work they have contributed to.

