

Data-Driven Management Model Research

It is important to determine all kinds of social, economic and other development goals for Istanbul and to base these goals on current and reliable statistical studies in order to achieve these goals. In this context, there is a need to develop current, sustainable and comprehensive data-based management models.

Acting with the vision of establishing a sustainable and data-based management model in international standards in order to increase the quality of IMM services, it aims to meet the need to produce quality data and to plan its resources according to these data, by using the data it has created within its own structure and received from the relevant persons/institutions.

With the Data-Based Management Model in Istanbul research, it is aimed to determine the general sociodemographic and socioeconomic profile, needs and tendencies of the people of Istanbul and to produce data that will form a basis for strategies to be formed on investments and services. For this purpose, interviews were conducted with 50,000 households throughout the city using face-to-face survey method. The number of surveys was distributed in proportion to the number of neighborhood households, with at least 12 surveys per neighborhood. In order for the results of the study to represent Istanbul, the households to be interviewed were selected at the neighborhood level by stratified random sampling method.

The fieldwork, in which the final form of the questionnaire was applied through workshops and meetings, was carried out between 29.11.2021 and 07.03.2022.

In the first part (A) of the questionnaire, which consists of four parts, the age, gender, education, employment, etc. of all individuals living in the household. Sociodemographic information was recorded. In addition to this, households have chronic illness, disability, dementia, autism, etc. It was questioned whether they had individuals with ailments. In the second part (B), data determining the socioeconomic level of the family such as residence time, building type, tenancy status, household income, vehicle ownership were recorded.

Since the first two sections contain general information about the household and the household, it was compiled from the first person suitable for the interview. In the next 3rd (C) and 4th (D) sections, the person to be interviewed randomly with the KISH method was determined from the households in order to measure personal information, perceptions and orientations. The third part consists of questions about how many years he has lived in Istanbul, where he immigrated from / the reason for immigration, the languages he spoke, satisfaction and problems for the neighborhood and Istanbul in general.

The fourth part consists entirely of perception questions, and it is aimed to compile data on the person's sports/activity, happiness, time use, information literacy, information acquisition preferences, levels of feeling safe, social belonging, experiences and opinions about inequality, and socialization tendencies.

Physical inspections were carried out throughout the fieldwork. In addition, the compiled data were logically tested in electronic environment, and corrections and cancellations were made when deemed necessary. The data was made suitable for visualization by being classified and rationalized, and converted into a format suitable for the database.