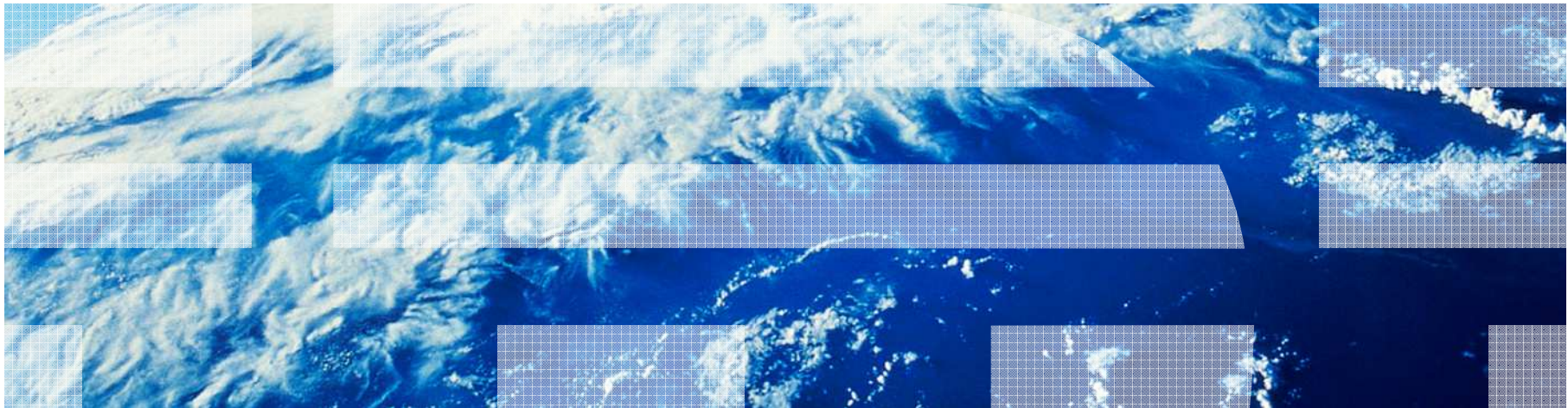


agendaNi

**Digital futures seminar**  
8 trends to impact on your organisation

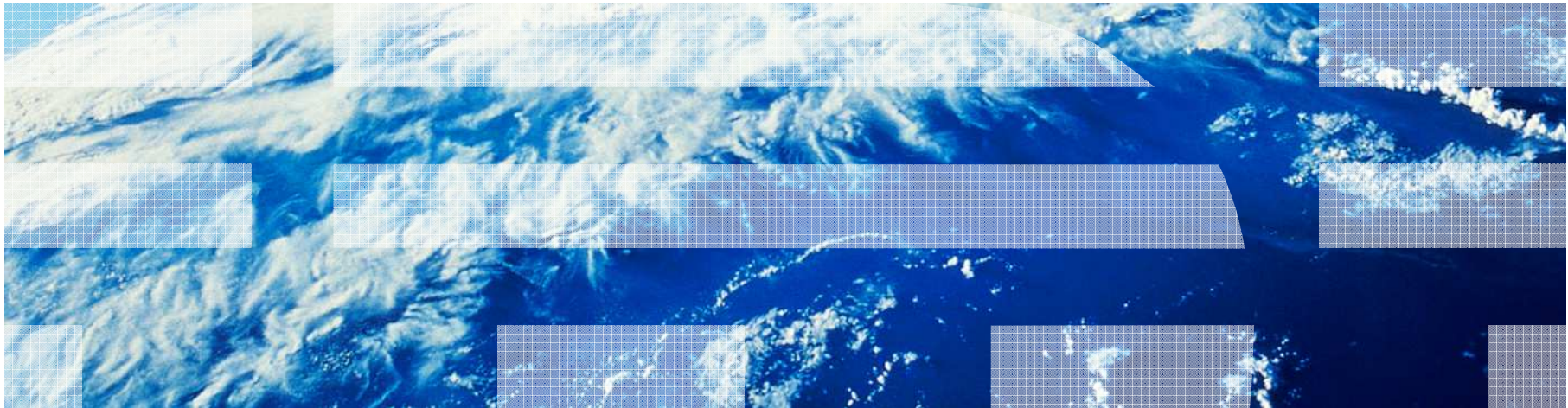
# Adding Value to Data with Analytics



agendaNi

**Digital futures seminar**  
8 trends to impact on your organisation

# Social Adding Value to Data with Analytics



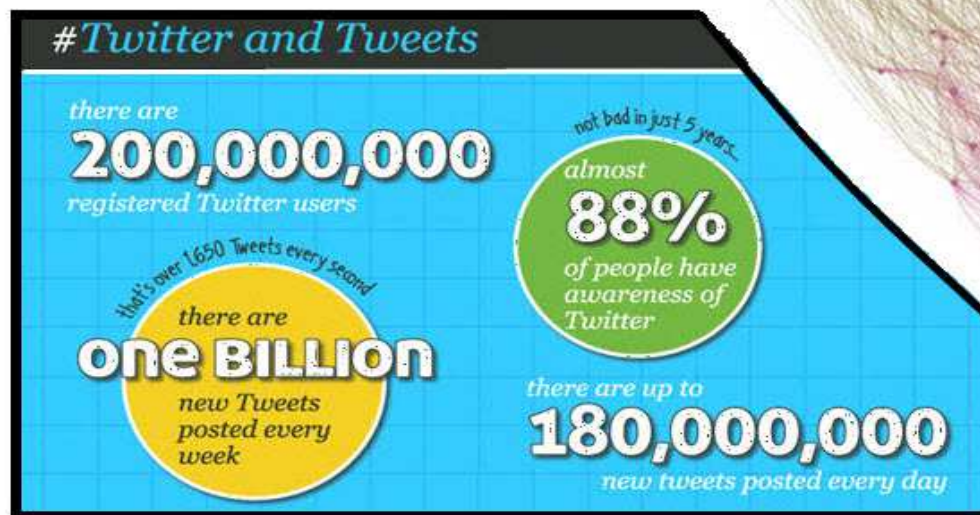
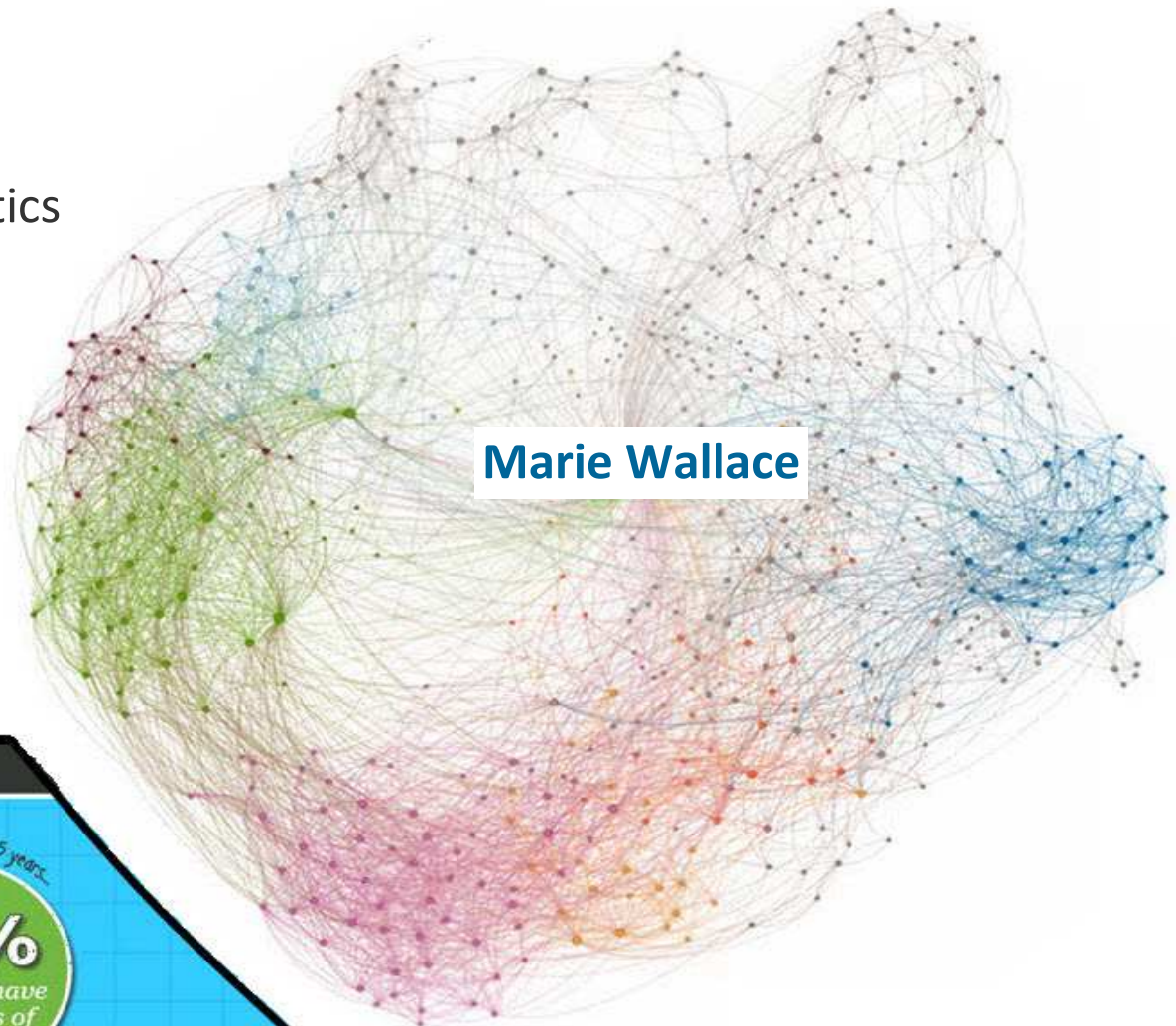
## Why Social Analytics? It touches on 6 out of 8 trends!



## It's Big!



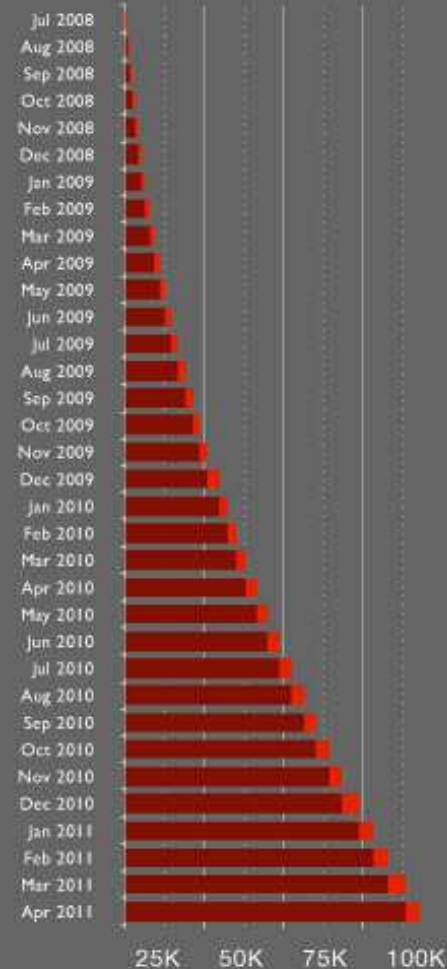
“LinkedIn apply analytics to terabytes of semi-structured data to deliver products and insights that serve 150M+ members”



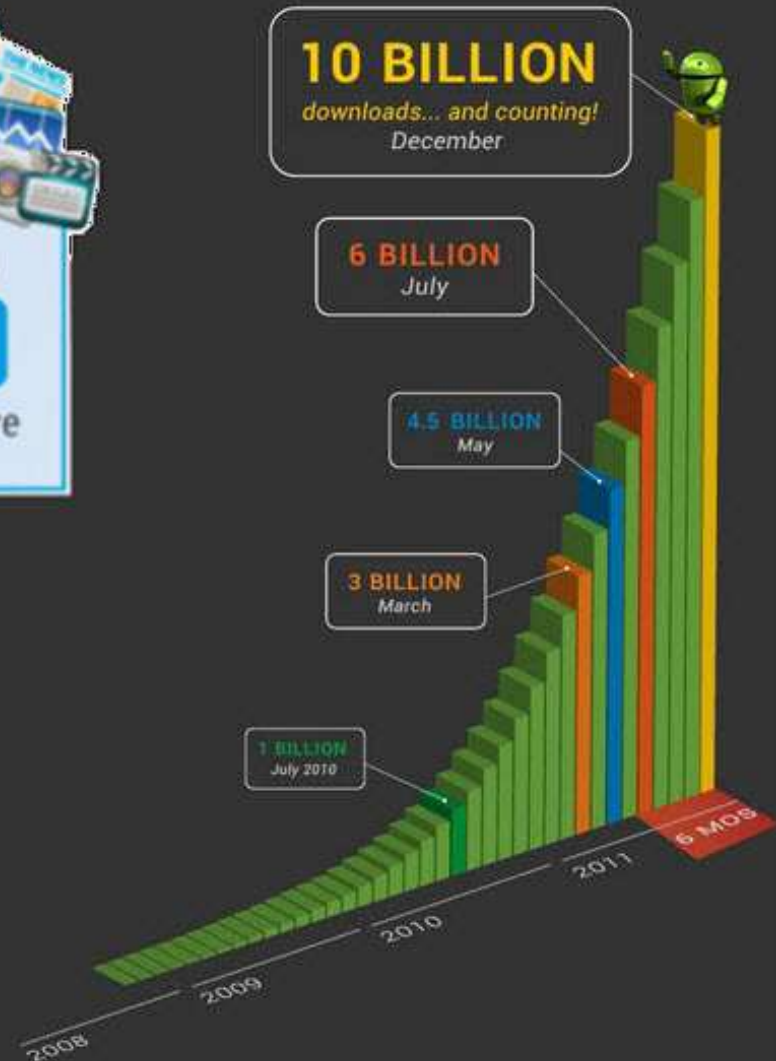
“Klout calculates billions of data points across over 100 million influencers every day”

# Its driven by a plethora of Cloud applications

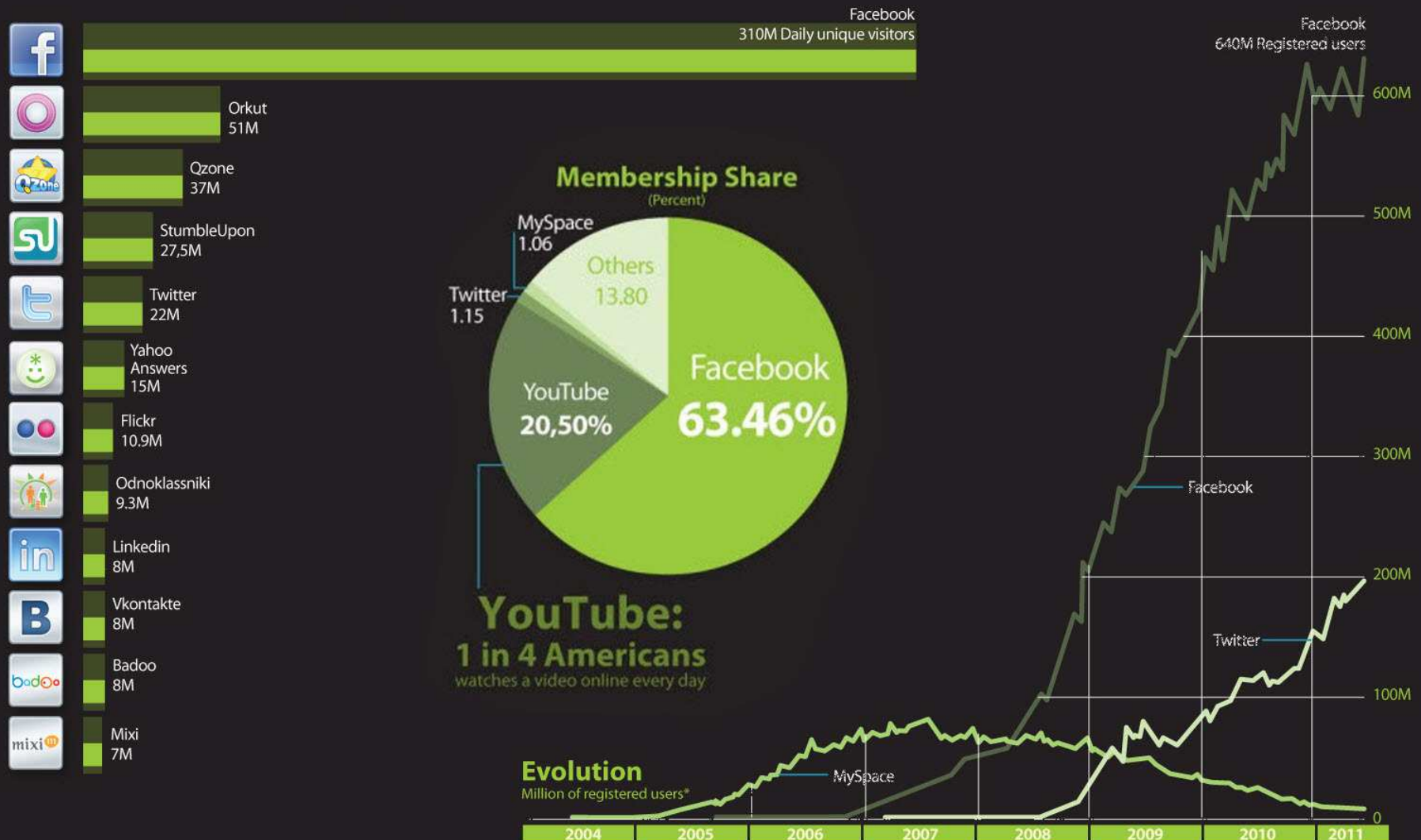
NUMBER OF DEVELOPPERS  
MONTH OVER MONTH



There are only  
**70,000+**  
BlackBerry apps,  
yet there are  
almost 6  
million  
downloads a day

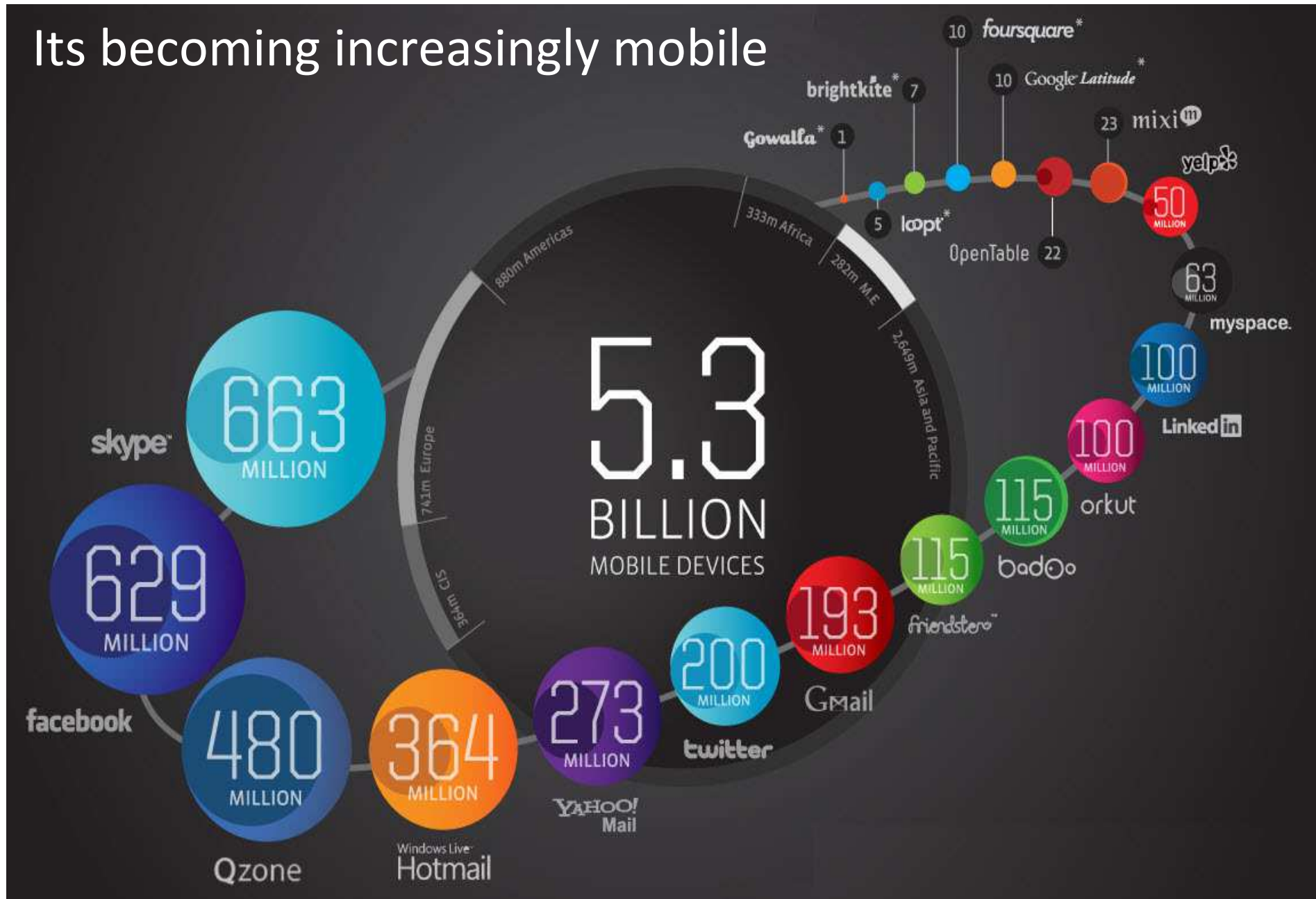


# Its most definitely all about Engagement!



\*Note: YouTube isn't included because you don't need to be a registered user to watch videos.

## Its becoming increasingly mobile



## It's a security & privacy nightmare!

### Irish Officials Begin Facebook Privacy Audit



Irish data protection officials have confirmed that an audit of Facebook's privacy practices is now underway.

"I can confirm that the on-site element of the audit commenced earlier this week," a spokeswoman from Ireland's Office of the Data Protection Commissioner said in an email today.

As reported last week, the Facebook's compliance with the Irish Data Protection Act for users outside of the U.S. and the commission said.

### Facebook's Privacy Policy Under Scrutiny In Europe, Partly Because Students Complained



### Obama Administration Proposes 'Consumer Bill of Rights' for Online Data



February 23, 2012 by Todd Wasserman

### W3C forms Tracking Protection Working Group

Written by [James Delahunty](#) @ 10 Sep 2011 4:00



Group promises that work on "Do Not Track" is starting.

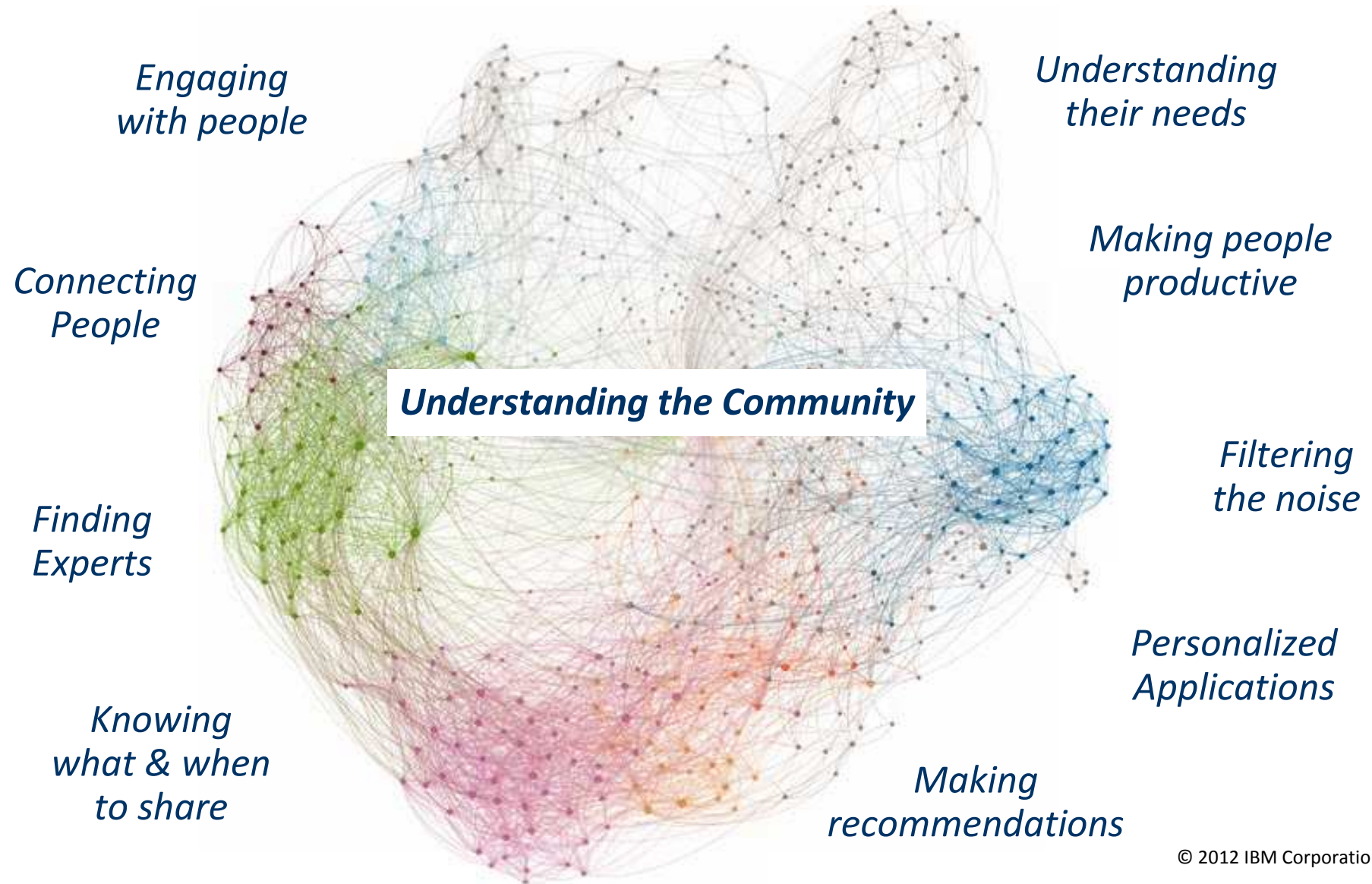
Around the world, privacy concerns have grown as advertising firms track the habits of regular users as they go about their daily online businesses. The firms to target more adequate advertising to different tastes, but not everyone is OK with tracking in practice.

commercial  
the Obama  
Consumer Privacy Bill

signed to give  
personal data is used  
consumers. The White  
Department to corral  
to develop policies based on the plan. The White House also  
Microsoft and AOL have agreed to submit to Do Not Track technology and  
control their online privacy.



# Social Analytics adds the “People” into Analytics!



## The Value Proposition: *Real Life Scenarios*

- Making Government Transparent
  - The UK Parliament: *Actions Speak Louder Than Words*
- Maximizing Innovation
  - North Carolina State: *Monetizing Academic Invention*
- Disaster Recovery
  - The Chilean Earthquake: *A Case Study in Saving Lives*

## The UK Parliament: *Actions Speak Louder Than Words*

- Objective:

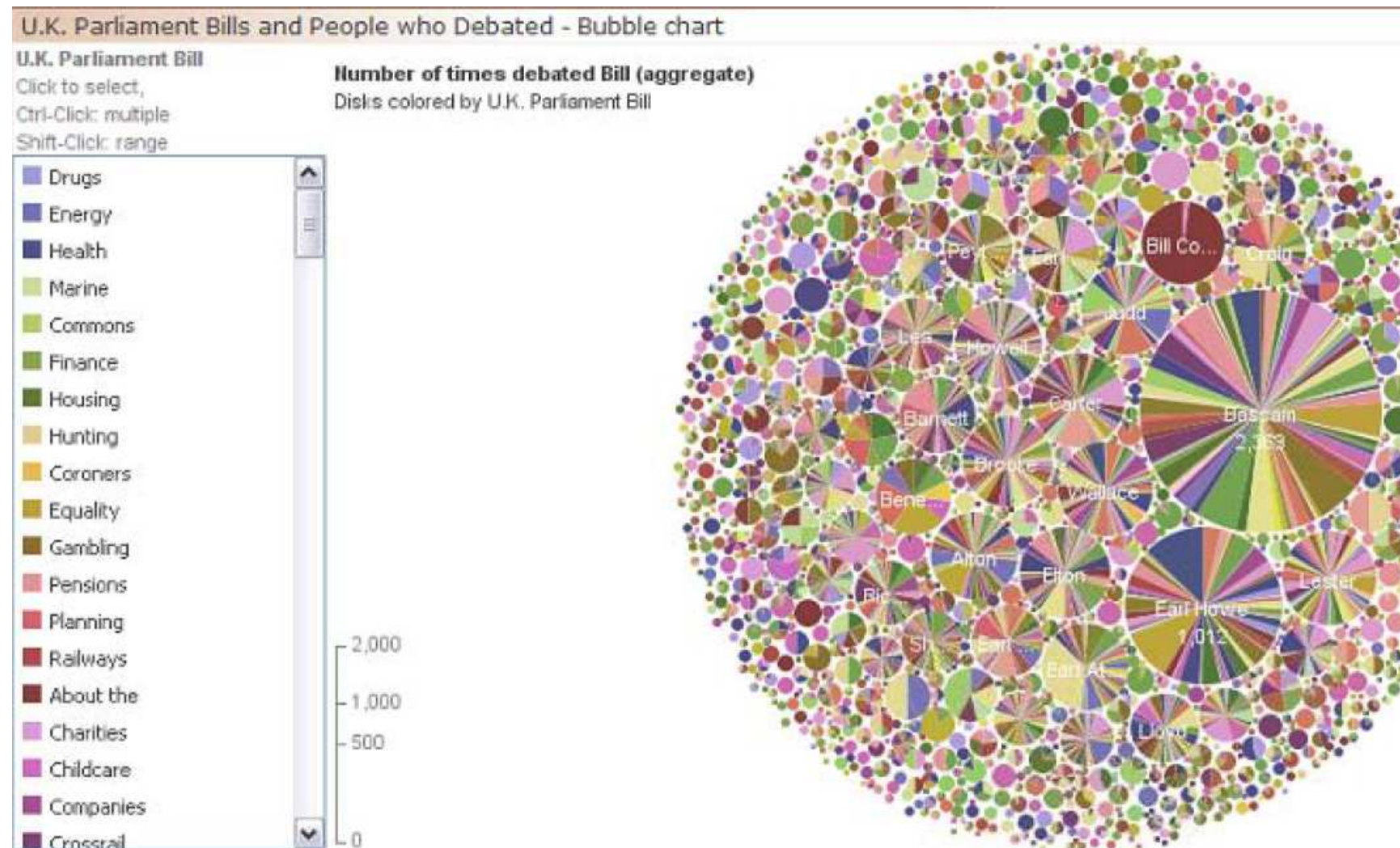
- Provide a research platform for a news corporation that would support indepth analysis of the activities of parliament



- Solution:

- Crawl a wide variety of parliament related (loosely or otherwise) content
  - UK Parliament website, news feeds, social media, ...
- Analyze the content in order to be able to ask questions, such as:
  - Who is (or is not) doing what?
  - Are there inconsistencies between various data sources? news vs. parliament
  - Overlay voting records with demographics and look at voting records over time
- Provide visualization to improve insights derived from the analyzed data
  - **Could visualization promote great civil engagement in politics?**

# The UK Parliament: *Actions Speak Louder Than Words*



# North Carolina State: Monetizing Academic Invention

- Objective:
  - Help the *Office of Technology Transfer* identify potential licensees of their patents
  - List of companies, names of key individuals, and their contact information
- Solution:
  - Harvest web pages from the Internet
  - Analyze the content to identify pages related to the topic of a patent
  - Rank content according to strength of indicators of a potential licensee
  - Identify companies and people associated with the content
  - Rank the companies according to their expected level of interest
  - Present information, with evidence and contact details, to the end user

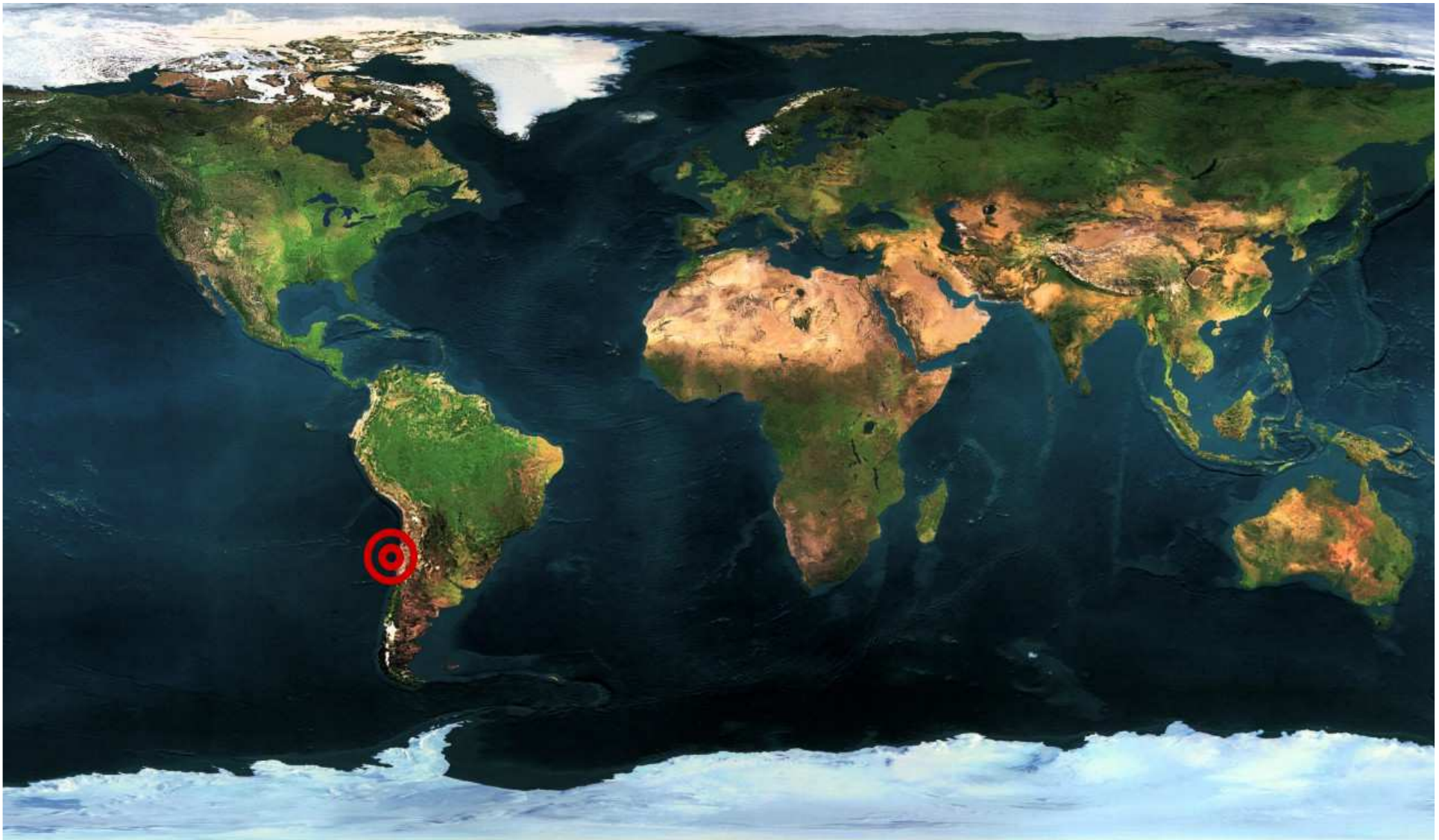


# North Carolina State: Monetizing Academic Invention

- Use Case: Smart Inhaler
  - Identified pharma-related websites to crawl
  - Built an analysis model to identify pages of interest
    - Strong terms: Nebulizers, Pressurized MDIs
    - Weak terms: Drug Formulations, Bioavailability
    - General terms: Inhaler, Targeted drug delivery
  - Look for evidence of failed inhaler oriented clinical trials
  - For relevant pages, mine for company names and contact info
- More Information
  - Video: <http://bit.ly/IXVIs3>
  - Case Study: <http://ibm.co/IXVplj>



# The Chilean Earthquake: A Case Study in Saving Lives



**#Chile Highway number 5  
badly damaged. Bridge  
between Concepcion and  
Santiago is down.**

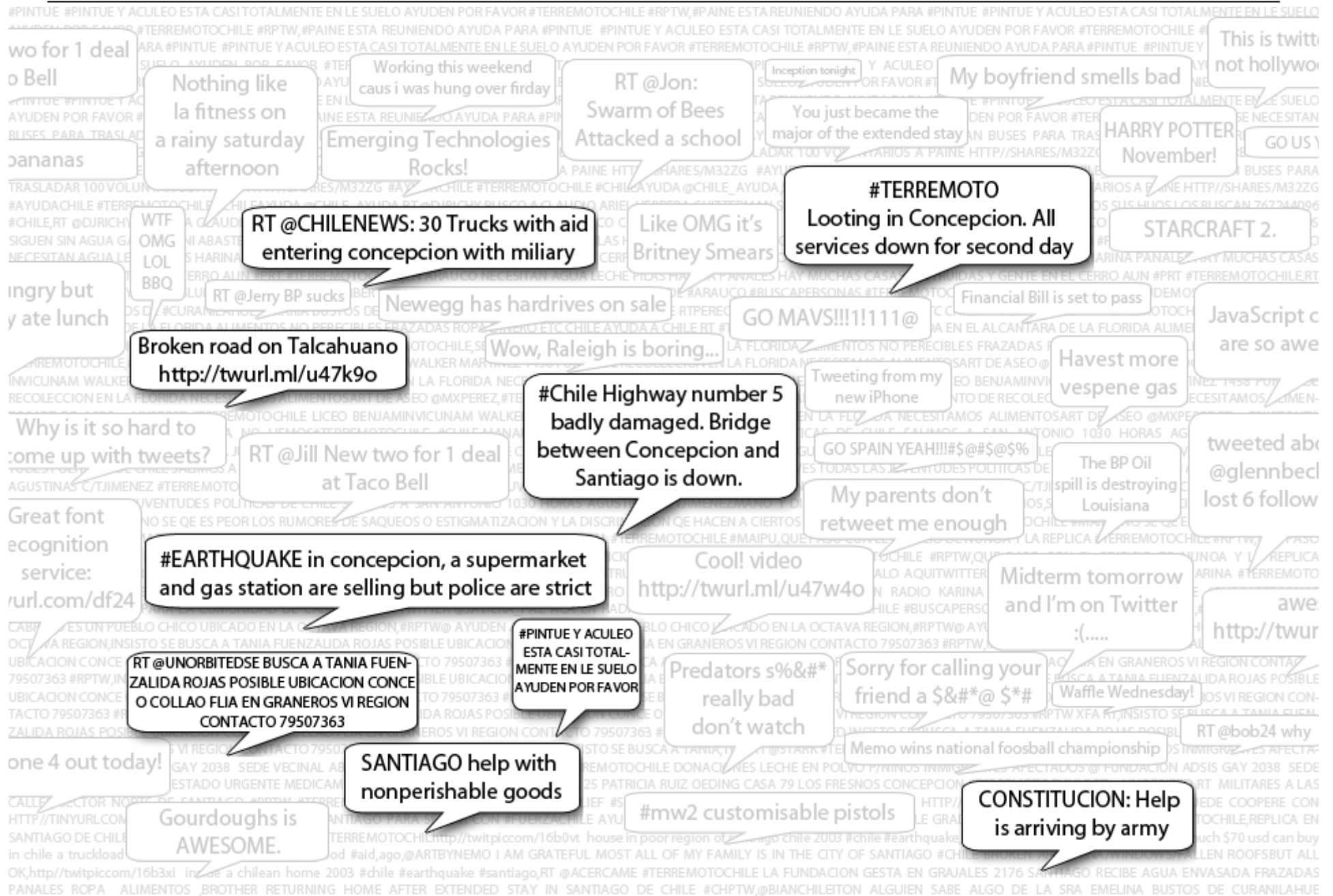
@USAforHaiti - 4:20 PM Feb 27 2010

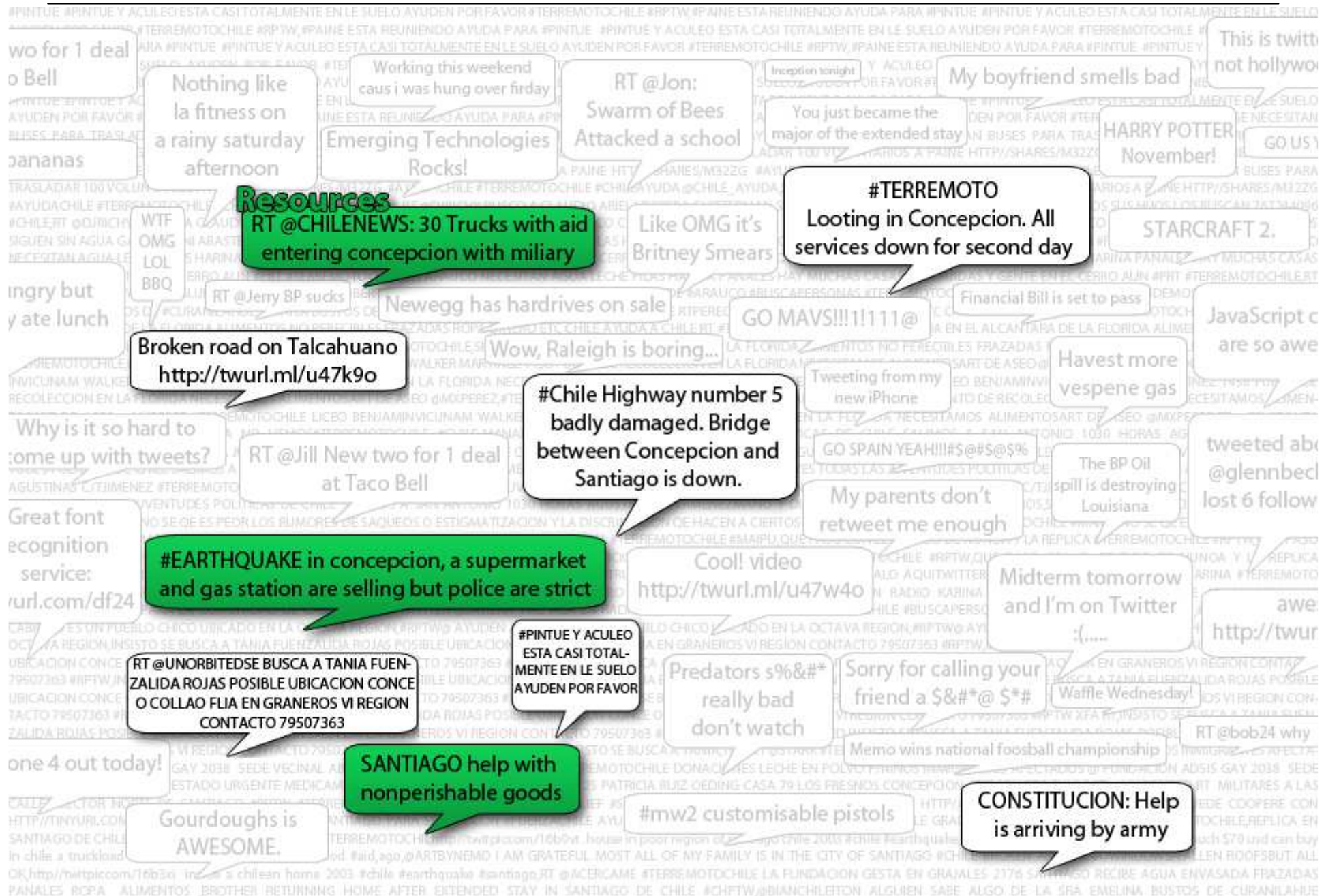


# The Chilean Earthquake: A Case Study in Saving Lives

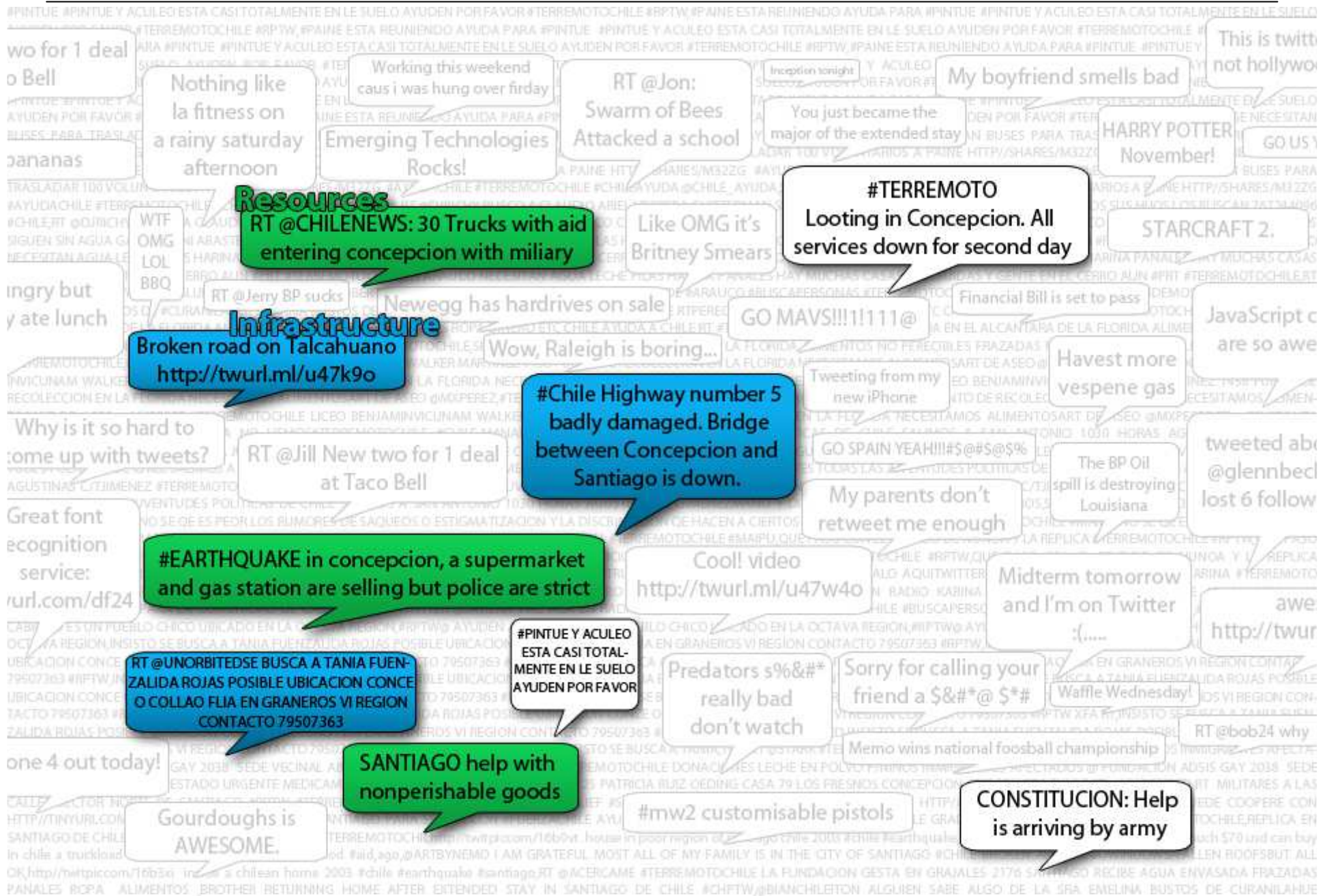


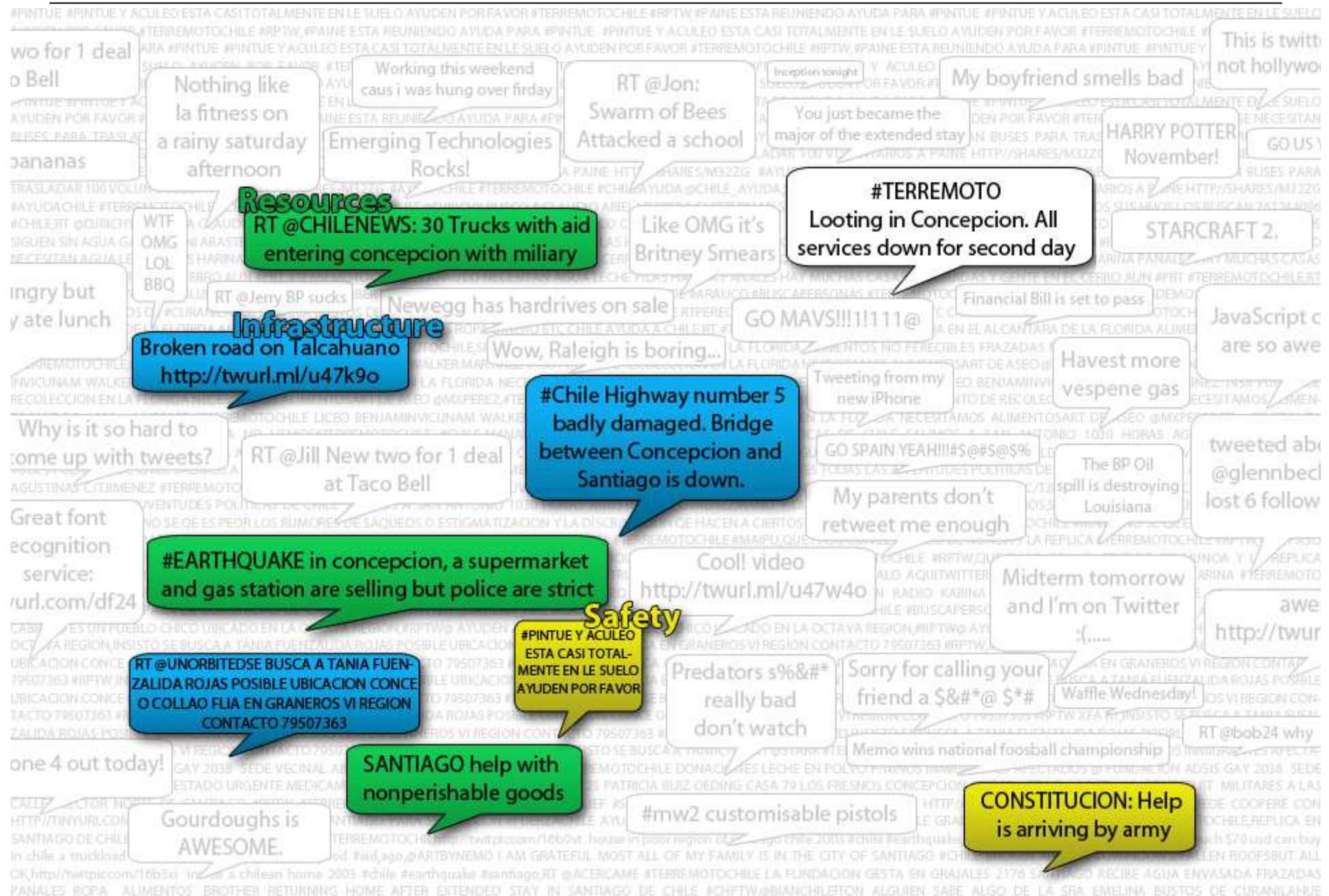
## Marie Wallace, IBM Social Analytics Strategist

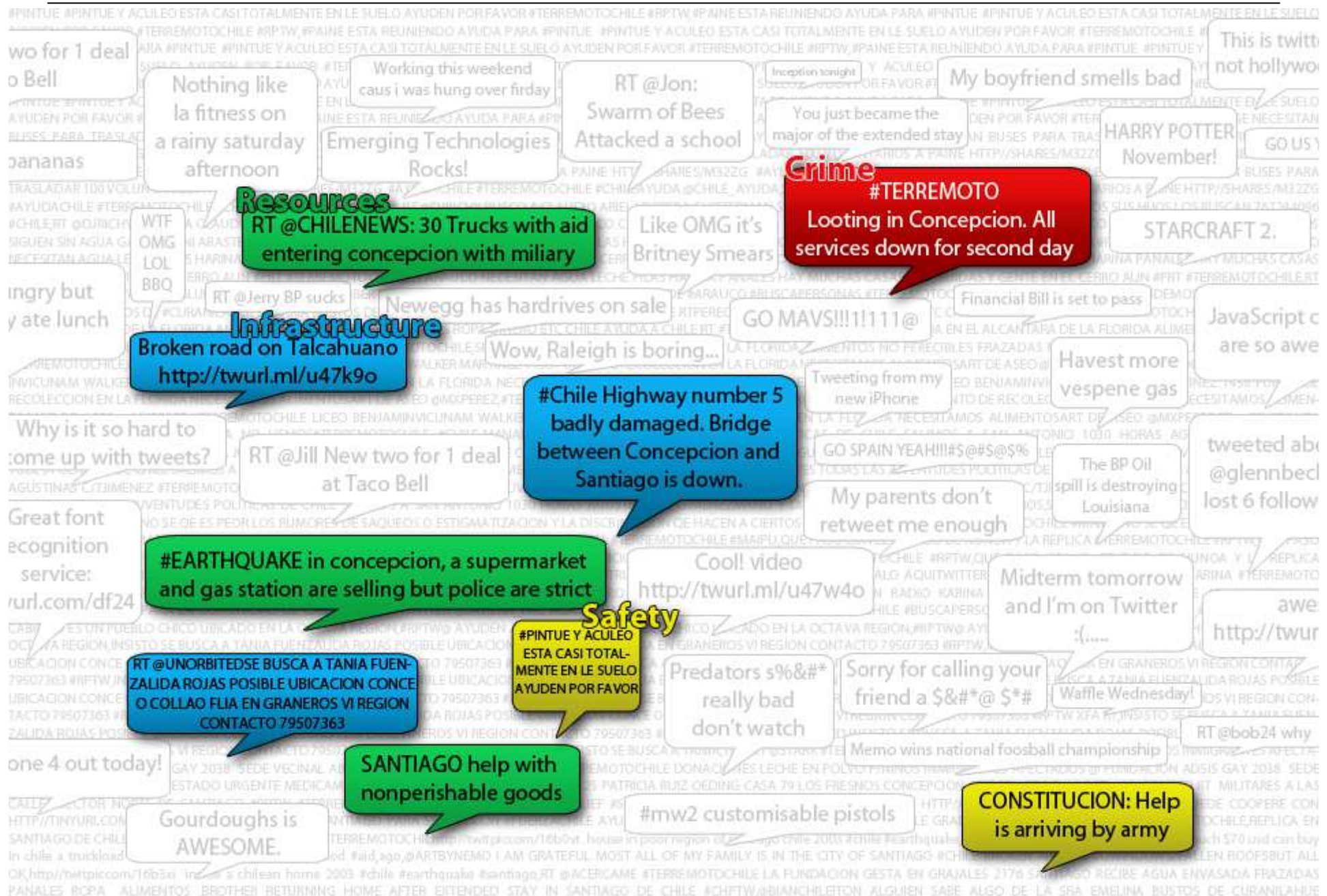


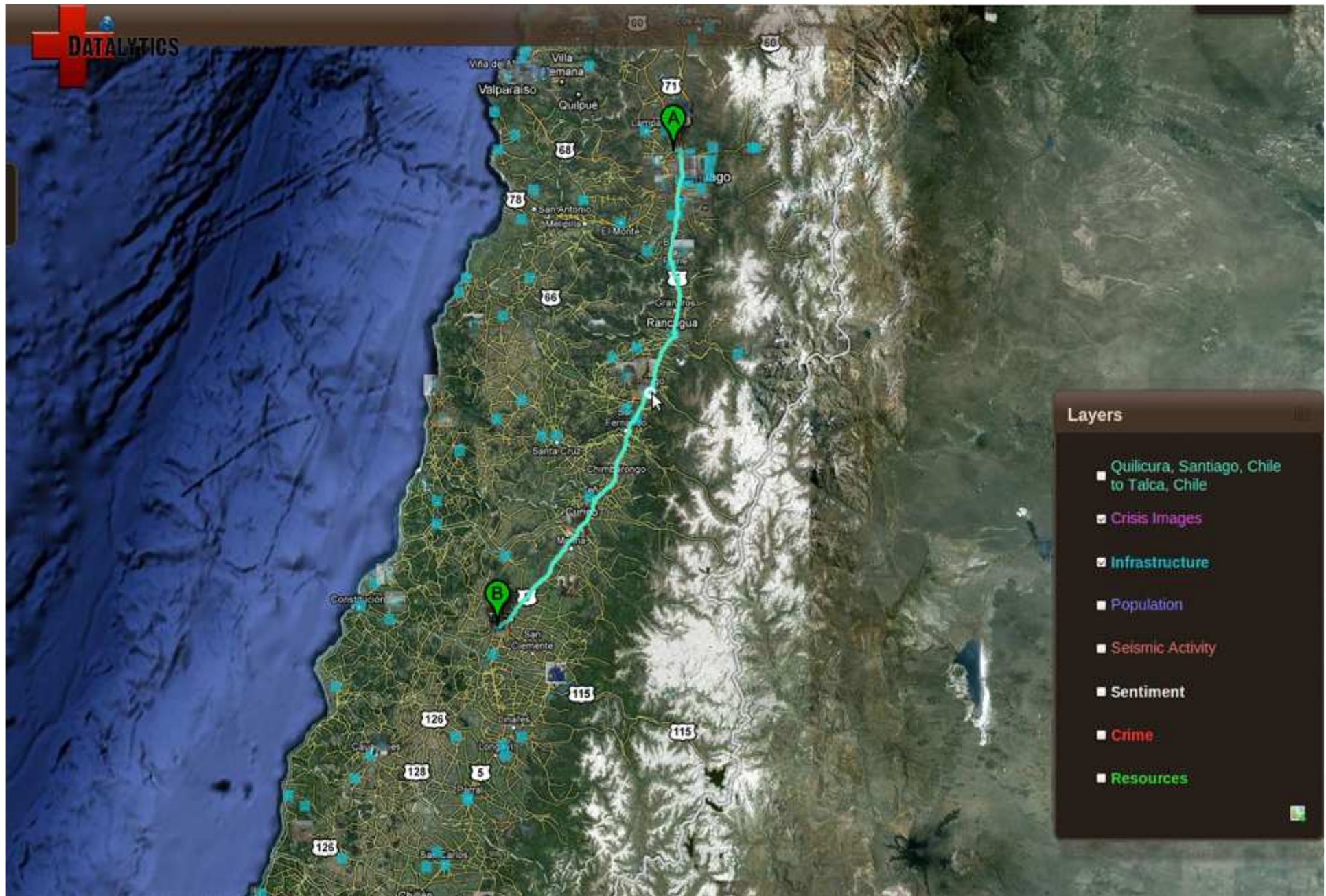


## Marie Wallace, IBM Social Analytics Strategist











## Conclusion

We've only started our social analytics journey and just scraped the surface in terms of the societal value that can be realized from its application.

*However, it will be a road littered with potholes!*



## About Me...

**About Me:** <http://mariewallace.info>

**My Blog:** <http://allthingsanalytics.com/>

**My Twitter Landing Page:** <http://tweets.mariewallace.info>

**LinkedIn:** <http://www.linkedin.com/in/mariewallace>

**Twitter:** [http://twitter.com/marie wallace](http://twitter.com/marie_wallace)

**Google+:** <http://profiles.google.com/mariewallace>