Open Mobile Alliance
For a Connected World

SOCIAL DATA

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06 June 2013, Dublin Ireland

(This material is recreated from a transcript provided by Mr. Sheldrake)

SETTING THE SCENE

- IBM claims that 90% of today's data was created in the past two years. Paucity of data marked the 20th Century. Having too much of the stuff has rapidly become the challenge and the opportunity of the 21st.

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SOCIAL MEDIA AS A SOURCE OF DATA

Personal data can be:

volunteered

- directly from the individual – sharing stuff and expressing themselves publicly through social media (e.g., my photos, my tweets, my comments)

observed

- during interaction / transaction (e.g., location data, web visits, purchase history)
- individuals rarely aware of the depth and breadth of observation

inferred

- the output of data analysis, data combination, data mining (e.g., credit scoring – perhaps the oldest form of inferred data)
- individuals ignorant or powerless

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NEW PERSPECTIVES ON THE USE OF DATA

- Data actively collected with user awareness --> Most data from machine to machine transactions and passive collection (difficult to notify individuals)
- Definition of personal data is predetermined and binary --> Definition of personal data is contextual and dependent on social norms
- Data collected for specified use --> Economic value and innovation come from combining data sets and subsequent uses
- User is the data subject --> User can be the data subject, the data controller, and/ or data processor
- Individual provides legal consent but is not truly engaged --> Individuals engage and understand how data is used and how value is created
- Policy framework focuses on minimising risks to the individual --> Policy focuses on balancing protection with innovation individual and economic growth

Ref: “Unlocking the Value of Personal Data”, WEF, Feb 2013; the Boston Consulting Group

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IT'S NOT ACTUALLY THE DATA THAT MATTERS

- Data, of itself, is fairly useless. A collection of data is not information – for that it also requires context and understanding.
- Similarly, a collection of information is not knowledge. We must build knowledge from such information by identifying and interpreting patterns.
- A primary challenge isn't trying to find answers to questions but determining good questions in the first place.

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IT'S NOT ACTUALLY SOCIAL MEDIA THAT MATTERS

- We don't have social media for media's sake but to communicate. We don't communicate for communication's sake, but to influence. Influencing and being influenced is part and parcel of organisational life. Indeed, of life.
- Social business entails designing an organisation around such influence flows, connecting everyone involved in its success, connecting all the data, information and knowledge all around it, more openly, productively and profitably, with the application of social web, big data and related information technologies.
- And because those influence flows are in constant flux, the design of the organisation is too. Critically, the organisation is no longer defined as the sum of its payroll either.
- In short, when it comes to social media, you might want to think of it as the eggs in the social business cake.

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VRM ET EL

- Business is the activity of creating mutual value the consequence of which is profit.
- 'Social' is the activity of nurturing relationships, mutual understanding and collaboration to improve business.
- So what better way to achieve this than to equip individuals with the same data and analytics tools Big Co., and Big Government have equipped themselves with.
- VRM – vendor relationship management – is the other side of the CRM coin. Longer term, we should seek to equip and empower and liberate the individual across all her roles in life – customer, citizen, employee, vendor, supplier, investor, family member, friend, custodian of the planet, etc.

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THE QUESTION

- For me, the question that encompasses the full gamut of opportunity here is this:
- Do you help all the individuals associated with your organisation (employees, customers, partners, suppliers, shareholders, etc.) build richer, more productive relationships with each other and others, coalescing by need and desire, knowledge and capability, shared values and shared value?
- Whether they've phrased it like this or not, some of the most forward thinking organisations are forging ways to crystallise long-term value from this point of view.

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THANK YOU

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