



Big Data and Surveillance: Your Customers are Watching You

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Traditional Forms of Customer Feedback

- Image, Customers Loyalty, Customer Satisfaction
- This was typically based on institutional information collected by institutions as measures of effectiveness
- The company did the data collection using the tools that were available – questionnaires, focus groups etc.

Emerging ways in which customers give feedback

- The new data is user-generated where the users offer narratives (stories) related to customer opinion
- The institution has no control on these stories
- Micro-blogs such as Tweets
- Postings on Digital Networks such as Facebook
- Reviews such as Trip Advisor

User-generated data is Stories based on Surveillance of the institution

- With access to digital resources users are creating narratives about institutions
 - Digital Social Networks as depository of narratives
 - Shared sites such as Trip Advisor offer depository of narratives
- The amount of data is large, thus the notion of Big Data
 - Volume
 - Velocity
 - Detail

Where the Stories Live and Circulate

- Digital Social Networks
- Digital User-Generated Review Sites
- Digital blogs and micro-blogs
- Private digital grievance groups
- All of the locations are out of the control of the institution and therefore cannot be moderated by the institution

Strategies for the Institution: Monitor the Data

- Constant sweeps through digital spaces to find out where the data resides
- Extract as much information including meta-data
 - Author
 - Location
 - Timing
 - Frequency

Strategies for the Institution: Analyze the Data

- Find strategies for analysis of the data as narratives about the institution
- The analysis has to be ongoing and sustained
- Analysis must be multi-faceted: Data triangulation

Strategies for the Institution: Respond

- It is important to constantly follow the story and see who is surveilling you
- It is important to be able to see when the story shifts
- Need to respond immediately
- Need to continuously do it

Resources

- www.m-l-l.org
- www.narbs.info
- www.themediawatch.com
- There are several journal publications including the publication in the September issue of the Parks and Recreation Magazine of the NRPA
- Contact Ananda Mitra at Ananda@wfu.edu