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InfoSt 230

Unit 7 Reading Reaction

Are They Indexing Us?

I definitely understand predictive analytics on a basic level much better after viewing the YouTube™ video. Though I already knew these things. It was still informational hearing the pitch from a sales perspective. After viewing the video and pairing it with Chapter 12's mention of methodologies, I have to ask what about the downsides of predictive analysis:

- How long does the analogy hold current?
- How does the company prevent it from being too broad or narrow?
- What are the current problems with the evolution of this methodology?
- Are these methodologies easy to keep current?
- Does Infinite Insight generalize their approach to data retrieval for each company, or, do they create an entirely new analogy for every company?
- When customers find out they have been targeted by a particular brand- would there be a backlash?
- How revealing and intrusive are these assumptions made about us?

Yes, predictive analysis is a great way for companies to clean up their spamming techniques and generate more revenue by maximizing both recall and retrieval, but at what point is just too much of our personal information going into their consumer databank?

I think we have a right to know how our personal information fits into their algorithms.

References

Richard. (2013, June 16). *Stop confusing targeting with relevance*. Retrieved from Adliterate:
        http://www.adliterate.com/2013/06/stop-confusing-targeting-with-relevance/