CA115-DIGITAL INNNOVATION MANAGEMENT & INNOVATION.

In week 3 of this module we had a talk with Cathal Gurrin on E-commerce. Cathal Gurrin is a life logger and lecturer in DCU. His talk mainly focused on the effect that data analytics has on e-commerce. He started off talking about the history of the digital market and how it affected organisations, consumers and society. I personally found these topics to be very interesting as I enjoy learning about the origins and evolution of different aspects of the internet.

Cathal then began to talk about data analytics and lifelogging which was the most fascinating aspect of the module so far. He explained how he has been a life logger for many years now and showed us the different things the software could determine about him from the information gathered. The chest mounted camera that he was wearing particularly intrigued me. Cathal explained that he had been wearing this camera for several years and that it was passively taking pictures of his daily life. The pictures were then analysed by software that could compile a log of the activities Cathal did every day. The software would then be able to make recommendations of how to improve different aspects of his everyday life. He went on to explain how valuable this type of information would be to companies if they could get their hands on it.In conclusion life logging was by far the best aspect of the module in which we have studied and was refreshing to have a fascinating being presented to us.