

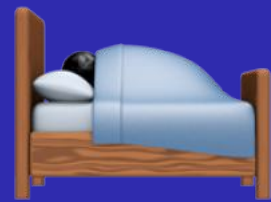
Lec 19

Data at a Scale

APIs, Scraping, Datasets, Personal Data, etc.

Omar Hammad

**Write down all of your Interactions
with digital products in your 24 hours**



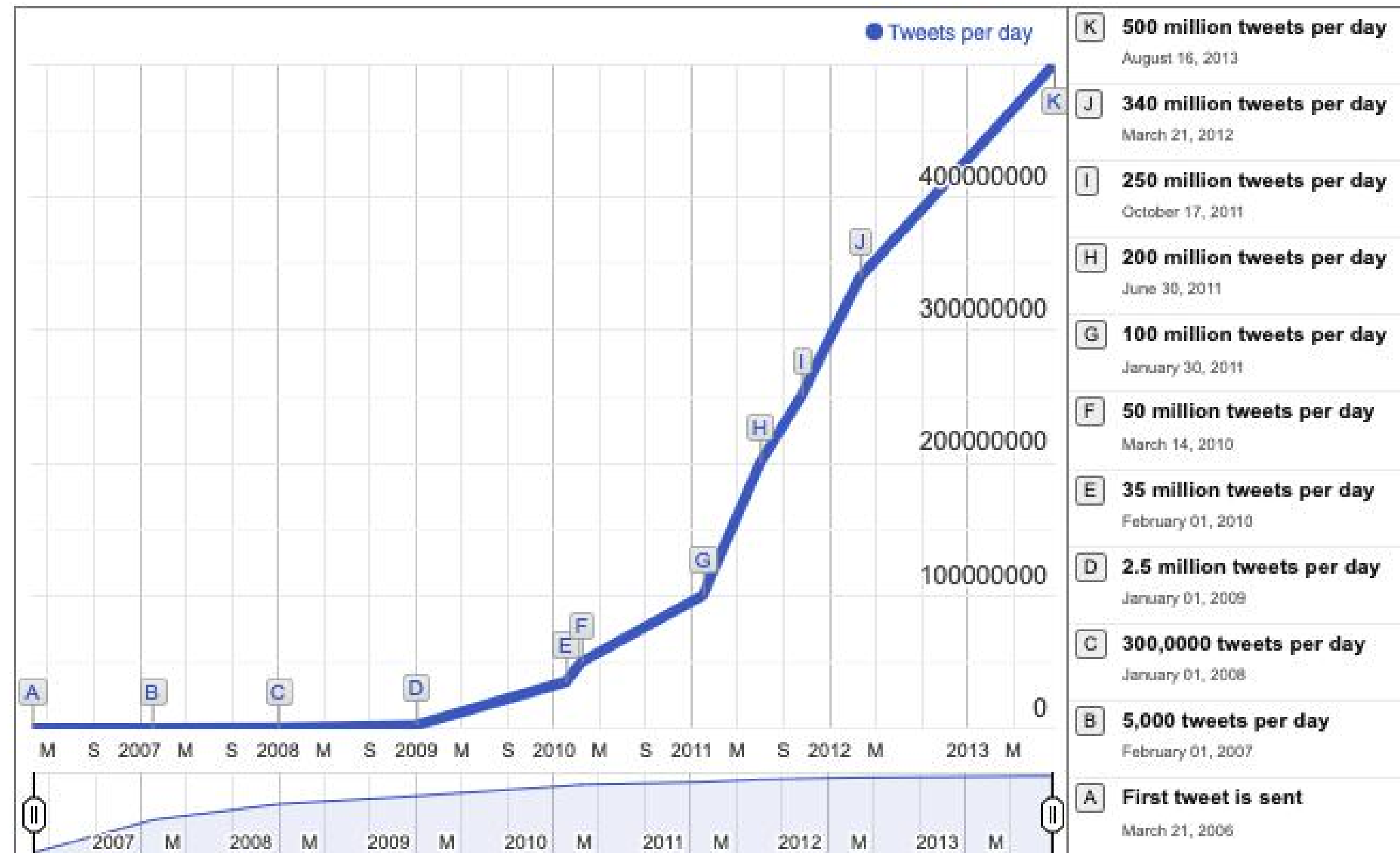
5.16B

Active SM user

+2h

Avg daily spend

500M tweets/day



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.....

.....

.....

Numbers

Videos

emotions

.....

.....

Images

Thoughts

swipes

.....

.....

Heartbeats

Location

apps usage

.....

.....

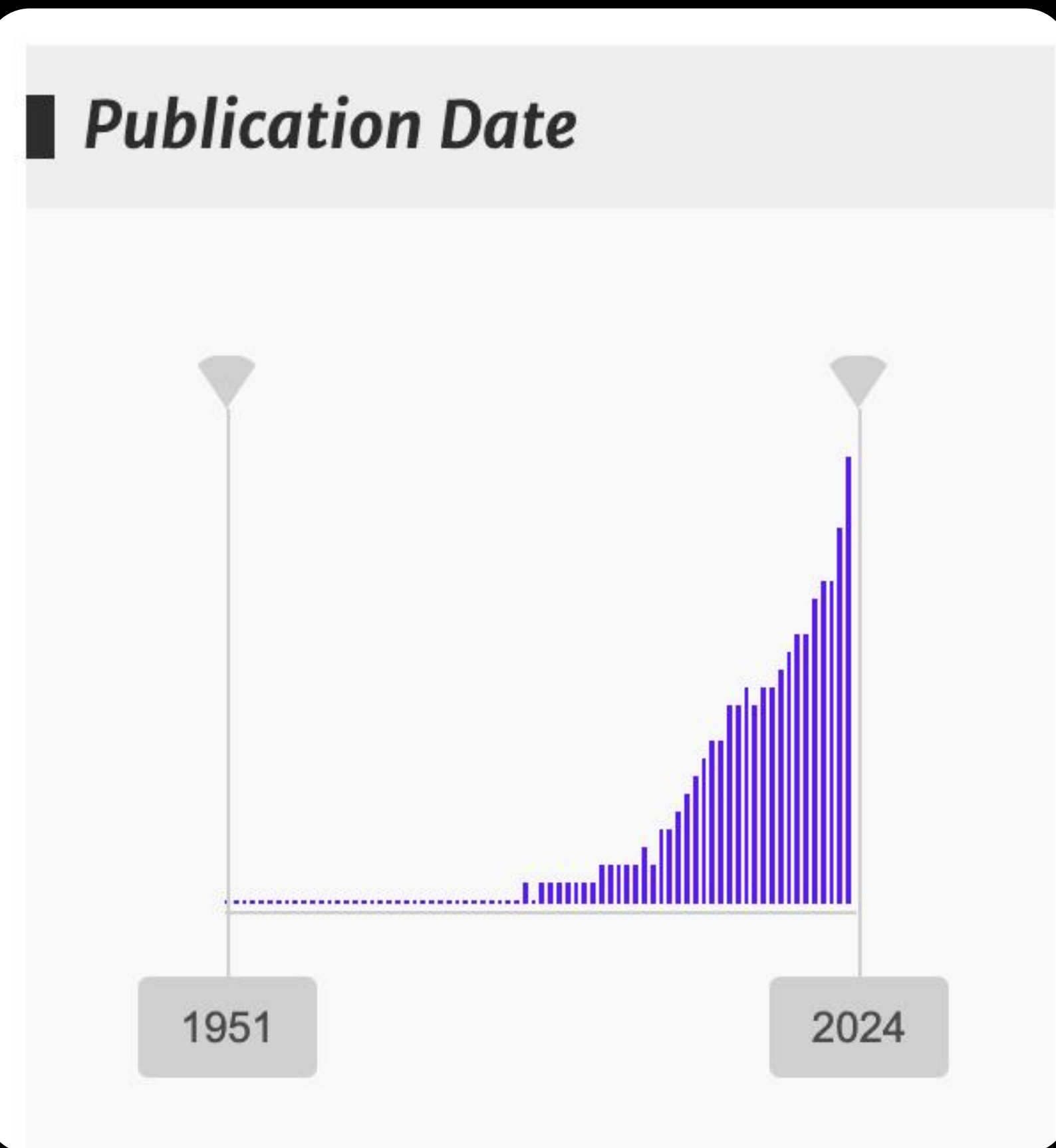
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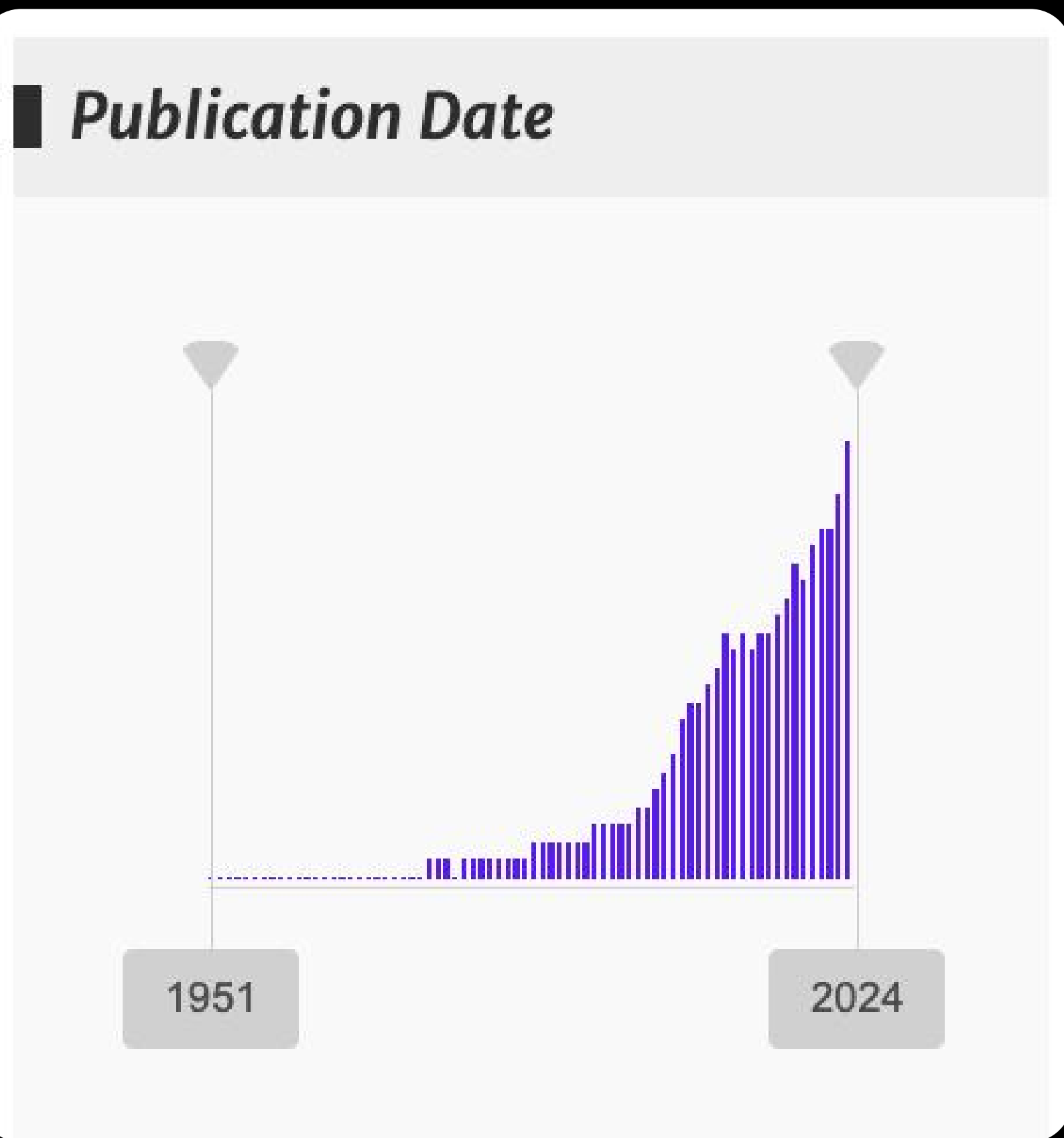
So ...

- What happens to the data?
- How does it improve the services? Efficiency, safety ?
- How much can we know about people from their data?
- How much can we know about society?
- other questions ...

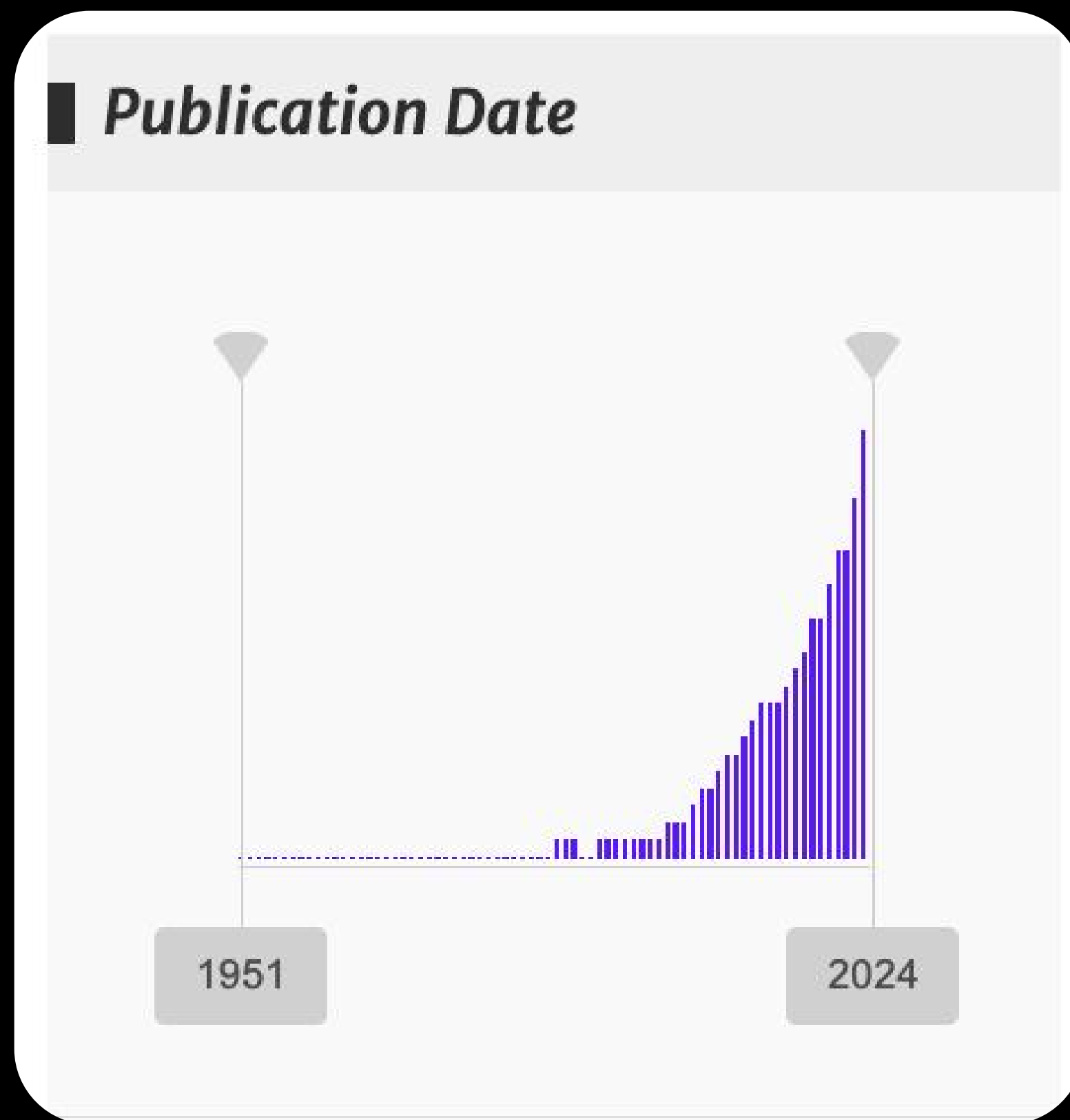




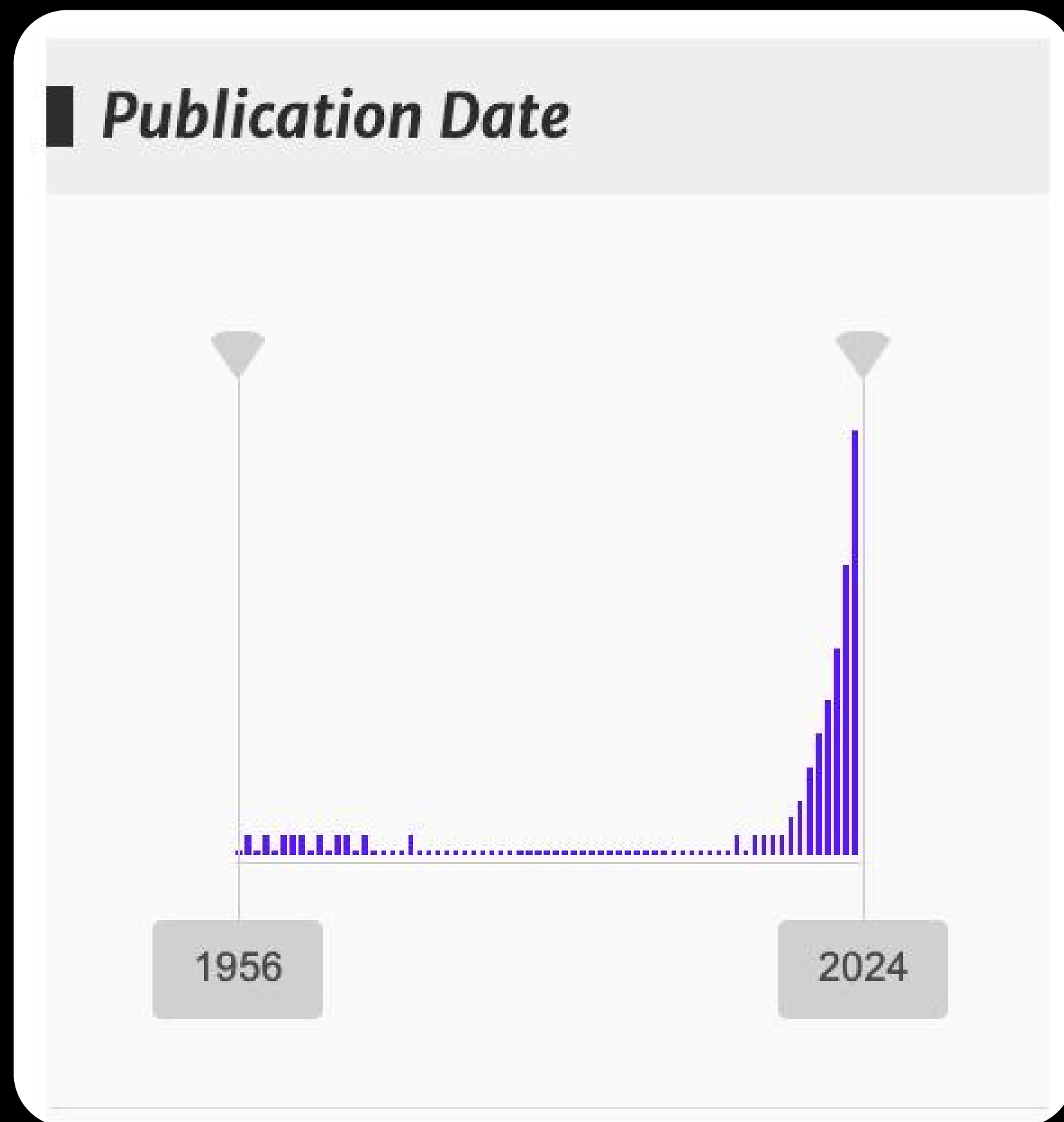
“behaviour”
ACM Digital Library



“user model”
ACM Digital Library



“recommender”
ACM Digital Library



“misinformation”

ACM Digital Library

**Common
approaches
to collect
large amount
of data**

APIs Sensors Logs

Scraping Datasets

Crowdsourcing

**Use of the
following methods
to get data for your
project**

**APIs
Scraping
Datasets**



Practical Assignments 1/4 Discovery

Objective:

To explore and understand an existing product thoroughly by gathering insights from various sources. This will help identify the current issues, needs, and user experiences related to the product.

Instructions:

1. Select a Product:

- Choose an existing digital product (app, website, or software) approved by the instructor.
- The product should have a broad user base and easily accessible online reviews.

2. Research and Insights Collection:

- User Reviews: Read and summarize insights from at least 30 user reviews (from platforms like Google Play, App Store, or Trustpilot).
- Competitor Analysis: Select 3 competing products in the same category and list their key features, strengths, and weaknesses in a comparative table.
- User Interviews: Conduct 3 short interviews (5-10 minutes each) with actual users of the product to gather qualitative insights about their experience, frustrations, and favorite features.
- Observational Study: Observe 3 people using the product for about 10 minutes each to understand user interaction patterns, noting any obstacles they face during use.

3. Documentation and Reflection:

- Summarize your findings in a 1-page report, clearly highlighting common user pain points, differences in competitor products, and key takeaways from user interviews and observations.
- Prepare a 5-minute presentation to share the primary insights you've gathered, focusing on the most prominent user needs and any surprising observations.

Submission:

- Submit your 1-page report in the class Dropbox.
- Be prepared to present your findings in the next class.

Grading Criteria:

- Thoroughness of Research (10 points): Did you complete each part of the discovery process and collect adequate data?
- Clarity of Documentation (10 points): Are insights clearly summarized, with key points easily understandable?
- Presentation Quality (5 points): Are the findings presented in a clear, engaging manner?