

In the Future

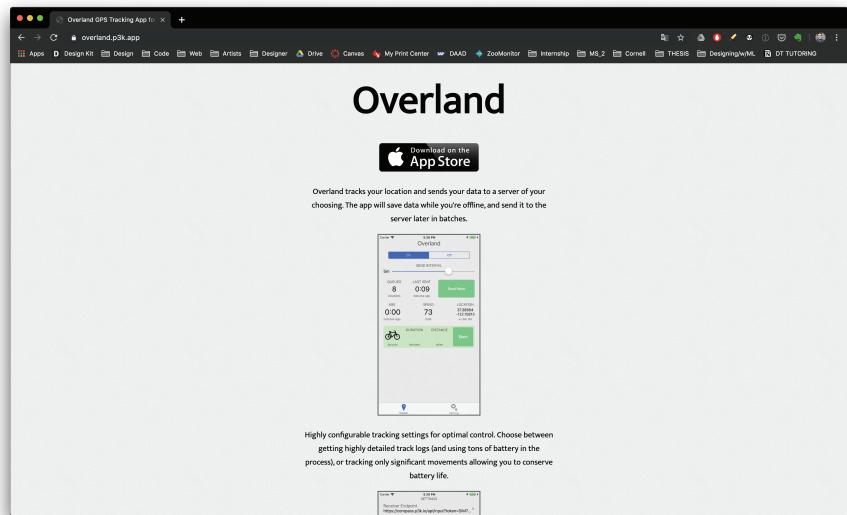
How do you think the collection and analysis and insights will evolve in the next 10 years?

As people spend ever more of their time engaging with online services, the volume and importance of the data created from these interactions simultaneously increases. Tech companies are constantly tracking and recording our movements to improve their services and created more complex user profiles that they then can market to advertisers. In the future, I believe this recording of location data will increasingly be connected to more data points such as bio data to create even stronger relations between behaviors and basic user information.

In which areas do you see the biggest future potentials or value of the data?

User targeting and product development / service improvements.

Overland GPS Tracker for iOS



What is the technology or service?

This app gathers data from an iPhone and tracks:

- GPS location
- Motion State (walking, running, driving, cycling, stationary)
- Battery level

What behaviors does it capture?

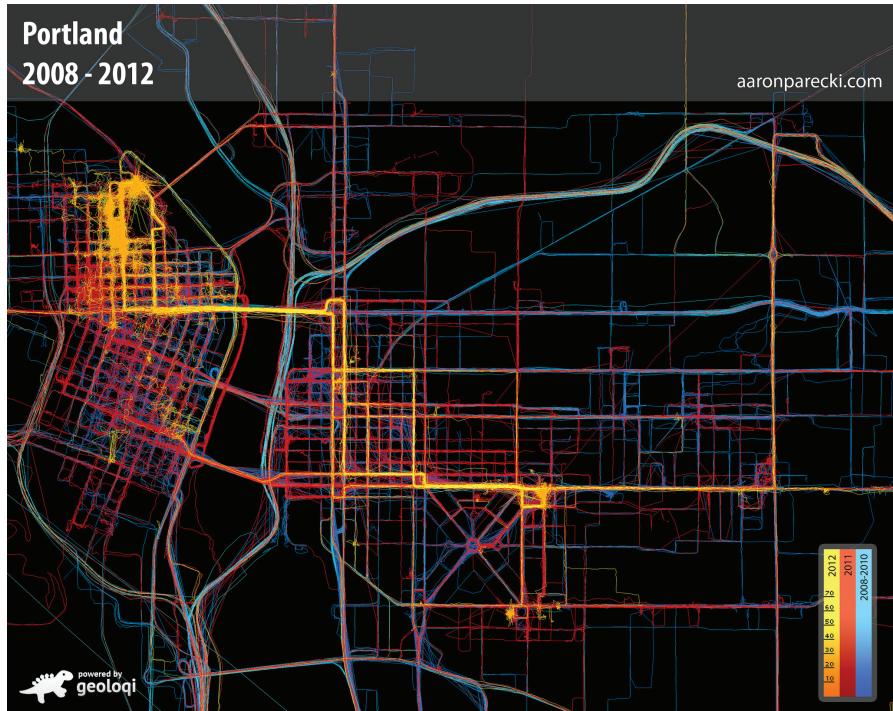
User movements based on geolocation data and Types of Motion that relate to them.

How does the raw data look like?

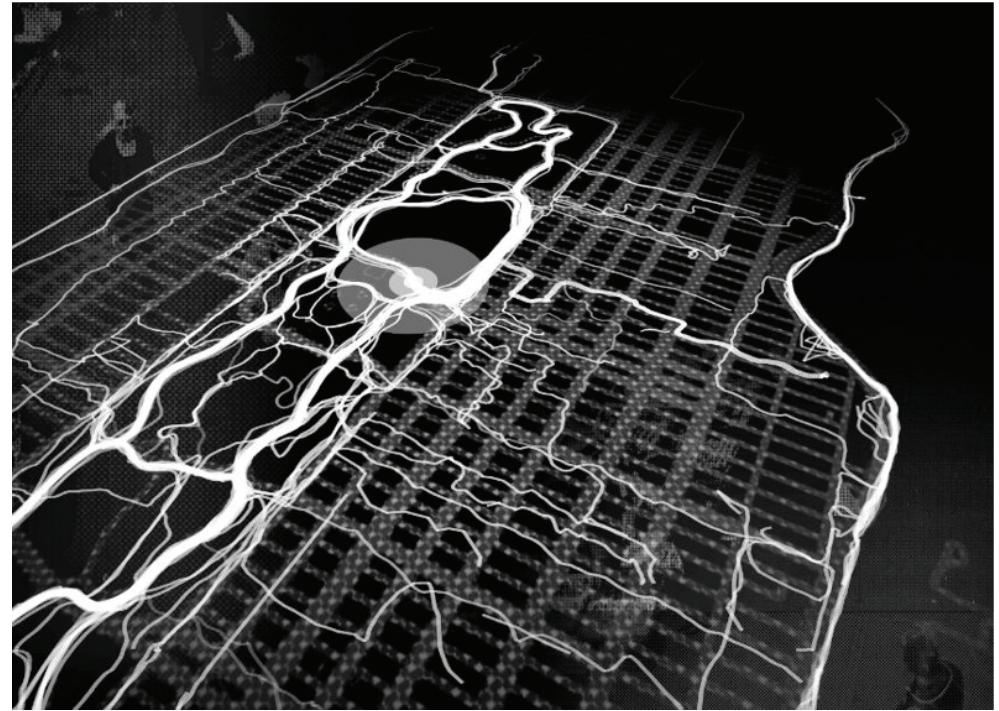
JSON file format: location [coordinates], timestamp, altitude, speed, horizontal accuracy, vertical accuracy, motion [driving, walking, running, cycling, stationary], battery state, battery level

Visualizations

Visual Examples of this technology:



Automatically updating Map of Portland



Crowdsourced Map of Jogging Routes in NYC

Insights

What are the main types of insights that can be derived from the data?

The app can help to find and visualize personal patterns in the usage of infrastructures. It may also help to answer the question how we are engaging with the environments we are living in.

Usage

How are the insights currently being used?
By who?

Big technology companies like Google and Facebook are accessing your location data to provide 'Providing useful, meaningful experiences' [Google, Website]. From driving directions, to making sure your search results include things near you, to showing you when a restaurant is typically busy, location can make experiences across tech platforms more relevant and helpful.

In the Future

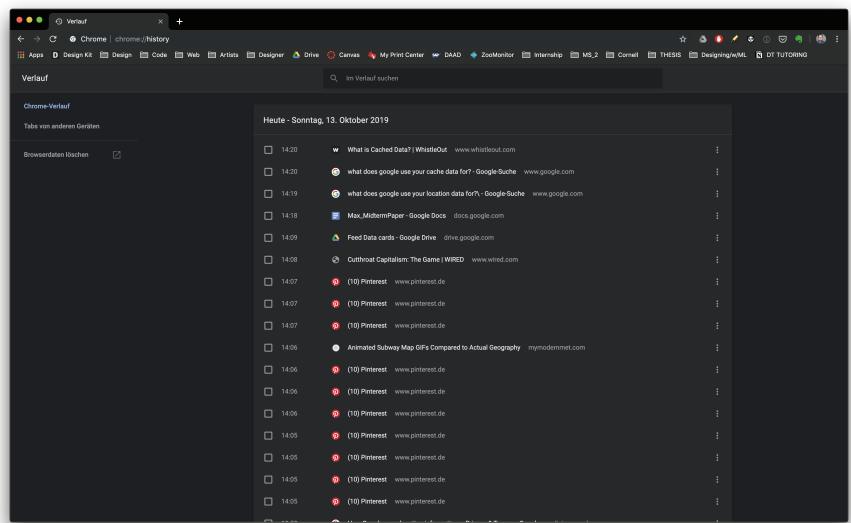
How do you think the collection and analysis and insights will evolve in the next 10 years?

Applications that gather vast amounts of personal behavioral data by pervasively and continuously recording and extracting small data points from individuals' computer mediated actions and utterances, will become more and more important to tech companies for the reasons outlined below.

In which areas do you see the biggest future potentials or value of the data?

User targeting and product development / service improvements.

Personal Chrome Browsing History



What is the technology or service?

Google Chrome is a cross-platform web browser developed by Google. The Browser History summarises and visualizes all past interactions with the browser

What behaviors does it capture?

All clicks that result in the redirection from one domain to another are being logged into the browser history.

How does the raw data look like?

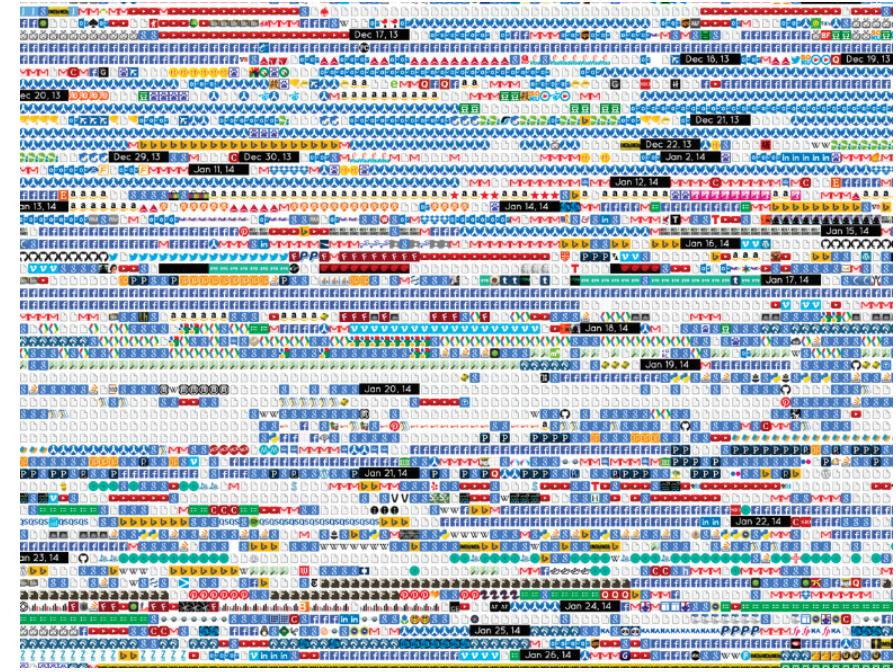
Date, Time, IP address, search keywords, browse path, website address, frequency

Visualizations

Visual Examples of this technology:



Data Viz of personal Browser History



Data Viz visualizing your personal Browser History as a favicon stack

Insights

What are the main types of insights that can be derived from the data?

The browser history can be understood as a complete log of all interactions between people and web domains. This massive log can tell a lot about a users' interests, plans, and personal beliefs and opinions and is therefore a very strong tool for user profiling.

Usage

How are the insights currently being used?
By who?

Big technology companies like Google and Facebook are storing user data to provide 'useful, meaningful experiences' [Google, Website]. The more behavioral data companies can gather, the better their algorithms perform in analyzing and drawing connections between actions and content that is being shared, and the more accurate the resulting user profiles become over time, the better of a product offered to advertisers they become.

In the Future

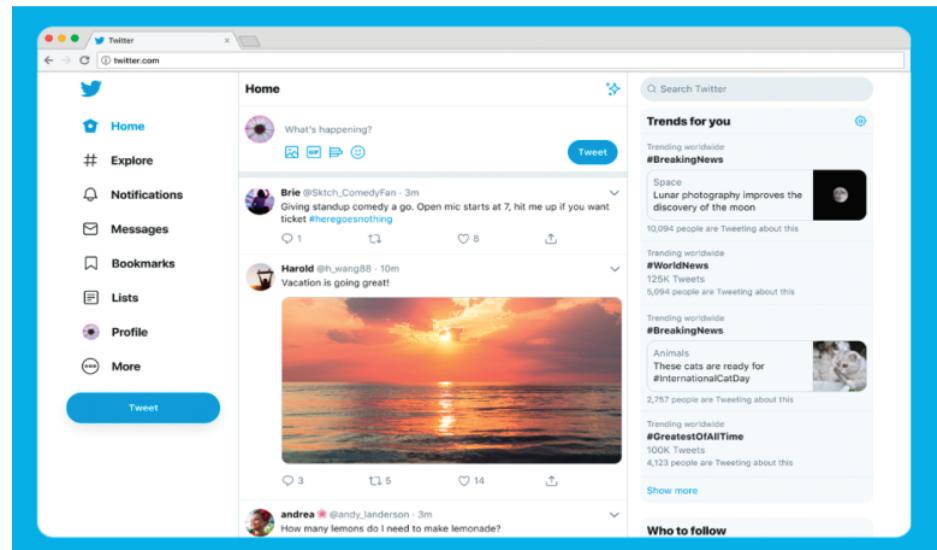
How do you think the collection and analysis and insights will evolve in the next 10 years?

Social Media is becoming more and more powerful in terms of information sharing but also for in terms of the manipulation of the public opinion. Political Powers, especially ones from the far right, are using analytical methods to spread their content target specific user groups, and ultimately reach an even broader audience. This will increase in the years to come.

In which areas do you see the biggest future potentials or value of the data?

User targeting and manipulation of the public opinion. Furthermore, to identify trends on different scales - local vs. global

Twitter Trends by Location



What is the technology or service?

Twitter is a microblogging and social networking service on which users post and interact with messages known as "tweets".

What behaviors does it capture?

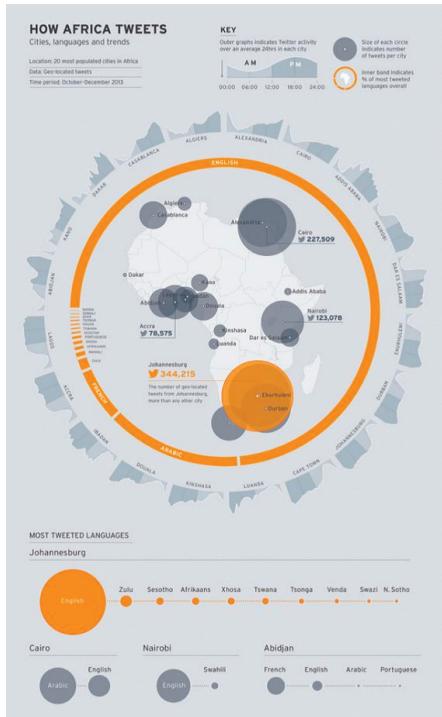
All interactions with the platform are being monitored and logged. These might include general interactions as in browsing, liking, following and retweeting, or more active interactions as creating own tweets and hashtags.

How does the raw data look like?

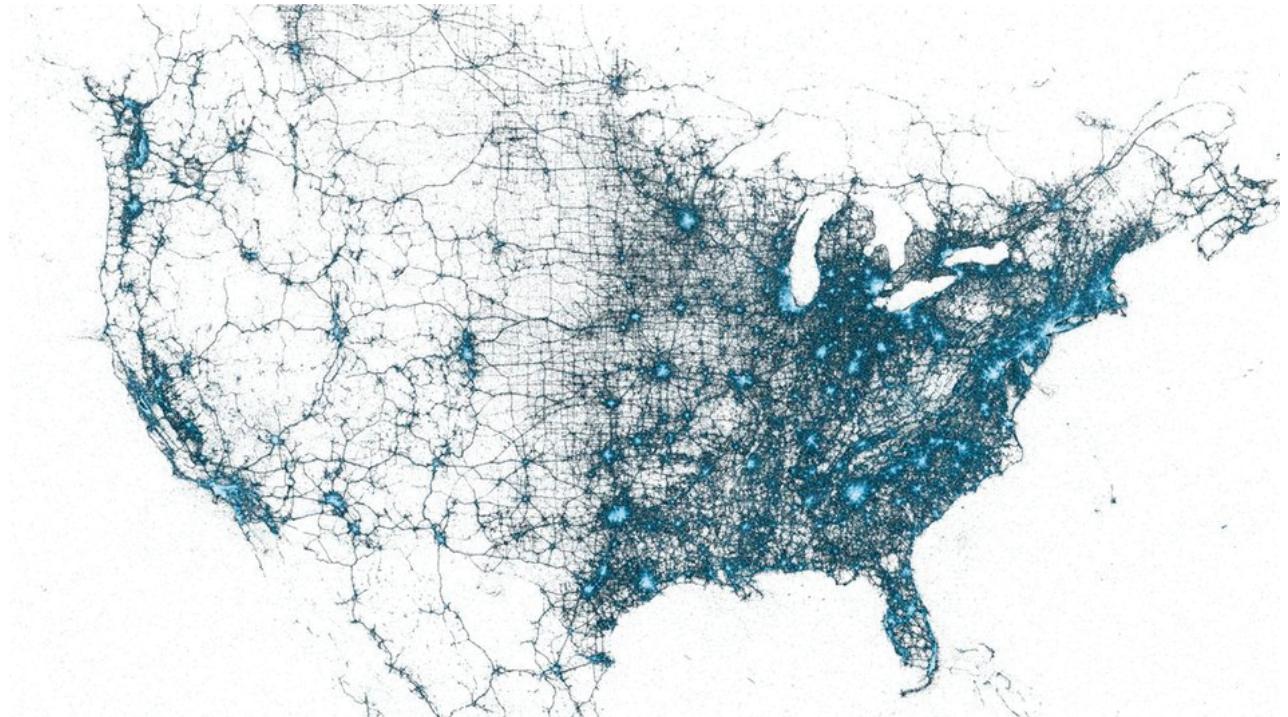
JSON file format: Text, Location Data [WOEID], Trend Name [...], Tweet Volume [Number of Tweets about a certain topic], URL, Promoted Content,

Visualizations

Visual Examples of this technology:



Data Viz about how Africa Tweets



Map of billions of geomapped tweets

Insights

What are the main types of insights that can be derived from the data?

This application would allow us to learn what topics are the most engaged with at different location. We could use this application to compare different cultures / populations with each other or find correlations or distinctions within one specific location, for example NYC.

Usage

How are the insights currently being used?
By who?

These tools are mainly used by the media, like news stations, paper, journals, etc. to identify global trends in domains like economics or politics.