

CREATING CONNECTIONS

Moving
people in
a big data
world

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Vol. 3, No. 2

LIFE

JULY 12, 1937



ROBERT CAPA'S CAMERA CAPTURES A SPANISH SOLDIER THE INSTANT HE IS DROPPED BY A BULLET THROUGH THE HEAD IN FRONT OF CORDOBA

DEATH IN SPAIN: THE CIVIL WAR HAS TAKEN 500,000 LIVES IN ONE YEAR

On July 17 the Spanish Civil War will be one year old. In that time it has brought death to 300,000 Spaniards, has shattered such ancient cities as Madrid, Toledo, Bilbao, Irua and Durango, has left Europe in a state of jitter.

When the war started, most U. S. citizens looked on the Loyalists as a half-crazy, irresponsible, incoherent swarm that had turned on its honorable betters. A year of war has taught the U. S. more of Spain.

The ruling classes of Spain were probably the world's worst bosses—irresponsible, arrogant, vain, ignorant, shiftless and incompetent. Some 20,000 landlords owned 26% of the land. They did not give their field hands modern machinery or their land modern irrigation. They refused to rent unused land to landless peasants for fear of giving the peasants dangerous ideas of ownership. The land was only about 25% efficient and much of it was idle. And Spain's mineral resources, among the greatest in Europe, lay almost entirely unexploited. The aristocracy of Spain was still living on the interest on wealth brought home from the Americas by the gold fleets in the 16th Century.

To the 20,000 landlords, add 21,000 Army officers, more than twice the total of British Army officers. There was one officer for every six privates, one general for every 150 men. For every 85 spent on soldiers' pay, food, barracks, ammunition, officers got \$10 in pay—25% of the national budget. The national law made officers semiserf. Just for pushing a policeman of the swank Civil Guard, six Americans got six months in jail in 1933.

Add to the 41,000 landlords and officers, 100,000 clergy, the most top-heavy Church hierarchy in the world, next to Tibet. These also were paid by the State. The Church, with its enormous wealth, naturally took a capitalist's position. It was up to its neck in politics. Peasants were told that to vote against the Conservatives was usually a mortal sin. The Church was in charge of Spanish education. Result: the Spanish people were 45% illiterate. The reason for the civil war was simply that the people of Spain had fired their bosses for flagrant incompetence and the bosses had refused to be fired.

For a new movie of the Spanish war from the Government side, turn page.

MOVE /moʊv/



To take action

To dislodge or displace from a fixed position

To prompt or rouse to the doing of something

To stir the emotions, feelings, or passions of

**Data alone doesn't
move people**

**People
move people**

SENTIMENT ANALYSIS

COLLABORATIVE METHODS

WHAT + WHY

COLLECTING + GENERATING

CORRELATIONS + DEEP CONNECTIONS

WHAT IS + WHAT COULD BE

OBJECTIVE/BEHAVIORAL + SUBJECTIVE/EMOTIONAL

DATA + MEANING

MEASUREMENT + EMPATHY

WHAT + WHY

Overview

Conversations ?

26

▲ 24%

[more](#)

Posts ?

182

▲ 32%

[more](#)

Interactions ?

141

▲ 101%

Mentions ?

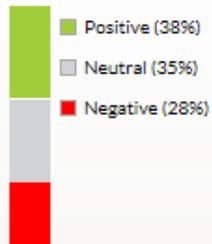
194

▲ 31%

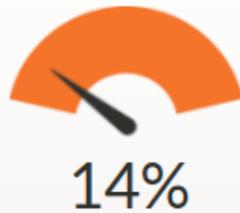
Activity Volume ?

— Blog — FB Page — Forum — News
— Retail — Google+ — Twitter

Sentiment ?



Engagement Rate ?



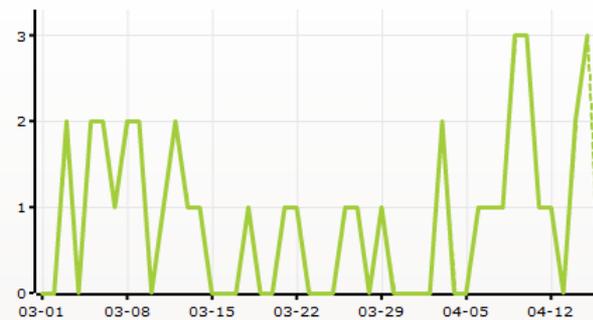
Reach

18

▲ 5%

Audience

Conversations: 31

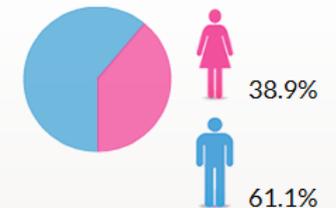


Topics

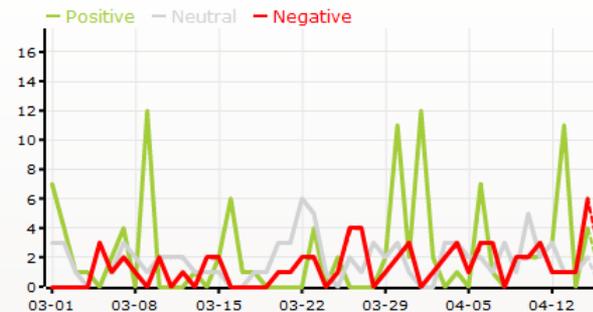
— Air Fra...



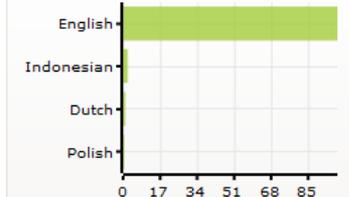
Gender



Sentiment: 42% positive, 33% neutral, 25% negative



Languages



WHAT + WHY

Jeff & Kara Brown at <http://lovethatcameforus.wordpress.com/Kinshasa-Airport-The-Untold-Story>

...saying?" "Nope" Kara and I enter wh We get to the front and they take our

1 interaction: 1 Comment by 1

ND76 posted a comment on Frugal T ...free checked bag without having to the destination airport has been outs

Admin at [http://www.worldviator.com/Amsterdam-Schiphol-Airport-\(AMS\)](http://www.worldviator.com/Amsterdam-Schiphol-Airport-(AMS))

...million business and tourist passeng and is the largest airline group in the

0 interactions

Clever Dude at [Clever Dude Personal.com](http://CleverDudePersonal.com)

More details about our European va ...on it, so in total, they spent about \$4 them one of our larger pieces of lugg

0 interactions

etcoadye at <http://kliticco.blogspot.com>

S keeps insisting that the problem is ...code-sharing. A rule that took effect allowances and fees to all segments of

Search

GO!



PaylessRugs.COM



save 15% w/code back15

PaylessRugs.COM

Posted: 04-12-2013 10:12:00 am

More details about our European vacation

Posted by [Clever Dude](#) | April 11, 2013 .

Welcome to Clever Dude! If you like what you see, subscribe to our [RSS feed](#) & stay in the loop.



(Photo by Clever Dude - Canals of Bruges, Belgium)

As I first discussed in my article "[Giving the gift of a European vacation](#)", I paid for both my wife and my parents to go on a 10 day vacation to Europe (5 countries). The "paid vacation" included plane tickets, car rental and some other transportation (e.g. train into Amsterdam and Paris from their respective airports) and lodging, regardless of whether they stayed in a separate room or we were all in a single apartment-style lodging. While it wasn't a totally free vacation for my parents, I don't think anyone would complain too much about going to Europe for a fraction of the total cost.

The "little" things for a big trip

My parents had to get their passports and some other documentation for the application, and they put a rush on it, so in total, they spent about \$400 for the pair. They already had luggage, but we loaned them one of our larger pieces of luggage so we could reduce the number of bags (and it all worked out perfectly).

Also, we borrowed an array of mainland Europe power adapters from friends who lived in Germany recently including a 3-prong (for grounded plugs), 2-prong (e.g. phone/iPad charger) and a USB charger. I have to say this saved a lot of concern because of so many choices on the market for all-in-one adapters and so forth. Also, **American hair dryers will burn out an adapter** so luckily they loaned us a German hair dryer as well. Not all hotels had a hair dryer, and we didn't want to waste money on a power converter or a European dryer for a 1-time visit.

One item that I did buy for the trip, but knowing it will be very useful as I travel for work was an **awesome travel power strip**: [Monster Outlets To Go 4 Outlet Travel Power Strip](#). It has ranged from \$8 (as of this writing) to \$11 (what I paid for it), but for the size and portability of a 4-port power strip, it is AWESOME! The first use was at the

PaylessRugs



Brilliance BRI-09 Multi Runner

\$9.99

Shop

About the Dude



Clever Dude and his bride started with \$500k in debt and in just 4 years, it's down to \$300k!

The "Dude" writes about his mistakes in finances and marriage in hopes that you, the reader, can learn just a few nuggets of wisdom and maybe prevent the same mistakes.

Our Remaining Debt

All scales show how much debt is remaining

Second Mortgage Start: \$80,000

\$80,000 (GONE!)

Student Loan Debt Start: \$40,000

\$40,000 (GONE!)

Auto Loans Debt Start: \$53,000

\$53,000 (GONE!)

Credit Card Debt Start: \$20,000

\$20,000 (GONE!)

Cool Financial Sites

- All Financial Matters
- Bargainneering
- Blonde and Balanced
- Budgets are Sexy
- Christian Personal Finance
- Consumerism Commentary
- Consumerist
- Dinko Finance

How do you feel about the new program?

“The new baggage policy is not fair. You say “Our most valued passengers” and put all FB-members in the same category – something is wrong. You give me (100,000 miles in 2012) the same benefits as my 5 year old son with a basic FB card. 2 free bags for elite plus, 1 free bag for others please.”

“It's not the baggage charge that gets me, as I probably have 20 business flights for every personal one, but it's now going to be a complete bitch to get any overhead locker space. Just another way to make flying more miserable. Maybe it's time to go back to an office job.”

“It really is a shame that <airline> is becoming a low cost carrier. I avoid those carriers due to all those stupid rules. Now <airline> is doing the same. So indeed everyone will carry everything on board and <airline> will soon discover this situation is unworkable. Therefore you will make new rules for hand luggage as well and we need to put our coat, umbrella and handbag also in 1 carry-on bag as elite members?”

“Don't become a budget player and keep focusing on quality”

COLLECTING + GENERATING

Interactions: 31 | Sort by: Time

fmadmin at <http://find-o-mat.com/Womens shapewear> Posted: 04-22-2013 | 08:22 pm
...on what is best o Answered by Martina on 2010-03-07 11:30:42 You have took a very difficult task. These two links describe **bra** styles: Or some pantie [Read more...](#)

0 interactions

fmadmin at <http://find-o-mat.com/Men girdles> Posted: 04-22-2013 | 12:41 am
Find interesting products and offers for Men girdles, Mens polo wallets, Mens body shaper, Womens girdles, Storm trooper boot, Mens posture belt as well... [Read more...](#)

0 interactions

Emma posted a comment on <http://howtolosemanbreastfat.com/>'s post at <http://howtolosemanbreastfat.com/>:
How to pick out a **bra** for the first time? This is really embarrassing but I'm 18 and have never owned a real **bra**. I do support my boobs with like sports... [Read more...](#)

Posted: 04-22-2013 | 12:28 am

shruti posted a comment on <http://howtolosemanbreastfat.com/>'s post at <http://howtolosemanbreastfat.com/>:
...seems, so, why shouldn't men be aable to wear bras? I love a good molded cup **bra**, usually in private, a couple of times I have worn a **bra** under my regular... [Read more...](#)

Discovered: 04-21-2013 | 08:34 am

Cassie Larssen Posted: 04-17-2013 | 09:03 pm
Tess new hat :) #walmart#racecart#bras#shopping#runningoverthings [Read more...](#)

4 interactions: 2 Likes | 2 Comments | by 3 people | Last interaction: 04-18-2013 | 02:54 pm

Mined data

Kristin
Can you look on the bra hangers and see if the sizes are marked there?

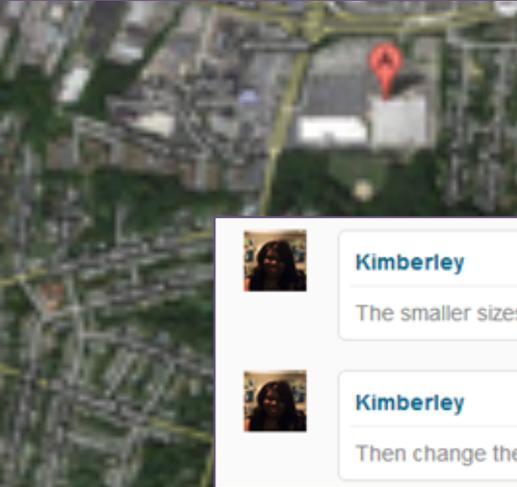
Kimberley
The employees were just complaining that there is no manager today

Kimberley shared a photo



Kimberley
The smaller sizes have no real sign

Kimberley
Then change the signs to specific sizes like 38-48 c d dd ddd



The shopper experience
inside the store

MEET THE SANDWICH GENERATION.

“I feel like the kind of sandwich I despise eating. Mostly tasteless bread, impossible to capture a bite out of without spilling the contents all over one’s face and chest to indelibly stain a favorite piece of clothing. (Yeah, stuff’s been tough lately.)”

–Susan A., 48

“I am all burnt out. Cheese melting all around me and I am the ham in the middle.”

–Neil C., 40

“Life is mostly sweet (the jelly). And I’m the peanut butter trying to hold everything together with my family and my father’s multiple health problems. To try to keep all of us as healthy as possible, we stick to the wheat bread :)”

–Deneen R., 44

“... the passing of time can produce gigantic and unpredictable changes in taste and behavior, changes that are poorly anticipated by looking at patterns of data on what just happened.”

– David Brooks, “What You’ll do Next”
The New York Times, April 15, 2013

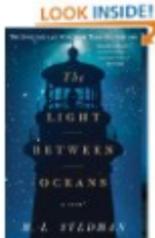
Generation, not just analysis

Recommended for You

[:k here.\)](#)

These recommendations are based on [items you own](#) and more.

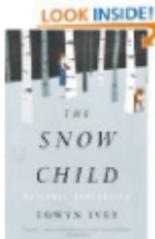
view: **All** | [New Releases](#) | [Coming Soon](#)

- 

The Light Between Oceans: A Novel
by M.L. Stedman (July 31, 2012)
Average Customer Review: ★★★★★ (2,009)
Auto-delivered wirelessly
Kindle Price: \$9.88

I own it Not interested ★★★★★ Rate this item

Recommended because you purchased **Behind the Beautiful Forevers** and more ([Fix this](#))

- 

The Snow Child: A Novel
by Eowyn Ivey (February 1, 2012)
Average Customer Review: ★★★★★ (896)
Auto-delivered wirelessly
Kindle Price: \$8.89

I own it Not interested ★★★★★ Rate this item

Recommended because you purchased **Behind the Beautiful Forevers** and more ([Fix this](#))

Forbes

Consumer Collaboration: How Charles Schwab Used Real-Time Research To Enhance Relationships

[+ Comment Now](#) [+ Follow Comments](#)

PAGE 2 OF 2

“We had been using Communispace for other initiatives for several years. But with this effort, we saw a unique opportunity to design a rigorous program for women, by women. And it really paid off,” said Elayne Spinder, Director of Market Research, Client Loyalty & Customer Insight at Charles Schwab.

OBJECTIVE/BEHAVIORAL



SUBJECTIVE/EMOTIONAL



Social media usage has risen, but not public sharing

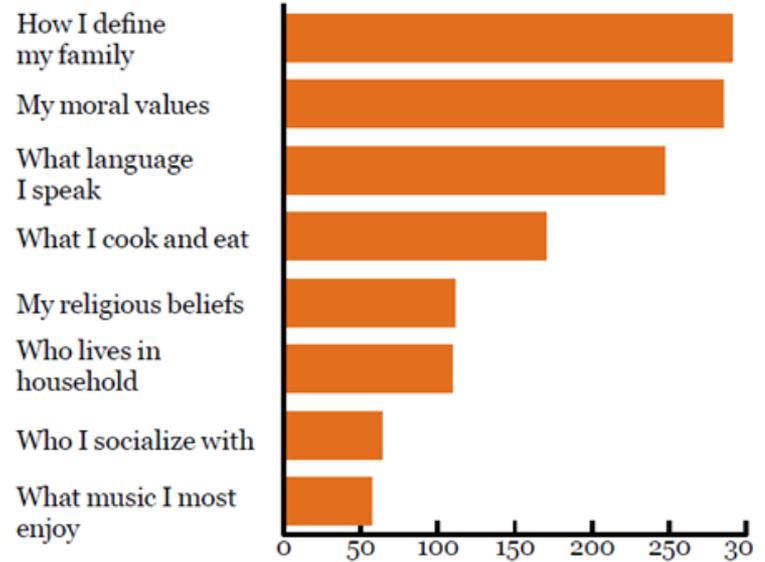
Two-thirds of online adults have a profile on a social networking site, and most restrict access to friends only



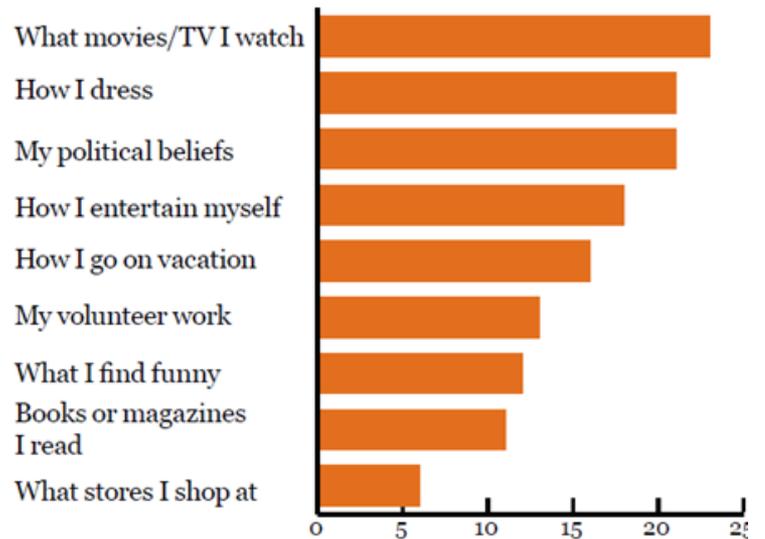
Identity

is not a single
select question

Highest-ranked contexts



Lowest-ranked contexts



DATA + MEANING

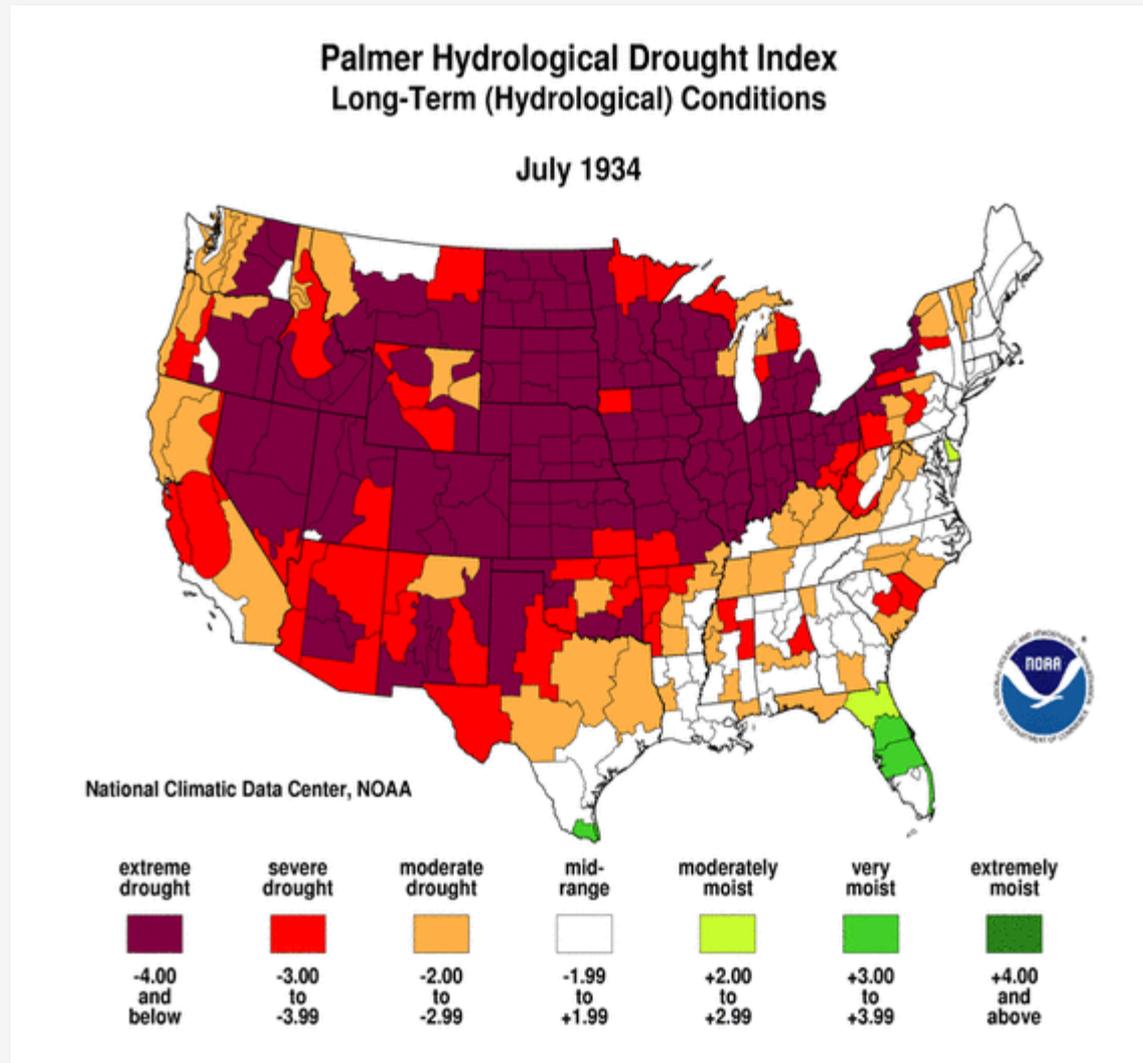
App	Share
Utilities/Settings	14.00%
Text Messaging	13.08%
Email	8.34%
Web/Browser/Search Engine	6.17%
Facebook	6.00%
Phone	4.19%
Video/TV/Multimedia	3.70%
Music	3.12%
Navigation/Maps	2.55%
YouTube	2.32%
News	2.05%
Photo/Camera	1.72%
Play Store	1.57%
Other Social Networking	1.45%
Voicemail	1.41%
Clock	1.24%
Shopping	1.20%
Calendar	1.16%
Twitter	0.94%
Weather	0.92%
Games	0.90%
Finance	0.67%
Sports	0.38%
Couponing	0.36%
Food	0.32%
Reading	0.28%
Information Resources	0.17%
Fitness*	0.11%
Other	19.67%

Types of mobile phone usage

“I used to only text people when I had some immediate question or plan to make, but that’s changed over time.

Now a lot of the text messages I send are actually kind of stupid. But I’m not really one of the cool kids in my office, where all the women are glamorous, so texting helps me feel less alone. It’s a way to look social, even be social, without having to fit in.”

Motivations for mobile phone usage

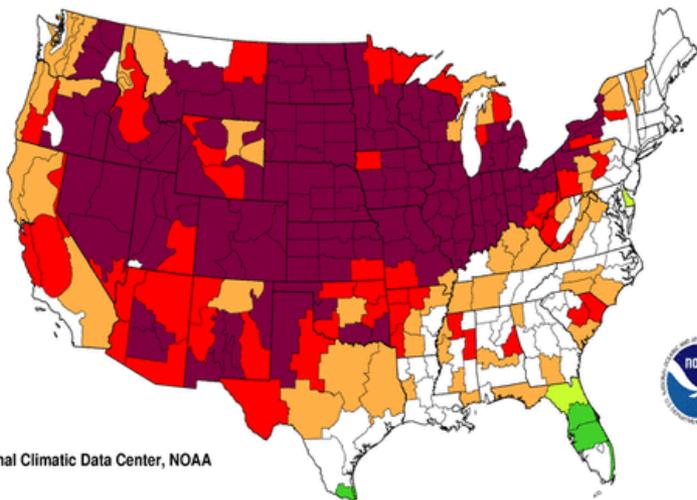


Drought data for 1934

MEASUREMENT + EMPATHY

Palmer Hydrological Drought Index Long-Term (Hydrological) Conditions

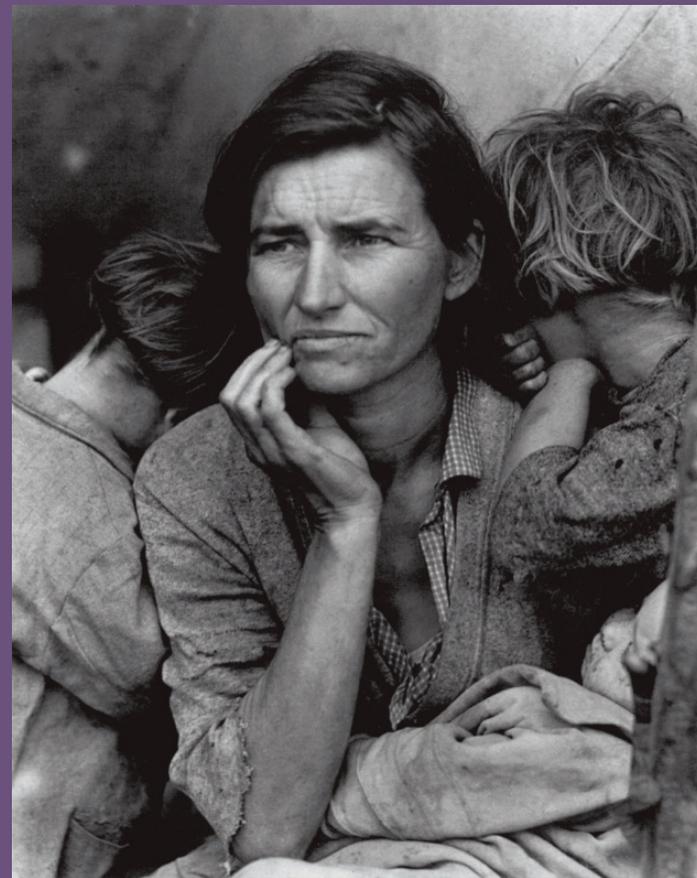
July 1934



National Climatic Data Center, NOAA



Drought data
for 1934



Migrant mother with
children in 1934



Everything we do

must move people

consumer

customers

and the organizations that serve them

“Most of the advocates understand data is a tool, not a worldview. My worries mostly concentrate on the cultural impact of the big data vogue. If you adopt a mind-set that replaces the narrative with the empirical, you have problems thinking about personal responsibility and morality, which are based on causation. You wind up with a demoralized society.”

– David Brooks, “What You’ll do Next”
The New York Times, April 15, 2013