

The truth about big data

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Different data - same issues:



Representativeness



Validity



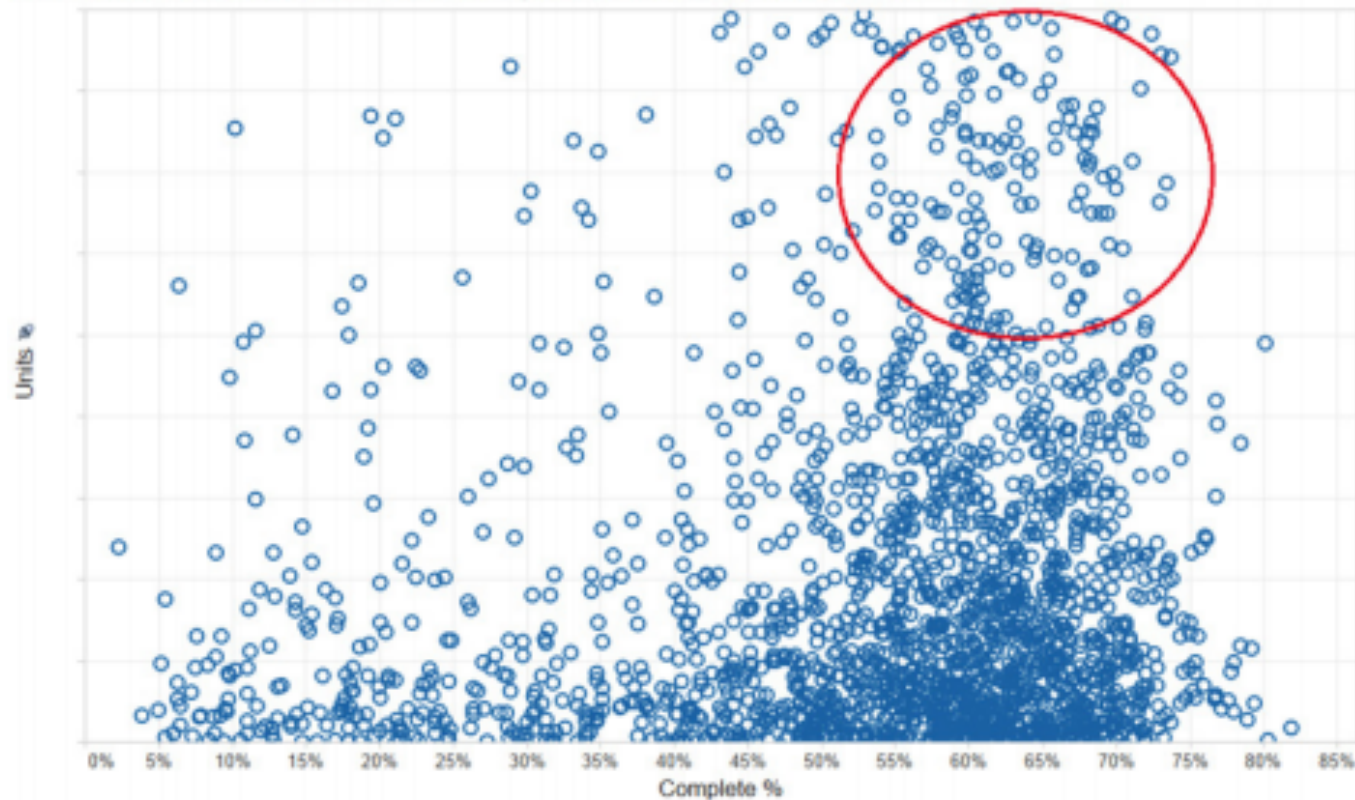
Big not always better

What is it like to be a bat?



Identifying the next Dan Brown:

Distribution of Midlist Authors with Completion Rates (1,000-10,000 LTD Sales)



How are we connected?



Where next for surveys?



What happened, when, where?
Factual, basic attitudes

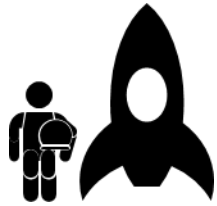


What was your experience?
Meaning, context

New role for MR?



Articulate importance of experience



Advising on data provenance



Navigating and interpreting data sets

Recommended reading....

