

BIG DATA SOLUTION

Enable clients to overcome indecision from data complexity through identity analysis and targeted narrative development



IDENTIFY TARGET AND OBJECTIVE

- Determine target demographic (i.e., age, race, religion, gender) in a geographic area
- Define objective: how to shape the target's perceptions or influence its behavior
- Conduct an Initial Investigation to define: Overview, Situation, Problem, Solution



DETERMINE DATA COLLECTION REQUIREMENTS

- Establish approach to conduct preliminary data collection of the target demographic
- Create a Quick Look to identify variables that shape perceptions and influence behavior
- Design data collection platform based on preliminary findings, conditions on the ground, and communication methods employed by the target demographic



EXECUTE DATA COLLECTION

- Employ a multi-disciplinary approach that centers on the population: human networks, news outlets, print media, academic reports, blogs, and social media (i.e., Facebook, Twitter, Instagram)
- Leverage specialized intelligence techniques (i.e., avatars, automated translation, tags, dark web)
- Establish or activate human networks to inform and validate data collection efforts



ESTABLISH DATA ANALYSIS APPROACH

- Understand how the target views themselves and the world through ontology analysis
- Categorize data based on foundational principals of ontology: identity, world views, narratives, and logics of appropriateness
- Define the target demographic's intrinsic assumptions about appropriate behavior



"THIN SLICE" TARGET DEMOGRAPHIC

- Dissect the target demographic across primary (i.e., family, religion, ethnicity, gender) and secondary (i.e., education, occupation, political affiliation) socializations
- Organize data into appropriate categories to measure the frequency and magnitude of each socialization
- Quantify influence of individual and communal identity layers within the demographic



PINPOINT IDENTITY TO INFORM DECISIONS

- Pinpoint the dominant identity across primary and secondary socializations
- Validate findings through human networks, polling, surveys, and focus groups
- Create narratives that shape perceptions and behaviors of the target demographic
- Optimize social media analytics, enhance micro-targeting, and effectively allocate resources