IRREVERSIBLE:
The Public Relations Big Data Revolution

DEFINING BIG DATA

What is Big Data? Big Data is at the heart of nearly every digital transformation. Organizations are exploring how large-volume data can be usefully deployed to create and capture value for individuals, businesses, communities, and governments (McKinsey Global Institute, 2011).

Big Data is defined by the four V’s:
- Volume
- Velocity
- Variety
- Value

DEFINING BIG DATA SOURCES

Big Data comes from three predominant streams:
- Internal Data Streams: “Owned” channels such as organizational websites, press releases, branded blogs, and company or brand-sponsored pages on social networks (Twitter, Facebook, etc.)
- Shared Data Streams: Events, publicity, and sponsorships in which your organization participates, as well as industry research.
- External Data Streams: Organic social media conversations, news, syndicated and omnibus surveys, government data, and academic studies.

DATA INTEGRATION

Data mining is the automated extraction of patterns representing knowledge implicitly stored or collected in large databases, data warehouses, online, other massive information repositories, or data streams.

Data alone do not answer “why” Big Data is limited to the degree that analysis benefits from the right talent, the right tools and the expertise required to draw meaningful conclusions.

UNCOVERING INSIGHTS

Three elements must be present to convert data to insights:
- Critical thinking and statistical acumen
- Subject matter expertise
- Access to tools

BIG DATA & PUBLIC RELATIONS

Big Data can help with landscape analysis, objectives setting, strategy development, tactics and evaluation in the public relations process. Big Data can assist in continuous improvement and proving the value of public relations.

LIMITATIONS OF BIG DATA

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CASE STUDIES

MasterCard created an award-winning global insights and engagement engine to track and monitor conversations across 56 markets and 26 languages 24/7 in real-time.

Cisco Systems uncovered Quid, a start-up that has developed a powerful business intelligence platform that analyzes big unstructured data, and also visualizes it in a way that makes it easier to provide actionable insights.

Southwest Airlines asked its Communications Team to contribute data to a comprehensive view of operation to understand travel audience trends and add on-time performance.

Read the full paper online:
www.instituteforpr.org

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