

Why this?

For the Sprint I at MediaLabs, we wanted to go deeper in the research regarding Data Driven Innovation. We didn't know anything about this topic and we wanted to better understand the user.

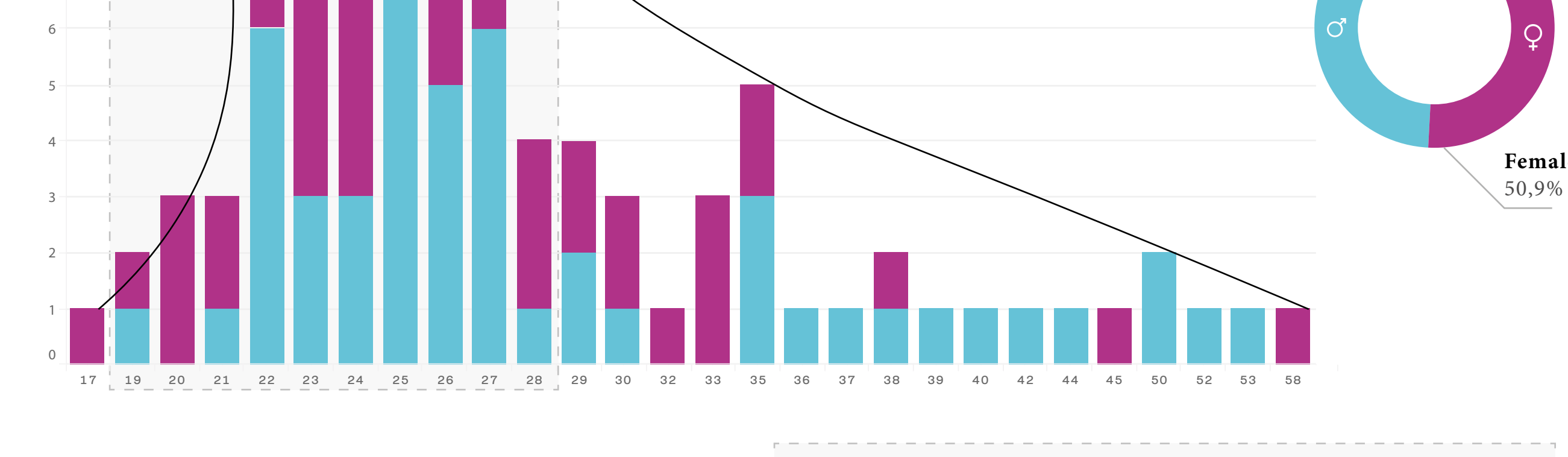
In here you can read the findings (in a datavisualization shape) of an online questionnaire that we created regarding three topics:

- networking and belonging to a group;
- data privacy and knowledge;
- personalization of the online experience.

30 questions
15 minutes to complete
110 answers in 48 hours
14 countries

Find the dataset here: <http://bit.ly/2x60Qub>

Who answered



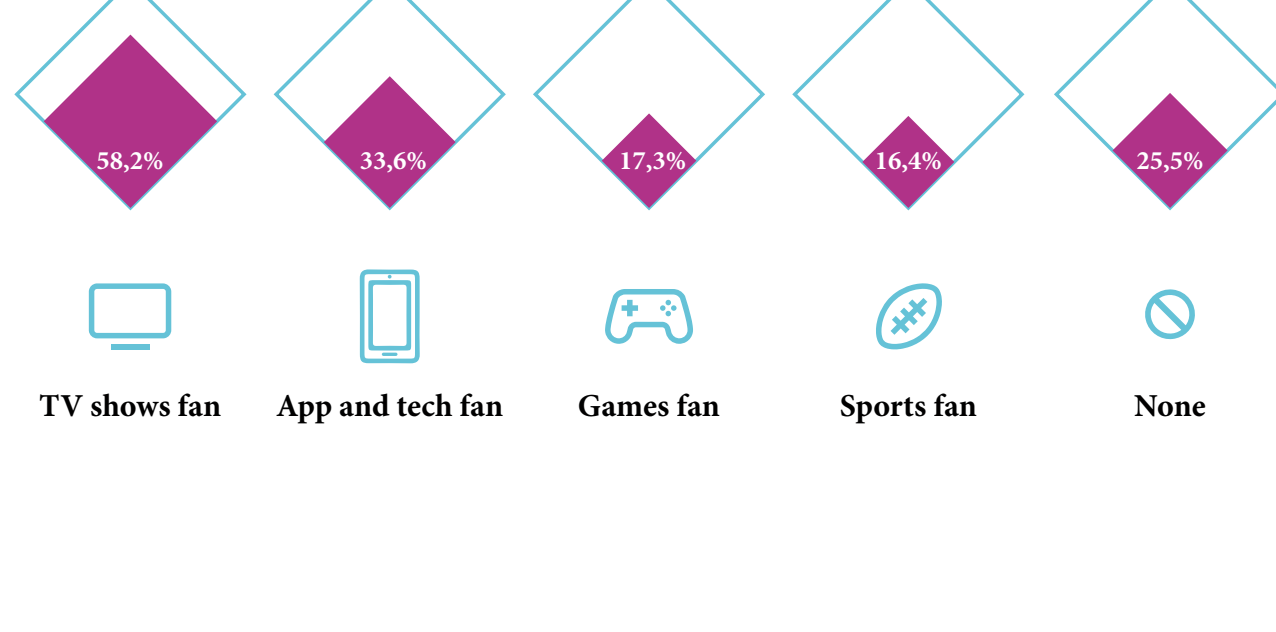
Analysis
We got 110 answers from 14 different countries, especially the Netherlands, Italy and Spain. We started with general questions, to better understand the demographics of our answers.

Findings
Our main target group is 18-28 years old:
- the Millennials
- the Generation Z

Countries of the responders



Interests of the responders



Analysis
It was interesting for us to already see who is closer to the fields where our two clients are involved:

- TV shows
- Games
- Live sports

Findings
Most of the responders are into TV shows and many of them use apps and technology. We have a few gamers and sports fan.

NETWORKING

People don't accept strangers online requests, but...



Analysis
Regarding networking and group belonging, we wanted to see how people connect to each other, and if relationships are shifting to online life or we are staying in real life.

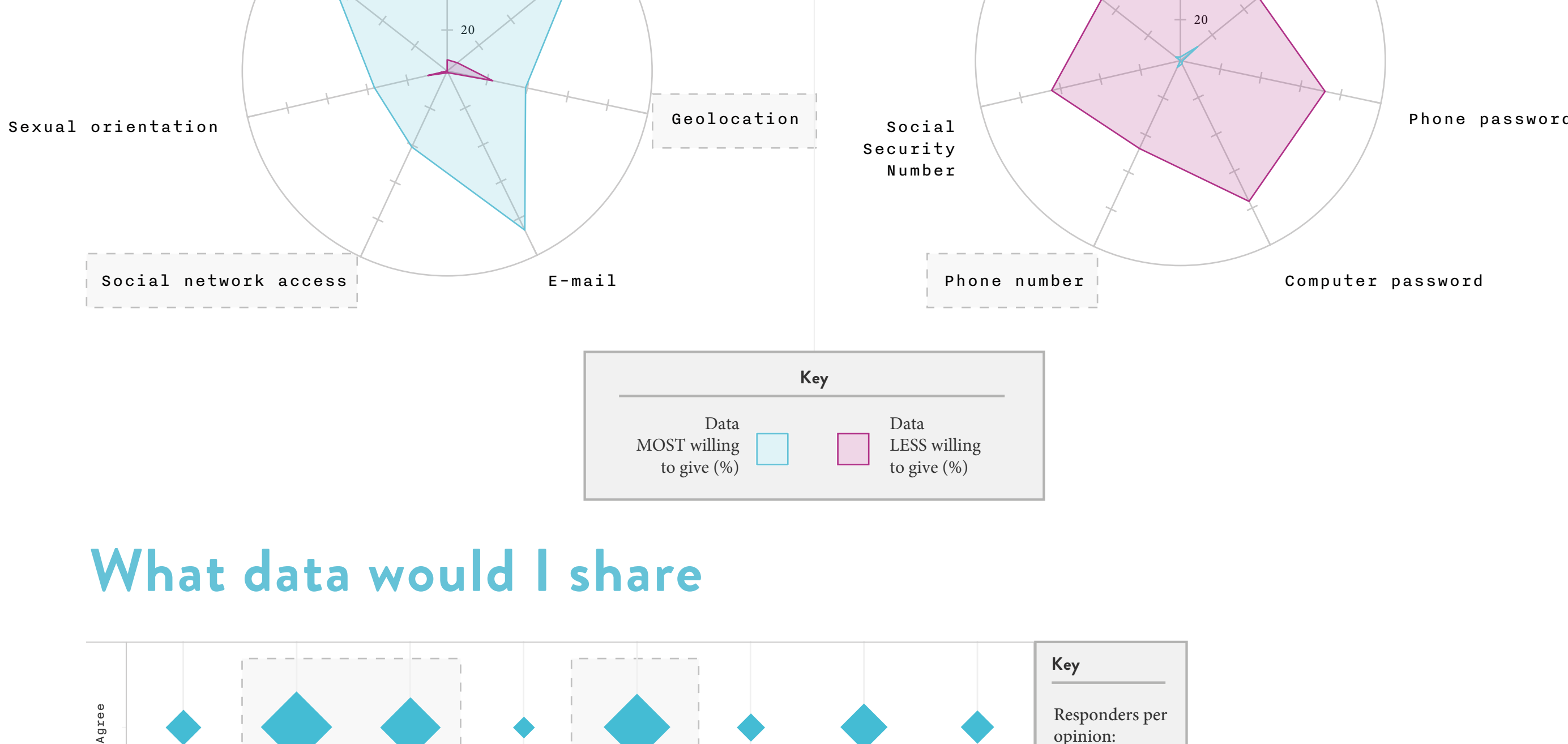
Findings
It's interesting how people usually don't accept strangers on social platforms, except on LinkedIn for job networking.

Another interesting finding is that for short communication people prefer to use instant messaging platforms instead of calling or meeting. On the other side though face to face conversation is preferable.

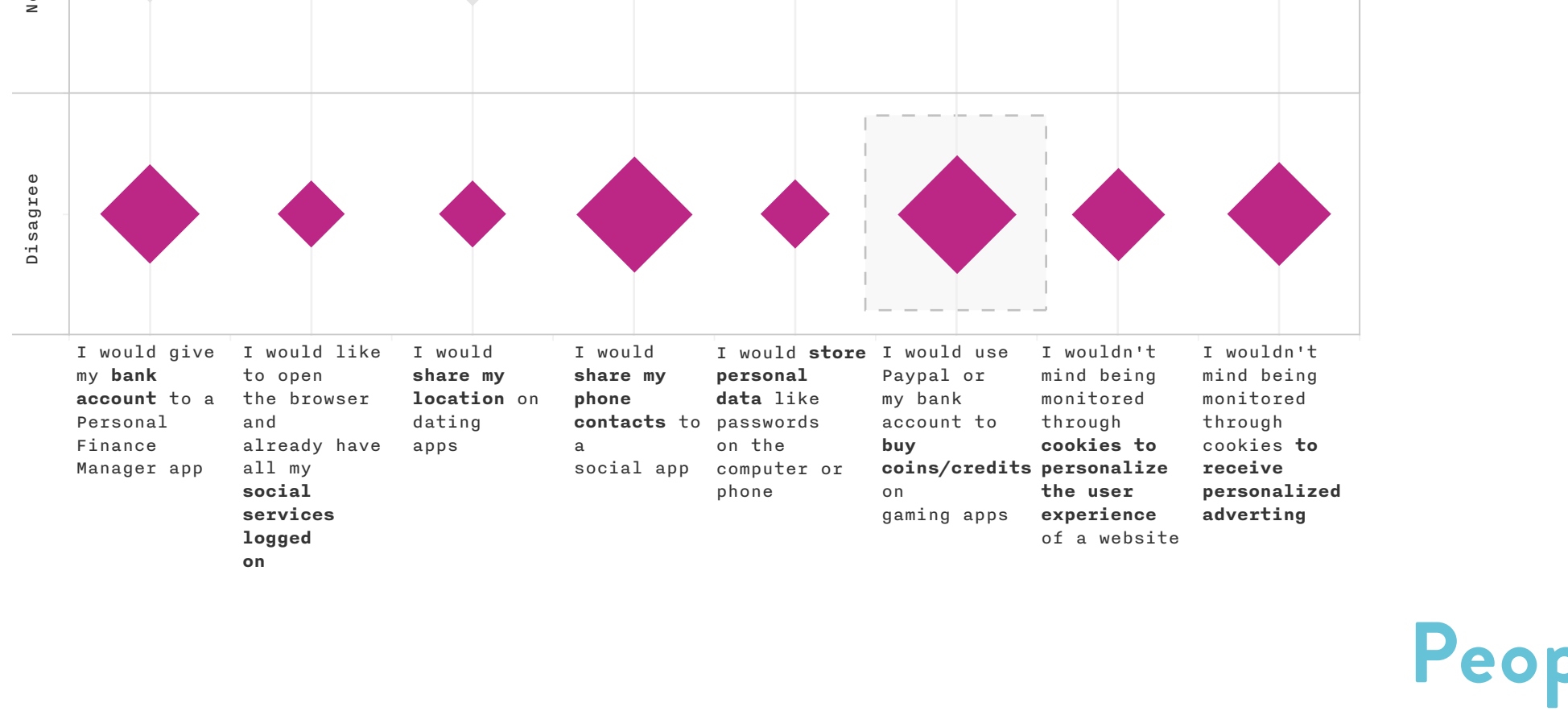
Lastly, people spend most of their time in front of a screen.

DATA USAGE

I'm MOST willing to give... I'm LESS willing to give...



What data would I share



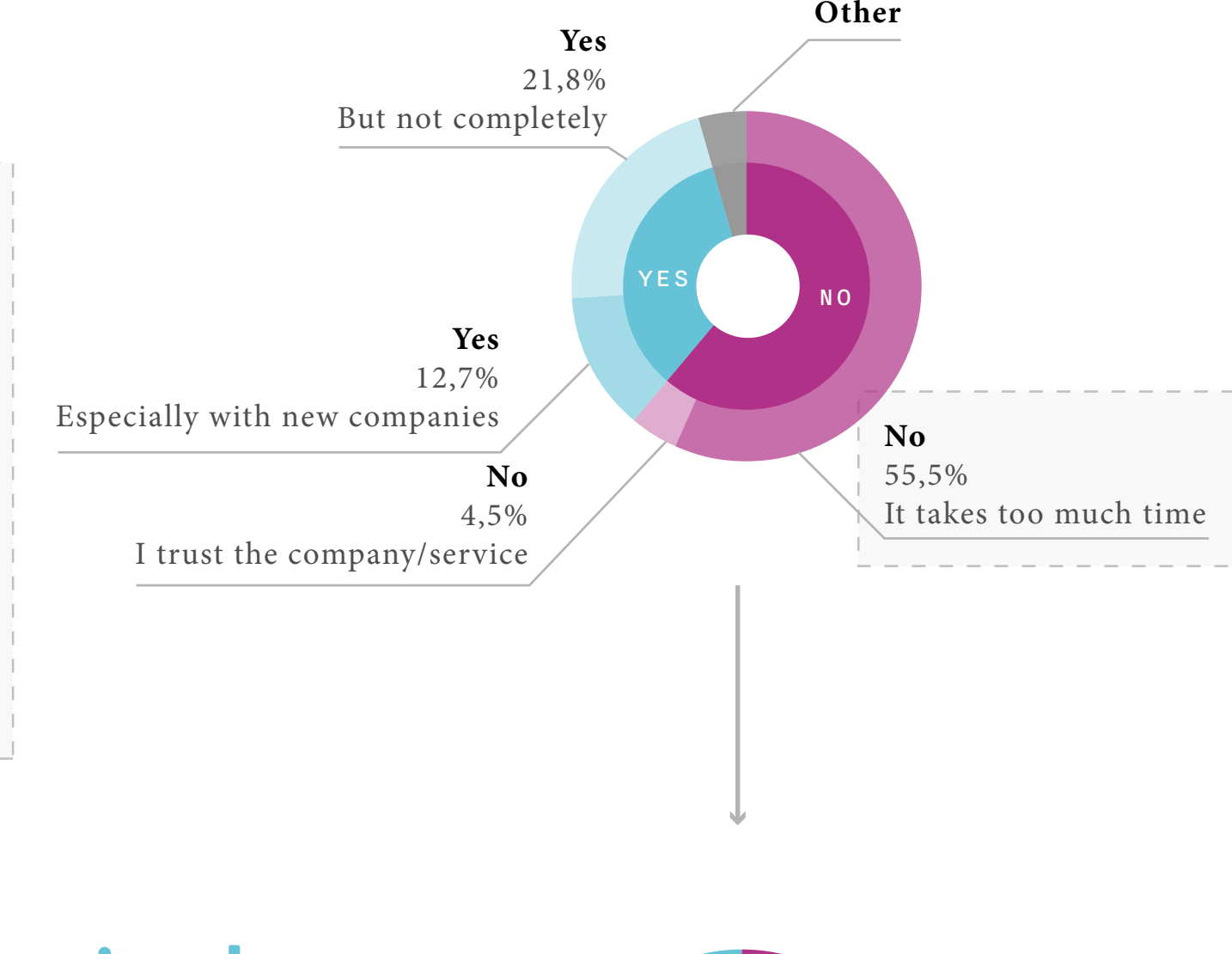
Analysis
Regarding data usage, we wanted to understand what kind of data people are more or less willing to give away. On the other side, we wanted to find out more about people's knowledge regarding the privacy policy.

Findings
It's interesting to see how people are more willing to share their geolocation, but not the home address. Moreover, the phone number is still private data, even if many services ask for it.

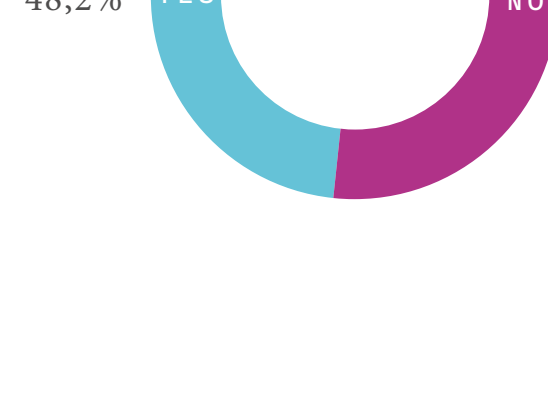
People prefer an easy log in on many platforms, and are okay with sharing their location on dating apps.

Although they don't read the privacy policy before accepting a service, they are not okay if companies use the data they created with their apps/service for a better/new service.

People don't read the privacy policy

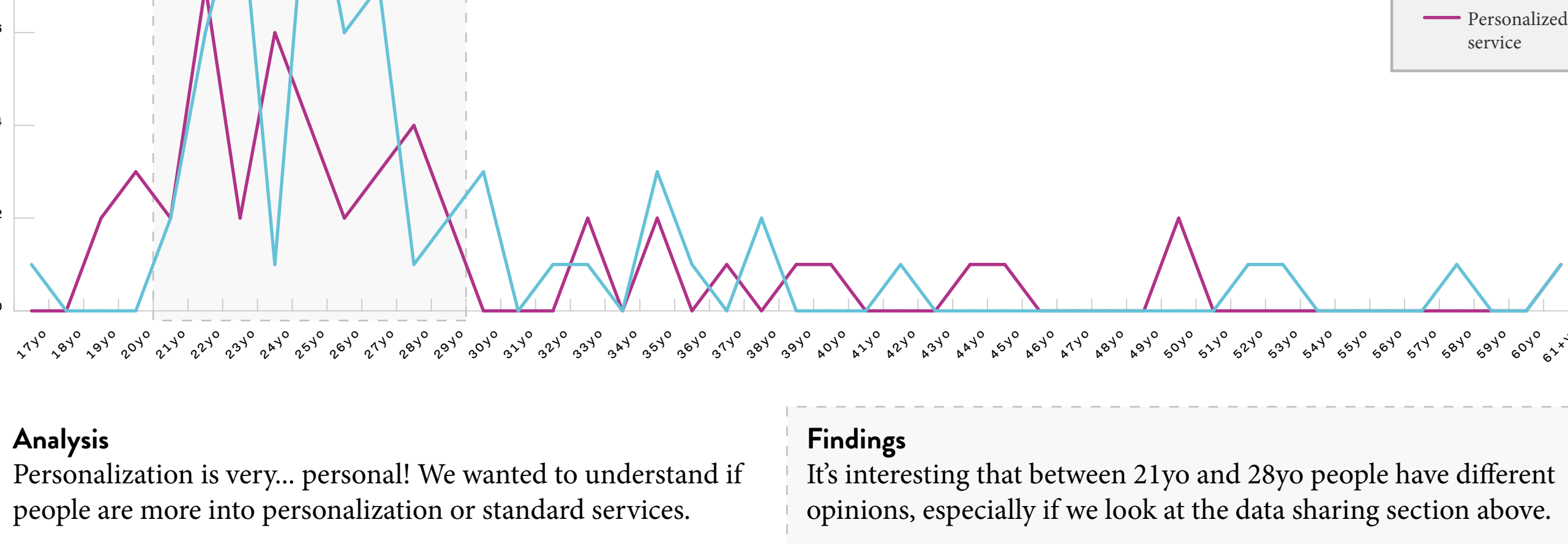


But not everyone user is okay with the company using the data produced from their services



PERSONALIZATION

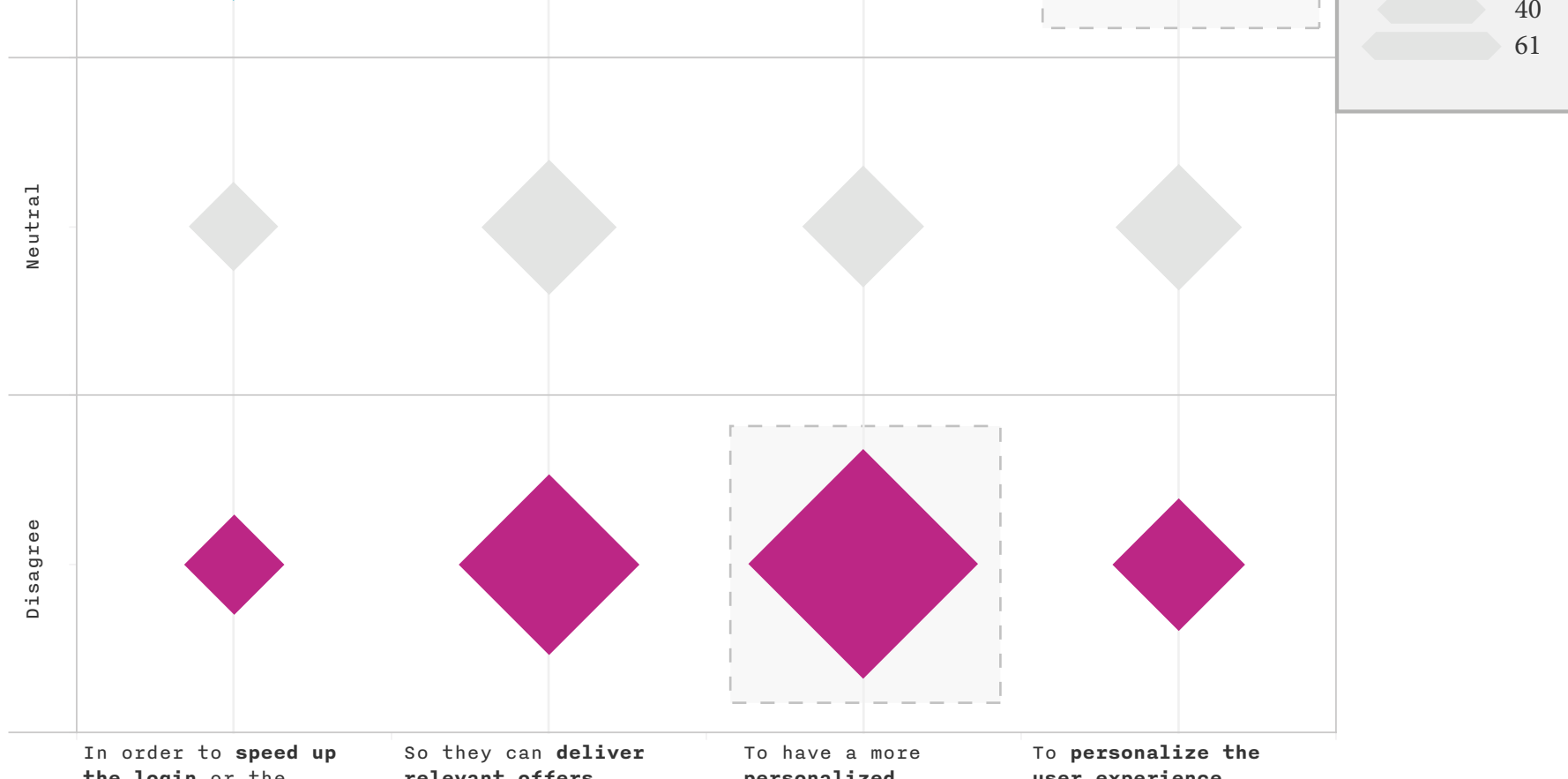
Personalized vs standard service



Analysis
Personalization is very... personal! We wanted to understand if people are more into personalization or standard services.

Findings
It's interesting that between 21yo and 28yo people have different opinions, especially if we look at the data sharing section above.

Personalized is not always good



Feelings about personalization

Surprised and curious
I like that "internet" knows what my interests and habits are

Neutral
Both
Incoherent suggestions
I expect it
Other

Findings
Personalization is nowadays expected. But people are both scared (they know too much about me) and surprised (I gave my data, I like what they came up with).

Scared and annoyed
I don't like that "internet" knows everything about me