



THIS WEEK'S TOP STORIES ON SOCIAL MEDIA

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The Chinese government is now showing its determination to use big data as a tool for both measurement and control. A new report put out by China's education ministry suggested it is using big data to listen to university students' political views. The idea would be to create a database that extracts data from sources such as social media, library records and surveys, and collect quantifiable and personalised information aimed to reveal trends in students' thinking and values, the social issues they are paying attention to, and quantify public sentiment that is more scientific than polling. [View More](#)



The travel industry, which has been tapping into big data for a few years now, is still facing two major challenges: on one hand, collecting and processing data in order to draw correlations and connections in consumer travel habits, and the another hand, identifying customers in real-time as they browse booking websites to provide highly personalised pricing and special offers. One solution: getting into social media profiles! By connecting Facebook and Google accounts, travel companies gain access to a wealth of social data that can then be correlated with behavioural data. Booking.com and Expedia are already exploring this option by allowing users to log into Facebook on their platforms. [View More](#)

A recent report from Hewlett Packard shows that 87% of enterprises are not capable to fully tap the data they collect and that 85% cannot analyse data quickly enough, even though top executives clearly demonstrate their intent to use data as effectively as they can. The main reason for that? The amount of data they have on hand is huge, generated from different sources, structured differently, and working with data can be very expensive as it requires high expertise and costly infrastructures. [View More](#)



INSIGHT:

This infographic helps you find out what big data means to your business and what value it can bring to your respective industry.

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Blogpost

How to Use Social Media to Target Brides- and Grooms-to-be [View More](#)

Sources:

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