



THIS WEEK'S TOP STORIES ON SOCIAL DATA & ANALYTICS

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Happy Lunar New Year. 🐵
Best Wishes for the Year of the Monkey.



Data analytics is now being used by politicians to strengthen the decision-making process and improve governance. They have started using data analytics tools, predictive algorithms and techniques for analysing and forecasting based on primary data.

Emerging markets such as India are catching up with what is being done in other countries and are increasingly using text analytics based on data from social networking websites like Twitter in order to determine demographic profiles and socio-economic aims. Indian politicians are currently analysing the effects of social security schemes and creating dashboards to monitor programmes at district level. [View More](#)



Unfortunately, big data is also being used by dictators and unscrupulous governments in many ways. In some countries, big data algorithms are aimed at sniffing out dissidents and anti-government activists. In the U.S., the NSA is collecting data from phone taps and meta-data from telephone companies with an eye to preventing terrorist attacks. In Chicago, the Police Department uses algorithms to predict who is going to be a criminal. Meanwhile, the Indian government is creating accurate, detailed and verifiable national records on every one of its 1.25 billion citizens and China is rolling out a social credit score that aggregates a citizen's financial worthiness, how patriotic a citizen is, what they post on social media and who they socialise with. [View More](#)



Since learning is now co-ordinated online via laptops or tablets, students generate huge amounts of data when they are in a classroom environment. Technological innovators working with educational establishments are therefore working on transforming this data into insights that can reveal how the students learn, highlight areas where

students may not be learning efficiently and identify better teaching methods in order to help both teachers and students to get the most out of their school days. The education sector may have been slower than other sectors and industries to implement big data solutions but it is now clearly getting itself into gear. [View More](#)

Insights:

The Impact of Big Data on Social Media Marketing Strategies



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BLOG



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Sources:

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