Chances and Marketing: On-line Conversation Analysis for Creative Scenario Creation

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IlliGAL

Illinois Genetic Algorithms Laboratory
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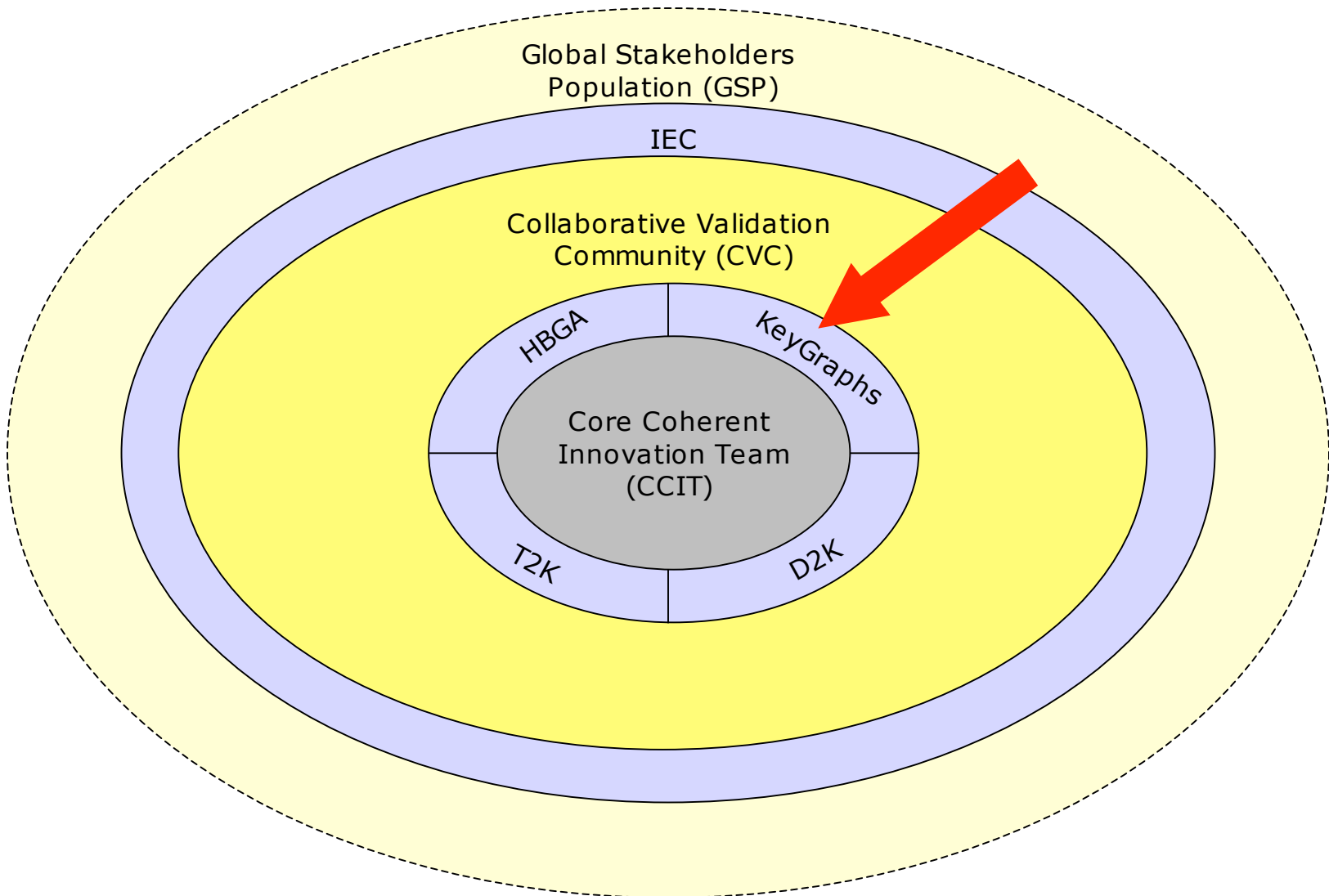University of Illinois at Urbana-Champaign
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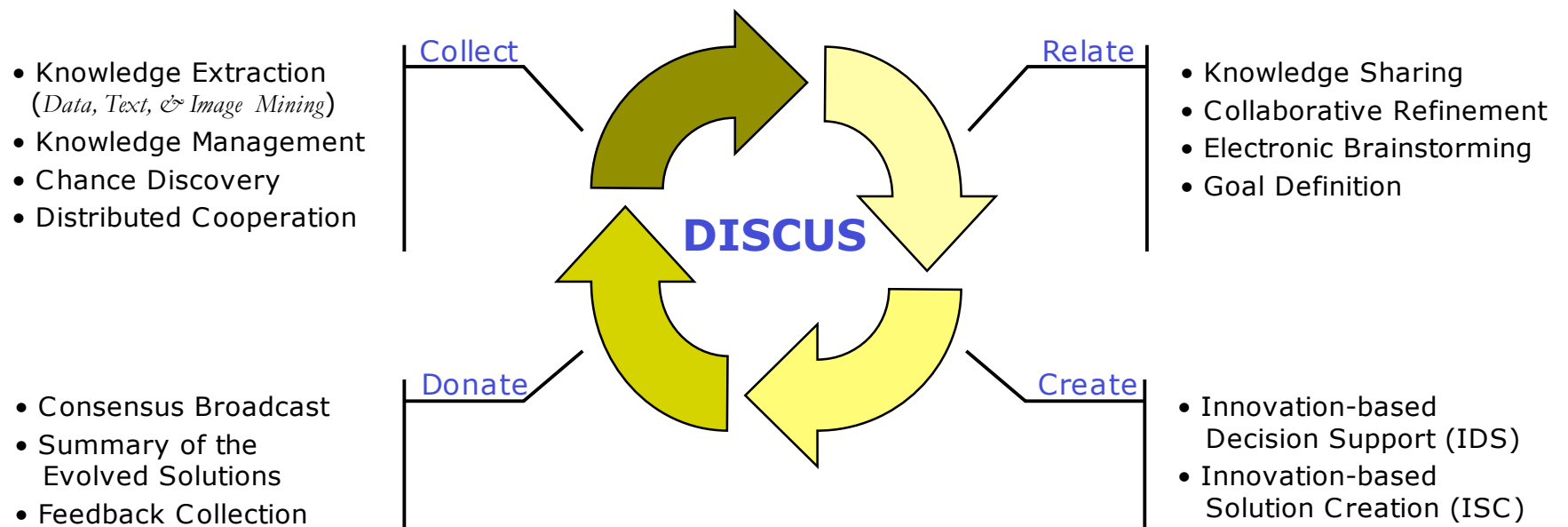Champaign, IL 61820.

NCSA

DISCUS Project

- Innovation technology for creative collaboration, and decision-making.

- Combine HHC (human-human collaboration) and HMC (human-machine collaboration) to form powerful system.

- Envision both synchronous and asynchronous collaboration for continuous innovation.

- Overcome superficiality of online interaction through augmented reflection

DISCUS Overall Picture

Global Stakeholders Population (GSP)

IEC

Collaborative Validation Community (CVC)

HBGA

KeyGraphs

Core Coherent Innovation Team (CCIT)

T2K

D2K

The DISCUS Methodology

Collect
- Knowledge Extraction
  (*Data, Text, & Image Mining*)
- Knowledge Management
- Chance Discovery
- Distributed Cooperation

Relate
- Knowledge Sharing
- Collaborative Refinement
- Electronic Brainstorming
- Goal Definition

DISCUS

Donate
- Consensus Broadcast
- Summary of the
  Evolved Solutions
- Feedback Collection

Create
- Innovation-based
  Decision Support (IDS)
- Innovation-based
  Solution Creation (ISC)

Marketing Scenarios

- Marketing scenario creation

- Scenarios: short descriptions of future hypothetical situations

- Identifying chances ➔ anticipate:

  - market need

  - new product

  - ...

- Some data is usually available

  - objective: surveys, questionnaires...

  - subjective: discussions, brainstorming sessions...

On-line Scenario Analysis

- A group of marketing researchers

- Discus about a particular topic: *"single women and cell phone usage"*

- A big amount of raw information was available (questionnaires)

- They want to bootstrap a discussion of women interests using KeyGraphs

- Identify relevant chances on the scenario discussion

The Creative Chance Discovery Process

- A first test of the methodology:

    (1) Data gathering (*objective data*)

    (2) Data processing and mining (*objective data*)

    (3) Initial scenario creation (*objective data*)

    (4) Free discussion and reflection using the initial scenario (*subjective data*)

    (5) Creation of new scenarios (*subjective data*)

Initial Scenario Creation

- Approximately 900 questionnaires were available

- Cover three major US cities (New York, Chicago, Los Angeles)

- A data cube was generated using D2K

- Relevant rules were extracted using D2K's rule association miner

- Marketing researchers examined the rules and selected the relevant data subset they were interested (single women group)

- An initial KeyGraph was built using the filtered data
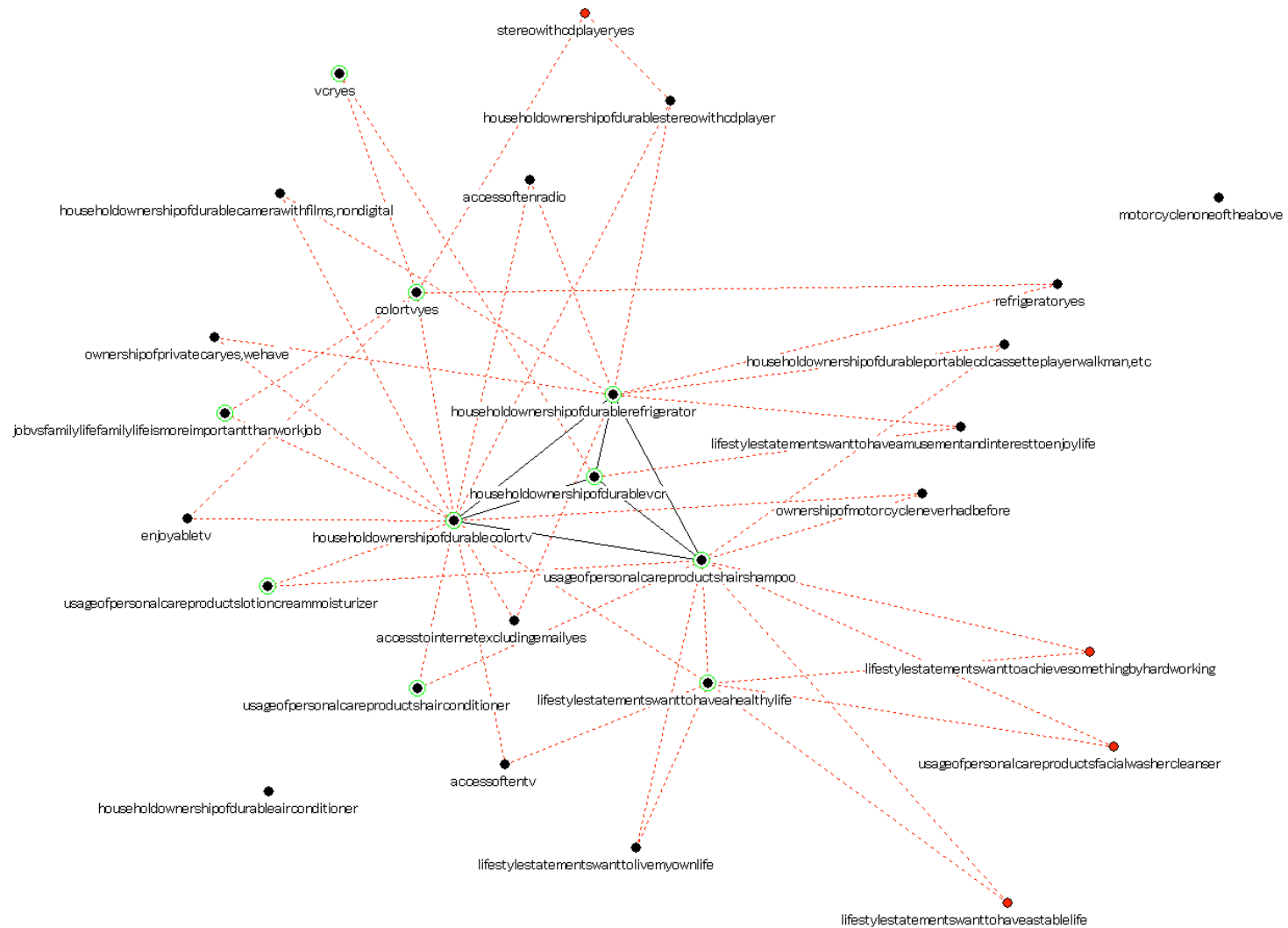
On-line Scenario Discussion

- Using the DISCUS infrastructure, the marketing researchers engage a discussion about the chances in the initial scenario

- The conversation was analyzed on-line

- The analysis was available at two levels:

  - Message level

  - Discussion level

- KeyGraphs of the current discussion was available

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Resources

[- Knowledge Center Mining - Google Search - KeyGraph Analysis

Discussion Board

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Ring tone business · yoshikawa2 · replies: 0

Today, even in the US, ring tone business for cell phone starts growing. business is very promising in the world, because it can be a good busines activate digital music distribution.

Real music as a ring tone · yoshikawa2 · replies: 4

Nowadays, in Japan "CHAKU-UTA" service , real music distributio tone, has started since last year. This service has a potential to mobile business , but also music business . By the service companies have joined the mobile and media business .
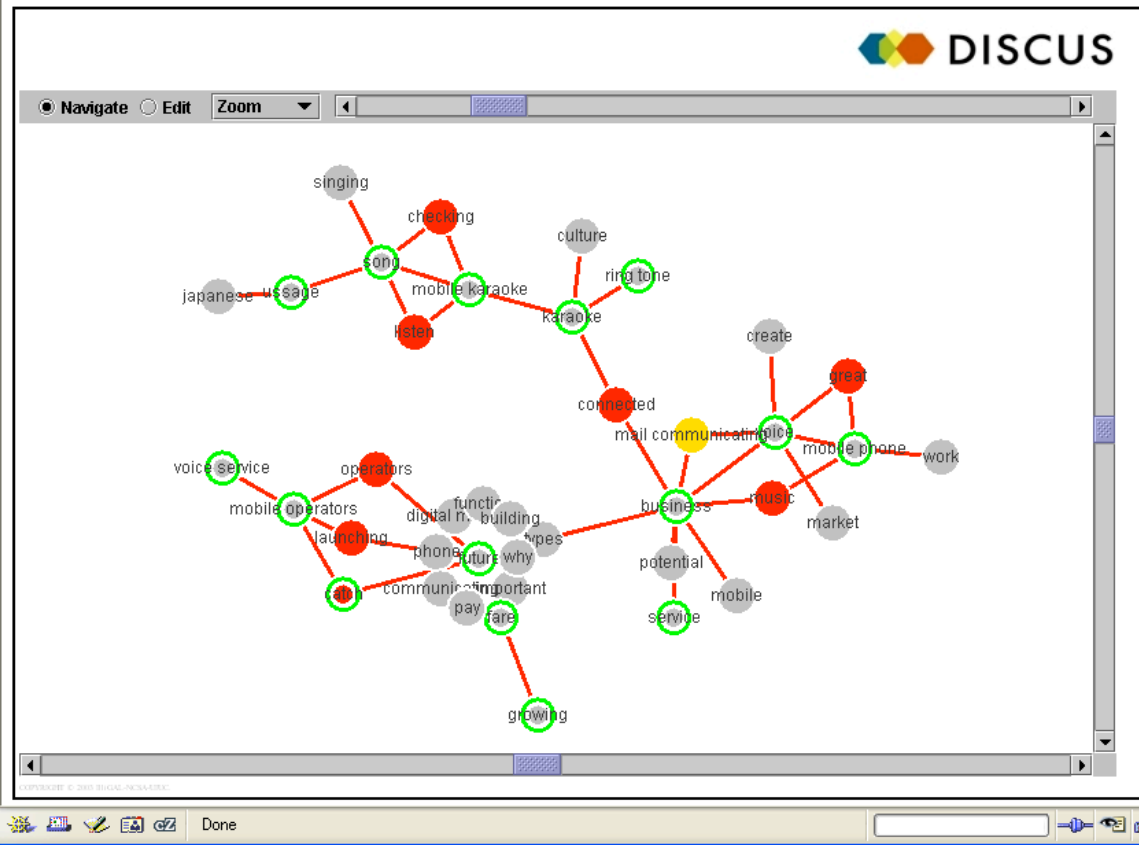
Real music as a ring tone · tamdai · replies: 1

Chaku-uta is now very popular among Japanese youngsters becaus experiences regarding their music life. This may not be a major cult a deeper culture most clitics ever thought.

Real music as a ring tone · yoshikawa2 · replies: 0

The digital music causes a lot of difficult problems. For instance, M is very difficul to identify users. I think some new regulation is need possible.

Real music as a ring tone · yoshikawa2 · replies: 0 Mar 8, 2004 - 3:54 PM

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DISCUS

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Chance Discovery and Creativity Support: Final Remarks

- On-line analysis enables fast feedback

- KeyGraphs provide:

  - a visual map of the discussion

  - an externalization of the main topics and relations

  - provide a common tools for reasoning about chances

- Fast feedback speedup the creative process

  - cluster consolidation (convergent thinking)

  - cluster connection (divergent thinking)

- Fatigue fighting (game like approach)

Cast of 1000 Characters

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