# The Connection Between Big Data and Behavioural Economics

**Colin Ho, Ph.D.**

**December 7, 2016**

# Ton of Data Available

# MANY ANALYTICAL TOOLS

# BUT NO FRAMEWORK TO GUIDE US

# Behavioral Economics

Provides a Framework

# Flow

1

The Data

2

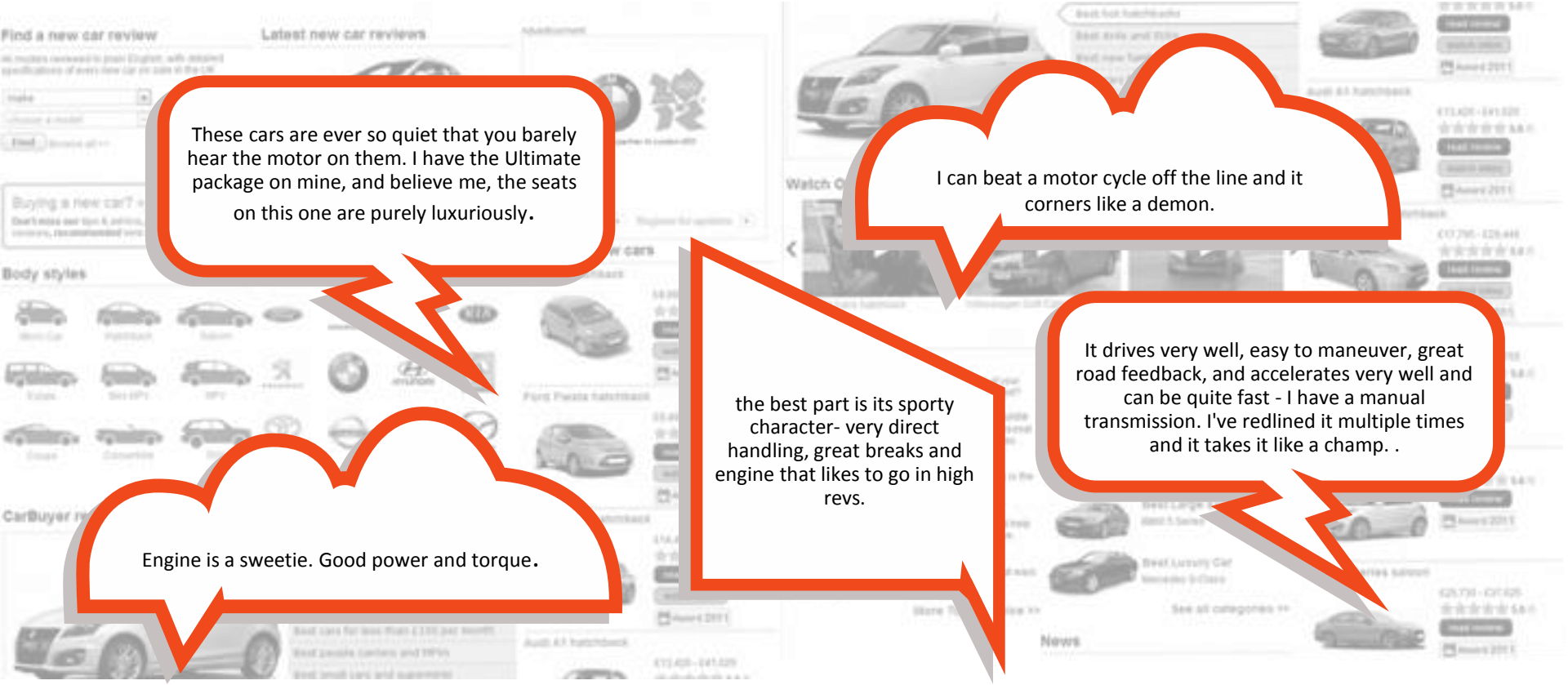
Negativity Bias

3

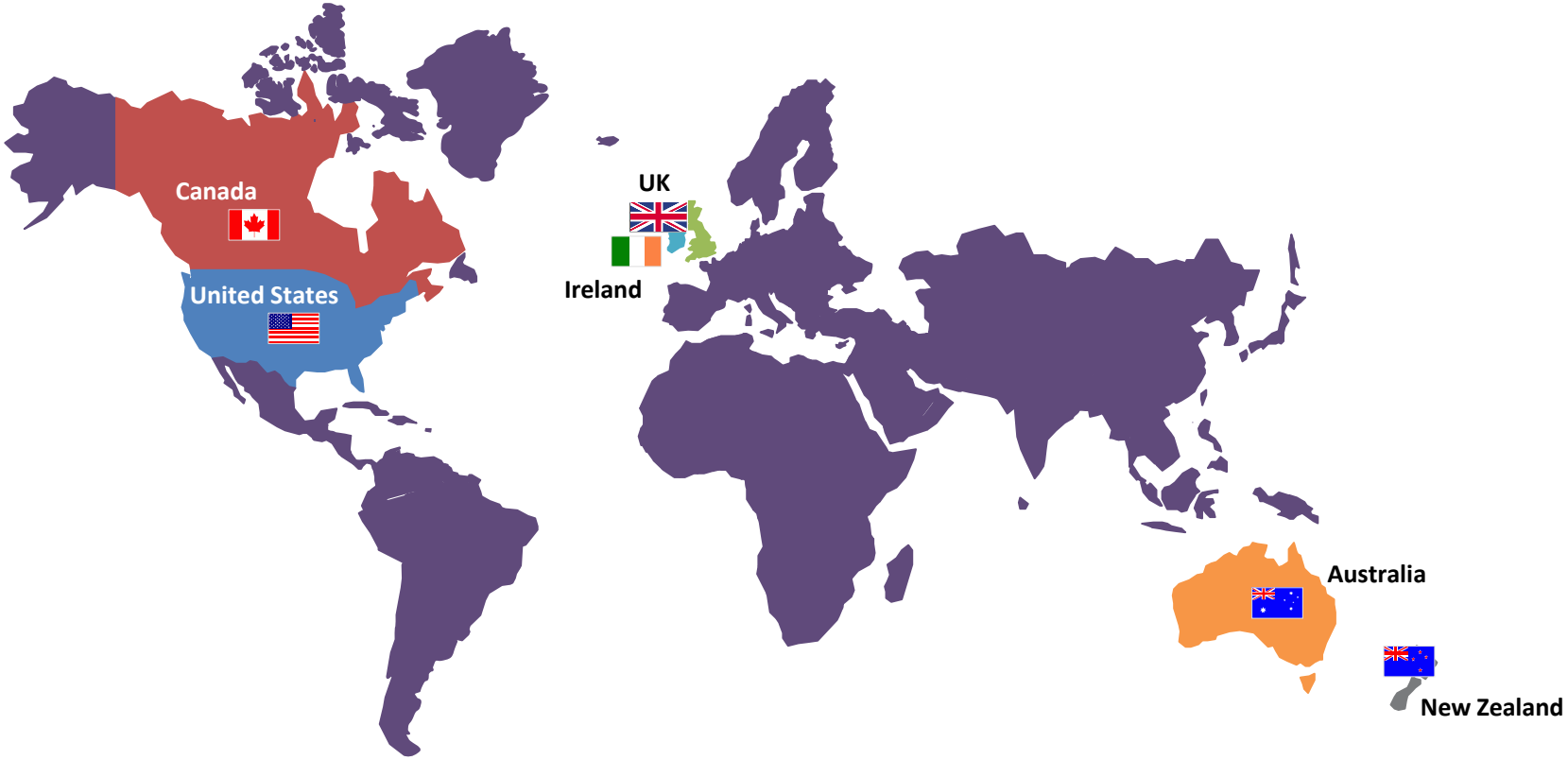
Emotions

# THE DATA

# 7,000 Online Automotive Reviews



# From 6 Countries



# NEGATIVITY BIAS

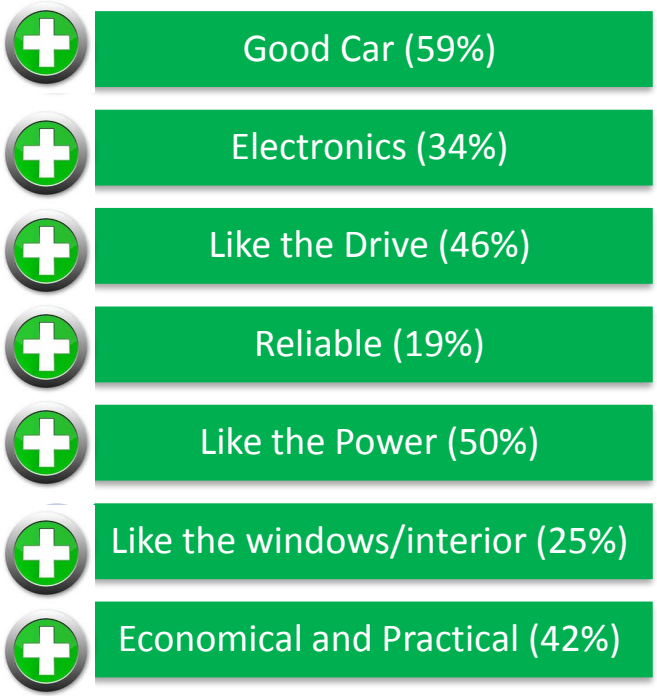
# Negativity Bias

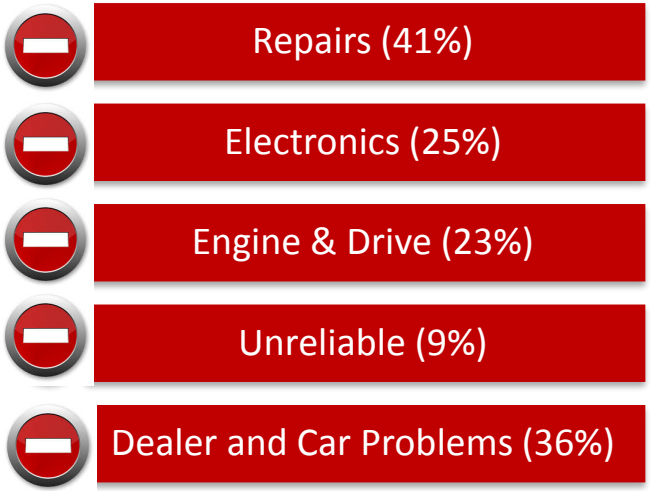
Negative

Positive Positive Positive ▲ Positive Positive

5 : 1

# Reviews Include Positive And Negative



# Relative Impact On Overall Rating

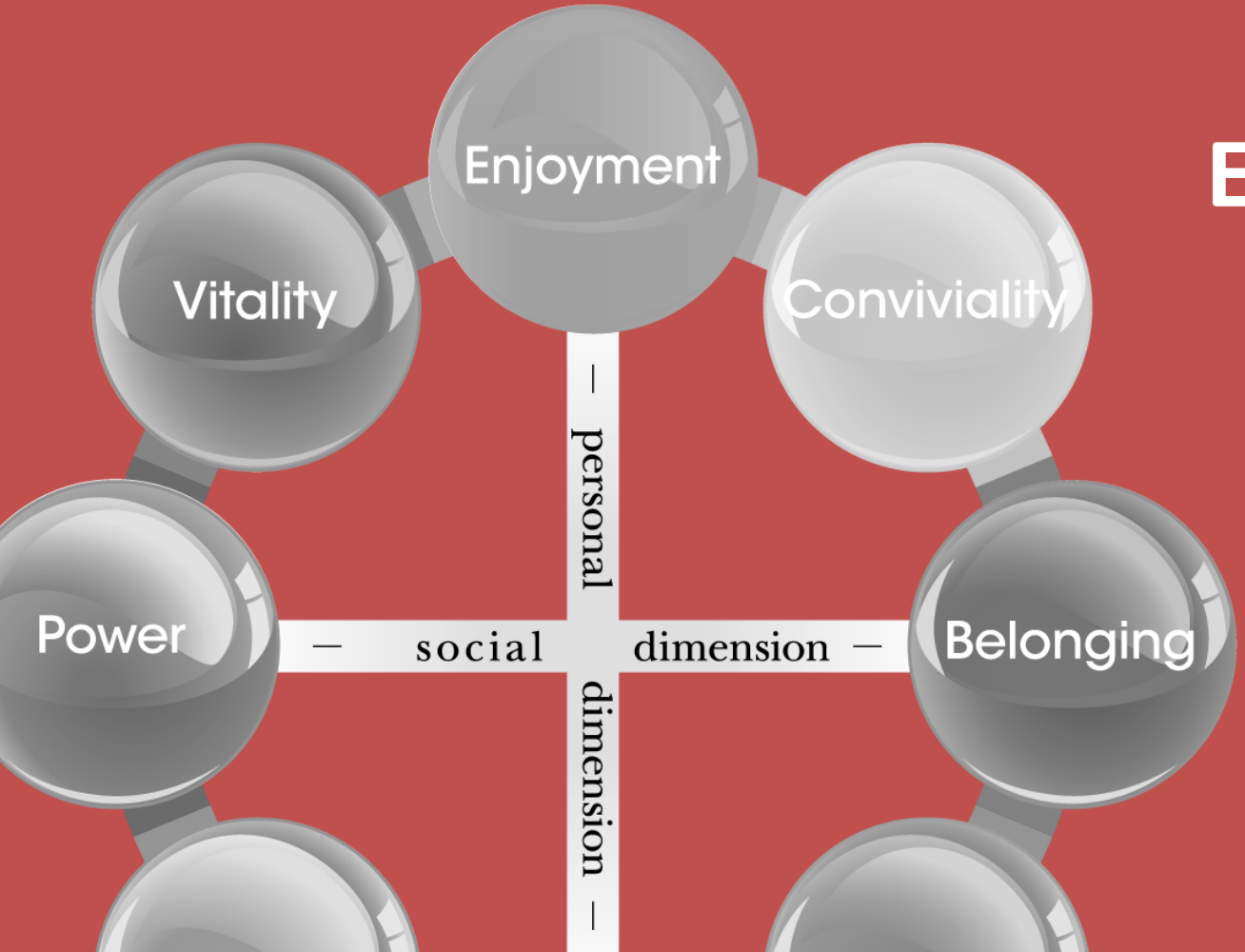
Electronics (+38)

Reliable (+48)

Electronics (-47)

Unreliable (-79)

# EMOTIONS


Enjoyment
Vitality
Conviviality
Power
Belonging
personal
social
dimension
dimension

Love the Car

Like How it Drives

Thinking About Others

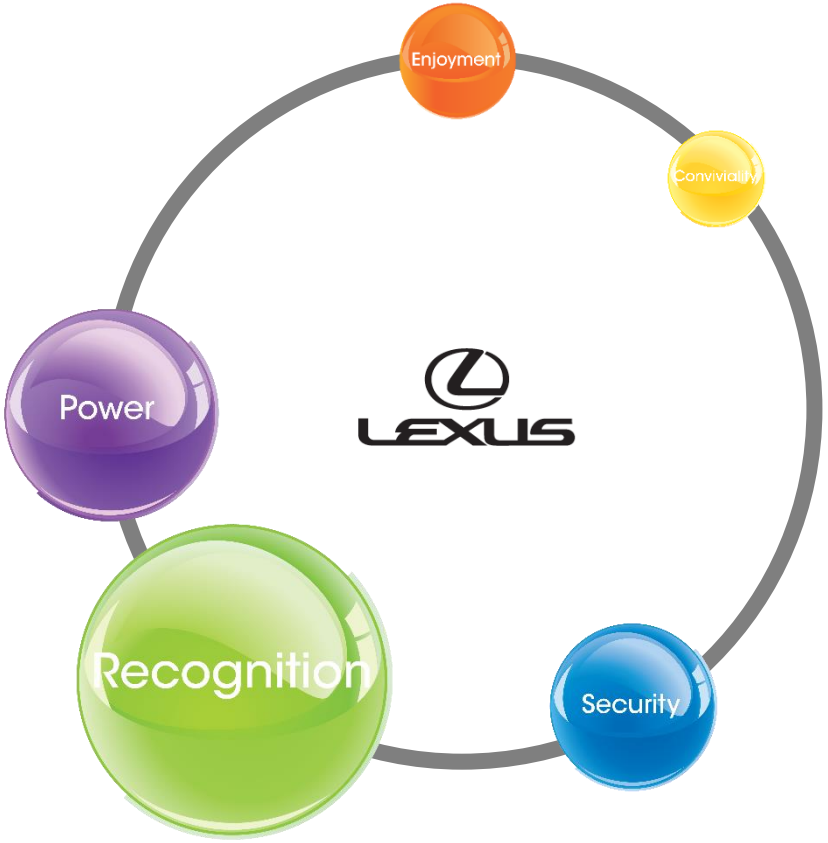
Design, Style, Quality

Family, Space

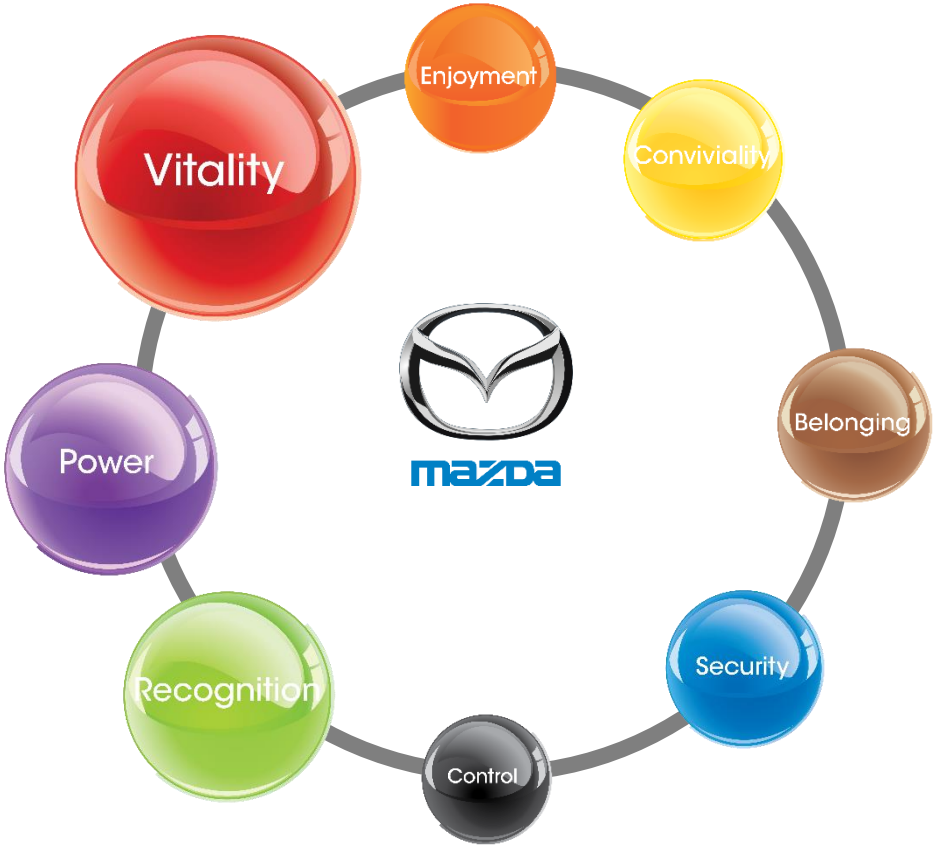
Beautiful, Luxurious

Good & Comfortable

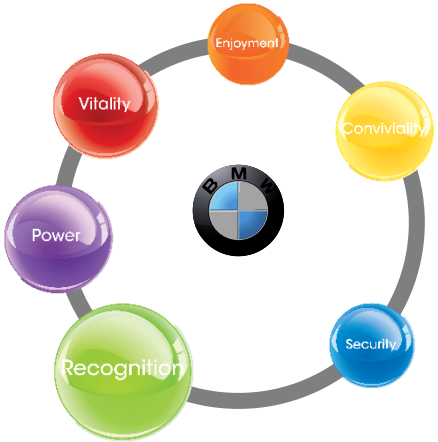
Reliable, Practical, Economical


Enjoyment
Conviviality
Power
LEXUS
Recognition
Security

Enjoyment
Vitality
Conviviality
Power
BMW
Recognition
Security


Vitality
Enjoyment
Conviviality
Power
Belonging
Recognition
Security
Control
mazda

Enjoyment
Vitality
Conviviality
Power
Belonging
HONDA
Recognition
Security
Control


Enjoyment
Vitality
Conviviality
Power
Recognition
Security

Enjoyment
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Conviviality
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HONDA
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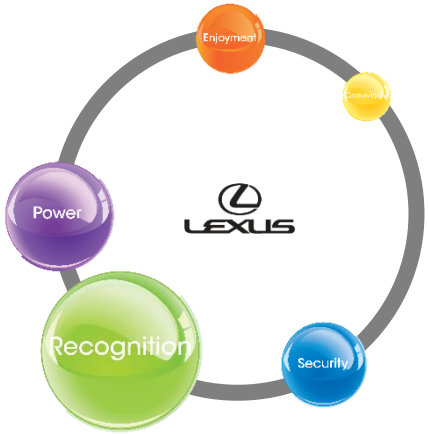
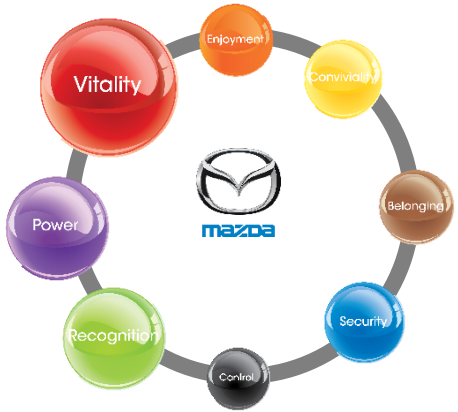
Security
Control


Enjoyment
Conviviality
Power
LEXUS
Recognition
Security


Enjoyment
Vitality
Conviviality
Power
mazda
Belonging
Recognition
Security
Control

# Summary

1

Big Data & Analytics

2

Negativity Bias

3

Emotions

# Thank You!

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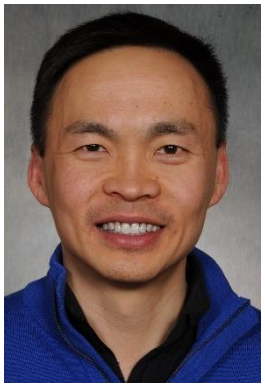
December 7, 2016

# Q & A

**Ray Poynter**
The Future Place



**Colin Ho**
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